



# FUNNY.

THE  
**ROSIE**  
O'DONNELL  
SHOW

# BUSINESS.

## PREMIERE WEEK! JUNE 10 - 14TH

- Vs. May '96, Increased Time Period Rating +58% and Share +50%
- Vs. Lead-In, Grew +21% In Rating and +15% In Share
- #1 In Her Time Period In 14 Markets
- #3 Ranked Talk Show
- Local Newscasts Following "Rosie" Grew +15% In Rating And +9% In Share

Source: NSI WRAP overnights (weighted rating)

A Kid Ro  
Production  
in association with



TELEPICTURES  
productions



WARNER BROS.  
DOMESTIC TELEVISION  
DISTRIBUTION

A Time Warner Entertainment Company

©1996 Warner Bros. All Rights Reserved.

# Fast Track

Must Reading from

## Broadcasting & Cable

June 24, 1996

### TOP OF THE WEEK / 6

**Mega-deal rocks radio** The \$4.9 billion merger of Westinghouse/CBS and Infinity Broadcasting would so dominate the top radio markets that other major groups would be forced to merge in order to compete. It also rivets attention to radio as a prime investment and advertising medium and lends the business new credibility, station owners, brokers and analysts say. / 6

**TCI spins off DBS unit** Claiming its satellite group will perform better as a single entity, TCI has spun it off into a separate, publicly traded company. The move also will help reduce debt, improve shareholder value and make it easier to raise capital. / 10

**ABC Entertainment taps Tarses** Jamie Tarses will be president of ABC's entertainment division, and her predecessor, Ted Harbert, has agreed to stay on as chairman of ABC Entertainment. / 14

**'Free TV II'** Although the issue is dead for now, NAB is gearing up for another public relations campaign on spectrum auctions. The association thinks it is "far from out of the woods on this." / 24



Michael Jordan (l) and Me' Karmazin celebrate their 83-station Westinghouse/CBS Radio Group. / 6

### BROADCASTING / 27

**Fox's new creative team** Fox's TV production arm is restructuring its creative units in an effort to improve the network's record with comedy series. Mindy Schultheis, formerly of Columbia Pictures Television, will head the comedy team, which has been separated from drama development. / 27



Laurie Hibberd and Tom Bergeron will take a ride with Bob the Puppet as co-hosts of Fox's new daytime show, 'Fox After Breakfast.' / 27

**NBC goes for promo gold** NBC will promote its new fall lineup to the tune of \$85 million worth of inventory during its summer Olympics coverage. Emphasis will be placed on telling viewers where to find their returning favorites on NBC's reshuffled prime time slate. / 28

### COVER STORY

**Cable news prepares for war** The TV industry is bracing for a news battle royale. What will it take to win in what has been exclusive CNN territory for 16 years? NBC and Microsoft are planning to launch their assault, joint news venture MSNBC, as is Fox. CNN, meanwhile, expects strong competition and is mobilizing for war. **Cover illustration by Joe Sutliff / 44**



Clockwise from top: Ted Turner, Robert Wright and Rupert Murdoch

### CABLE / 43

**Bad news, good news for DBS** The rate of new subscribers signing up for DBS service dipped more than expected in the first half of 1996, says investment firm UBS Securities. Still, DBS should end the year with 200% more subscribers than last year. / 52

**Cable's ace: Digital interconnection** Increased local and regional marketing could help cable close the ad-revenue gap with broadcast television. And digitalization of "interconnects," which distribute commercials to two or more cable systems simultaneously, will remove many of the barriers that keep advertisers from choosing cable over broadcast. This new marketing tool is paying off already for Adlink, which penetrates 85% of the homes in Los Angeles. / 58

**SPECIAL REPORT**

### Telemedia Week

**White Pine seeks videoconferencing leadership** White Pine Software's CU-SeeMe videoconferencing technology will become platform-neutral so that it can interact with other conferencing technologies. CU-SeeMe enables real-time videoconferencing via computer by using cameras mounted on PCs. / 61

### TECHNOLOGY / 63

**HDTV station named** The FCC has awarded its first experimental HDTV license, to CBS affiliate WRAL-TV Raleigh, N.C. With area weather, tall buildings and hills, the site should provide a good test of the technology. Testing could begin by the end of the year. / 63

Changing Hands.....40	Datebook.....80	In Brief.....84
Classified.....68	Editorials.....86	Network Ratings.....36
Closed Circuit.....16	Fates & Fortunes.....82	Washington Watch.....26

# GOOD NEWS IS COMING IN 1998!



**TV and Radio**  
ung and Povich plan  
arks SKG.  
son and Par  
where Johnson

**THE REPORTER**  
**Chung back**  
**syndie an**  
By Lisa de M  
and Steph  
Connie Chung  
announce th  
will head  
dicat Daily I

**Chung, P**  
**anchor n**

Connie Chung  
ler the failure  
that with Dan  
riesdayshe an  
Povich will  
produced  
the fal

**Television**

for Connie, Maury, it's in the

**VARIETY**  
**DreamWorks**  
**taps Chung for**

**New York Times**  
**ated Program for Ch**

**Husband and wife**  
will join  
to an

**The Philadelphia Inquirer**

**Magaz**  
**Lifestyle & Entertain**

Thursday, June 6, 1996

Connie Chung to anchor &  
hubby Povich beside

**Los Angeles Times**  
**Chung, P**  
**Team Up**  
**uture A**

**USA TODAY**  
**INSIDE**  
**Chun**  
**early**

**L.A. LIFE**

**Maury to team for**

**TVPLUS**  
**REVIEWS • RADIO • LISTENING**

**Style**  
**The TV Column**

**Los Angeles Times**  
**Chung, P**  
**Team Up**  
**uture A**

**USA TODAY**  
**INSIDE**  
**Chun**  
**early**

**L.A. LIFE**

**Maury to team for**

**TVPLUS**  
**REVIEWS • RADIO • LISTENING**

**Style**  
**The TV Column**

**Los Angeles Times**  
**Chung, P**  
**Team Up**  
**uture A**

**USA TODAY**  
**INSIDE**  
**Chun**  
**early**

**L.A. LIFE**

**Maury to team for**

**TVPLUS**  
**REVIEWS • RADIO • LISTENING**

**Style**  
**The TV Column**

**Los Angeles Times**  
**Chung, P**  
**Team Up**  
**uture A**

**USA TODAY**  
**INSIDE**  
**Chun**  
**early**

**L.A. LIFE**

**Maury to team for**

**TVPLUS**  
**REVIEWS • RADIO • LISTENING**

**Style**  
**The TV Column**

**Los Angeles Times**  
**Chung, P**  
**Team Up**  
**uture A**

**USA TODAY**  
**INSIDE**  
**Chun**  
**early**

**L.A. LIFE**

**Maury to team for**

**TVPLUS**  
**REVIEWS • RADIO • LISTENING**

**Style**  
**The TV Column**

**Los Angeles Times**  
**Chung, P**  
**Team Up**  
**uture A**

**USA TODAY**  
**INSIDE**  
**Chun**  
**early**

**L.A. LIFE**

**Maury to team for**

**TVPLUS**  
**REVIEWS • RADIO • LISTENING**

**Style**  
**The TV Column**

**Los Angeles Times**  
**Chung, P**  
**Team Up**  
**uture A**

**USA TODAY**  
**INSIDE**  
**Chun**  
**early**

**L.A. LIFE**

**Maury to team for**

**TVPLUS**  
**REVIEWS • RADIO • LISTENING**

**Style**  
**The TV Column**

**Los Angeles Times**  
**Chung, P**  
**Team Up**  
**uture A**

**USA TODAY**  
**INSIDE**  
**Chun**  
**early**

**L.A. LIFE**

**Maury to team for**

**TVPLUS**  
**REVIEWS • RADIO • LISTENING**

**Style**  
**The TV Column**

**Los Angeles Times**  
**Chung, P**  
**Team Up**  
**uture A**

**USA TODAY**  
**INSIDE**  
**Chun**  
**early**

**L.A. LIFE**

**Maury to team for**

**TVPLUS**  
**REVIEWS • RADIO • LISTENING**

**Style**  
**The TV Column**

**Los Angeles Times**  
**Chung, P**  
**Team Up**  
**uture A**

**USA TODAY**  
**INSIDE**  
**Chun**  
**early**

**L.A. LIFE**

**Maury to team for**

**TVPLUS**  
**REVIEWS • RADIO • LISTENING**

**Style**  
**The TV Column**

**Los Angeles Times**  
**Chung, P**  
**Team Up**  
**uture A**

**USA TODAY**  
**INSIDE**  
**Chun**  
**early**

**L.A. LIFE**

**Maury to team for**

**TVPLUS**  
**REVIEWS • RADIO • LISTENING**

**Style**  
**The TV Column**

**Los Angeles Times**  
**Chung, P**  
**Team Up**  
**uture A**

**USA TODAY**  
**INSIDE**  
**Chun**  
**early**

**L.A. LIFE**

**Maury to team for**

**TVPLUS**  
**REVIEWS • RADIO • LISTENING**

**Style**  
**The TV Column**

**Los Angeles Times**  
**Chung, P**  
**Team Up**  
**uture A**

**USA TODAY**  
**INSIDE**  
**Chun**  
**early**

**L.A. LIFE**

**Maury to team for**

**TVPLUS**  
**REVIEWS • RADIO • LISTENING**

**Style**  
**The TV Column**

**Los Angeles Times**  
**Chung, P**  
**Team Up**  
**uture A**

**USA TODAY**  
**INSIDE**  
**Chun**  
**early**

**L.A. LIFE**

**Maury to team for**

**TVPLUS**  
**REVIEWS • RADIO • LISTENING**

**Style**  
**The TV Column**

**Los Angeles Times**  
**Chung, P**  
**Team Up**  
**uture A**

**USA TODAY**  
**INSIDE**  
**Chun**  
**early**

**L.A. LIFE**

**Maury to team for**

**TVPLUS**  
**REVIEWS • RADIO • LISTENING**

**Style**  
**The TV Column**

**Los Angeles Times**  
**Chung, P**  
**Team Up**  
**uture A**

**USA TODAY**  
**INSIDE**  
**Chun**  
**early**

**L.A. LIFE**

**Maury to team for**

**TVPLUS**  
**REVIEWS • RADIO • LISTENING**

**Style**  
**The TV Column**

**Los Angeles Times**  
**Chung, P**  
**Team Up**  
**uture A**

**USA TODAY**  
**INSIDE**  
**Chun**  
**early**

**L.A. LIFE**

**Maury to team for**

**TVPLUS**  
**REVIEWS • RADIO • LISTENING**

**Style**  
**The TV Column**

**Los Angeles Times**  
**Chung, P**  
**Team Up**  
**uture A**

**USA TODAY**  
**INSIDE**  
**Chun**  
**early**

**L.A. LIFE**

**Maury to team for**

**TVPLUS**  
**REVIEWS • RADIO • LISTENING**

**Style**  
**The TV Column**

**Los Angeles Times**  
**Chung, P**  
**Team Up**  
**uture A**

**USA TODAY**  
**INSIDE**  
**Chun**  
**early**

**L.A. LIFE**

**Maury to team for**

**TVPLUS**  
**REVIEWS • RADIO • LISTENING**

**Style**  
**The TV Column**

**Los Angeles Times**  
**Chung, P**  
**Team Up**  
**uture A**

**USA TODAY**  
**INSIDE**  
**Chun**  
**early**

**L.A. LIFE**

**Maury to team for**

**TVPLUS**  
**REVIEWS • RADIO • LISTENING**

**Style**  
**The TV Column**



100 UNIVERSAL PLAZA, BUILDING 601 UNIVERSAL CITY, CALIFORNIA 91608  
© & TM 1996 DreamWorks LLC.

# Mega-deal rocks radio

Westinghouse/CBS's \$5 billion buy of Infinity creates industry juggernaut; heralds further consolidation in top markets

By Donna Petrozello and  
Elizabeth A. Rathbun

**A** combined Westinghouse/CBS and Infinity Broadcasting would so dominate the top radio markets that other major groups would be forced to merge in order to compete, say station owners, brokers and analysts.

The size of the merger—\$4.9 billion—also rivets attention to radio as a prime investment and advertising medium, and lends the business new credibility, they say.

The deal would create the largest radio group ever, with estimated pro forma 1996 station revenue of \$1.05 billion, according to James Duncan Jr. of *Duncan's Radio Market Guide*. The revenue dwarfs that of the next largest groups: Jacor with \$319 million and Clear Channel with \$318 million (see chart).

The new Westinghouse/CBS Radio Group would have 83 radio stations in 15 markets and dominate the nation's top 10 radio markets with multiple stations in each (see map). Its share of radio revenue would be 44% in Philadelphia, 39% in Boston, 36% in New York and 26% in Los Angeles, Westinghouse says.

In confirming plans last week to separate the broadcast and industrial divisions of Westinghouse, company chairman Michael Jordan said that radio is an obvious place to start building mus-

cle in the broadcast area. The separation, designed to increase shareholder value, could begin in the fourth quarter of this year.

Since Westinghouse's merger with CBS last year, Jordan says, he has "assigned radio as the number-one developmental priority.... I wanted to develop aggressively in the rapidly consolidating industry of radio."

In addition to the radio holdings, the proposed Westinghouse broadcast spin-off also would own 14 TV stations and the CBS-TV network.

Mel Karmazin, president of Infinity and the architect of its undisputed success, will take over the combined radio operation, reporting directly to Jordan. Karmazin said Dan Mason, president of the Westinghouse/CBS Radio Division will have "a very significant leadership role" in the new order.

With the management talent, Westinghouse/CBS also picks up Infinity's popular on-air talent, including the ever-controversial Howard Stern and Don Imus. It also eventually may have access to the Westwood One stable of



Westinghouse's Jordan (l) and Infinity's Karmazin create an 83-station radio giant in 15 markets.

Patrick Pagnano-CBS

radio networks and personalities.

To win FCC approval of the deal, Westinghouse will need several waivers of federal ownership rules that limit broadcasters to no more than eight stations in a major market and no more than five of a kind (AM or FM).

In Chicago, Westinghouse/Infinity would have 10 radio stations, including six FMs and four AMs. In Dallas/Fort Worth, it would have 11 stations (eight FMs and three AMs). In San Francisco and Washington/Baltimore (five FMs and three AMs each) the company would own the maximum allowed.

The "excess" radio stations in Chicago and Dallas will be swapped to another company to conform to the caps, Karmazin says. Even so, Westinghouse will ask for temporary waivers so that it has time to make the necessary deals.

The company also will need waivers of the radio/TV combination rules in eight or nine markets where CBS owns TV stations and Infinity owns radios. All of the markets, however, are among the nation's top 25, where the FCC has a liberal policy of granting "one-to-a-market" waivers.

The Justice Department is sure to scrutinize the merger on antitrust grounds. Concerned about the consolidation of the radio business, it is already investigating a comparatively

## TERMS OF THE DEAL

Westinghouse Electric (NYSE:WX) will pay approximately \$4.9 billion for Infinity Broadcasting (NYSE:INF) in a stock swap. Under the agreement, Westinghouse will exchange \$3.9 billion of its stock for all of Infinity's outstanding shares and assume \$1 billion in debt. Infinity shareholders will receive 1.71 shares of Westinghouse for each of their shares. Based on the price of Westinghouse's stock at Wednesday's close (19 1/8), the deal values Infinity's stock at around 32 3/4 per share. Infinity closed last Friday at 30 3/8, up 1 1/2 from Thursday morning, when the deal was announced.

The deal is subject to approval by the FCC and by either the Justice Department or the Federal Trade Commission. Given those approvals, the parties expect to close the deal before year's end.

—HAJ

smaller deal, Jacor Communications Inc.'s planned mergers with Citicasters Inc. and Noble Broadcast Group Inc. in Cincinnati and Denver.

Karmazin and Jordan plan to visit FCC commissioners this week to clear the way for the necessary waivers and approval.

"As long as they serve the overall public interest, this might be a pretty good marriage," FCC Commissioner James Quello says.

### Sea change

The merger of Westinghouse and Infinity is a sea change that will entice advertisers to radio, says SFX Broadcasting Inc. Executive Chairman Robert F.X. Sillerman. "This is, in many ways, a fundamental changing of the guard and a watershed event," he says. "This is the one transaction that will begin to increase radio's share of advertising dollars overall.... Buyers generally set [ad] rates, but with the increased distribution, strength and integrity of stations represented by companies as strong as Westinghouse, CBS and Infinity, advertisers won't discount the value of radio."

The merger also ups radio's "panache," Sillerman says. "This absolutely confirms the stature of the industry and success of radio as an

## Revenue leaders

Westinghouse/CBS and Infinity have been the top two radio-station revenue leaders—by far—for a while. Their merger puts them even further ahead of other radio groups' estimated 1996 sales:

Company	Station revenue (in millions)
Westinghouse/CBS/Infinity	\$1,050
Jacor/Citicasters/Noble	\$319
Clear Channel/Heftel/Radio Equity Partners/US Radio	\$318
Evergreen Media	\$310
Disney/CapCities/ABC	\$284
American Radio Systems	\$229
SFX	\$224
Chancellor/Shamrock/OmniAmerica	\$211
Cox/NewCity	\$209
Bonneville	\$132

Source: Duncan's Radio Market Guide

advertising medium."

"I don't think any operator will lose market share because of this deal," says Evergreen Chairman Scott Ginsburg. "I've competed against both Westinghouse/CBS and Infinity, and I don't think this merger means that advertisers are going to lie down and give them their money."

"All this is going to do is force another big [merger]," says broker Michael Bergner of Bergner & Co. Companies traditionally viewed as major radio players, such as CapCities/ABC, will have to decide whether they're "in or out...in order to justify their existence in the business" and to compete with the new mega-group.

### Model for future mergers

Many operators and brokers expect the merger to jump-start consolidation in the top the 10 markets, where station sales have been quieter than in other markets. The pressure to merge will trickle down to smaller—but still substantial—companies such as Evergreen and Jacor, Bergner says.

"Now other large radio groups will have to create superduopolies in large and midsize markets. Westinghouse/CBS and Infinity will be the model," says broker Glenn Serafin.

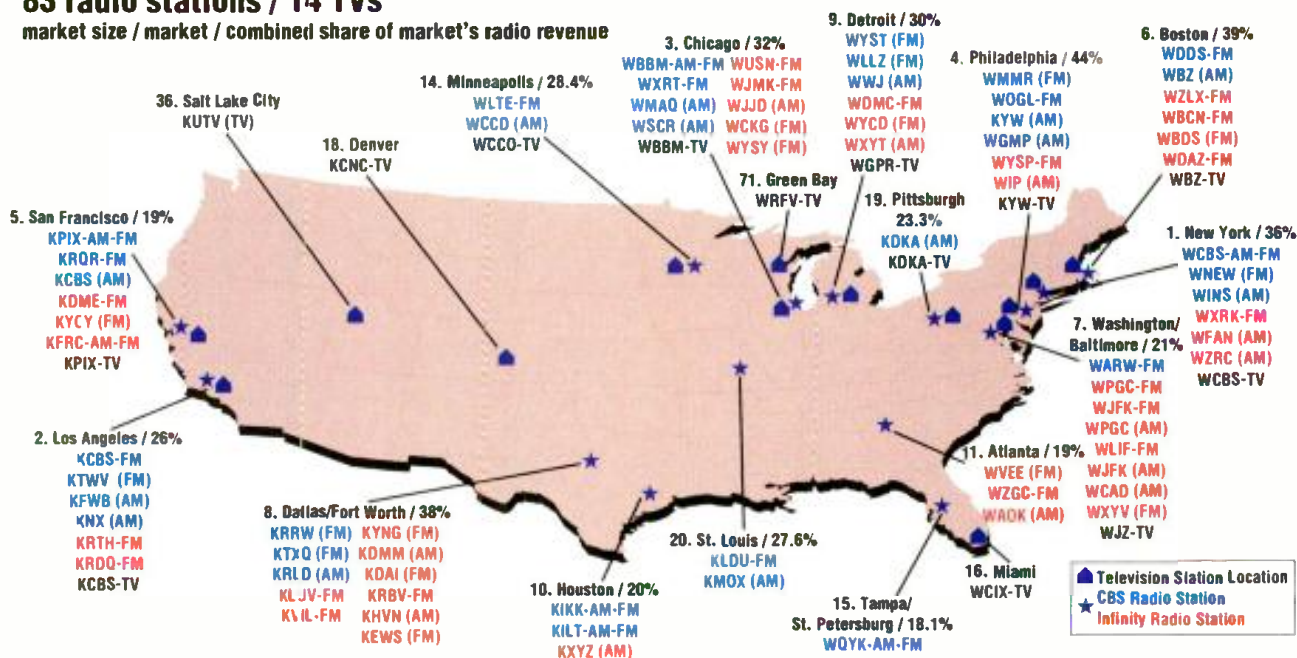
"Consolidation will be stepped up in the major markets," says senior media analyst Tim Wallace of Lehman Bros. "This is just the beginning."

"It'll make [the radio market] even more frenzied," agrees analyst Andrew Marcus of Alex. Brown & Sons. Radio station sales already are up an astonishing 267.8%, from \$1.2 billion in 1995

# IT'S A WESTINGHOUSE/CBS/INFINITY NATION

83 radio stations / 14 TVs

market size / market / combined share of market's radio revenue



Source: Westinghouse; BROADCASTING & CABLE

to \$4.5 billion so far this year.

Consolidation has been the way of the radio business since just before deregulation became law earlier this year. "That's been going on anyhow," an Evergreen executive says. "I don't think [a merged Westinghouse/Infinity] dramatically changes the landscape."

Before the news of the Westinghouse/Infinity merger broke last week, for example, Jacor was said to be talking with Gannett Co. Inc. about swapping its TV stations for Gannett's 11 radio stations (see story, page 38). Gannett declined to comment on the discussions or on the Westinghouse/Infinity deal. Jacor officials did not return telephone calls seeking comment.

Evergreen itself has been the subject of merger rumors, with Westinghouse and with Hefel Broadcasting Corp. "We're talking to a lot of people," the Evergreen executive says.

#### Karmazin's approach was fast

Confirming the import of deregulation, Karmazin—known as a radio-station buyer, not seller—says he approached Westinghouse/CBS immediately after the Telecommunications Act was signed into law with an offer to buy its radio stations. He was turned down.

But Karmazin says he realized "there was no question [that] the transaction that made sense was a combination of Infinity, Westinghouse and CBS. This deal gives radio the kind of credibility it needs to grow dramatically."

After it was clear that the two groups would merge, it took nine days to iron out the details, Karmazin says.

The price that Westinghouse is paying for Infinity seems fair, says media analyst Rita Zanella of Gruntal & Co. "They're definitely not overpaying," she says. By contrast, Westinghouse paid \$5.4 billion for CBS last August.

There may be a bit of a premium for Infinity built into the merger price because of Infinity's reputation as "the best radio operating group out there today," Zanella says. Infinity concentrates on raising its stock price, and its stations have an operating margin of 50%, she says.

The announcement gave an afterburner boost to already hot radio stocks (see story, page 42). Evergreen shares jumped \$2.50 last Thursday, to \$44.25. Chancellor Corp. rose \$1.50, to \$27.75 per share; American Radio Systems Corp. gained \$1.25 to close at \$35.75, and Jacor picked up \$1, closing at \$27.50. ■

## The Westwood One connection

With control of the merged Westinghouse/CBS/Infinity Broadcasting holdings, Infinity President Mel Karmazin may consider synergies between his managed Westwood One Radio Networks and the CBS Radio Networks.

Karmazin is president of Westwood One Inc. and manages its network and entertainment divisions through an agreement forged in January 1994. His role at Westwood One is not expected to change as a result of the merger.

However, Westwood One's founder and chairman, Norman Pattiz, says "all kinds of possibilities" exist in forging a relationship with CBS as a result of the merger.

An alliance would bring together CBS's radio news and sports services with Westwood's news programming from CNN, Mutual News, NBC Radio News and CNBC Business Radio. It also would place CBS Radio talent Charles Osgood, Gil Gross and Mary Matalin, among others, under the same umbrella with Westwood One's Casey Kasem, G. Gordon Liddy and Bruce Williams.

Industry sources say blending two of radio's top news and programming networks could raise antitrust concerns with Justice Department officials because there are only three radio networks—including CBS and Westwood One—of that magnitude. CBS Radio Networks serves approximately 485 affiliates, Westwood One claims more than 1,000 affiliates and ABC Radio Networks serves approximately 2,900 stations.

At a press conference last week, Karmazin said he and Westinghouse/CBS officials "will have to work out management issues with the radio networks before the closing is completed with the FCC. —DP

#### Infinity President Mel Karmazin:

# \$200 million man

**T**he best is yet to come," Mel Karmazin said last Thursday at a news conference announcing the merger of his Infinity Broadcasting Corp. with Westinghouse Electric Corp./CBS Radio Division. "I could not have envisioned a better time or a better price."

There may never have been a better time for Karmazin himself. He walks away from the \$4.9 billion merger as chairman of the new Westinghouse/CBS Radio Group, and with a seat on the Westinghouse board. He personally will assume 2% of Westinghouse stock valued at more than \$200 million.

"I can't imagine anything that is more fun, easier and more profitable" than the radio business, Karmazin told *BROADCASTING & CABLE* in 1991.

A born-and-bred New Yorker, Karmazin, 52, got his start as an account supervisor at an ad agency before going to work as account executive/local sales manager for WCBS(AM) New York. In 1970 he became local sales manager at WNEW(AM) there, leaving in 1981 as gen-


eral manager of WNEW-AM-FM. He has been president of Infinity since 1987.

Well known in the industry for his emphasis on the bottom line, Karmazin may be best remembered by the public as the man who paid \$1.72 million to keep Howard Stern talking. That's how much Infinity paid the FCC last September to settle complaints about Stern's allegedly broadcasting indecent material.

Karmazin himself is paid a base salary of \$925,000 per year, according to Infinity documents dated May 14 and filed with the Securities and Exchange Commission. He received a \$2.325 million bonus in 1995. "In recognition of Mr. Karmazin's extraordinary recent performance," he was granted nearly half a million shares of Class B stock and a \$1 million bonus, the documents say.

The first phase of Karmazin's contract with Westinghouse extends four years and he is committed to holding stock in the company for two years, he says. —DP,EAR





For others  
getting to the top  
is a journey,

# TCI spins off DBS unit

By Jim McConville

**C**laiming that its satellite group will perform better as a single entity than as part of a whole, Tele-Communications Inc. last week spun off its direct broadcast satellite group into a separate publicly traded company.

TCI executives say breaking out TCI Satellite Entertainment Inc. will help reduce debt, improve shareholder value and make it easier to raise capital for expanding into the high-power digital satellite market.

TCI won't keep a stake in TCI Satellite. The deal doesn't require approval of TCI shareholders, and the company will have a separate board of directors. But TCI Chairman Bob Magness and CEO John Malone still will have control over the group through their collective 44% voting stake.

The new company takes along with it TCI's 21% stake in PrimeStar Partners LP (including 570,000 of PrimeStar's 1.2 million DBS subscribers), TCI's two satellites and PrimeStar by TCI, the marketing arm of TCI's stake in PrimeStar. The group also will own Tempo Satellite Inc., TCI's high-power-satellite group, but not Netlink USA, a distribution arm of TCI's Liberty Media.

Industry analysts valued the new company at \$2 billion–\$2.5 billion. "That's a huge base to start business with. We see DBS [as] having very good growth prospects," says Gary Howard, president of TCI Satellite, who will oversee the new company.

Barney Schotters, TCI senior vice president of finance, says the spin-off is intended to give the satellite group a strong balance sheet so that it can raise sufficient capital. The company will be able to secure both public debt and bank debt, he says.

The spin-off also will allow TCI Satellite to call its own acquisition shots. "I'm excited to have a currency so we can do some [merger and acquisition] deals," Howard says.

As far as a TCI Satellite partnership with MCI/News Corp., Howard says don't bet on it: "We have divorced satellite from any of TCI's conversations with MCI and News Corp."

The group's top priority, says Howard, will be PrimeStar's leap into high-power satellites. Its launchpad is a proposed deal with Telesat Canada that

calls for TCI to sell Telesat two satellites, then lease them back to provide DBS programming in the U.S.

TCI's new high-power satellite will let new PrimeStar subscribers coming on board use MPEG-2, 18-inch digital satellite systems, Howard says. Existing PrimeStar customers with 36-inch dishes will be converted over two years.

TCI's spin-off follows moves last year to create a separate programming group through Liberty Media and an international cable arm in TCI Inter-

national.

TCI stock, which hit a high of \$22.38 last year, has climbed 50 cents, to \$18.65, at the close of trading last Thursday.

Schotters says TCI hasn't figured how much debt the new company will start off with when the spin-off gets final approval, expected sometime in the fourth quarter. He says TCI has invested \$700 million in the satellite group.

The spin-off will give TCI shareholders shares in proportion to their current stakes in TCI, and they automatically receive tax-free dividends in the new company. The distribution ratio for shareholders will be determined in the fall, Schotters says. ■

## Tough May for talkers

'Povich' and 'Limbaugh' only ones to post gains; 'Seinfeld,' 'Improvement,' 'Simpsons' strong among sitcoms

By Steve McClellan

**F**or the most part, daytime and early fringe talk shows showed lackluster performances in May and struggled to retain audience levels of a year ago in the same time periods. In daytime, only two of 19 talk shows achieved marginal ratings gains—*Maury Povich* (up .1 to an average 3.4 Nielsen rating) and *Rush Limbaugh* (up .2 to an average 2.5 rating). The rest were flat or down.

That's according to an analysis by Petry Television of May sweeps program ratings for syndication, on which all the numbers in this report are based. Among early fringe talk shows (with at least 40 clearances), only *Oprah Winfrey* and *Sally Jessy Raphael* showed gains (and they too were marginal). *Oprah*, still the highest-rated talk show, posted an 8.4 rating/27 share, up .2 of a ratings point from the previous May. *Sally* was up .1, to an average 4.3 rating. It also posted a .5 gain among women 18-34, averaging a 3.0 rating in the demo.


Two new midseason talk shows, *Crook & Chase* and the canceled *Jim J. & Ann*, posted less than fabulous results in their May outings. *Crook* earned a 1.7 rating versus an average 2.5 for the time period a year earlier. *Jim J.* had a 1.0, a 40% drop



'Seinfeld' beat 'Home Improvement' in access and late fringe in the May sweeps for syndication.

from the time period average a year ago. Neither show did better than an average 1 rating in the key women demos.

On the sitcom front, *Home Improvement* and *Seinfeld* continued to be the big story again this season, with *Seinfeld* topping *Improvement* in access ratings for the first time since their debuts last fall. In that daypart, *Seinfeld* averaged a 7.7/13; *Home Improvement*, a 7.6/16. Both shows boosted their time period performances by about 2 ratings points compared with May 1995. *Seinfeld* also was tops among sitcoms in late fringe, while *Improvement* was first in the genre in early fringe. *The Simpsons*, now in its second year in syndication, continues to post strong numbers. The show was second in early fringe, with an average 5.0 rating (up 16% from May '95), and third in access, with a 5.5 rating (down 5%). ■

A surreal image of a wooden ladder extending into a starry space. A large, vibrant red nebula dominates the center, with a bright blue star at the top and another blue star to the right. The background is filled with numerous small white stars. The ladder is positioned at the bottom right, leading upwards into the cosmic scene.

For some  
getting to the top  
is a dream.



Source: NTL (CAA%), week ending 10/9/94 through 5/19/96. Rank is among regularly scheduled syndicated weekly hours.  
© 1994 Paramount Pictures. All rights reserved.



**But for us,  
being at the top  
is a habit.**

On the ladder of syndication success, one weekly first-run hour tops the rest, **STAR TREK: DEEP SPACE NINE**. Over the past 85 weeks, DS9 has ranked #1 for an incredible 92% of the time. Proving it's the perennial favorite among adults 18-49.

**STAR TREK**  
**DEEP SPACE NINE**



# ABC Entertainment taps new team

*Tarses comes in as president; Harbert agrees to stay as chairman*

By Steve McClellan

**A**BC wrapped up its deal last week to make Jamie Tarses president of its entertainment division—and retained her predecessor in the process. Ted Harbert agreed to stay on as chairman of ABC Entertainment.

Sources say Capital Cities/ABC President Robert Iger was on the West Coast Tuesday and completed negotiations with both Harbert and Tarses by Wednesday.

Earlier speculation, apparently unfounded, was that Tarses would not accept the post of president if it meant reporting to Harbert (BROADCASTING & CABLE, June 17). But she did accept and she does report to Harbert, who has dual reporting lines to Iger and ABC Television Network Group President David Westin.

The network went out of its way to stress that Westin will “work closely with Mr. Iger in the overall management of the division.” Reached last week, Harbert and Tarses dismissed earlier



*Harbert (l) will oversee finances, while Tarses will handle scheduling.*

speculation that they would have trouble sharing power. “We obviously haven’t spent years together [on the job], but we’ve known each other for a long time socially, and so far it has clicked wonderfully,” said Harbert. Added Tarses: “We’ll be spending a lot of time together, and I’m excited about it.” They also pointed out that network entertainment divisions frequently have been run by teams, such as Grant Tinker and Brandon Tartikoff at NBC and Bud

Grant and Harvey Shepherd at CBS.

Tarses and Harbert assume their new roles immediately. As reported earlier, the network has, in effect, split up the duties of president as the job was described when Harbert held it. With Tarses, the job will be more narrowly focused on prime time program-related duties, while Harbert will oversee financial areas.

Tarses is responsible for developing and scheduling prime time entertainment programming; current programming; casting; talent relations; advertising, and on-air promotion. Those areas report directly to her. Harbert has responsibility for ABC Entertainment but will directly oversee the division’s finance and business areas, for which he reports to Iger. He also will oversee late-night programming and program ventures such as those with DreamWorks SKG, Brillstein-Grey and Jim Henson Productions, for which he reports to Westin.

The daytime and children’s programming heads will continue to report to Westin. ■

## Growing prominence of promotion

*Greater influence of marketing executives on programming is reflected at Promax convention*

By Cynthia Littleton and John Eggerton

**P**romotional spending for TV shows is on the rise, and so is the level of influence many promotion directors have in programming decisions.

As a result, broadcasters and syndicators are investing more time and money in the annual Promax & BDA conference and exhibition, held last week in Los Angeles. For many of the estimated 6,000 attendees, the four-day gathering began with a stern lecture on ethics and news promos from former O.J. Simpson trial prosecutor Christopher Darden (see page 28).

Veteran conference-goers noted that there were more workshops for returning shows than in recent years. Many syndicators put on elaborate presentations for weekend action hours, an expense usually reserved for start-up strips.

CBS’s Eyemark Entertainment has a \$20 million promotional campaign in the works for its upcoming weekly *Psi*

*Factor: Chronicles of the Paranormal*. Host Dan Aykroyd will write a weekly *Psi Factor* syndicated newspaper column and produce daily radio segments, among other cross-promotional initiatives.

NBC and New World/Genesis Distribution are spending more than \$10 million on the launch of an entertainment magazine strip, *Access Hollywood*.

Generally speaking, industry observers say, distributors will spend an average of about \$5 million to promote the launch of a strip this year, while weeklies cost major syndicators anywhere from \$2 million to \$4 million. Those figures climb to \$13 million–\$15 million when station co-op dollars are factored in.

Promotion budgets and the power of broadcast branding were not the only hot topics of conversation at Promax. TV marketers now face the tough assignment of creating promos in the content-sensitive age of the V-chip.

There were indications last week

that the V-chip era may have some effect on how shows are promoted. Columbia Tristar Television Distribution President Barry Thurston said his company has been careful to create promotions for *Mad About You* that can run in any daypart. Although he says he has been approached by stations asking for more adult promotions for the A-tier sitcom, he will leave such promos for the stations to create. Were CTDD to make them, he says, it would have no way to control when stations ran them. It is an issue that other show promoters are going to have to start taking into account, he said.

Geraldo Rivera, whose talk show has been repositioned as an “issue-oriented show with a heart,” was asked by one concerned station marketing executive how to make topical promotions exciting when the show is being softened. Rivera answered that it was a challenge, but that it would be self-defeating to have a promo that violated the anti-sensationalism code he is espousing. ■

# AMERICA'S SECOND BIGGEST STATE.



TEXAS

# Dispute over HDTV standard

*Computer makers object to Grand Alliance plan, while broadcasters support it*

By Christopher Stern

**C**omputer industry representatives told the Senate Commerce Committee last week that adoption of the broadcaster-supported Grand Alliance standard for digital television would thwart innovation in the next generation of TV sets.

Broadcasters, including NBC President Robert Wright, countered that the proposed standard is a "huge, flexible pipe" that has plenty of room for innovation while providing consumers with the confidence they need to invest in digital TV.

Set makers also testified in favor of the standard, which they said was necessary for their own investment in digital TV. Philips Electronics North America Corp. President J. Peter Bingham testified last week that a rejection of the Grand Alliance standard would "retard, if not destroy, the introduction of digital television in the United States."

The FCC has proposed adopting the digital TV standard proposed by the Grand Alliance, a coalition of broadcasters and set makers that has been working on the technology for the past eight years.

But just as the television industry appears poised to adopt the standard, the computer industry has come out in strong opposition. Silicon Valley already scored a victory earlier this year when Senate Commerce Committee Chairman Larry Pressler (R-S.D.) began circulating a legislative proposal that would bar the FCC from approving a standard.

"Making the standard a law will lock in today's view of technological capability for a very long time. Any modifications or improvements will have to run the gamut of a long and arduous government approval process," testified Craig Mundie, Micro-

## Closed Circuit

LOS ANGELES

### The Oprah factor

**W**ord that New World Communications Group and King World Productions are considering a merger caught many media watchers by surprise earlier this month, but insiders say the two companies have had similar discussions in the past. Sources say this round of talks has progressed much further than those held in the late 1980s, before Ronald Perelman took over New World, and others in 1993. Then as now, however, any deal may hinge on Oprah Winfrey. Her contract with King World is said to contain an out clause allowing her to take her top-rated talk show—and as much as one-third of King World's annual cash flow—to a new distributor if King World changes hands.

### Radio 'Extra'

**W**arner Bros. has completed a top-to-bottom makeover of its *Extra* daily news/entertainment magazine that includes its approach to promoting the show. The company has moved most of the money for *Extra* promotional media buys out of local print and into radio. Last year, 64% of its budget was allocated to radio. Currently that figure is 97 1/2%. The reason: topicality, says one media executive, who says the lag time for print media is just too great for a daily news show.

NEW YORK

### Bumping anchors

**W**hen MSNBC launches next month, West Coast NBC affiliates will be in the awkward position of having star network news correspondent Brian Williams, in his new role as anchor of the cable service's nightly newscast, compete head to head with the *NBC Nightly News with Tom Brokaw*. Williams's cable newscast will air nightly at 9 ET (6 PT). But MSNBC VP/GM Mark Harrington says the network will remedy the situation next year when a second MSNBC feed will be added, and

West Coast viewers will see the Williams newscast three hours later. "But that's another commitment of resources and people. We have to extend the daytime cycle to accommodate that, and right at launch it was more than we could bite off," says Harrington.

### More news for TW Cable

**T**ime Warner Cable is said to be looking to expand its local news operations, with possible launches on systems in Ohio, Texas and San Diego, as early as first quarter 1997. Time Warner already operates local news channels New York 1 in New York City and R/News in Rochester, N.Y., as well as an experimental video news service, The News Exchange (TNX), on its Orlando system.

### Preiss to do Sci-Fi CD

**B**yron Preiss Multimedia, among the more prolific electronic publishers, is making a modest niche for itself in the TV milieu. The multimedia producer already has done four CD-ROMs for TV series including *Seinfeld*, *Frasier*, *Baywatch* and *Melrose Place*. Soon its screen credits will include the Sci-Fi Channel, and other projects are in the works.

WASHINGTON

### Helping hand

**O**utgoing House Telecommunications Subcommittee Chairman Jack Fields (R-Tex.) has set his sights on Africa. Fields, who announced that he is retiring to spend more time with his family, is planning to bring educational television to African children. Africa won a special place in Fields's heart during the many times he has been on safari there. Until he retires at the end of the year, Fields has said he will continue to work on an alternative to the current method of funding U.S. public television with tax dollars.



# AMERICA'S SECOND BIGGEST CITY.



LOS ANGELES

soft senior vice president.

At the heart of the disagreement between the computer and TV industries is the display technology for future TV sets. The computer industry favors its "progressive scan" technology. The television industry agrees that progressive scan eventually will emerge as the dominant technology, but wants to preserve the current "interlace scanning" system as an element of the Grand Alliance standard. ■

## FCC reworking network rule proposals

By Chris McConnell

**T**he FCC commissioners are sending proposed modifications to the right-to-reject rule back to the drawing board.

The Mass Media Bureau had proposed changing the rule to allow networks to prevent affiliates from rejecting programs solely on financial grounds. The rule now forbids agreements that prevent affiliates from preempting network programming.

FCC Chairman Reed Hundt favored making the change, but the three other commissioners did not. Earlier this month, networks asked the commission to delay voting on the proposal to give them time to make their case for revising the right-to-reject and other rules.

But none of the commissioners since have changed their minds on the issue, sources say. FCC officials also say the Mass Media Bureau will seek to reconcile the right-to-reject rule with current network/affiliate agreements that Hundt has said appear to violate the rule as worded.

"We'll have to look into that," Hundt said last week at a Senate Commerce Committee hearing.

Sources say the commissioners also are sending back to the bureau a proposal to kill a rule preventing a network from acting as an advertising representative for the sale of non-network time. ■

# Hundt ignites 11th-hour fireworks on kids TV

*As FCC nears completion of rules, commissioners spar over how much flexibility to give broadcasters*

By Chris McConnell

**T**he long-running children's TV controversy is not going away without another nasty dispute among FCC commissioners.

With the issue seemingly in its final stages last week, commissioners erupted into a new dispute about the amount of flexibility broadcasters will have to offer alternative efforts in providing three weekly hours of children's educational programming.

"You will find little or no flexibility from me regarding the floor of three," Hundt said in an e-mail message to Commissioner Rachelle Chong that was leaked to the press. "Why write in loopholes below a floor of three?"

In a statement, Chong countered that Hundt had said she and Commissioner James Quello would not be allowed to edit the draft rule. "The chairman apparently intends to ram a plan down Commissioner Quello's and my throats," Chong said.

An official in Hundt's office responded that the editing restriction applies only to portions of the rule aimed at defending it against a court challenge. The draft rule, for instance, includes references to the broadcast industry's must-carry status in discussing the industry's public interest obligations.

Chong and Quello have said they are willing to sign off on a three-hour "processing guideline" that would still allow broadcasters to fulfill the requirement through alternative efforts, such as financing children's programming production. But they are still pushing for more flexibility than Hundt and Commissioner Susan Ness want to allow.

"The devil is in that detail," Quello said. "It looks like there's a need for a little conversation here."

With the flexibility issue still lingering, Quello's office last week nixed plans to approve the children's TV rule at this week's open meeting. Quello said his staff will need time to review the Mass Media Bureau's draft propos-

**"It looks like there's a need for a little conversation here."**

FCC's Jim Quello

al, which commissioners at week's end were expecting to see today (June 24).

Quello last month proposed setting a one-hour floor on children's television programming, and Chong this month floated a plan that would allow stations to fulfill much of the three-hour requirement through efforts other than regularly scheduled educational programming.

Ness called that idea "DOA."

"I cannot...accept Commissioner Chong's notion that broadcasters who offer only two hours of core children's programming and engage in only 'minor non-core efforts' be deemed to have satisfied their obligation," Ness said.

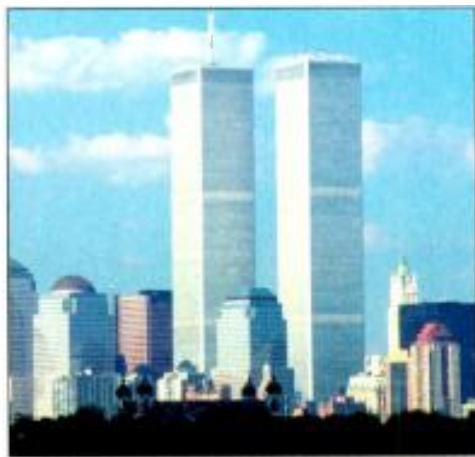
Ness, the original proponent of the three-hour "safe harbor" plan now under consideration, would allow broadcasters to make up the final 30 minutes of a three-hour benchmark through "substantial" alternative efforts. Her plan would also allow a broadcaster to air as few as two hours, although the station's alternative efforts in such a case would need to be "extraordinary" to merit license renewal.

Hundt last week appeared to be taking an even harder line. "The three is such a 'pathetic'...number I see no business need for 'flexibility,'" he told Chong.

FCC sources also anticipate another skirmish over language in the rule aimed at defending the commission action against any court challenge. The draft rule, for instance, includes references to the broadcast industry's must-carry status in discussing the industry's public-interest obligations.

Quello says he will want to review such language. "Processing guidelines are still a form of government intrusion," he continued, saying, "I'm not going to prejudge that by saying it isn't." ■

# AMERICA'S SECOND BIGGEST BUILDING.



THE WORLD TRADE CENTER

THE JENNY JONES SHOW

# Jenny Jones

THE JENNY JONES SHOW

THE JENNY JONES SHOW



# AND ONCE AGAIN, AMERICA'S SECOND BIGGEST TALK SHOW!

## 1995-96 SEASON-TO-DATE RATINGS

### HOUSEHOLDS

1	OPRAH WINFREY SHOW	8.0
<b>2</b>	<b>JENNY JONES SHOW</b>	<b>4.7</b>
3	LIVE W/REGIS & KATHIE LEE	4.6
4	RICKI LAKE	4.5
5	MONTEL WILLIAMS SHOW	4.3
6	MAURY POVICH SHOW	3.9
7	SALLY JESSY RAPHAEL	3.7
8	JERRY SPRINGER	3.0
9	GERALDO	2.5
10	GORDON ELLIOTT SHOW	2.0

### WOMEN 18-49

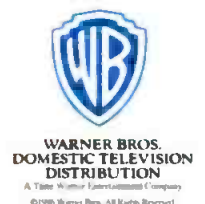
1	OPRAH WINFREY SHOW	5.4
<b>2</b>	<b>JENNY JONES SHOW</b>	<b>3.1</b>
3	RICKI LAKE	2.9
4	MONTEL WILLIAMS SHOW	2.8
5	LIVE W/REGIS & KATHIE LEE	2.4
6	SALLY JESSY RAPHAEL	2.3
7	MAURY POVICH SHOW	2.2
8	JERRY SPRINGER	2.0
9	GERALDO	1.4
10	GORDON ELLIOTT SHOW	1.3

### WOMEN 25-54

1	OPRAH WINFREY SHOW	5.6
<b>2</b>	<b>JENNY JONES SHOW</b>	<b>3.0</b>
3	LIVE W/REGIS & KATHIE LEE	2.9
4	MONTEL WILLIAMS SHOW	2.7
5	RICKI LAKE	2.6
6	MAURY POVICH SHOW	2.3
6	SALLY JESSY RAPHAEL	2.3
8	JERRY SPRINGER	1.9
9	GERALDO	1.5
10	GORDON ELLIOTT SHOW	1.3

SOURCE: NSS GAA THROUGH 5/19/96

## THE BIGGEST STORY IN TALK!



# Anatomy of the kids war

*Or how Reed Hundt overcame opposition from within and without the FCC to win his three-hour standard*

By Chris McConnell

**W**hen it happens, the FCC's vote to establish a children's TV standard will mark the end of a long, often bitter, battle that dates back to the days before Reed Hundt assumed the office of FCC chairman.

In summer 1993, Hundt met with broadcast regulation expert Thomas Krattenmaker to discuss Hundt's upcoming role as the industry's chief regulator. Krattenmaker described the problems of enforcing a public interest standard. Hundt says he agreed with the reasoning and began to explore alternatives to past FCC oversight of the public interest standard.

"This is a fundamental intellectual tussle that has been raging in intellectual circles for decades," Hundt says.

What ensued was an intense political tussle over the public interest standard and Hundt's push to place a three-hour weekly standard on it, at least in the area of children's programming. Last week he appeared poised to win that conflict as the commissioners prepared to vote on setting a three-hour children's TV "processing guideline."

"He just sort of wore everybody else down," Association of Local Television Stations (ALTV) President James Hedlund says of Hundt's effort. "He had a staunch ally in Susan Ness."

Hedlund also credits Hundt's willingness to wait until a majority of the commission was behind a quantitative standard. "If that meant waiting until next year, that's what he was going to do."

"He is just relentless once he gets on something," says Meredith Broadcast Group President Phil Jones. "That relentlessness paid off."

Earlier, it appeared that no relentlessness would be required, Hundt says. Ness, who originally authored the "processing guideline" approach that the commissioners now are considering, claimed children's television as a top priority. Hundt says he also took encouragement from remarks on children's television made by new commissioner Rachelle Chong.

"It seemed to me that we had a major-

ity of the commission that wanted to take action," Hundt says. But he adds that that changed after the Republicans took control of the House and Senate in November 1994. "Reaching agreement with Rachelle became much more difficult after that," Hundt says.

But there was still enough support to propose setting a three-hour minimum on children's television, as the FCC did in its April 1995 notice.

Following the notice, Hundt kicked off what amounted to a children's TV programming campaign that continued through fall 1995. He made the issue the centerpiece of a series of speeches and even wrote to Ann Landers to insist that the columnist's readers "should demand a better choice of educational and information TV."

Commissioner James Quello and then-commissioner Andrew Barrett, however, staunchly opposed the idea of mandating programming. Their opposition turned to open warfare after Westinghouse pledged last fall to air three weekly hours of children's TV to grease FCC approval of its bid to acquire CBS.

Quello likened the pledge to an "administrative form of extortion." Republican lawmakers also took an interest in Hundt's role on the Westinghouse pledge. Senate Commerce Committee Chairman Larry Pressler (R-S.D.) demanded that each commissioner report on any discussions with Westinghouse officials concerning the "social contract." House Telecommunications and Finance Subcommittee Chairman Jack Fields (R-Tex.) later declared that he was prepared to "have a war" over the issue if necessary.

Rhetorical warfare among the com-



**FCC Chairman Reed Hundt hopes that a three-hour standard will serve as a baseline on children's television programming.**

missioners, meanwhile, eventually prompted Hundt to hold a closed-door meeting with the commissioners to declare a public truce on the issue.

The truce, however, did not resolve the lingering question of establishing a quantitative standard. Commissioner Chong by then had publicly indicated that she would oppose a quantitative rule. Even before Chong publicly voiced her view,

NAB President Edward Fritts had felt confident enough about the ultimate outcome to call for a vote on the children's TV rule.

Hundt says he had no intention of calling for a vote in which the majority would go against him. "You were either going to have some expression of the public interest or you weren't," he says.

The crucial third vote in opposition to a standard eventually would vanish with Barrett's March 29 departure from the commission.

"Luck plays a big role," children's TV activist Peggy Charren says of Barrett's exit from the FCC. His departure left a 2-2 tie on the issue at the FCC, with Commissioner Ness still favoring her children's TV "safe harbor" approach. Hundt, who preferred a three-hour mandate, declared that he was willing to back the Ness plan. Chong and Quello, meanwhile, remained opposed to putting any number on children's programming.

A series of efforts to break the deadlock followed Barrett's departure. Representative Edward Markey (D-Mass.) gathered 104 House member signatures for a letter endorsing a three-hour standard. After Quello responded that the majority of House members had not endorsed the letter, Markey conducted a second effort that resulted in a majority of House mem-



CAN A LARGE  
INVESTMENT BANK  
AND AN INDUSTRY  
SPECIALIST COMFORTABLY  
INHABIT THE  
SAME ADVERTISEMENT?

Some investment banks trumpet the benefits of size — research depth, transaction versatility and distribution muscle. Others tout the use of industry specialization — focus, value-added expertise and senior level attention. At Prudential Securities we believe it possible to discuss the benefits of both size and specialization. We provide them.

We start by assembling a team of senior level bankers and research analysts with knowledge and experience specific to your

industry, your company, and the investors who follow them. Functioning with industry specialization, this team is committed to the design, implementation and execution of your transaction. And they remain involved — with senior leadership intact — throughout implementation and after.

Then we become the large investment bank. We have the range of capabilities to structure most any type of transaction you require. And we draw on one of the largest institutional and

retail distribution networks in the financial world to implement your transaction with speed and impact.

To learn more about how size and specialization can get on splendidly, and work for you, call our Telecommunications & Media Group. In N.Y., Charles Diao, 212-773-3101 or Jeffrey Gerwin, 212-778-4720, or Nick Daifotis, 212-778-4226. In L.A., Michael Burus, 310-996-2929.

© 1996 Prudential Securities Incorporated. Member SIPC.

TELEVISION & RADIO BROADCASTING ~ CABLE, WIRELESS CABLE & DBS ~ PROGRAMMING/SOFTWARE (MUSIC, TELEVISION, FILM, EDUTAINMENT) ~ CD-ROM, INTERNET ~ THEATRICAL EXHIBITION

**Prudential Securities** 

THE LARGE INVESTMENT BANK, THE SPECIALIST INVESTMENT BANK.™

bers signing off on the three-hour plan. "So much for my reaction to the initial 104 signatures," Quello conceded in a speech earlier this month.

At the same time, the license renewal applications that had originally prompted the rulemaking effort were coming due, with the first batch to arrive at the commission June 3.

The impending FCC review and the absence of a children's TV policy prompted several broadcasters privately to urge Quello to relent. In response, Quello last month said he would support a quantifiable standard, but he continued to insist that the standard come from the broadcast industry rather than the FCC.

The concession was not enough to seal an agreement, and President Clinton this month weighed in on the issue with his call for a July summit with broadcasters to discuss children's television. Days after the announcement, Quello declared that he would not oppose a three-hour processing guideline and Chong also abandoned her opposition.

"I caved in for a very logical reason," Quello said last week, pointing to the license renewals and the commission's job of implementing the 1996 Telecommunications Act. He added that broadcasters can continue their battle in the courts: "On principle, I think [the] NAB and others still have to fight it."

Hundt, meanwhile, maintains that the rule will fulfill his effort to quantify the public interest, at least in the analog age. "I think we'll be close enough for policy," Hundt says. ■

# NAB readies Free TV II campaign

*Trade group set to hire PR firm to promote medium, head off digital TV auctions*

By Christopher Stern

**S**pectrum auctions may be dead for now, but the National Association of Broadcasters is gearing up for another public relations campaign on the issue, according to confidential NAB documents.

The effort is part of the NAB's ongoing crusade to defeat plans by Congress and the White House to sell spectrum now set aside for digital television.

A staff memo addressed to the NAB's directors in advance of their Washington meeting, which began Saturday, expresses confidence that efforts to sell spectrum have been defeated for the current Congress. But, it says, "we are far from out of the woods on this issue."

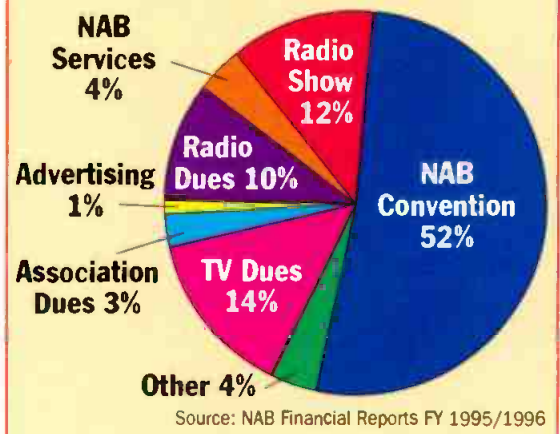
Last January the NAB developed an anti-spectrum advertising campaign that angered members of Congress, who complained that it was misleading and

unfair. The ad campaign, which aired on stations around the country, implied that Congress was planning to tax over-the-air television. It did not mention that broadcasters want to borrow, at no cost, spectrum worth billions of dollars. Broadcasters want the airwaves in order to make the transition to digital service.

The NAB is now in the midst of hiring a "nationally known public relations firm to begin laying out a nationwide campaign to promote free televi-

## NAB REVENUE BY SOURCE

for fiscal year ending March 31, 1996



## Gore bullish on Annenberg

Vice President Gore hopes the Annenberg Public Policy Center's new children's TV evaluations will catch on with broadcasters.

The center last week unveiled plans to compile an annual report listing "high quality" children's programming. Addressing the center's conference, Gore predicted that in one year, "networks may be fighting each other to earn the Annenberg Council's seal of approval.

"I believe that we're ushering in a new era of high-quality educational children's programming," Gore added, citing the approaching FCC agreement on a three-hour children's programming standard. "Three hours a week is fair. It's simple," he said, praising the efforts of FCC Chairman Reed Hundt and Representative Edward Markey (D-Mass.) to establish the standard.

Markey reminded the conference that the rule has not yet been established and that an overly lenient policy could still allow broadcasters to avoid delivering

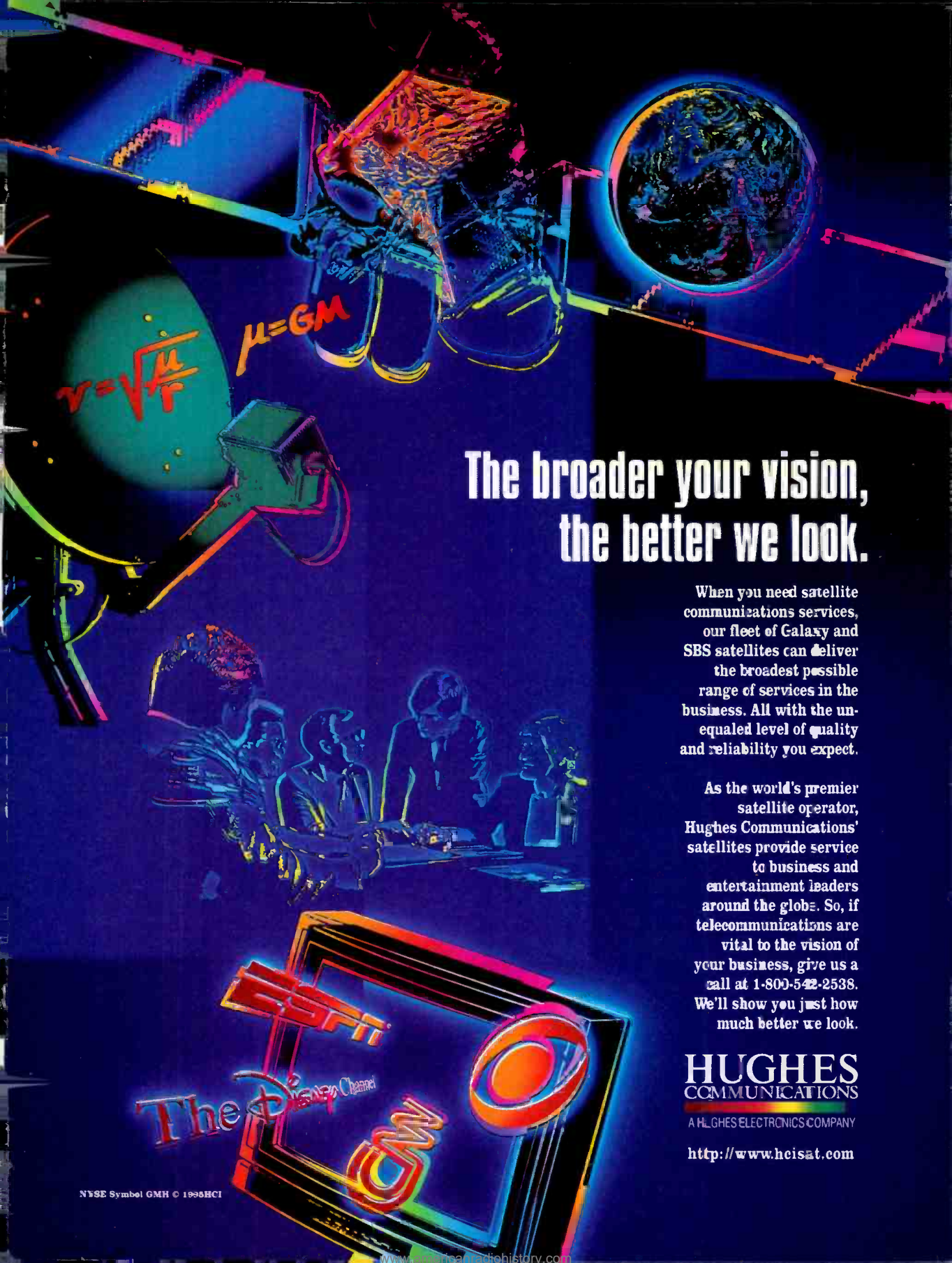
three hours. "We're not going to let that happen," Markey said. "We're going to get three."

Markey and Gore made their remarks as the center offered more details on its plans for the evaluation. Nine people—including documentary filmmaker Ken Burns—have agreed to serve three-year terms on an advisory council that will oversee the children's TV initiative.

In addition to examining the range of programs available to the child and adolescent audience, the center plans to assess the quality of programs submitted to the FCC by stations seeking license renewal.

"It's up to all of us to evaluate whether these programs do inform and educate children," longtime children's TV advocate Peggy Charren said during a lunchtime address to the conference. "Stations will need to hear from the public, not the government, on the appropriateness of their choices." —CM





# The broader your vision, the better we look.

When you need satellite communications services, our fleet of Galaxy and SBS satellites can deliver the broadest possible range of services in the business. All with the unequalled level of quality and reliability you expect.

As the world's premier satellite operator, Hughes Communications' satellites provide service to business and entertainment leaders around the globe. So, if telecommunications are vital to the vision of your business, give us a call at 1-800-542-2538. We'll show you just how much better we look.

**HUGHES**  
COMMUNICATIONS

A HUGHES ELECTRONICS COMPANY

<http://www.hcisat.com>

NSE Symbol GMH © 1995HCI

sion, and to further educate both the public and lawmakers about the value of broadcasting to millions of Americans," states the NAB memo.

NAB President Eddie Fritts said that the public relations campaign is not likely to antagonize Congress again. "The campaign we are thinking about will not have anything to do with Congress's voting on any issue.... The word spectrum may never be used."

Spectrum was only one of the issues that board members were expected to take up during the weekend. NAB Board Chairman Phil Jones said that board members want the NAB to take a stand on copyright violations by DBS companies including DIRECTV and USSB.

Local stations around the country have complained that the satellite companies are distributing distant network signals in local markets in clear violation of the Satellite Home Viewers Act.

Among the NAB's options are a class-action lawsuit on behalf of broadcasters or new legislation to strengthen current copyright law.

The board also was expected to discuss the FCC children's TV rules, campaign-finance reform and efforts to curb alcohol advertising on television and radio. Although bills have been introduced in Congress on campaign-finance reform and alcohol advertising, no action is expected until after the election. The FCC may adopt rules governing TV stations' obligation to air educational programming as early as this week.

When it comes to finances, the NAB has good news. Revenue for the 1995 fiscal year (which ended March 31, 1996) was \$33.9 million, exceeding expectations by \$2 million, according to the financial report to the NAB board. The surplus comes, for the most part, from last year's

NAB convention, which brought in \$17.4 million, or \$1.5 million more than anticipated.

Also contributing to the group's financial health was a \$300,000 increase in membership dues, to \$8.4 million. Growth in TV membership, which passed the 1,000-member mark earlier this year, accounted for \$119,000 of the increase. Revenue from radio membership dues added another \$181,000 to the bottom line.

Although the NAB earned more, it also spent more. Expenses for fiscal 1995 were over budget by \$904,000, according to the financial report. Most of the excess spending was the result of unanticipated spending on the TV spectrum auction campaign, the broadcast public relations campaign and preliminary work on efforts to implement a ratings system for use in conjunction with the V-chip. ■

### McCain vs. Quello

Senator John McCain (R-Ariz.) cross-examined FCC Commissioner James Quello last week about Quello's opposition to the FCC's decision last year to reclaim and auction DBS channels once held by Advanced Communications Corp. (ACC). The channels earlier this year attracted a \$682 million bid from MCI. "If you had your way, the taxpayers would have got nothing," McCain told Quello, asking the commissioner why he had opposed the action. In his separate statement on the decision, Quello objected to the commission's decision to revoke ACC's licenses while granting license extensions to other companies. At last week's hearing, Quello said he did not feel strongly about the issue. "I think it's a pretty big deal," McCain responded, citing the DBS auction revenue. "Perhaps you don't."

### Defining public interest

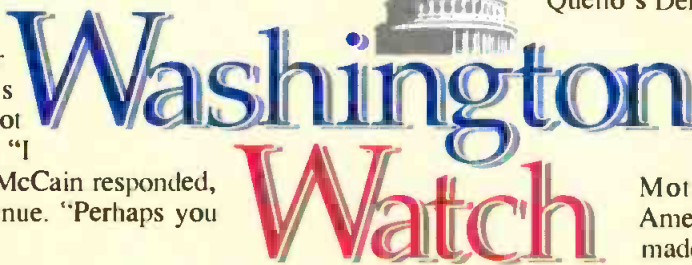
CBS has no plans to take a three-hour minimum for children's TV to court, Westinghouse Electric Corp. Chairman Michael Jordan said during a speech at the National Press Club in Washington last Tuesday. When Westinghouse bought CBS last year, it promised the FCC that it would carry at least three hours of educational programming for kids. After a two-year battle, the FCC is expected in coming weeks to finalize educational TV rules for the rest of the industry (see story, page 22). During last week's speech, Jordan also argued that sports and news programming should be considered when weighing broadcasters' public interest commitment. "I am not suggesting that sports and entertainment should count as much as news, public affairs and children's programming in the public interest equation, but they should count for something and at present they count for nothing," said Jordan.

### Bryant seeking FCC post

Representative John Bryant (D-Tex.) has tossed his hat into the ring for a nomination to the FCC. Bryant, a member of the House Telecommunications Subcommittee, has been approached by the Clinton administration about the post, according to his spokesperson. Bryant, who unsuccessfully ran for the Senate, is retiring at the end of this term and is "very much" interested in an appointment to the FCC, the spokesperson said. He may have a long wait. James Quello's Democratic term ends this month, but he has vowed to stay on at the commission until next spring.

### Public input

Motion Picture Association of America President Jack Valenti has made it clear that he does not want any input from government officials on his effort to write a TV ratings code for the V-chip. But that has not stopped public interest groups from chiming in. Last week, California-based Children Now met with Valenti and urged him to adopt its proposal to slap reality shows with a content code. Reality producers claim that programs such as *Cops* and *LAPD* are news programs and therefore should be exempt from any ratings scheme. Children Now also says ratings should include information about program content and should not rely solely on age-appropriate ratings. The MPAA uses age as a basis for its film ratings, and the TV ratings system is expected to be loosely based on the MPAA code. In a report released last week, Children Now also said "scariness" should be a factor in a ratings plan. Valenti is working with other Washington insiders, including National Association of Broadcasters President Eddie Fritts and National Cable Television President Decker Anstrom, to finish the proposal for a ratings code by January.



Edited By Chris McConnell

# DISCOUNT ORDER FORM

*Save  
\$84*

Here's your special discount on BROADCASTING & CABLE. Order now, SAVE \$84 OFF the cover price. Get the next year for just \$117. Subscribe today!

Payment enclosed     Bill me later (U.S. only)



Name (please print)	Address	Apt/Floor
Title	City	State Zip
Company	Type of Business	B616LS

**Broadcasting  
& Cable**

Canada=\$149 (includes GST). Foreign Air=\$320. Foreign Surface=\$169.  
FL and PA residents please add applicable sales tax.

*Subscribe Today!*



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

**BUSINESS REPLY MAIL**

FIRST-CLASS MAIL

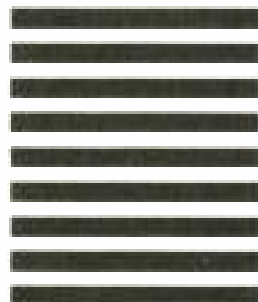
PERMIT NO. 222

TORRANCE CA

POSTAGE WILL BE PAID BY ADDRESSEE

**Broadcasting  
& Cable**

PO BOX 6399  
TORRANCE CA 90504-9865



## Fox creates new creative team

Schultheis to head 20th's comedy side; drama chief to be chosen soon

By Cynthia Littleton

**A**fter investing more than \$50 million last year in development deals with top comedy writers and producers, Fox's TV production arm has restructured its creative units in an effort to improve its track record with comedy series.

The changes include the creation of separate comedy and drama development teams. Mindy Schultheis, formerly senior vice president, comedy development, Columbia Pictures Television, will join 20th Century Fox Television next month in the same capacity. Schultheis's counterpart on the drama side will be named soon.

The executive reshuffling follows the departure earlier this month of Ken Horton, formerly 20th's senior vice

president, current programming, who was tapped to be president of *X-Files* creator Chris Carter's Ten Thirteen Productions. Dawn Tarnofsky, the senior vice president who previously oversaw all of 20th's TV development, is said to be in talks to join another studio.

"We believe that separate comedy and drama teams are ideal," says Peter Roth, president of 20th Century Fox Television, who calls the move an effort to "enable our creative department to best support our producers."

Twentieth has had success in recent years with such dramas as *NYPD Blue*,



Mindy Schultheis is Fox's new senior vice president of comedy development.



*Picket Fences*, *The X-Files* and *Chicago Hope*, but it has

lagged in the more lucrative sitcom market. Half-hour comedies generally command higher prices and have a longer shelf life in the off-network marketplace than do hour dramas. ■



### Ready to roll

Peter Faiman and Joachim Blunck will serve as executive producers of Fox's new daytime show, *Fox After Breakfast*, which will air at 9-10 a.m. starting Aug. 12. Both executives will continue in their current roles at Twentieth Television, where Faiman is president, programming and production, and Blunck is executive vice president. Tom Bergeron, who will co-host the show with Laurie Hibberd and Bob the Puppet (left), live from New York, also will serve as co-executive producer along with Peter Howden, senior vice president of programming at Twentieth Television. Former *Late Night with Conan O'Brien* director Dana Calderwood is set to direct the new Fox show, which is based on the FX cable channel program *Breakfast Time*. —SM

# NBC goes for promo gold

Will commit \$85 million worth of time in Olympics to push new season's shows

By Cynthia Littleton

**N**BC is devoting roughly \$85 million worth of inventory during its summer Olympics coverage to promote its new fall lineup.

That's what the time would sell for on the open market, but NBC executives say the spots are worth far more to the network as a promotional springboard to launch the 1996-97 season.

"Our season starts in August," Warren Littlefield, president of NBC Entertainment, told NBC affiliates last week at the network's annual marketing conference in Beverly Hills.

With major changes in store next season, emphasis will be placed on telling viewers where to find returning favorites on NBC's reshuffled prime time slate. Series moving into new time slots—*Mad About You*, *Wings*, *Caroline in the City*, *NewsRadio*, *Boston Common*, *3rd Rock from the Sun* and *John Larroquette*—will make the switch immediately after the Olympics, which will be during the week of Aug. 4.

New dramas, particularly the sci-fi/paranormal-themed Saturday line-

up, will get special attention during the Olympics in a bid to interest men in the shows. Marketing campaigns for all the new shows on NBC's schedule will be formally unveiled during NBC's broadcast of baseball's All-Star Game on July 9.

NBC's promotion for the Olympics serves the dual purpose of boosting

network stars and shows with a wry package of 20 "Olympic Tribute" spots.

Our goal from the beginning has been to make this Olympics



the most promoted and publicized games ever," said Vince Manze, NBC's senior vice president, advertising and promotion.

Looking ahead to fall, NBC has lined up a major cross-promotional effort with Kodak. The "Picture Yourself on Must-See TV" contest will include NBC-themed displays at some 25,000 retail outlets.

The NFL's Super Bowl may be headed for Fox next year, but Littlefield already has filled NBC's post-game slot with a special hour episode of *3rd Rock from the Sun*. ■

## Darden blasts news promos

Former O.J. Simpson prosecutor Christopher Darden called for an end to radio and TV news promos that "appeal to the worst in all of us" in his keynote address last week at the annual Promax and BDA conference in Los Angeles.

In his harshly critical speech, Darden urged conference attendees to be mindful of the power they have to shape public opinion, even with five-second news teasers.

"You guys are the masters of the honing-down process," he said. "You take eight hours of courtroom testimony and hone it into one sensational little package.... The truth gets lost and a new reality is created."

During the onslaught of Simpson murder trial coverage, Darden said his words were often taken out of context to create emotionally charged soundbites and promos. Those distortions eventually affected prosecutors' legal strategy, as well as their private lives.

"You guys have immense power," Darden said. "You have to remember that the images you project in your five-second teasers involve real people, with real feelings, who have to face their families and colleagues every day."

Although many disagreed with his opinions, Darden's speech drew extended applause from Promax attendees. His call for more responsibility and objectivity in news promotion resonated with some in the audience.

"We're being more careful about the way we promote our news," said Bruce Neumann, promotion director for WPVI-TV, the ABC O&O in Philadelphia. "And we've always been more conservative than our competitors."

In the age of the V-chip, ethical issues are becoming more of a concern for promotion directors, and that's why Darden was asked to give the keynote address at this year's conference, said Promax chairwoman Sandy Martin. —CL

More Violence In The Future

WE'RE THE ONE AMERICA WATCHES FOR FOX

FAMILY PROGRAMMING

TV Sex, Violence Bills Introduced

Dole again attacks TV violence

**AMERICA ONE**  
TELEVISION

Sports News, Fitness,  
Movies, Music and More.

WATCH US ON SPACENET 3  
TRANSPONDER 18 OR CHANNEL 24

For More Information  
Call Courtney or Tommy 214-868-1000

---

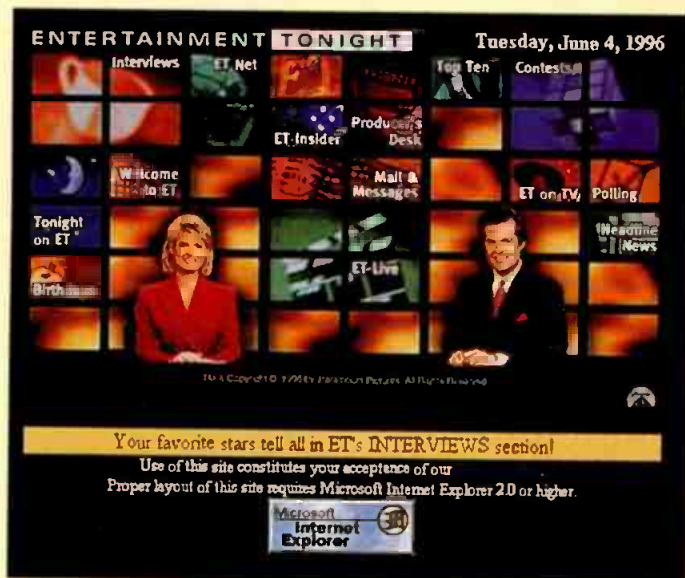
*Man goes to the doctor and says, "Doc, you gotta help me. I've lost my memory."*

*The doctor tries to calm him down and says, "When did this happen?"*

*"When did what happen?" the patient asks.*

---

## SYNDICATION MARKETPLACE



### 'ET' goes online

Paramount Digital Entertainment has teamed with Microsoft Corp. to launch an online version of the studio's top-rated magazine strip *Entertainment Tonight*, (above) available exclusively on the Microsoft Network. *ET Online* (<http://ET.msn.com/>) is described as a "Web show" that combines some regular segments of *ET* with special online features ranging from entertainment guides and listings to celebrity chat sessions.

### 'Scoop' for Meehan

Talk TV veteran Glenn Meehan has been named producer of ACI's new morning show strip *Scoop with Sam & Dorothy*, cleared for a fall start in 70% of the country. Meehan, whose credits include a five-year stint as segment producer for *Entertainment Tonight*, most recently served as senior producer for CNBC, where he oversaw daily production of talkers *Rivera Live*, *Charles Grodin* and *America After Hours*.

### Long-term deal for 'Springer'

Multimedia Entertainment has renewed talker *Jerry Springer* for the next six TV seasons, even though its future on WNBC(TV) New York remains in doubt. The show has been criticized for what talk TV critics contend is its sensational treatment of risqué subjects, but Multimedia officials say the long-term renewal is a sign of the station community's support of the show. *Jerry Springer*,

which averaged a 2.9 national Nielsen household rating and 13 share during the May sweeps, is headed for its fifth season this fall. WNBC has been rumored to be considering dropping the show or Paramount Domestic Television's *Maury Povich* to make room for Warner Bros.' new talk entry, *Up Close*

with *Maureen O'Boyle*. At press time, a WNBC spokesperson said the station had not yet firmed up its fall lineup.

### NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending June 9. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	10.3/221/98
2. Jeopardy!	8.8/215/98
3. Home Improvement	6.9/225/96
3. Oprah Winfrey Show	6.9/235/99
5. Seinfeld	6.5/220/97
6. Entertainment Tonight	5.6/178/95
7. Star Trek: Deep Space Nine	5.4/227/98
8. Xena: Warrior Princess	5.0/197/96
9. Hercules, Journeys of	4.9/211/96
9. Inside Edition	4.9/162/90
11. Simpsons	4.7/190/95
12. Wheel of Fortune-wknd	4.6/174/79
13. Fresh Prince of Bel-Air	4.5/169/92
14. Jenny Jones Show	4.4/214/96
14. Live with Regis & Kathie Lee	4.4/230/98

### 'Rosie' vs. 'Regis & Kathie Lee?'

Warner Bros.' *The Rosie O'Donnell Show* and Buena Vista Television's *Live with Regis & Kathie Lee* are not engaged in a tug-of-war over celebrity guests, producers said last week in response to a published report that said they were. Nonetheless, rumors circulating in TV circles were reminiscent of the battle for exclusivity waged among late-night talkers during Jay Leno's early days as host of NBC's *The Tonight Show*. And that is the

antithesis of the atmosphere that O'Donnell intends to provide for guests on her show, says Jim Paratore, president of Warner Bros. Telepictures Productions. Michael Gelman, executive producer of *Live*, says, "We are not competitive with *Rosie* in over 90 percent of [TV markets], and we wish her only the best of luck." Added Paratore: "We've actually been trying to book Regis and Kathie Lee" on her show.

### 'Jim J. and Ann' canned

As expected Partner Stations Network's *Jim J. and Ann* has been added to this year's long list of canceled talk shows. The last original episodes of the low-rated talk/variety strip, distributed by Worldvision Enterprises, aired in May; reruns will continue through August. The show debuted late last year in about 30 markets covered by the PSN programming cooperative as *The Jim J. and Tammy Faye Show*, with hosts Jim J. Bullock and Tammy Faye Messner, former wife of TV evangelist Jim Bakker. Messner left the show in March, citing personal problems, and was replaced by local TV news veteran Ann Abernethy. "Most [PSN members] liked the direction it took when Ann joined the show, but we couldn't roll it out nationally with the numbers we were getting," said PSN President Michael Lambert.

### Fourth year for 'Babylon 5'

*Babylon 5* will stay in orbit for a fourth year in syndication. Warner Bros.' sci-fi weekly lost ground in the ratings race to MCA's campy *Hercules: The Legendary Journeys* and *Xena: Warrior Princess* this past season, but ardent *Babylon 5* fans sent stacks of mail and e-mail lobbying Warner Bros. and stations to save the show. "It's fair to say that *Babylon 5* fans are quite powerful, and they made a difference," says Scott Carlin, executive vice president of Warner Bros. Domestic Television Distribution. *Babylon 5*, which stars Bruce Boxleitner as the leader of a UN-style space station in year 2260, begins its new season in November.



---

*Man goes to the doctor and says, "Doc, you gotta help me. I've lost my memory."*

*The doctor tries to calm him down and says, "When did this happen?"*

*"When did what happen?" the patient asks.*

---

### Clearing Summit

Summit Media has cleared its three first-run children's series for a fall start in more than 80% of the country. The new animated weekly *Pillow People* will debut on 110 stations, including WPIX(TV) New York, KTLA(TV) Los Angeles and WPWR(TV) Chicago. The live-action martial arts weekly *WMAC Masters* is headed for a second season on more than 103 stations covering all top 50 markets. The animated *Mega Man* morphs from a weekly into a half-hour strip this fall in 101 markets.

### Nelvana's video entry

Canada's Nelvana Limited and

France's Medialab will co-produce 26 half-hour episodes of a new 3-D children's series, *Donkey Kong Country*, adapted from the best-selling Nintendo video game. Nelvana will distribute the show in the U.S., Latin America, the UK and Australia; Medialab, a subsidiary of French media group Canal+, will handle the remaining territories. *Donkey Kong Country* marks Medialab's first co-production deal with the North American company. Production should be completed by fall 1997. Westcom Entertainment Group already has licensed the Canadian TV rights, but there's no word yet on a domestic outlet for the series.

### 'Kwik Witz' go-ahead

In spite of the odds facing small independent distributors, Cleveland-based Beau & Arrow Productions is going forward with plans to launch a late-night weekly game show this fall. *Kwik Witz*, cleared thus far in 55% of the country, pits stand-up comedians against each other in a game of ad-libs and one-liners that bears some resemblance to the BBC hit *Whose Line Is It Anyway*. The show had a successful 18-week test last year on ABC affiliate WISN(TV) Milwaukee. New stations signing on for 26 episodes of the barter half-hour include KSTP(TV) Minneapolis, WOIO(TV) Cleveland, KUSA(TV) Denver and KSAZ(TV) Phoenix. —CL

## From the floor at Promax

**Eyemark Entertainment** is investing \$20 million in a multimedia marketing blitz to support the fall launch of the weekly, paranormal-themed drama *Psi Factor: Chronicles of the Paranormal*, hosted by Dan Aykroyd. Two hundred newspapers have committed to carrying a weekly *Psi Factor* newspaper column written by Aykroyd and distributed by Universal Press Syndicate, while CBS Radio Network will distribute daily *Psi Factor* radio segments. "Psi Factor" books and an array of other merchandise also are in the works.

**All American Television** is mounting a big push for the upcoming sixth season of *Baywatch*, leading off with plans to sponsor Pamela Anderson Lee look-alike contests in the top 25 markets. The ABC Radio Networks will provide national advertising support for the eye-catching promotion. New lines of *Baywatch* perfume and swimwear also will be introduced this summer. —CL

# Tobacco residue

*Wallace and Bogdanich differ on effects on media*

By Bill Kirtz, special correspondent

**T**wo of broadcasting's most prominent casualties of the tobacco wars have reached different conclusions about their long-term effect on network journalism.

Mike Wallace, reporter/co-editor of CBS's *60 Minutes*, was embarrassed by his network's refusal to air his interview with a Brown & Williamson Tobacco Corp. whistleblower until after a *Wall Street Journal* story reduced the legal risk to CBS. He told an Investigative Reporters & Editors national conference in Providence, R.I., that the lesson is to "hang in there. The truth, by God, will out—despite the lawyers, despite [former CBS owner] Larry Tisch." Blaming CBS's retreat on its then-pending sale to Westinghouse Electric Corp., Wallace said that the network's new hierarchy has made sure

that the earlier back-down has had no chilling effect at CBS News. "We continue to go after the big ones because it's the big ones that count," he said.

ABC *Day One* producer Walt Bogdanich isn't so sure. After the Pulitzer Prize-winner broke the story about the tobacco industry adjusting the nicotine level in cigarettes, Philip Morris sued him for \$10 billion. The network apologized and agreed to pay \$15 million of Philip Morris's legal fees. Bogdanich refused to sign the apology. He told the group that he was "played for a chump" and that ABC's action was "a huge factor" in his forthcoming move to *60 Minutes*. Bogdanich thinks that both networks' actions will have a "chilling effect" on hard-hitting journalism. "I fear that we're going to start picking on the small fry" and ignoring the misdeeds of huge corporations, he said. ■

## Pate new head of BDA

Lori Pate has been tapped as the new president of BDA International, succeeding Wendy Lambert. Pate, who most recently served as vice president of BDA's board of directors, is the founder of Colorado-based Lori Pate Design. Lambert, president of Connecticut-based Palace Production Center, will remain on BDA's board and serve as chairwoman of the BDA Foundation. In other BDA conference news, Harry Marks, president of Los Angeles-based Marks Communications, has been named the first recipient of BDA International's lifetime achievement award. —CL

---

*Man goes to the doctor and says, "Doc, you gotta help me. I've lost my memory."*

*The doctor tries to calm him down and says, "When did this happen?"*

*"When did what happen?" the patient asks.*

---

# Now You See Beats An Old Jo

## HOME IMPROVEMENT DOWN IN 23 OF 33 METERED MARKETS.

DMA HH Share Market / Station	Feb'96	May'96	% Change
New York / WNYW	15	12	-20
Los Angeles / KTTV	17	12	-29
San Francisco / KTVU	12	10	-17
Boston / WFXT	15	13	-13
Washington DC / WDCA	9	7	-22
Detroit / WKBD	18	17	-6
Seattle / KCPQ	16	14	-13
Cleveland / WUAB	18	16	-11
Minneapolis / KMSP	18	14	-22
Tampa / WFTS	14	12	-14
Miami / WDZL	9	7	-22
Phoenix / KNXV	21	17	-19
Denver / KWGN	18	14	-22
Pittsburgh / WPGH	17	14	-18
Sacramento / KTXL	19	17	-11
Orlando / WOFL	19	18	-5
Baltimore / WBFF	13	10	-23
Portland / KPDX	17	15	-12
Indianapolis / WTTV	19	15	-21
Hartford / WTIC	15	13	-13
San Diego / XETV	15	12	-20
Milwaukee / WISN	27	24	-11
W. Palm Beach / WFLX	17	15	-12

Source: NSI / WRAP.

# Why First-Run Take Every Time!

**WHEEL & JEOPARDY!  
NO JOKES,  
JUST DOMINANCE.**

**#1 WHEEL OF FORTUNE®**

**#2 JEOPARDY!®**



NATIONAL ADVERTISING BY  
**CAMELOT**  
A KING WORLD COMPANY

PRODUCED BY  
COLUMBIA TRISTAR  
  
TELEVISION  
A DIVISION OF PUBLISHERS GROUP INC.

DISTRIBUTED BY  
**KINGWORLD**

©1996 King World. All Rights Reserved.

# Broadcasting & Cable PEOPLE'S CHOICE Ratings according to Nielsen June 10-16

KEY: RANKING/SHOW [PROGRAM RATING/SHARE] • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TELEVISION UNIVERSE ESTIMATED AT 95.9 MILLION HOUSEHOLDS; ONE RATINGS POINT=959,000 TV HOMES  
 YELLOW TINT IS WINNER OF TIME SLOT • (NR)=NOT RANKED; RATING/SHARE ESTIMATED FOR PERIOD SHOWN • \*PREMIERE • SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH • GRAPHIC BY KENNETH RAY

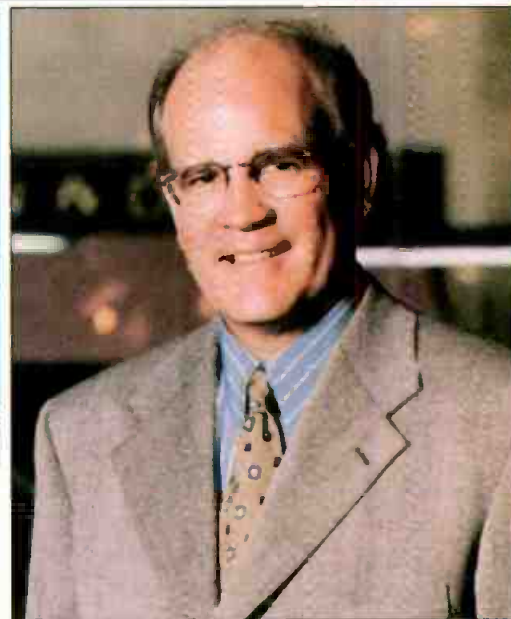
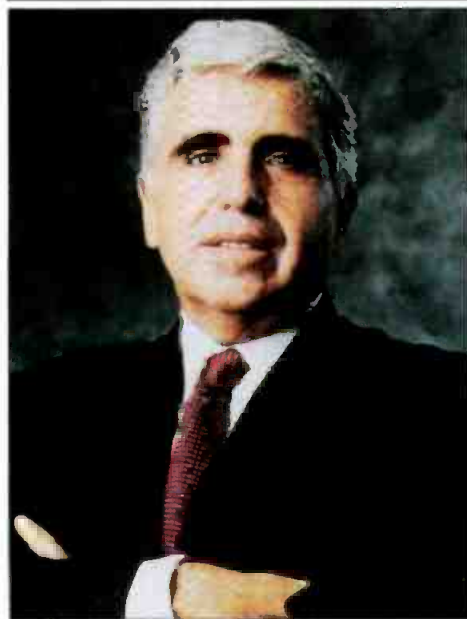
Week 39	abc	CBS	NBC	FOX	UPIN	
	7.8/14	8.6/15	7.2/13	3.7/7	2.3/4	
MONDAY	8:00	49. The Marshal 7.0/13	22. The Nanny 9.4/18	53. Fresh Prince 6.7/13	87. Ned and Stacey 3.3/6	88. Star Trek: Voyager 3.2/6
	8:30		29. Dave's World 8.6/16	38. Fresh Prince 7.9/14	90. Last Frontier 2.8/5	
	9:00	35. ABC Monday Night Movie—MacGyver: Trail to Doomsday 8.1/14	32. Murphy Brown 8.4/15	44. NBC Monday Night Movie—On Seventh Avenue 7.2/13	80. L.A. Firefighters 4.4/8	106. Nowhere Man 1.4/2
	9:30		25. Cybill 9.0/15			
	10:00		36. Chicago Hope 8.0/14			
10:30						
TUESDAY	8:00	40. Roseanne 7.6/15	56. John Grisham's The Client 6.1/12	34. 3rd Rock fr/Sun 8.3/17	64. Fox Tuesday Night Movie—Rent-A-Kid 5.5/10	94. Moesha 2.3/5
	8:30	39. Drew Carey 7.8/15		40. NewsRadio 7.6/15		100. Minor Adjustments 1.9/4
	9:00	9. Home Imprvmt 12.2/21	43. CBS Tuesday Movie—Sinatra, Part 2 7.3/13	21. Frasier 9.5/17		104. Paranormal Borderline 1.7/3
	9:30	11. Coach 11.1/19		24. Wings 9.3/16		
	10:00	22. NYPD Blue 9.4/17		10. Dateline NBC 11.6/21		
10:30						
WEDNESDAY	8:00	44. Ellen 7.2/15	69. Uncommon Heroes 5.2/10	18. Dateline NBC 9.7/20	81. Beverly Hills, 90210 4.2/8	97. The Sentinel 2.1/4
	8:30	46. Hudson Street 7.1/14				92. Sister, Sis 2.4/5
	9:00	13. Grace Under Fire 10.1/18	75. Picket Fences 4.9/9	3. NBA Finals Game 4—Chicago Bulls vs. Seattle Supersonics 18.1/33	88. Party of Five 3.2/6	94. Pt 'Hood 2.3/5
	9:30	30. Faculty 8.5/15	59. CPW 5.8/10			92. Swift Justice 2.0/4
	10:00	14. Primetime Live 10.0/18				92. Unhap Ev 2.4/4
10:30						
THURSDAY	8:00	62. Wld's Funniest Vid 5.7/12	56. Murder, She Wrote 6.1/12	14. Friends 10.0/21	78. Martin 4.6/10	
	8:30			16. The Single Guy 9.9/20	70. Living Single 5.1/10	
	9:00	62. ABC Thursday Night Movie—Arachnophobia 5.7/11	65. Rescue: 911 5.4/10	5. Seinfeld 14.1/26	70. New York Undercover 5.1/9	
	9:30		32. 48 Hours 8.4/15	7. Caroline in/City 12.4/22		
	10:00			8. ER 12.3/22		
10:30						
FRIDAY	8:00	46. Family Matters 7.1/16	76. Due South 4.7/10	49. Dateline NBC 7.0/16	83. Sliders 3.7/8	
	8:30	52. Boy Meets World 6.9/15				
	9:00	46. Step by Step 7.1/14	49. Diagnosis Murder 7.0/13	4. NBA Finals Game 5—Chicago Bulls vs. Seattle Supersonics 17.2/33	54. The X-Files 6.5/12	
	9:30	42. Hangin' w/Mr. C 7.4/14	56. CPW 6.1/11			
	10:00	11. 20/20 11.1/21				
10:30						
SATURDAY	8:00	83. Second Noah 3.7/9	67. Dr. Quinn, Medicine Woman 5.3/13	76. Olympic Trials 4.7/11	79. Cops 4.5/11	
	8:30				67. Cops 5.3/13	
	9:00	74. Saturday Night at the Movies—Father and Scout 5.0/11	30. Touched by an Angel 8.5/18		70. America's Most Wanted 5.1/11	
	9:30		20. Walker, Texas Ranger 9.6/20	65. Kelsey Grammer Salutes 5.4/12		
	10:00					
10:30						
SUNDAY	7:00	59. Am Fun Hm Vid 5.8/14	26. 60 Minutes 8.8/20	59. Dateline NBC 5.8/13	102. Bad Dads 1.8/4	105. Pinky & The Brain 1.6/4
	7:30	54. Am Fun Hm Vid 6.5/14				107. Freakazoid 1.2/2
	8:00	70. Lois & Clark 5.1/10	26. CBS Sunday Movie—Robin Hood: Prince of Thieves 8.8/16	2. NBA Finals Game 6—Seattle Supersonics vs. Chicago Bulls 18.8/35	83. The Simpsons 3.7/7	102. Sister, Sister 1.8/4
	8:30				91. New York Daze 2.5/5	98. Kirk 2.0/4
	9:00	36. ABC Sunday Night Movie—For the Love of Nancy 8.0/14		1. Postgame Show 18.9/32	81. Married w/Chldrn 4.2/7	100. Savannah 1.9/3
	9:30				86. The Crew 3.6/6	
	10:00			26. Mad About You 8.8/16		
10:30						
WEEK AVG	7.4/14	7.2/14	11.2/21	4.3/8	UPN: 2.1/4; WB: 2.0/4	
STD AVG	10.3/17	9.4/16	11.5/19	7.1/12	UPN: 3.0/5; WB: 2.4/4	

ON NOVEMBER 11

# Broadcasting & Cable PRESENTS



## The Sixth Annual Hall of Fame



**HONORING**

**Marcy Carsey & Tom Werner  
Hugh Downs  
Brian L. Roberts  
Mel A. Karmazin  
Howard Stringer  
Robert C. Wright**



**POSTHUMOUSLY HONORING**

**Howard Cosell  
Carl Haverlin  
Robert Kintner  
Bill Leonard  
Phillip H. Lord  
Gilda Radner**

Contact Steve Labunski, Circles Special Events, 404 Park South, New York NY 10016 • (212) 213-5266

# Jacor, Gannett ponder TV-radio exchange

By Elizabeth A. Rathbun

**G**annett Co. and Jacor Communications Inc. last week were discussing an unusual swap, sources say: Jacor's two TV stations for Gannett's 11-radio group.

In February Jacor acquired CBS affiliate WTSP-TV St. Petersburg/Tampa, Fla., and ABC affiliate WKRC-TV Cincinnati from Citicasters Inc. One source says the TV stations are worth as much as Gannett Co. Inc.'s 11 radios.

If such a swap were to happen, Gannett would own 17 TVs covering 15.53% of U.S. TV households; Jacor would own 71 radio stations with total station revenue of about \$337 billion, making it a larger radio operator than Walt Disney Co./ABC. Jacor would be second only to the newest mega-group, Westinghouse/CBS/Infinity Broadcasting, which agreed to merge last Thursday (see "Top of the Week").

However, Gannett already owns a TV station in Cincinnati, along with the *Cincinnati Enquirer*. Because such crossownership is barred, Gannett has agreed to sell WLWT(TV) Cincinnati by December.

Two TVs in one city is one of the main impediments to a Jacor-Gannett swap, a source says. Another hurdle is whether swapping TV and radio stations—even if they're of equal worth—would be tax-free.

In any case, one source says of Gannett, "[It is] in the market to swap," willing to trade its radios for any other media asset, such as newspapers.

Another source, however, says Gannett is not looking to get out of radio. Jacor approached it with the swap idea, this source says.

Acquiring Gannett's 11 radio stations would give Jacor entree to four top 10 markets: Los Angeles (the nation's second-largest market), Chicago (3), Dallas (8) and Houston (10). Jacor would add to its current

## Out of two TVs, many radios

Here are the combined radio holdings of Jacor Communications Inc. (including planned buys) and Gannett Co. Inc.:

Market	Jacor stations	Gannett stations
<b>Phoenix</b>	KOPA(AM)-KSLX(FM)	None
<b>Los Angeles</b>	None	KIIS(AM)-KFMC(FM)
<b>Sacramento, Calif.</b>	KSEG(FM) and KRXQ(FM)	None
<b>San Diego</b>	KHTS-FM and XTRA-AM-FM	KSDQ(AM)-KCLX-FM
<b>Denver</b>	KBPI(FM), KOA(AM)-KREX(FM), KHOW(AM)-KHIH(FM), KTLK(AM) and KBCO-AM-FM	None
<b>Jacksonville, Fla.</b>	WSOL-FM, WJBT(FM), WJGR(AM) WQIK-FM and WZAZ(AM)	None
<b>Tampa, Fla.</b>	WXTB(FM), WBRD(AM)-WDUV(FM), WTBT(FM) and WFLA(AM)-WFLZ(FM)	WDAE(AM)-WUSA-FM
<b>Venice, Fla.</b>	WAMR(AM)-WCTQ(FM)	None
<b>Atlanta</b>	WGST-FM (LMA), WKLS-FM and WGST(AM)-WPCH(FM)	None
<b>Chicago</b>	None	WGCI-AM-FM
<b>Lexington, Ky.</b>	WLAP(AM), WMXL(FM) and WWYC-FM	None
<b>Kansas City, Mo.</b>	WDAF(AM)-KYYS(FM)	None
<b>St. Louis</b>	KATZ(AM)-KMJM(FM) and KNJZ-FM	None
<b>Cincinnati</b>	WKRC(FM), WWNK(FM), WCKY(AM), WOFX(FM) and WLW(AM)-WEBN(FM)	None
<b>Columbus, Ohio</b>	WTVN(AM)-WLWQ(FM)	None
<b>Toledo, Ohio</b>	WIOT-AM (formerly WCWA)-WIOT-FM, WSPD-AM, WVKF(FM) and WRVF-FM	None
<b>Portland, Ore.</b>	KEX(AM)-KKRZ(FM) and KKCW(FM)	None
<b>Knoxville, Tenn.</b>	WWST-FM and WMYU-FM	None
<b>Dallas</b>	None	KHKS(FM)
<b>Houston</b>	None	KKBQ-AM-FM

Gannett would add Jacor's WTSP-TV St. Petersburg/Tampa and WKRC-TV Cincinnati to its existing TV portfolio: KPNX(TV) Mesa, Ariz.; KTHV-TV Little Rock, Ark.; KUSA-TV Denver; WTLV(TV) Jacksonville, Fla.; WXIA-TV Atlanta and WMAZ-TV Macon, Ga.; WLVI-TV Cambridge/Boston, Mass.; KARE(TV) Minneapolis; KSDK(TV) St. Louis; WFMY-TV Greensboro, N.C.; WLWT(TV) Cincinnati and WKYC-TV Cleveland; KOCO-TV Oklahoma City; WBIR-TV Knoxville, Tenn.; KVUE-TV Austin, Tex., and WUSA(TV) Washington

holdings in San Diego and Tampa, Fla. (see chart).

### Young stocks up to pay for KCAL

New KCAL(TV) Los Angeles owner Young Broadcasting is offering 5.27 million shares of Class A common stock to help pay for the station, which it bought in May. The company will sell 4 million shares, while Goldman, Sachs & Co. and its affiliates will sell most of its 30% stake in Young, another 1.27 million shares.

If the stock sells at \$37.50 a share, the offering will raise \$142.6 million, according to Young's filing with the Securities and Exchange Commission.

Young stock closed at 36 last Thursday after reaching a 52-week high of 38 1/4 last Monday and June 14.

Young bought KCAL for \$385 million from the Walt Disney Co., which also is a nonvoting owner of Young. Along with the proceeds of the stock sale, Young plans to use a \$250 million loan and \$4.4 million cash to pay off the deal, according to Bloomberg Business News.

### Citadel recycles Albuquerque combo

To avoid topping the new local-ownership caps for radio, Citadel Broadcasting Co. is spinning off an AM-FM combo in Albuquerque, N.M., that it just bought.

Citadel recently acquired KRZY(AM) Albuquerque-KRZY(FM) (formerly KOLT) Santa Fe/Albuquerque ("Changing Hands," June 3). The \$23 million deal with seller Crescent Communications LP included KRST(FM) Albuquerque, which is what Citadel really wanted, says broker Fred Kalil of Kalil & Co.

But KRST "came with a package deal. [Citadel] had to take them all together," Kalil says. KRST is the number-one station in the market. All deals are subject to FCC approval.

Under the Telecommunications Act of 1996, however,

a broadcaster can own up to eight stations—no more than five of a kind—in a market such as Albuquerque, with 45 or more commercial stations. Including its planned purchases and existing holdings, Citadel would have six FMs and four AMs in Albuquerque, one more FM and two more total than allowed.

Unless that rule is relaxed by the time the deal is closed, Citadel will turn KRZY-AM-FM over to EXCL Communications Inc. for \$3 million, the documents state. EXCL will give the stations a Hispanic format, Kalil says.

This will be EXCL's first foray into New Mexico. Its other stations are in California: KBRG(FM) Fremont, KLOK



*This advertisement is neither an offer to sell nor a solicitation of an offer to buy any of these securities.  
The offering is made only by the Prospectus.*

*June 20, 1996*

**3,500,000 Shares**



**CLEAR CHANNEL COMMUNICATIONS, INC.**

**Common Stock**

---

**Price \$84 Per Share**

---

*Copies of the Prospectus may be obtained from the undersigned as may legally offer these securities  
in compliance with the securities laws of the respective states.*

**ALEX. BROWN & SONS  
INCORPORATED**

**CS FIRST BOSTON**

**GOLDMAN, SACHS & Co.**

**LEHMAN BROTHERS**

(AM) San Jose, KVRG-FM Seaside and KVRG(AM) Soledad. EXCL also is buying KYBG(AM) Aurora and KJMN(FM) Castle Rock, Colo.

Bigfork, Mont.-based Citadel's other Albuquerque holdings are KKO-AM-FM, KMG(AM) and KHFL(AM). It also is buying KASY(FM) and KHFN(AM)-KHFM(FM) there.

**Nexstar makes first move**

ABRY Partners Inc.-backed Nexstar

Broadcasting Group has made its first TV station purchase: CBS affiliate WYOU-TV Scranton/Wilkes-Barre, Pa., from Diversified Communications. Nexstar formed earlier this month, promising to buy Big Three affiliates in markets 40-120. The new company, headed by president Perry Sook, will be headquartered in Scranton, the nation's 49th-largest market.

The price paid for WYOU-TV was not disclosed, but in January 1994 Diver-

sified had been scheduled to sell WYOU-TV—along with WABI-TV Bangor, Me., and WPDE-TV Florence, S.C.—for \$35.5 million. Diversified bought WYOU-TV in 1986 for \$22.8 million.

Nexstar has more than \$300 million to spend on TV stations, it says. Asked when Nexstar's next buy will be, ABRY spokeswoman Peggy Koenig said, "Nothing's imminent, but we're working on some things." ■

**Changing Hands**

*The week's tabulation of station sales*

**Proposed station trades**

By dollar volume and number of sales; does not include mergers or acquisitions involving substantial non-station assets

*THIS WEEK:*

TVs □ \$23,000,000 □ 1  
 Combos □ \$6,389,000 □ 6  
 FMs □ \$59,206,500 □ 8  
 AMs □ \$34,858,000 □ 8  
 Total □ \$123,453,500 □ 23

*SO FAR IN 1996:*

TVs □ \$2,092,643,896 □ 47  
 Combos □ \$3,349,110,290 □ 186  
 FMs □ \$1,016,174,253 □ 203  
 AMs □ \$118,630,404 □ 111  
 Total □ \$6,576,558,843 □ 547

*SAME PERIOD IN 1995:*

TVs □ \$1,645,322,000 □ 56  
 Combos □ \$792,185,300 □ 108  
 FMs □ \$369,323,721 □ 180  
 AMs □ \$57,531,744 □ 83  
 Total □ \$2,864,262,765 □ 424

Source: BROADCASTING & CABLE

**TV**

**WYDO(TV) Greenville, N.C.**

**Price:** \$1.5 million

**Buyer:** GOCOM Broadcasting Corp., Charlotte, N.C. (Richard L. Gorman, president); owns WFXZ-TV Jacksonville and WFXI(TV) Morehead City, N.C.

**Seller:** KS Family Television Inc., Ayden, N.C. (Frederick J. McCune, principal); no other broadcast interests

**Facilities:** Ch. 14, 1,104 kw visual, ant. 686 ft.

**Affiliation:** Fox

**COMBOS**

**KFLG-AM-FM Bullhead City, Ariz.**

**Price:** \$1.675 million

**Buyer:** Continental Radio Broadcasting LLC, LaCrosse, Wis. (David F. Peschau, president); no other broadcast interests

**Seller:** Guyann Corp., Flagstaff, Ariz. (Guy Christian, owner). Christian owns KAFF-AM-FM and KMGN-FM Flagstaff

**Facilities:** AM: 1000 khz, 5,000 kw day; FM: 102.7 mhz, 53 kw, ant. 2,408 ft.

**Formats:** AM: classic country; FM: country

**Broker:** Rowan Media Brokers

**KPCO(AM) Quincy-KCMT-FM Chester, Calif.**

**Price:** \$600,000

**Buyer:** Stratcom Ltd., Mount Prospect, Ill. (John Samuels, president); no other broadcast interests

**Seller:** Ralph E. Wittick, Quincy; no other broadcast interests

**Facilities:** AM: 1370 khz, 5 kw day, 500 w night; FM: 98.9 mhz, 25 kw, ant. 2,417 ft.

**Formats:** AM: '40s-'70s music; FM: adult contemporary

**Broker:** Media Venture Partners (buyer); Exline Co. (seller)

**WBRN-AM-FM Big Rapids, Mich.**

**Price:** \$550,000 (including \$10,000 noncompete agreement)

**Buyer:** RH Communications Inc., Big Rapids (Robert J. Hampson Jr., president/55% owner); no other broadcast interests

**Seller:** WBRN Inc., Big Rapids (John A. White, president); no other broadcast interests

**Facilities:** 1460 khz, 5 kw day, 2.5 kw night

**Format:** C&W

**KAAN-AM-FM Bethany, Mo.**

**Price:** \$300,000

**Buyer:** Shepherd Enterprises Inc., Moberly, Mo. (Jerrell A. Shepherd, president/38% owner [remaining 62% is owned by Shepherd's sons]); owns KWIX(AM) and KRES(FM) Moberly, KJEL(AM) and KIRK(FM) Lebanon, and 95.92% of KREI(AM) and KTJ(FM) Farmington and KJCF(AM) Festus, all Mo.

**Seller:** Jerrell A. Shepherd, Moberly, Mo. (38% owner of buyer)

**Facilities:** AM: 870 khz, 1 kw day;

FM: 95.5 mhz, 50 kw, ant. 360 ft.

**Formats:** Both country

**KBIL(AM)-KROO-FM Breckenridge, Tex.**

**Price:** \$264,000 (includes \$50,000 noncompete agreement)

**Buyer:** Big Country Radio Inc., College Station, Tex. (Kenneth R. Reynolds, president/owner). Reynolds owns KAGG-FM Madisonville, Tex.; has applied for FMs in Linden, Winona and Pittsburg, all Tex.

**Seller:** Buckaroo Broadcasting Inc., Breckenridge (William W. Jamar, president/43% owner). Jamar owns 89% of KSNY-AM-FM Snyder, Tex., and 44.5% of KBDW(AM) and KOXE-FM Brownwood, Tex.

**Facilities:** AM: 1430 khz, 1 kw day; FM: 93.5 mhz, 3 kw, ant. 268 ft.

**Formats:** AM: contemporary country; FM: country

**RADIO: FM**

**Swap of WKLB-FM Framingham/Boston for WEBR(FM) Washington**

**Value:** \$34 million

**Swapper of WKLB-FM:** Evergreen Media Corp., Irving, Tex. (Scott Ginsburg, chairman/CEO); owns WTOP(AM)-WASH(FM) Washington; is buying WWRC(AM) Washington (see item, below). Evergreen also owns KKBT (FM) Los Angeles; KIOI(FM) and KMEL (FM) San Francisco; WCVG(AM) Miami; WMVP(AM)-WLUP-FM, WRCX(FM), WVAZ (FM) and WEJM-AM-FM, all Chicago; WJMN(FM) Boston and WXKS-AM-FM Medford/Boston; WKQI(FM), WNIC(FM) and WDOZ(AM) (formerly WMTG), all Detroit; WYNY(FM) New York; WPEG (FM) and WBAV-AM-FM Charlotte, N.C., and KTRH(AM)-KLOL (FM) Houston and KSKY(AM) Dallas; is buying KYLD-FM San Mateo San Francisco; WDFN(AM)-WWW-FM Detroit; WNUA-FM Chicago; WRFX(AM) (formerly WAQS)-WRFX-FM and WEDJ-FM (formerly WAQQ-FM) Charlotte, and WYXR-FM and WJZ-FM Philadelphia; is selling WHTT-AM-FM and WBUF-FM Buffalo, N.Y.

**Swapper of WEBR:** Greater Media Inc., East Brunswick, N.J. (Peter A. Bor-

des, chairman/CEO/owner); owns KRLA(AM)-KLSX-FM Los Angeles; WMEX (AM)-WMJX-FM and WBCS-FM Boston; WHND (AM)-WCSX-FM and WRIF-FM Detroit; WCTC(AM)-WMGQ-FM New Brunswick, N.J., and WPEN(AM)-WMGK-FM Philadelphia

**Facilities:** WKLB-FM: 105.7 mhz, 8.5 kw, ant. 1,144 ft.; WEBR: 99.5 mhz, 21 kw, ant. 780 ft.

**Formats:** WKLB-FM: Country; WEBR: adult contemporary

**WIKS(FM) New Bern/Greenville, WMGV(FM) (formerly WKQT) Newport/Greenville and WXNR(FM) (formerly WTND) Grifton/Greenville, N.C.**

**Price:** \$16 million (\$14 million for WIKS-FM and WMGV-FM; \$2 million for WXNR)

**Buyer:** Beasley Broadcast Group, Naples, Fla. (George G. Beasley; president/owner); owns WNCT-AM-FM Greenville; KAAY(AM) Little Rock, Ark.; WWCN(AM) North Fort Myers-WRXX(FM) Bonita Springs/Fort Myers, WXKB(FM) Cape Coral/Fort Myers and WPOW(FM) Miami, all Fla.; WGAC(AM)-WGOR (FM) Martinez/Augusta, Ga., and WAJY (FM) New Ellenton, S.C./Augusta; WTEL (AM)-WXTU(FM) and WDAS-AM-FM Philadelphia, and WTSB(AM)-WKML (FM) Lumberton, N.C./Fayetteville, S.C., and WDSC(AM)-WEGX(FM) Dillon, S.C.; is buying WQAM(AM) Miami-WKIS-FM Boca Raton/Miami, Fla., and WEWO(AM)-WAZZ(FM) Laurinburg, N.C.; is selling WJHM(FM) Daytona Beach/Orlando, Fla. George Beasley also is 45% owner of WSFL-FM New Bern/Greenville, N.C., and 38% owner of WEQR (FM) Goldsboro, which is being sold.

**Sellers:** ■ WIKS-FM, WMGV-FM: WIKS-FM Inc., Atlanta (Stephen Taylor, principal); owns WQBZ(FM) Macon, Ga.

■ WXNR-FM: Taylor Communications Corp., Tulsa, Okla. (Edward L. Taylor III, chairman/owner/father of Stephen Taylor); owns WACT-AM-FM Tuscaloosa, Ala., and WIBB-AM-FM Macon/Fort Valley, Ga.

**Facilities:** WIKS: 101.9 mhz, 100 kw, ant. 1,020 ft.; WMGV: 103.3 mhz, 100 kw, ant. 600 ft.; WXNR: 99.5 mhz, 16.5 kw, ant. 830 ft.

**Formats:** WIKS: urban contemporary; WMGV: adult contemporary; WXNR: hot country

**Broker:** Bergner & Co.

**WADB(FM) Point Pleasant, N.J.**

**Price:** \$8 million

**Buyer:** New Jersey Broadcasting Partners, Morristown, N.J. (E. Burke Ross Jr., president); owns WMTR(AM) Morristown and WDHA-FM Dover, N.J.

**Seller:** Seawood Broadcasters, Vero Beach, Fla. (Arthur Shadak, owner;

no other broadcast interests

**Facilities:** 95.9 mhz, 4 kw, ant. 240 ft.

**Format:** Adult soft contemporary

**Broker:** Gary Stevens & Co.

**WGTK(FM) Middlebury, Vt.**

**Price:** \$425,000

**Buyer:** Pathfinder Communications Inc., Ridgefield, Conn. (Sara D. Goodwill, president/owner); is buying WFAD(AM) Middlebury, Vt.-WMNM-FM Port Henry, N.Y.

**Seller:** Dynamite Radio Inc., Middlebury (Anthony Neri, president); no other broadcast interests

**Facilities:** 100.9 mhz, 3 kw, ant. 300 ft.

**Format:** Classic rock

**KWOW(FM) Clifton, Tex.**

**Price:** \$330,000

**Buyer:** M&M Broadcasting Co., Cleburne, Tex. (Gary L. Moss, president/80% owner). Moss owns 20% of KCLE (AM) Cleburn, KCLE-FM Glen Rose and KBAL-AM-FM San Saba, all Tex.

**Seller:** WOWCO Inc., Waco, Tex. (Jerry Chapman, principal); no other broadcast interests

**Facilities:** 103.3 mhz, 8.37 kw, ant. 574 ft.

**Format:** Easy listening

Continues on page 77

# DANIELS & ASSOCIATES.

## YOUR NEW INVESTMENT BANK.



David A. Tolliver  
Vice President  
Broadcast Group

With three decades of experience and billions of dollars in transactions, Daniels & Associates has long been the nation's leading telecommunications investment bank. Now with the inception of our new broadcast group, we're putting our expertise to work for the television and radio industry - with mergers & acquisitions, corporate finance and financial advisory services.

Leading this new group, David Tolliver brings years of finance and broadcast experience to our firm. Call to begin a confidential discussion of your needs. We're committed to becoming your new investment bank.



The GM Building, 767 Fifth Avenue, New York, NY 10153 212-935-5900  
3200 Cherry Creek South Drive, Suite 500, Denver, CO 80209  
211 Piccadilly, London, W1V9LD, UK

Founded in 1958, Daniels & Associates is a member of the National Association of Securities Dealers Inc. and its professional associates are registered with the NASD. Member SIPC.

# Radio stocks blast Dow

Top issues up 32% this year; Clear Channel leads pack with 90% gain

## Radio

By Donna Petrozello

**R**adio stocks have leapt ahead 37% since the first of the year, according to a survey of leading issues by BROADCASTING & CABLE.

Radio outpaced the broad market indices for the same period. The Nasdaq composite index rose 15%; the Standard & Poor's 500 composite, 8%, and the Dow, 10%.

"Radio stock performance has been extraordinary," says research analyst Chris Dixon at PaineWebber. "It has been driven by consolidation and the recognition that we're operating in a very pro-regulatory environment. The opportunity to create mega-companies has been good for the radio group as a whole."

This year's biggest gainer has been the acquisitive Clear Channel, whose stock jumped 91% between Jan. 2 and

June 19. HefTel, which is being purchased by Clear Channel, was second, with a 64.3% increase. Jacor came in third, at 64.2%, and Saga, fourth, at 59.6%.

Infinity Broadcasting, which last Thursday announced its agreement to merge into Westinghouse Broadcasting/CBS Radio Division (see story, page 6), had a relatively modest gain for the period: 20.4%.

Given the growth of public radio groups through multistation acquisitions and large-scale mergers, investors are beginning to think of radio not as a small venture driven by local-market capital, but as a larger medium with national scope.

Before the Telecommunications Act, radio was considered "a small and volatile business that couldn't expand nationally to diversify [its] revenue base significantly enough for investors," says Ivan Lustig, head of media investment banking at Schroder Wertheim & Co.

"Investors now have a different view of radio groups," Lustig says. "They have moved from thinking of them as small specialty stocks to being within a broad class of media investments."

"The market has applied a new economic model to radio stocks," says senior media analyst Tim Wallace of Lehman Bros. "The upside potential is tremendous."

Like many analysts, Wallace says that as public groups come to own numerous stations in individual markets, groups will spend less money and resources trying to beat their competition and more time trying to secure a larger piece of the overall advertising dollar for radio.

This will benefit radio groups and ultimately continue to drive up stock prices as "cash flow can be more predictable and the ability to attract advertisers that don't usually use radio will increase," Wallace says. "The consolidation trend will last several years." ■

## RADIO STOCKS AT A GLANCE

COMPANY (SYMBOL)	PRICE PER SHARE as of 1-2-96	PRICE PER SHARE as of 6-20-96	% CHANGE
American Radio Systems (AMRD)	28	35 3/4	27.7
Chancellor Broadcasting (CBCA)	24*	27 3/4	15.6
Citlicasters (CITI)	23	30 3/4	33.1
Clear Channel Communications (CCU)	44 1/4	84 1/2	91.0
Emmis Broadcasting (EMMS)	31 1/4	43 1/2	39.2
Evergreen Media Corp. (EVGM)	31 1/2	43 5/8	38.5
EZ Communications (EZCIA)	17 1/4	19 3/4	14.5
HefTel Broadcasting (HBCCA)	17 1/2	28 3/4	64.3
Infinity Broadcasting (INF)	24 1/2	29 1/2	20.4
Jacor Communications (JCOR)	16 3/4	27 1/2	64.2
Multi-Market Radio (RDIOA)	10 5/8	10 5/8	—
Osborn Communications (OSBN)	8 1/8	10 1/2	29.2
Saga Communications (SGA)	13	20 3/4	59.6
SFX Broadcasting (SFXBA)	30 1/4	38 3/4	28.1

\*as of Feb. 9, 1996

# Cable

June 24, 1996

## Great Things Start With A Great Service.



- Great Service** A recent survey of cable operators ranked Z affiliate sales & marketing staff as #1 among new services for having the most competent and accessible reps.
- Great Programming** Gaylord Entertainment provides Z with the best in a wide variety of objection-free music entertainment - that you won't find anywhere else!
- Great Demos** Since Z's music and entertainment programming is objection-free, (NO sex, NO violence, NO customer complaints), Z attracts the widest, cross-cultural, cross-generational audience of cable viewers - from teens and young adults to parents and maturing baby boomers!
- Great Image** Z delivers a positive style that stands out among the very best in quality entertainment for the classic cable household.
- Great Promotion** Survey respondents ranked Z as #3 for providing the best viewer promotional activities and marketing support.
- Great Deals** The same survey has shown that Z ranks #2 for having the most attractive rates.
- Great Choice** Z Music Television. **Not what you expected!**  
The Positive Alternative in Music Entertainment.

**To Expect Great Things, Start With a Great Service**

**Z Music Television Call (214) 620-8800**

© 1996 GAYLORD BROADCASTING COMPANY  
A GAYLORD ENTERTAINMENT COMPANY  
ALL RIGHTS RESERVED



© 1995 Myers Report 1<sup>st</sup> Annual Survey of Cable Operator Executives on Emerging Networks

# Cable news prepares for war

MSNBC and Fox take different tacks as they get ready to battle CNN

By Steve McClellan and Rich Brown

## COVER STORY

With MSNBC, the NBC/Microsoft news venture, just three weeks away from its debut, and Fox now shooting for a fall launch of its own competing cable news service, the television industry is bracing for a news battle royale. At deadline last week, Fox and Tele-Communications Inc. were continuing discussions that could lead to the MSO's committing more than half of its 13 million-subscriber base to the Fox service at launch.

But while the drama builds, so do the questions. What will it take to launch a successful foray into what has been exclusive CNN territory for 16 years? A seasoned news division with household names like Brokaw and Couric? Or the iron will of a Rupert Murdoch, who is just now building a news operation while offering piles of cash to cable system operators to guarantee shelf space? Will NBC and Fox win the support of their broadcast affiliates, which are expected to play central roles in the services? Will cable and satellite services support the new channels?

Nobody really knows the answers yet. ABC has many household-name anchors and correspondents, but it bailed out of the news-channel race after Fox floated its \$11 per-subscriber offer to affiliates at last month's NCTA convention.

NBC Television Network President Neil Braun says cable system operators "have to be in desperate shape to take Rupert's money" and refers to the \$11-per-subscriber offer as a "usurious" loan that will hit cable operators hard when license fees eventually kick in. "I guess NBC feels that giving cable operators incentive is a stupid idea and would rather ram things down their throats through retransmission consent," says Fox News chief Roger Ailes.

NBC executives also have questioned the credibility of Fox News,

pointing to past tabloid news shows on Fox such as *A Current Affair*. Ailes responds that NBC's *Dateline* news magazine is simply *A Current Affair* with a different title and more ponderous scripts. "They said Fox couldn't be a network, Fox couldn't do sports, Fox can't do news," says Ailes. "And every time they turn around, Rupert Murdoch does it because Rupert Murdoch gets things done."

Disney and ABC executives finally concluded that the cost of entry was too high: at least \$400 million in losses in the first five years, and possibly no return on investment until the end of the first decade.

Others have tried and failed (Westinghouse/ABC) or continue to try as losses mount. "We have been trying to crack the cable environment for seven years and have not had significant success because there already are CNN and *Headline News* and other news channels on those systems," says Steve Johnson of All News Channel, a joint venture of Viacom and Conus that is banking on its carriage by DBS service USSB to help turn a profit.

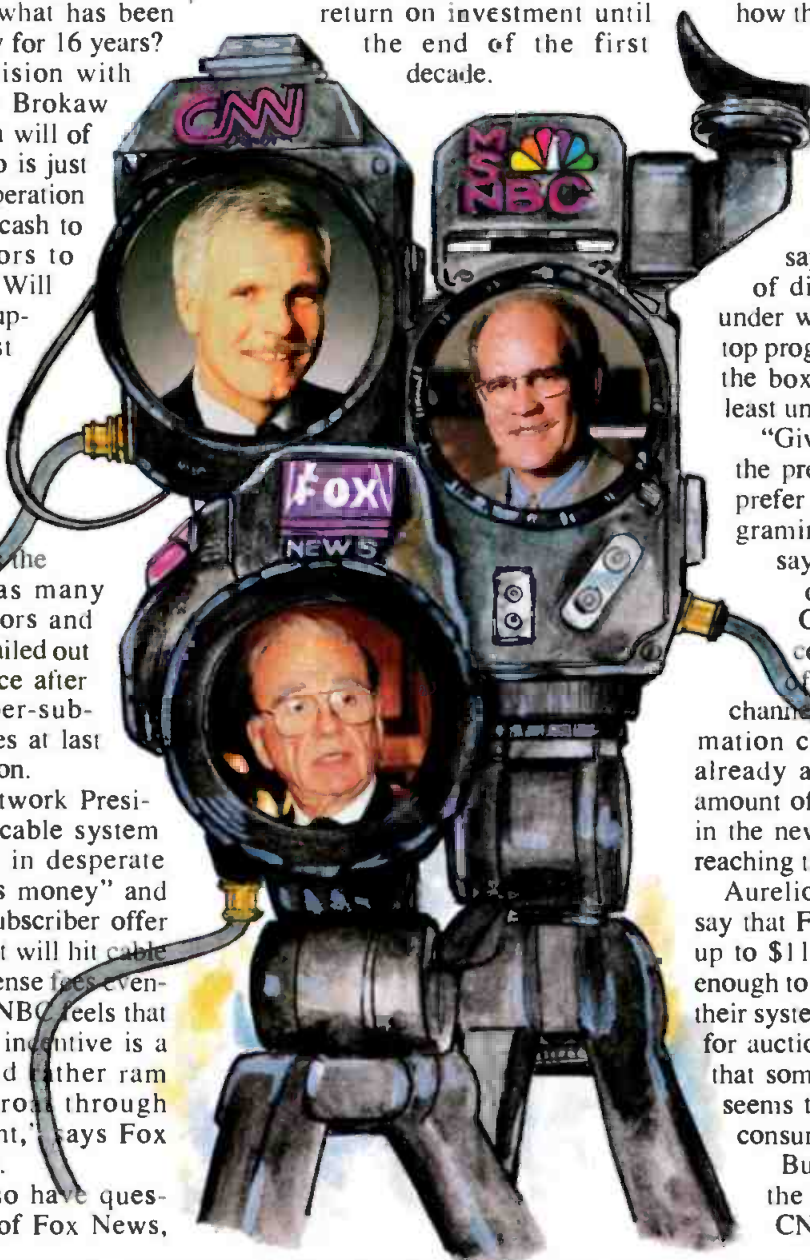
Broadcast affiliates were sending mixed signals last week about the cable news game their networks are entering. Some embrace it; some don't. Many still are trying to come to terms with how they will or won't benefit.

On the cable side, system channel capacity remains limited around the country but is expected to change with the arrival of digital compression technology. Cable system operators say the long-anticipated rollout of digital boxes will finally get under way later this year, but many top programmers say they don't expect the boxes to reach critical mass at least until 2000.

"Given the channel limitations in the pre-digital era, cable operators prefer to see diversity in their programming rather than duplication," says Richard Aurelio, president of Time Warner's New York City Cable Group. "When you combine the number of hours of news on local broadcast channels and on the news and information channels that we carry, we already are providing an enormous amount of news hours. It seems to me in the news and sports genres we are reaching the saturation point."

Aurelio and other cable operators say that Fox's unusually high offer of up to \$11 per subscriber alone is not enough to justify adding the network to their systems. "Channel space is not up for auction," says Aurelio. "The idea that somebody can buy their way in seems to me to be anathema to the consumer's interest."

But cable operators also favor the idea of competitors giving CNN a run for its money. "It



Joe Suttif

certainly is an area that is ripe for competition," says Charter Communications Chairman Barry Babcock. "It keeps Turner honest on its rates."

Operators, for the most part, say they like the idea of a cable news channel fronted by celebrity journalists like NBC's Tom Brokaw and Jane Pauley and the network's correspondent corps, who are seen by tens of millions of viewers each night. And they are pleased that NBC is spending \$100 million to upgrade what was seen as lackluster content on America's Talking.

At the same time, many of those operators say they still are negotiating with NBC about whether a general all-news-formatted channel adheres to the letter and spirit of the carriage contracts for America's Talking, which MSNBC will replace.

NBC says the contracts are binding and that they will have 20 million-plus subscribers at launch. Operators who say they are still negotiating suggest they'll be on board, at least through the launch of MSNBC, even without a final resolution on the carriage agreements. "At this point we are relying on their representation that the new channel will be consistent with existing contract language," says a Time Warner Cable spokesperson. "We'll have to wait and see."



MSNBC's Mark Harrington thinks there's room for his service and CNN.

Meanwhile, the MSNBC channel has conducted dry runs at its temporary studio headquarters in Fort Lee, N.J., where co-owned CNBC is based. (MSNBC will move to permanent new facilities in nearby Secaucus, N.J., in November.)

Mark Harrington, MSNBC vice president and general manager, downplays initial expectations: "Viewership won't be as high initially," he says. And the service will evolve over time. "Day one will be a lot different from day 300."

Harrington also says MSNBC will

be different from CNN and that there is room for both. "They've been at it for 15 years. With 60 million homes they have a different universe, but we have the strength of NBC News and its big-name talent as well as the Microsoft tie, which gives us an enormous step into the Internet world."

In order to succeed, Harrington acknowledges, MSNBC must bring new viewers to the service, not just take CNN viewers. With more viewers turning off their TV sets and turning on computers, he says, the online connection is designed to capitalize on that trend and drive viewers back and forth between broadcast, cable and cyberspace.

NBC News Channel, the broadcast affiliate news cooperative, will be a key supplier to MSNBC Harrington says. But beyond what News Channel will supply (and for which MSNBC will pay a license fee), Harrington says the cable channel is depending on support and contributions from individual affiliates in the form of live shots, debriefings with local reporters and so forth.

It is unclear whether any non-owned NBC affiliates will be wired to cable headends at the launch of the service to provide the local news cut-ins that are one avenue of participation. Network executives expect no more than a hand-

## MSNBC aims to be 'Net news mag

MSNBC plans to position its online component as a unique, stand-alone product that will become the Internet's daily news magazine.

Drawing on material and on-air talent from NBC, CNBC and MSNBC, it will launch concurrently with MSNBC in mid-July. MSNBC also will draw on a staff of editorial people now being assembled at Microsoft headquarters in Redmond, Wash., and will establish its Web identity with "aggressive use of audio" and, eventually, video content, according to Merrill Brown, managing editor for MSNBC on the Internet.

The online initiative intends to take the best on-air elements of its parent companies' broadcasting/cable content, "combining it with a very fresh take to create a daily news product," Brown says. "It is basically the first Internet news organization built from the bottom up with the Internet in mind."

MSNBC will attempt to raid other news organizations for talent, according to Brown. Those organizations include Time, Bloomberg, CBS, the Wall Street Journal and CNN,



which will be its chief online rival.

CNN claims that it isn't particularly concerned about the competition at the moment. "We've got a head start on anybody who's going to do a multimedia news presentation, and news is our only business," says Scott Wolfel, vice president and editor-in-chief of CNN Interactive.

CNN's site supplements on-air content with extensive background on particular topics. MSNBC will do some of that, too, Brown says, but its primary mission will be a quick, topical delivery of breaking news. "We're going to be serious but, hopefully, dramatic," he says.

The real drama may lie in how the service sustains itself. Initially, MSNBC online will be free to users, says Brown, but that could change.

The CNN at Work PC subscription service aimed at businesses went nowhere fast. It cost \$5,000 for "gateway" technology, with a \$30 monthly fee per terminal receiving the service. Two years after launching, it has been phased out. But a personalized consumer subscription service is still being considered.

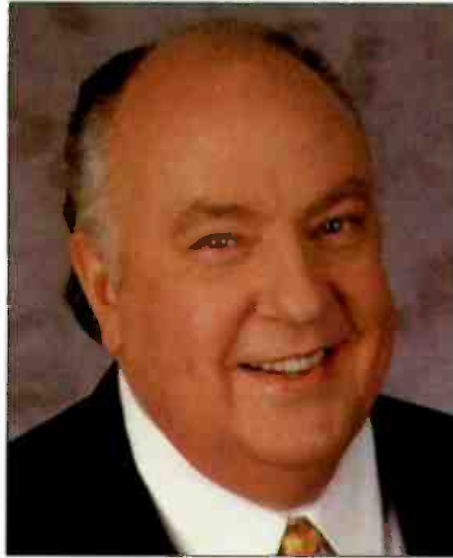
—RT

ful at the beginning, but expect the number to increase over time. At least three of NBC's owned stations expect to be tied in from day one, or close to it—WRC-TV Washington, WTVJ-TV Miami and WNBC-TV New York, with others to follow. NBC's Braun says those stations will serve as beta sites from which all affiliates can learn.

Most affiliates still are sorting things out. "We want to figure out how to make this work for both of us," says Al Holzier, vice president of news operations at KRON-TV San Francisco. KRON-TV already is doing locally what MSNBC will attempt to do nationally. KRON-TV's Bay-TV cable news channel has been up and running for about two years, while a companion online service started six months ago.

"One big issue we have to address is how much of a competitive situation it will be between our services locally versus how we can drive viewers and users of the Internet back and forth between each other," says Holzier. "We're trying to figure all that out right now."

But a news director at another top-30 market says the station's news resources are already stretched to the limit. "If they think I'm going to go out there and do packages and produce live shots for MSNBC, they're nuts," the news director says. "Money is not my problem. My problem is that if my



Roger Ailes is leading Fox's charge into cable news programming

reporter is doing a live shot for them, he's not covering the story for me. All of us have expanded newscasts and limited resources."

But other affiliates see a potentially lucrative business opportunity. Braun confirms that the network is prepared to offer up to 20% of its 50% stake in the MSNBC venture to affiliates. "We're basically inviting them in to buy their pro rata share of 10% on the same terms that we did our deal with Microsoft," he says. About 30 NBC affiliate broadcasters have requested a prospectus for



the equity offering, he says.

Some NBC affiliates in recent weeks have expressed concern that they feel left out of the process as the network proceeds with its cable and new media initiatives. Many were not happy when NBC recently used its airtime to promote CNBC's postgame coverage of the NBA Finals. And some affiliates bristled at an MSNBC trade ad last week that played up the participation of NBC personalities in the cable network and was addressed to NBC's cable system "affiliates."

"It's funny, I thought I was their affiliate," says Jim Waterbury, president of KWWL-TV Cedar Rapids/Waterloo, Iowa, and immediate past chairman of the NBC affiliates board. "There are probably 180 other affiliates who think the same way."

Braun says that the network responded quickly to criticism of the

## CNN mobilizes for competition

The odds were against Ted Turner when he launched CNN 16 years ago. Critics didn't think a cable news channel could compete with the broadcast networks. Today the roles are reversed as two broadcast networks—NBC and Fox—attempt to dethrone CNN as king of cable news.

"We expect strong competition from NBC and perhaps Fox," says CNN President Tom Johnson. But CNN is ready, he says. "We are very strong operationally, journalistically and financially."

"We are mobilizing all our bureaus and affiliates with the competitive news wars."

Despite the call to battle, Johnson doubts whether both NBC/Microsoft's MSNBC and Fox News will make it, especially with cable channels so scarce. "Based on all the studies, there is no public demand for two or three 24-hour news channels," says Johnson. "I don't believe the market will support all of those channels."

But just to make sure, CNN is taking several steps to strengthen its grip on the cable news market, Johnson



Tom Johnson says CNN is ready to rumble.

says. In the works are several news shows on the order of *Talk Back Live* and *Burden of Proof*, which have exceeded expectations, he says.

For competitive reasons, Johnson prefers not to talk about the new offerings, but hints that one will address personal health. The shows will make their debuts this fall.

CNN also is stepping up coverage of this year's presidential campaign—particularly issues concerning the so-called Generation X voters. "That was a failure on our part last time," Johnson says.

The network will feature interviews, surveys and meetings with young delegates and has added Generation X correspondents, he says.

The news channel also plans to launch variations of itself: one service for doctors' offices and another—Cafe USA—for shopping malls. There has been speculation that it may launch a cable entertainment news network.

CNN also hopes to enhance its companion Headline News service by encouraging more cable systems to insert local news, Johnson says.

—MK

Rob Nelson



ON JULY 15TH,



KATIE TOM  
BRYANT



JANE



BRIAN



BOB AND



BILL

WILL START  
A REVOLUTION.



THE PARTNERSHIP OF  
MICROSOFT

AND NBC NEWS

THE POWER OF

NBC CROSS PROMOTION.

24 HOUR CABLE AND INTERNET



PREMIERING JULY

THE FUTURE OF NEWS, FROM T

IT'S TIME TO GET

C O N

©1996 MSNBC CABLE

E W S .

NEWS SERVICE .

WWW.MSNBC.COM

15TH .

FOR INFORMATION CONTACT  
YOUR AFFILIATE RELATIONS OFFICE:  
EAST 201-585-6428  
MIDWEST 810-643-9033  
WEST 818-840-3333

THE PEOPLE YOU KNOW .

CONNECTED .

CNBC post game NBA Final shows. "Ask [affiliates] if they'd be happier if it was MSABC they were dealing with," he says. "I know they wish the world was the way it used to be, but it isn't. And we can't prevent it from changing even further. There's going to be more choice in the home, and we have to take advantage of everything we are to make more of those choices and more of those revenue streams come to NBC and NBC affiliates. That's what our game plan is."

NBC thinks the future of news delivery is multimedia, says Braun, but still primarily broadcast. "But there is only so much time on the network to devote to news. So the question is where do you want viewers to go when you're done with the news and they're still interested in more news. I'd rather have them go to an NBC product than a competitive product. The last thing we want to do is hurt the affiliates. We will do it on a completely collaborative basis."

Details are still sketchy on the format of the Fox News network, which does not launch until fall (possibly as early as Labor Day). But Ailes says one thing is certain: the service will not have a conservative slant on the news, despite industry speculation.

Ailes is spending a lot of time these days building the news infrastructure needed to get the channel off the ground. He is cutting a deal with Reuters that will enable him to have his own crews in a half-dozen bureaus abroad. He is preparing a trip next month to London to work out arrangements with News Corp.-owned UK news channel Sky News. He is starting construction on an 80,000-100,000-square-foot headquarters in New York and is at work on a Washington bureau that will be completed by late July. And he has established Foxwire, an internal coordination of News Corp.-owned journalistic resources that includes material from 6,500 reporters at publications ranging from *TV Guide* and the *New York Post* to the *London Times* and *The Australian*.

Top Fox News hires so far include veteran CNN producer Tammy Haddad and former *Time* magazine bureau chief John Moody. Ailes won't say just how large he expects the staff eventually to be. He says that operating the service will cost News Corp. "hundreds of millions" of dollars. At press time Fox News did not have any carriage deals in place with cable system operators, but Ailes said talks were ongoing. ■

## All the news that's fit to transmit

MSNBC and Fox News are entering a cable news-and-information market that includes not only CNN but also several other established or would-be networks. A quick review of the competition:

### CNNfn/CNNI

CNN's business news channel says it has amassed 6 million subscribers since its launch at the end of 1995 (the daytime service shares a channel position with international news service CNNI). Distribution breakdown: 2.4 million cable subscribers (including Time Warner's 1 million-plus New York homes) and 3.6 million DBS and wireless subscribers.

### WBIS-TV

The New York TV station, marketed as WBIS+, will air business news during the day, sports and general entertainment at night. Co-owners Dow Jones and ITT plan eventually to distribute the service nationally via cable and DBS.

### NewsTalk Television

Launched in October 1994, Gannett's 24-hour news-based talk format claims 16 million homes via cable, TVRO and direct-to-home providers.

### C-SPAN and C-SPAN2

Launched in 1979, C-SPAN delivers news events from Washington to more than 66 million subscribers. Sister network C-SPAN2, launched in 1986, reaches more than 43 million.

### Court TV

Launched in July 1991, the trial news network is available to about 25 million cable households and via DBS service DIRECTV.

### All-News Channel

Launched by Viacom and Conus in late 1989, All-News Channel reaches 30 million households, mostly overnight via local broadcast TV stations. The service also is available via DBS service USSB and to 250,000 cable homes.

### CNBC

Launched in 1989, the NBC-owned business news/talk channel reaches more than 58 million homes across the U.S. and Canada.

### Hispanic News Services

While NBC looks to build U.S. distribution for its three-year-old Canal de Noticias service, rumors are swirling that CBS is in negotiations to purchase Reuters Television's 42% stake in competing Spanish-language news channel Telenoticias.

### Sports News

A micro news war is gearing up in the area of sports with two planned services looking to compete with established player NewSport. ESPN plans to debut its ESPNNews network by Nov. 1; CNN/SI, a venture of Time Warner-owned *Sports Illustrated* and Turner Broadcasting, is scheduled to debut in December. NewSport owners Cablevision Systems Corp., Liberty Sports and NBC say their service reaches 9 million subscribers.

### Regional News Channels

Fourteen regional cable news channels now serve approximately 12 million subscribers: New York's New York 1; Chicagoland Television News; Bay TV in San Francisco; New England Cable News; Newschannel 8 Washington; Orange County (Calif.) NewsChannel; Pittsburgh Cable News; R/News Rochester, N.Y.; Northwest Cable News; Sarasota News Now, and Cablevision System Corp.'s News 12 operations in Connecticut, New Jersey, Westchester and Long Island, N.Y. More are scheduled to debut in Arizona, Florida and elsewhere. In addition, several TV stations have created local news services using cable channels won in retransmission consent negotiations.

—RB

# It's Your Move



*Don't Blow It!*

Brunch with Bill Gates  
only at CTAM

*Join* industry leaders  
discussing *winning* strategies,  
valuable marketing plans  
and revolutionary *new*  
telecommunications technologies.

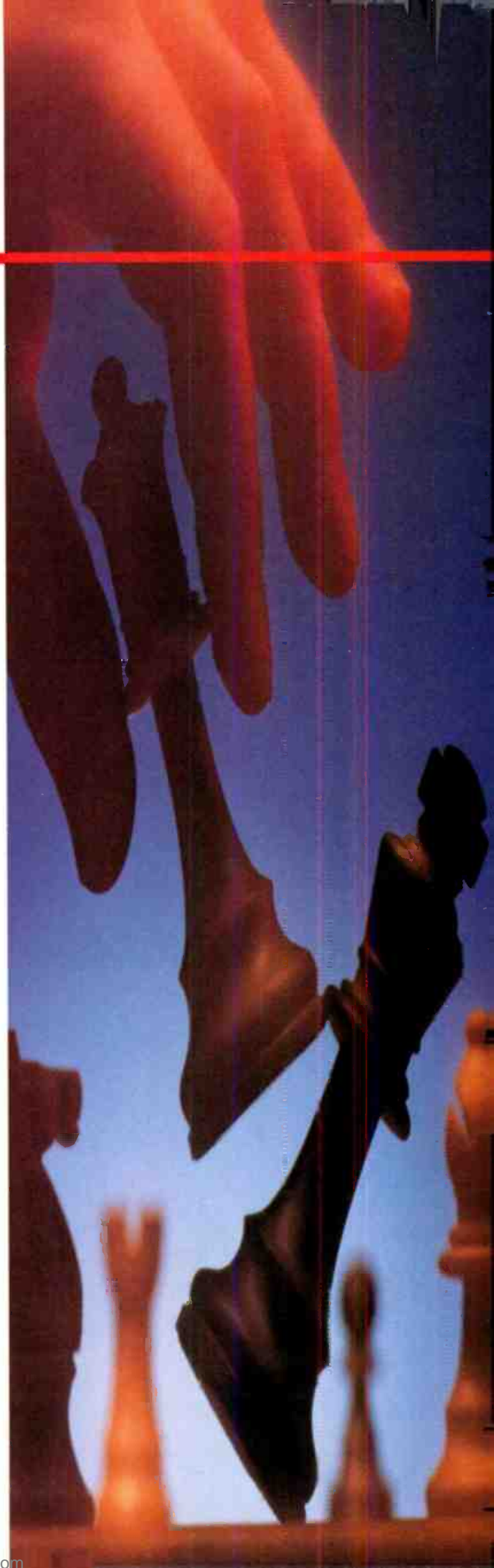
**CTAM**

JULY 14 - 17

**1996**

**Boston**

MAKE YOUR MOVE THE WINNING ONE.  
REGISTER FOR CTAM BY CALLING (703) 549-4200.



# Bad news and good news for DBS

*UBS study shows slower than predicted sub growth this year, but sees rebound in second half and long term*

By Jim McConville

**T**he rate of new subscribers signing for direct broadcast satellite services may have slowed a bit in first half 1996, says investment firm UBS Securities, which has lowered its estimates for new DBS subscribers this year.

UBS Securities cut its subscriber-growth projections for the first four months of 1996 by 5%, citing lower than expected sign-ups by DIRECTV and PrimeStar in March and April, and launch delays by EchoStar and AlphaStar.

While attributing some decline to normal seasonal drop-off, UBS executives say the dip was more pronounced than expected. "It just fell off more sharply than we thought [it would] through February, March and April," says Rick Westerman, a UBS analyst.

For the first four months, UBS reports, DIRECTV had 1.46 million subscribers, some 65,000 less than projected, while PrimeStar finished with 1.2 million, down 30,000 from UBS's original projection.

Overall, DBS will end 1996 with 6.25 million subs, up more than 200% from last year's 2.86 million. UBS's revised year-end estimates give DIRECTV 2.55 million subs, down from 2.65 million, and PrimeStar 1.75 million, down from 1.87 million.

Westerman says the new figures reflect a shortfall from UBS's original numbers for the first few months, "coupled with a little bit of rollout for EchoStar and AlphaStar that we had originally built in. Both of those guys were supposed to be up and running sooner than they actually launched."

EchoStar launched in April, a month later than scheduled, and AlphaStar, now two months behind, has yet to launch.

DBS companies, not surprisingly, don't see eye to eye with UBS's new figures. Eddy Hartenstein, president of DIRECTV, says UBS may not fully understand the seasonality of DBS or "the tie to retail of this business, of its cyclicity."

This year, Hartenstein says, DIRECTV is 30%-40% ahead of last year (on a month-to-month basis) and is on pace to sign 100,000 subscribers in June.

"The pace is quickening, the ramp is increasing—we're on target," he says.

Murray Klippenstein, president of AlphaStar Communications, says: "I have not seen analysts be particularly accurate either in long- or short-term forecasts...so I don't know if a revision would be all that meaningful."

Industry analysts should be looking not at how DBS did relative to forecasts but at how it did relative to last year, Klippenstein says. "Is there sustaining growth and upward momentum?" he asks.

Denny Wilkinson, senior vice president of marketing and programming, PrimeStar Partners, says PrimeStar's subscriber sign-ups are up 7% over last year: "We really don't feel that there's a drop-off. We'll meet our expectations by the end of the year."

Carl Vogel, president of EchoStar Communications, disputes UBS claims of a late EchoStar launch: "We're pleased with how we've gotten out the gate and the support that we're getting from the TVRO dealers and consumer electronics markets."

EchoStar, now with 65,000 subscribers, is on track to reach industry estimates of 300,000 subscribers in 1996, Vogel says.

Several DBS executives point to the seasonal nature of DBS as the reason for a slowdown. "August through December is our selling season—60 percent of our business comes in those five months," Vogel says.

DBS companies can't be accused of not trying to drum up business. To stir sales of DBS hardware, Thomson/RCA lowered the price of its DBS satellite dish to \$299 during the Memorial Day weekend. And earlier this month EchoStar rolled out a limited-time promotion that cut the price on its hardware to \$199 in eight markets recently hit with cable rate increases.

There is a silver lining to UBS Securities' new forecast: a better second half in 1996. "We're more bullish with respect to where we think the industry can go long term; our reductions have to do more with what's happened, not with what's coming up," says Westerman.

DBS subscriber numbers should ramp up after the summer, he says: "After AT&T comes on board with DIRECTV and NFL football and the holiday season begins, we expect growth to accelerate for all DBS services." ■

## PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of June 10-16, ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 95.9 million households with TV sets.

Program	Network	Time (ET)	HHs. (000)	Rating Cable	U.S.
1. NHL Stanley Cup Finals	ESPN	Mon 8:00p	2,988	4.4	3.1
2. UAW/GM Teamwork 500	TNN	Sun 1:00p	2,540	3.9	2.6
3. TNN/Music City News Awards	TNN	Mon 8:00p	2,289	3.5	2.4
4. Rugrats	NICK	Wed 6:30p	2,195	3.3	2.3
5. Rugrats	NICK	Sun 10:00a	2,161	3.2	2.3
6. Rugrats	NICK	Mon 6:30p	2,080	3.1	2.2
7. Rugrats	NICK	Tue 6:30p	2,021	3.0	2.1
8. Intimate Portrait: Natalie Wood	LIFE	Sun 9:00p	1,956	3.0	2.0
9. Aaahh!!! Real Monsters	NICK	Sun 10:30a	1,953	2.9	2.0
10. Rugrats	NICK	Thu 6:30p	1,941	2.9	2.0
11. Movie: 'Malice'	TNT	Sun 8:00p	1,921	2.8	2.0
12. MTV 1996 Movie Awards	MTV	Thu 9:00p	1,884	2.9	2.0
13. WWF Monday Night Raw	USA	Mon 8:57p	1,848	2.7	1.9
14. Rugrats	NICK	Fri 6:30p	1,801	2.7	1.9
15. Doug	NICK	Wed 7:00p	1,777	2.7	1.9

Following are the top five pay cable programs for the week of June 10-16, ranked by households tuning in.

1. Boxing: De La Hoya vs. Chavez	HBO	Sat 11:45p	3,617	15.0	3.8
2. Boxing: Jones vs. Lucas	HBO	Sat 10:40p	3,007	12.5	3.1
3. Movie: 'Congo'	HBO	Tue 8:00p	2,701	11.2	2.8
4. Paradise Lost: Robin Hood Murders	HBO	Mon 8:00p	2,628	10.9	2.7
5. Boxing: Kelly vs. Gainer	HBO	Sat 9:45p	2,363	9.8	2.4

Sources: Nielsen Media Research, HBO

GRAPHIC BY KENNETH RAY/BROADCASTING & CABLE

You'll find them covered with sawdust, well hidden in backyard workshops and basements. They're the home enthusiasts and weekend hobbyists who like doing things for themselves. They also like Home & Garden Television. In fact, HGTV's Nielsen ratings\* debut revealed a healthy overall weekend household rating of .6, beating out CNN, ESPN2 and tying The Learning Channel. We even caught the attention of primetime households, tying ESPN2 and Headline News, and beating E! and CMT. Seems completely logical. After all, we are talking about viewers who appreciate a really polished product.



HOME & GARDEN TELEVISION

*Everything you love about home.*

## Viewers Are Coming Out Of The Woodwork.

Affiliate Sales Southeast Region 423-894-2700 Western Region 310-854-6600 Midwest Region 810-827-4475 Eastern Region 212-293-8573

<http://www.hgtv.com>



THE E.W. SCRIPPS COMPANY

\*Source: Subject to quality, usage furnished upon request. Nielsen monthly NAB and summer analysis, 2/26/96-5/24/96, Saturday and Sunday 12 p.m. - 1 a.m. (weekend, Monday-Sunday 8 p.m. - 1 a.m.)

# Cable concentrates on future

*Consolidation continues at record pace as MSOs prepare to deliver phone, digital services*

By Jim McConville

**N**ineteen ninety-six is shaping up to be another banner year for cable consolidation, with the big MSOs reconfiguring their holdings at a record pace through system swaps, buys and operating agreements.

That strategy continues to be central as cable companies position themselves to offer new digital services and telephony and to compete more efficiently with telcos, DBS and wireless cable operators.

So far in 1996 there have been at least 39 cable deals struck involving 6 million subscribers (4.2 million alone from the US West/Continental Cablevision consolidation) with an estimated value of \$12.6 billion, according to marketing research firm Paul Kagan & Associates. That compares with 34 deals for the same period a year ago involving 4.5 million subscribers and an estimated value of \$8.5 billion.

Rick Westerman, senior analyst at UBS Securities, says the cable industry continues to consolidate through cable system swaps "because it's just such a tax-efficient way to improve clustering. Very little cash changes hands in those deals." Sharon Armbrust, vice president of investment research for Kagan, predicts that MSOs will continue to build their cable clusters this year, motivated by passage of the 1996 Telecommunications Act.

"The act is the catalyst for allowing them to sell a combination of cable and telco services, which is what they need these big footprints for," Armbrust says. "They all want to take advantage of economies of scale."

TCI and Continental made this year's first sizable system swap in January, when TCI traded systems in eastern Massachusetts serving 100,000 subscribers for Continental systems in St. Louis with about the same number of subscribers.

But the biggest cable deal so far this year: US West's proposed purchase of Continental Cablevision and its 4.2 million cable subs for \$10.8 billion. The deal calls for US West to purchase Continental's stock for \$5.3 billion and assume its debt, valued at \$5.5 billion. When consummated, the deal will give

US West and its cable partner Time Warner 16.2 million subscribers.

Other recent deals:

- TCI plans to buy out the 50% interest of partner U.S. Cable in four cable systems in Illinois, Indiana and New Jersey that collectively serve 175,000 subscribers. U.S. Cable Group will continue to operate the systems until late 1996 or 1997, when the sale is expected to be completed. TCI and U.S. Cable also will sell to an unnamed third party four separate cable TV properties totaling 60,000 subscribers in New York, Texas, South Carolina, Georgia and Florida.

- TCI will take over operation of cable systems owned by Prime Cable Inc. in the Houston area. Assets of Prime's metropolitan Houston cable

system—serving 130,000 subs—will transfer to InterMedia Partners Southeast, with TCI running the systems for InterMedia.

- Cablevision Systems Corp. is paying \$183 million to Warburg, Pincus Investors LP for the interest it does not already own in A-R Cable Services, A-R Cable Partners, Cablevision of Newark and Cablevision of Framingham Holdings Inc. The systems serve approximately 420,000 subscribers.

- Charter Communications will purchase TCI's cable system serving 13,000 subscribers in Columbus, Ohio.

- TCI has strengthened its presence in home state Colorado with the purchase of Columbine Cablevision, a system with 31,000 subs, for \$54 million. ■

## Showtime steps up antipiracy efforts

*Aims to convert illegal users to paying subscribers*

By Jim McConville

**S**howtime Networks plans to tap a new revenue source within the nation's existing 64.2 million cable subscribers: the gray market of illegal cable users who are stealing an estimated \$7 billion in cable services

each year.

Although many of the larger cable MSOs—Tele-Communications Inc. and Jones Intercable, for example—already have established antipiracy programs in place, there is still room for more, says Showtime's executive vice president of sales and affiliate

### IRS signs off on Viacom cable spin-off

One of the biggest cable deals struck in 1995 finally got the green light



last week. The Internal Revenue Service gave its blessing to Viacom Inc. to spin off its cable system assets to Tele-Communications Inc. for \$2.3 billion. The IRS ruling allows Viacom to meet the June 24 deadline that it set last July for spinning off its cable systems (1.2 million subscribers). Those systems are located in Nashville; the San Francisco Bay area; the Puget Sound area; Salem, Ore., and Dayton, Ohio. The tax-free transaction allows Viacom to cut \$1.7 billion of its corporate debt, part of its ongoing effort to pare the \$11 billion debt it took on with the 1994 purchase of Paramount Communications and Blockbuster Entertainment.

—JM



marketing, Jeff Wade.

Speaking last week at a Showtime press conference in New York, Wade said the network has hired a Pennsylvania-based antipiracy firm, Telecommunications Security, as part of its "Theft of Service" awareness campaign. The firm will offer operators techniques on how to better monitor cable theft within their systems.

In a 1992 survey, the National Cable Television Association Office of Cable Signal Theft estimate that of the then-62 million cable households, 9.4 million basic and 6.4 million premium cable households received unauthorized programming, resulting in an estimated \$4.7 billion in annual lost revenue. (The figure does not include PPV theft.)

Cable piracy may now be even more commonplace, Wade says; up to 25 million households may have access to

**SHOWTIME®**

illegal set-top boxes with which to access movies and pay-per-view events without paying. Cable theft last year, he says, exceeded \$7 billion.

Since passage of the 1992 Cable Act, consumers have been able to purchase their cable equipment. As a result, the sales of illegal cable equipment, including counterfeit set-top boxes, now totals \$1 billion a year, says Telecommunications Security co-founder Philip S. Deming. Media ads touting illegal equipment generate another \$50 million.

Telecommunications Security co-founder Richard McCaffery says that piracy-monitoring strategies the firm offers to cable operators include checking customer rosters to look for recent buying aberrations, "to see if there are suddenly premium subscribers who stop buying premium services and PPV buyers who no longer make PPV purchases."

Wade says Showtime plans to use research culled by the security firm to develop case studies of cable systems converting their illegal cable users to paying subscribers.

Wade cites a cable system in Milwaukee with 120,000 subscribers that was able to convert approximately 9,000 of its estimated 40,000 illegal users into paying customers, producing an additional \$3.2 million in subscriber revenue. ■

# Hatamiya to head FCN international push

*First task is new Fox Kids cable channel*

By Cynthia Littleton

**M**argaret Loesch, president of Fox Children's Network, appointed a number-two person last week to spearhead the growth of FCN's international operations.

Kim Hatamiya, formerly senior vice president/general manager of Canal Fox, Fox's Latin American cable channel, was named senior vice president of FCN International.

As FCN gears up for expansion in Latin American, the UK, Asia and Australia over the next two years, Loesch says she's working on launching a domestic children's cable network. Fall 1997 is the target date, but it's likely to be delayed, as talks with MSOs are still in the preliminary stages.

"We have not begun any in-depth negotiations," Loesch says. "I've had conversations with numerous people, but we're taking our time and being very thorough."

On the global front, Hatamiya's first task is to oversee the spin-off of Canal Fox's FCN programming block into a separate Fox Kids cable channel this fall. Hatamiya is credited with leading the Canal Fox move into Brazil, boosting the channel's total reach to more than 5 million households.

Loesch says FCN's international programming services will operate as self-contained units, with a managing director in each territory reporting to Hatamiya.

The vast media holdings of Fox's parent company, News Corp., provide the "necessary tools" for making FCN a major international player in children's programming, but Loesch says it's uncertain whether an FCN network will be part of News Corp.'s new DBS ventures planned for the U.S. and Japan.

As part owners of FCN, Fox's domestic broadcast affiliates share in revenue generated by international distribution of Fox-owned FCN shows and related licensing and merchandising. But plans to launch a second domestic outlet for FCN pro-



*Kim Hatamiya will oversee the development of an international Fox Kids cable channel.*

gramming likely will raise competitive concerns among some broadcasters.

Echoing a point that Fox Chairman Rupert Murdoch made earlier this month at the network's spring affiliates meeting, Loesch argues that a 24-hour cable service will enhance the value of the FCN brand name through cross-promotion. A 24-hour FCN service would be a magnet for young viewers, much like Viacom's Nickelodeon and Turner's Cartoon Network, she says.

Pat Mullen, chairman of the Fox affiliate board and president/GM of wxmi(TV) Grand Rapids, Mich., says Fox has had only "loose" discussions in the past with affiliates about the prospect of an FCN cable network. ■

## **BBC World enters Slovakia**

BBC World, a 24-hour news and information service, has secured cable carriage in the Republic of Slovakia. The channel initially will be available in 126,770 homes in the Bratislava cable system of SKT, a subsidiary of Siemens AG Austria. SKT carries 37 channels in nine languages on its cable system in Bratislava. BBC World is available in 20.3 million homes across continental Europe. —DJ

# Canada struggles to create DTH policy

*U.S. DBS companies pressure Canadian government to develop open-door policy*

By Jim McConville

**T**he Canadian government may be using a double standard when it comes to licensing direct-to-home satellite services in its own backyard.

On the one hand, Canada forbids U.S. companies from selling DTH satellite services in Canada. On the other, it appears open to the idea of allowing U.S. companies to use Canadian-based satellite orbital slots to broadcast DTH services to the U.S.

French-owned Thomson Consumer Electronics of Canada (TCEC) planned to begin selling RCA-brand DTH dishes in Canada for \$1,200 each. But last week, TCEC said it will wait until the Canadian Radio-Television Commission (CRTC)—that country's equivalent of the FCC—can write rules to clarify Canada's cloudy DTH policy.

Although there's no Canadian law restricting ownership of DTH dishes, broadcasters are not supposed to beam DTH signals into the country without a license.

With no Canadian satellite packages available, Canadians buying RCA dishes likely would have tried to sub-

scribe to U.S.-based DTH services, contributing to a gray market that prospective Canadian DTH providers would loathe.

Mark Redmond, president of TCEC, says Thomson's decision to pull the plug came as a result of the confused condition of Canadian DTH law. However, industry sources say Thomson may have had a stronger incentive: the threat of a joint lawsuit from Canadian broadcasters.

"Canadian broadcasters were fearful of losing subscriber revenue, so protested directly to Thomson through legal sources," says one Canadian DTH executive who asked not to be identified.

TCEC spokeswoman Gabriella Nobrega confirms that a consortium of Canadian companies threatened to file suit against TCEC, but she says no papers have been served.

DIRECTV President Eddy Hartenstein says Canada's reluctance to allow U.S. companies to sell satellite programming to Canada puts them at a disadvantage and constitutes restraint of trade.

"Canadian consumers are in a position of desiring U.S. programming, and

we're not able to penetrate that market," says Hartenstein. "We see it as a fundamental restraint of trade for us."

Clouding the issue more is that U.S. companies Tele-Communications Inc. and TelQuest Ventures LLC signed an agreement in April with Canadian satellite company Telesat Canada to transmit DTH programming services from Telesat's Canadian orbital slots to U.S. markets.

Hartenstein says that Canada's approval of the deal would create one-sided conditions for U.S. companies.

"On the one hand, we would be prohibited from selling and sending programming off U.S.-based satellites into Canadian homes, yet there is seemingly no concern on their part for using Canadian satellites to do the exact opposite," Hartenstein says. "There's no reciprocity."

So far, four Canadian companies have bid to offer DTH services in Canada; each has run into problems.

ExpressVu, the only one with a license, has been hit with product delays and technical problems and says it won't launch until next year. Power DirectTV of Montreal abandoned its DTH plans in February, claiming that CRTC regulations made it impossible to make a profit.

Other Canadian DTH suitors include Shaw Communications Inc., Canada's second-largest cable operator, which failed to get a DTH license last year, and Star Choice Television Network, a newcomer to broadcasting that distributes full-size satellite dishes. Both will apply to the CRTC for DTH licenses in July.

Canada's DTH issue will get even stickier as the CRTC faces a satellite-capacity shortage. In March, a technical malfunction knocked out 50% of the capacity of the Anik-E1 satellite owned by Telesat.

But so far, other U.S. DTH companies are not breaking down fences to sell DTH services in Canada.

Gary Howard, president of Tele-Communications Inc. Satellite Entertainment, says TCI has no plans to move its PrimeStar DTH business into Canada. "I haven't seen a business plan that would compel me yet to do that. Right now, there isn't any compelling reason." ■

## TLC launches first national ad campaign

Discovery Communications' The Learning Channel will roll out a \$6 million national marketing and on-air campaign in conjunction with the network's June launch of two nighttime series.

This is the first national ad campaign for TLC. Kicking off today (June 24), it will use national TV and print media for three weeks in the top 20 markets and resumes Aug. 5 after the Olympics. The network also plans to debut a revamped on-air look that includes new graphics and a new network tag line: "Adventures for Your Mind."

The effort is tied to TLC's debut of weekly programs *Real History* and *Scientific Frontiers*. *Real History* is an hour of miniseries and specials airing weeknights at 9-10; *Science Frontiers* is a miniseries on science and technology at 10-11 p.m.

TLC's campaign budget is double that of last year, says Valerie Grady, vice president of consumer marketing, Discovery Communications.

The TLC ad blitz comes at a time when the network is reaching the 45 million-plus subscriber base. Says Grady: "Approaching 50 million subscribers with reach into the larger DMAs, you get to the point where [a national ad campaign] is the most efficient way to go."

In addition to spots running on Discovery and TLC, Discovery will air ads on regional sports networks and on the NewStar cross-channel promotion service. TLC ads also will appear in *USA Today* and *TV Week* newspaper supplements, on national radio, and in outdoor venues in New York and Detroit.

—JM

*Sgt. D. F. Jones,  
Non-Commissioned Control Freak*



**Sarge would love  
Customized NuStar:  
It tells your dubs  
and affidavits to  
take a hike.**



*It's the power of having your  
very own satellite.*

Cross-channel promotion means sending dubs all across the country. And then there are the affidavits, a mountain of paperwork that takes more time to administer. But with Customized NuStar you can lighten your load. It's the insertion service that feeds your cross-channel spots directly to the headend and inserts them automatically. It also generates detailed affidavits automatically. So there are no dubs to ship, no affidavits to worry about. Customized NuStar - an innovation any control freak will appreciate.



*To place an order, or for more information,  
call Tom Fennell at 610.692.5900.*

## SPECIAL REPORT

# The hot market in local cable ad sales

The Cabletelevision Advertising Bureau's Local Cable Sales Management Conference is under way in Atlanta this week with industry executives looking for ways to maintain the strong growth of local cable advertising. According to CAB, local cable advertising brought in more than \$1.4 billion last year, and that figure is expected to increase at least 16%, to \$1.6 billion, this year. "It's been hot," says Bruce Ferguson, vice president of local and spot sales for the CAB. "It's the fastest-growing portion of cable." Advertising on cable networks brought in \$3.6 billion in 1995 and is expected to bring in \$4.1 billion in 1996.

Helping to spur the growth are the increasing penetration of cable system interconnects and the digital technology used to place cable advertisements. Ferguson says the digital technology, which already is available, is a key asset for cable to wrest a larger share of the marketing pie from broadcast television. Following is a look at some of the advertising interconnects using digital technology, and how that technology affects the business.

## Local cable's ace in the hole: DIGITAL INTERCONNECTION

System allows a local advertiser to run different ads in different communities simultaneously

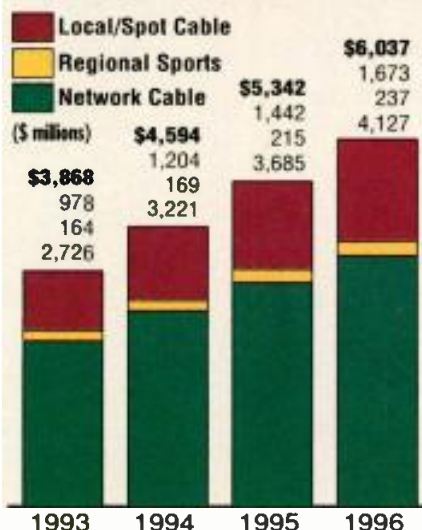
By Michael Katz

**B**roadcast television has always been the top choice for national and local advertisers. But as cable grows and interconnects adopt digital technology, the industry wants to close the ad-revenue gap with increased local and regional marketing.

The digitalization of interconnects, such as Adlink in Los Angeles, has removed many of the barriers and disadvantages that dissuade advertisers from choosing cable over broadcast. Interconnects are two or more cable systems linked to distribute commercials simultaneously.

"With broadcast, an advertiser can send only one message at one time, but with us they can get mass-branding and can target geographies and communities," says Hank Oster, Adlink's senior vice president, marketing. "It is a mar-

### Advertising revenues will reach \$6 billion in 1996



Source: CAB's 'Cable TV Facts'

GRAPHIC BY BROADCASTING & CABLE

keting tool that advertisers never had before."

Last November, Adlink, the second-largest interconnect, carrying 57 systems, 2.3 million subscribers and agreements with 20 cable networks, switched to a totally digital system. It has already seen an increase in revenue.

The company, which has an 85% penetration of cable homes in the Los Angeles area, brought in \$29.8 million in revenue last year. But due to its going digital, Adlink expects to see \$36 million by the end of this year. Still, it gets only the proverbial crumbs that fall from the table: the seven VHF broadcast stations in L.A. rake in approximately \$1.2 billion in advertising revenue annually.

But Adlink hopes to take a bite out of an even larger pie, says president Charlie Thurston. Total advertising

dollars spent in Los Angeles on broadcast and cable television, radio, newspaper and direct mail exceeds \$4.7 billion.

Digital technology has given Adlink two new products, Adtag and Adcopy, which the company claims makes advertising on cable a better buy than broadcast television in Los Angeles.

With Adtag, an advertiser such as a car-dealer group can run a commercial throughout the entire market simultaneously while "tagging" individual commercials with information on the dealer closest to each system.

Adcopy allows an advertiser to send different commercials to different areas of the market simultaneously. The *Los Angeles Times*, which has an account with Adlink, uses Adcopy to show a commercial for *The Times's* Orange County edition in Orange County while showing a commercial for *The Times's* L.A. County edition in L.A. County.

Ever since cable first began to make

## SPECIAL REPORT: LOCAL CABLE SALES



**Digital interconnects create 'an easy, one-stop-shopping method.'**

**Charlie Thurston, president, Adlink**

its way into people's homes, it has relied on its ability to target a smaller locality than does broadcast television, thus reducing wasted advertising dollars spent on commercials reaching non-targeted viewers.

"But cable's greatest asset also turned out to be its greatest liability," says Thurston. An advertiser could reach a geographically narrow audience purchasing time through a local cable operator. If the advertiser wanted

to run the ad on cable throughout an entire market, however, it would have to place ads with each system in the area, which was a logistical nightmare in large markets with dozens of systems.

The formation of interconnects removed this barrier by creating a system through which an advertiser could place ads in systems throughout a market by dealing with one entity. But cable has been hamstrung by slow turnaround time. If an advertiser wants to place or change an ad, many interconnects need 72 hours to a week's notice.

With the introduction of digital technology, the interconnects can match broadcast's turnaround time, virtually erasing all the disadvantages that advertisers saw in cable.

Oster says, however, that the overall cable industry's share of advertising revenue won't increase with the success of the L.A. Interconnect alone. "The top 25 markets need to get up to speed in interconnect, be-

# Do you have the key to co-op success?

**The concept is simple.** ReCAS connects you and your advertisers easily and effectively by taking today's technology and simplifying it for your day-to-day needs. ReCAS comes to you complete with an excellent support staff, the most successful co-op recovery system on the market and an extensive manufacturer ad materials database. *ReCAS gives you what you need to close the sale.*

Let ReCAS be your communication link for complete "new business" advertising success:

- **ReCAS® Access**—A nationwide network of over 600 media professionals exchanging time-sensitive advertising-sales ideas, money-making accrual information and up-to-date co-op plans.
- **ReCAS® Profit Opportunities (RPOs)**—A weekly fax service with event marketing and promotional sales ideas.
- **Revenews**—An industry newsletter filled with successful revenue-generating ideas.
- **Accent Edition**—A bimonthly sales publication filled with season-specific co-op plans, promotional schedules, artwork, scripts and storyboards.
- **ReCAS® Art Database Collection**—A collection of themed and atmosphere art for advertising placement.

**You and your advertisers can reap the benefits of ReCAS. For information, contact us today:**

• Call 1-800-447-1950, ext. 372 • Visit our home page at <http://www.multi-ad.com> • Send e-mail to [recas@multi-ad.com](mailto:recas@multi-ad.com)

## What people are saying...

"With my laptop, I can take ReCAS with me wherever I go and have accurate information. ReCAS account executives are also very helpful and quick to respond."

Continental Cablevision  
Pompano Beach, FL

"RPOs are great—they allow our reps to be more knowledgeable about our different customers' business."

Rainbow Advertising  
New York, NY



1720 West Detweiler Drive  
Peoria, IL 61615-1695

cause there is a lot of money that is being left on the table."

Consolidation is another important key by which cable could take away business from broadcasters. Interconnects in New York and Miami, which, following Adlink's lead, plan to convert their systems to digital by early 1997, have proved successful in consolidating their respective markets.

The interconnect in New York is the nation's largest: its 43 systems and 4.3 million subscribers translate into 96% of all cable homes in the New York area. Its revenue increased by 25% last year, and it is expected to grow even more when it converts to digital in first quarter 1997. "It will give us a sharper competitive edge, remove disadvantages and make us more efficient," says Eglon Simons, vice president and general manager of the New York Interconnect.

## SPECIAL REPORT: LOCAL CABLE SALES



***"It will give us a sharper competitive edge, remove disadvantages and make us more efficient."***

***Eglon Simons  
New York Interconnect***

Simons says cable has been criticized by advertisers for slow turnaround time and for the difficulty of dealing with many different systems to cover one area. But with the consolidation of interconnects and the advantages offered with digital equipment, "we would hope and expect that those advertisers still on the fence

will see that local and spot cable has to be reckoned with if effectively marketed in every home in the country," he says. "Broadcast is not going to cover as effectively."

The Miami-Fort Lauderdale Interconnect, which also has consolidated many of the area's cable homes, is linked to 15 systems with 870,000 subscribers, or 93% cable penetration. The interconnect expects to shift to a digital format at about the same time as that in New York. Charlie Slaight, manager of the Miami-Fort Lauderdale Interconnect, says that the combination of interconnects and digital technology will make cable more attractive to advertisers than broadcast television. "There are certain benefits and the ability to target certain geographies," says Slaight. "The advertising community is always looking for a way to reach these people." ■

## Digital insertion vendors hit CAB on a roll

As the cable advertising community convenes for the CAB local cable sales show in Atlanta this week, digital ad-insertion vendors are finding rapid acceptance of the quick turnaround time and geographically targeted delivery that their server-based systems can provide.

SeaChange International closed another big digital ad-insertion deal last week—a \$5 million sale to the New York Interconnect for MPEG-2 servers at 43 headends. In February, SeaChange sealed a \$6 million agreement with TCI to provide complete digital insertion systems to several of the MSO's large-market operations.

According to Allen Sawyer, director of technical operations for New York Interconnect manager Rainbow Advertising Sales, the SeaChange Video Server 100 units will allow the New York system to expand from 10 to 16 channels of insertion and to lower its turnaround time from 12 hours to one hour. The 43 headend units will deliver local and regional spots; the interconnect already targets ads to four geographic zones. Time Warner, TKR and TCI have already installed SeaChange equipment (those sales aren't included in the \$5 million figure), and the entire system is targeted for completion by the end of first quarter 1997.

New York Interconnect joins its Los Angeles and Chicago counterparts in adopting systemwide server-based insertion systems. Los Angeles's Adlink has been using a \$10 million, 57-headend MPEG-2 system from Digital Equipment Corp. since last fall to deliver geographically targeted advertising over T-1 fiber lines.

Channelmatic and Sony have teamed to outfit the Chicago Interconnect with a \$1.5 million, 80-channel,

five-zone MPEG-2 system. The Chicago system, a combination of Channelmatic software and switching products and Sony VideoStore servers, will have a capacity of 2,500 30-second spots and will serve 49 individual headends over the interconnect's extensive fiber-optic network. Completion is targeted for Aug. 1.

Channelmatic also has made sales in smaller markets with its Digital LITE "single-channel-integrity systems." Installations include a \$250,000 system for Daniels Cablevision of Carlsbad, Calif., and a \$320,000 configuration for BCS Cable Advertising of Houston for use in its Arizona cable markets.

StarNet Development Inc. (SDI) is gathering small- to mid-market sales with its MPEG-2 insertion product, selling \$10 million worth of gear to TCI for use in 13 sites. The SDI architecture places one rack-mountable unit at each headend and can be bundled with SDI's Traffic Pro ad-management software, which TCI is testing.

Since launching its 3200DS digital ad server at CAB's annual convention in New York in March, Texscan MSI has installed single-headend insertion systems at Cable Advertising of San Antonio for 36 channels of insertion; TCI-Asheville, to provide the North Carolina TCI operation with 16 channels of spots, and Marcus Cable of Connecticut, for 10 channels of insertion. The longtime cable provider also has recorded its second-best sales year in history.

"The introduction of the 3200DS led to a fantastic year," says Texscan Vice President of Sales and Marketing Chris Loberg. "We feel this will continue as more and more cable operators make the switch to digital." —GD

# Broadcasting & Cable's **Telemedia**

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

# Week®

## Vide Conferencing

# White Pine allies with Digital on CU-SeeMe

*Wants to make videoconferencing technology 'platform neutral'*

By Richard Tedesco

**W**hite Pine Software has announced plans to make its CU-SeeMe videoconferencing technology available immediately for Digital Equipment Corp.'s Windows NT-based AlphaServer.

The strategy is to move CU-SeeMe from a proprietary technology to a more open-standard stance that will make it "platform neutral" and allow it to interact

---

**"We're fully committed to be the leader in desktop videoconferencing technology,"**

*Howard Berke, president, White Pine*

---

with other conferencing technologies such as 'Net Meeting. CU-SeeMe 3.0, the latest generation of the videoconferencing technology originally developed at Cornell

University, will ship later this year, according to Howard Berke, White Pine president. "We're fully committed to be the leader in desktop videoconferencing

technology," Berke says.

CU-SeeMe enables point-to-point, real-time videoconferencing via computer with the use of micro-camera units mounted atop PC terminals.

White Pine soon will announce CU-SeeMe partnerships with Internet service providers and telcos, according to Berke, who says his firm wants CU-SeeMe to be able to communicate point-to-point with any similar technology. He emphasizes his company's commitment to working with companies such as Digital, Microsoft Corp. and Intel on developing standards for interoperability.

Eventually, Berke says, White Pine envisions CU-SeeMe becoming as technically "seamless" a communication format as telephony. **TMD**

## Apple Newton to enable 'Net access

Apple Computer's hand-held Newton computer now will enable users to access the Internet.

Apple is shipping Newton Internet Enabler (NIE) 1.0 and Newton 2.0 software, a suite of connectivity tools, to developers to make wireless Web surfing possible for the first time. The one limitation will be an inability to present Web site graphics on the Newton.

Los Gatos, Calif.-based AllPen Software has produced one of the initial applications for the 'Net on Newtons with its NetHopper browser, demonstrated last week at PC Expo in New York as Apple announced the NIE.

Apple sees an opportunity in the market as laptops increase in functionality and price. The company figures that as 'Net use expands beyond techies, academics and businesspeople to non-computer users, Newton will present a new frontier for access. Sandy Benett, vice president of the Newton Systems Group, calls the strategy part of a platform-neutral "standardization for exchanging information."

More than 50 independent and corporate software developers are planning to integrate NIE into future releases of their products. Meanwhile, an Apple team is considering prospects for running Java on the Newton and initiating a Java development platform, according to Benett.

The move is the latest in Apple's strategy to tie its products and future to Internet-related products and services.—RT



Videoconferencing

# Granite does Web deal with Yahoo

By Richard Tedesco

**G**ranite Broadcasting Co. has unveiled plans to work with Yahoo! Inc. on Web content intended to promote Granite's nine network-affiliated TV stations.

Each of Granite's stations will feed its top local news story and a national story to Yahoo, the Internet naviga-

tional service. At the same time, the stations will integrate information from Yahoo relevant to their newscasts and onto their Web sites.

The primary idea, according to Stuart Beck, Granite president, is to link 'Net surfers via Yahoo to the Granite stations' news operations in hopes of drawing younger

viewers to the local newscasts and providing links to supplementary sources so that they are better informed. "The notion of TV being a local medium will be blown away," Beck says.

News directors at the Granite stations will communicate with the Yahoo data center daily and will identify three sites accessible by Yahoo relevant to specific stories in their markets. Yahoo will create pages for each story from the nine Granite stations daily. Local advertising—and eventually national advertising on those pages—will support the enterprise, according to Beck. Granite will sell ads in 12 product categories for the local directories Yahoo will create; the two companies will split revenue.

The Granite stations are ABC affiliates WKBW-TV Buffalo, N.Y.; KNTV-TV San Jose, Calif., and WPTA-TV Fort Wayne, Ind. Its CBS affiliates are WWMT-TV Grand Rapids/Kalamazoo/Battle Creek, Mich.; WTVH-TV Syracuse, N.Y., and KEYE-TV Austin, Tex. NBC affiliates are KSEE-TV Fresno/Visalia, Calif.; WEEK-TV Peoria/Bloomington, Ill., and KBJR-TV Duluth, Minn./Superior, Wis. **TMW**

## Columbia TriStar launches with Sony

Columbia TriStar Home Video has created a cyberspace presence for itself on the Sony Pictures Entertainment Web site ([www.sony.com](http://www.sony.com)).

Users can access titles from the Columbia TriStar video library in an area dubbed "The Cellars," where films are cross-referenced by genre, ratings and awards they received. Visitors to the site can also consult "Aunt Fanny's Astro-Video Forecast" to get viewing suggestions according to their astrological signs.

"Chalkboard Special" provides information about new home video releases and behind-the-scenes views of trends in movie-making. "The Writer's Corner" provides a space for posting messages to the staff or for other visitors.—RT

## NBC Olympics site boasts strong sources

NBC's Olympic Web site will draw heavily on a number of prime print contributors for its coverage of the games.

Among the publications contributing to the site (Olympic.NBC.com) are *Track & Field News*, *VeloNews*, *International Gymnast*, *Volleyball* and *Swimming World*. Each will provide athlete profiles as well as daily reports on development in its area of coverage during the Atlanta summer games. (*VeloNews* covers bike racing.)

In addition to the reportage from those journals, the site will carry daily diaries from 10 Olympic athletes, titled *In Their Own Words*. Users also will find digital photos of each event, a "Golden Chat of the Day," chat rooms for each of the 30 Olympic sports and stories about past Olympics from Bud Greenspan, the veteran Olympics documentary maker. A weekly interactive poll also will be on the site.

On the business side of the content, NBC last week announced a deal with Softbank Interactive Marketing Sales to help promote ad buys and sponsorships for what the network expects to be a heavily trafficked site.—RT



## Calendar

**June 23-27**—SUPERCOMM '96 communications industry exhibition and forum. Dallas Convention Center, Dallas. Contact: (800) 278-7372.

**July 19**—NewsProNet Producer Forum. Boston University College of Communication. Contact: Michael Shoer, (770) 475-2667.

**July 21-24**—11th annual Interactive Services Association conference and alliance exposition. Sheraton San Diego Hotel & Marina, San Diego. Contact: (301) 495-4955.

**Sept. 9-12**—Internet Commerce Expo, trade show presented by International Data Group. Anaheim Convention Center, Anaheim, Calif. Contact: Ronald Milton, (508) 820-8661.

**Sept. 14**—NewsProNet Producer Forum. Stouffer Waverly Hotel, Atlanta. Contact: Michael Shoer, (770) 475-2667.

**Sept. 17-19**—IMA EXPO, global interactive trade show sponsored by Interactive Multimedia Association and International Data Group. Jacob Javits Convention Center, New York City. Contact: Ken Christy, (317) 823-5073.

**Sept. 19-21**—Personal Communications Showcase '96, presented by the Personal Communications Industry Association. Moscone Center, San Francisco. Contact: Christina Tendero, (202) 467-4770.

**Oct. 1-4**—8th Annual Digital Audio & Video Workshop. Sponsored by Consumer Electronics Manufacturers Association and Consumer Electronics Society of the IEEE. Holiday Inn Select, Philadelphia. Contact: Lisa Fasold (703) 907-7669.

**May 6-9, 1997**—Multimedia '97 exposition and forum presented by Multimedia Trade Shows Inc. Metropolitan Toronto Convention Centre, Toronto. Contact: Susan Blair, (905) 660-2491.



# Technology

June 24, 1996

## WRAL gets HDTV nod from FCC

Picks Harris transmitter, Andrew antenna for experimental WRAL-HD

By Glen Dickson

The FCC has awarded its first experimental HDTV license—to WRAL-TV, the Capitol Broadcasting-owned CBS affiliate in Raleigh, N.C. The license, good through June 20, 1997, allows WRAL-TV to operate an experimental station, WRAL-HD, on ch. 32 (WRAL-TV is on ch. 5). The station applied for the license on May 3.

Other stations that have filed for experimental HDTV licenses include WRC-TV, the NBC O&O in Washington; PBS station WETA-TV, also in Washington, and Maryland Public Television.

Capitol Broadcasting President James

feet up on WRAL-TV's 2,000-foot tower and will deliver 100 kw of power to the Raleigh, Durham, Fayetteville and Chapel Hill areas. WRAL-TV's VHF antenna is top-mounted on the tower.

"We're modifying it to fit in a somewhat restricted aperture," says Bill Harland, product line manager for Andrew broadcast products. The ALP antenna has a very-low-windload design and is 75% lighter than a standard UHF model because of the lower power requirements of HDTV transmission, he says.

"The side-mounted antenna lets us test in actual conditions," says Beauchamp. "The ideal, of course, is a top-mounted antenna, but

in late fall. "We want to complete installation before our first winter ice storm," he says.

WRAL-HD plans to install test receivers (when they are available) in the field to receive its HDTV signals, including public venues where its audience can discover the new format. The station is trying to procure taped HDTV programming and also hopes to generate its own local programming in HDTV. Beauchamp says it may produce a few Durham Bulls minor league baseball games. And upconverting NTSC programming also is a possibility, if not a desirable one.

Of course, anyone's HDTV plans remain largely in limbo until the Grand Alliance standard is approved by the

aven't been spec- admits. "I guess s in broadcasting s. We're helping ie unknown." ■

## SAVINGS CHECK

**Broadcasting & Cable**

Bearer entitled to save **EIGHTY-FOUR DOLLARS NO/00** \$84.00

*Phil Young*

Send in this SAVINGS CHECK today to SAVE \$84 off the annual cover price. Act now, and you'll pay just \$117 for one full year of Broadcasting & Cable—the #1 industry magazine.

CREDIT O.K. SEND NO MONEY NOW!

- Payment enclosed
- Bill me (U.S. only)
- Charge to  Visa
- MC  AMEX

Account No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

Name \_\_\_\_\_ (Please print) Address \_\_\_\_\_ Apt./Floor \_\_\_\_\_

Title/Position \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Company Name \_\_\_\_\_ Type Of Business \_\_\_\_\_

Canada=\$149 (includes GST). Foreign Air=\$320. Foreign Surface=\$169  
Florida residents please add applicable sales tax.

B616HS

going to fit into our time frame.

The Sigma transmitter will deliver the HDTV signal to a special Andrew ALP Series UHF antenna via Andrew's HELIAX transmission cable. The side-mounted antenna will be located 1,750

briel crane has... first time a satellite truck has been shipped to the historic prison island. —GD

# CBC gets first crack at Betacam SX

*Will use new Sony format at Olympics*

By Glen Dickson

**C**BC Newsworld, the news arm of the Canadian Broadcasting Corp., will be the first commercial user of Sony's new Betacam SX digital acquisition format when it uses SX camcorders, hybrid tape/disk recorders and non-linear editors in its coverage of the summer Olympics.

Sony is renting preproduction Betacam SX units to CBC Newsworld for use in the CBC Atlanta Control Center. (Terms of the deal were not disclosed.) The Betacam SX gear includes three camcorders and 10 DNW-A100 hybrid recorders linked to 10 DLE-110 nonlinear sports editors.

According to John Howells, manager of systems project marketing for Sony of Canada, the CBC deal marks the first time the SX gear will be used in the field. Shipping of the SX camcorders and hybrid recorders is scheduled for September. "These are special early units to get them in the window of the Olympics," he says.

CBC Newsworld will use the SX gear primarily to create an hourly highlights package for broadcast in Canada each day of the games. The DNW-A100 recorders will be used to record feeds (from Atlanta Olympic Broadcasting) on both disk and tape, to create a highlights package with the DLE-110 nonlinear editor, then to feed the highlights segment from the Atlanta control center to CBC network control in Toronto for on-air broadcast.

"We have 10 hybrid recorders with five hours of hard-disk storage on each, upgraded from the standard 90 minutes," says Clive Valentine, manager of operations for CBC TV News and Newsworld. "In addition to that, we have four other SX recorders for use in our production edit suites."

Valentine says the DNW-A100's ability to dub footage from tape to disk at 4x real time makes it ideal for highlights applications, allowing cuts-only editing of live feeds on-the-fly with the DLE-110. He also says that "if you have a field tape coming in, you can dump it into the system at 4x faster."

SX's backward-compatibility with Betacam SP tape was also a big selling point with the CBC, says Valentine,



*CBC Newsworld will use Betacam SX camcorders and hybrid recorders during the summer Olympics.*

since almost 100% of the CBC's news-tape is Betacam SP.

CBC Newsworld will use the SX camcorders to shoot athlete profiles and magazine-style programs. The field SX footage, along with the Betacam SX tapes of each venue feed recorded on the hybrids, will be used to produce the longer-form programs in two A/B-roll edit suites. As part of the CBC Newsworld rental, the suites will be equipped with Sony DVS-2000C digital switchers, MXP-S390 audio

mixers and BVE-2000 editors.

CBC Newsworld has been testing one DNW-A100 hybrid recorder in Toronto since the NAB show; the Olympics order is scheduled for delivery in Atlanta this week.

Although the DNW-A100 has performed well in Toronto, Valentine is looking forward to evaluating it and the larger Betacam SX format under the pressure of Olympics coverage. "This will be a very good testbed and shake-down, to see whether we can fold SX into Newsworld and the CBC's coverage," he says. "That will be the real test, when we get some deadlines." ■

## Cable tackles Olympics traffic

*Digital maps monitor Atlanta highways*

By Glen Dickson

**A**tlanta cable viewers will benefit from real-time traffic updates during the Olympics transportation crunch, thanks to a sophisticated computer system being installed by the city of Atlanta and the Georgia Department of Transportation.

The system, which relays real-time traffic data from a vast network of cameras and speed sensors along Atlanta's freeways, will produce traffic reports for government access channels in DeKalb, Gwinett, Cobb, Clayton and Fulton counties and may also be used on the news channel of the Media One cable system. It already is being viewed in DeKalb, Gwinett and Clayton counties.

A total 188 miles of fiber-optic cable is being installed along I-75 and I-85 within the I-285 beltway surrounding Atlanta and along major routes in the metropolitan area to connect a vast network of traffic sensors—weatherproof cameras, imbedded loop detectors that measure traffic speed and frequency of passing vehicles and radar sites.

Etak Inc. of Menlo Park, Calif., developed the traffic update system, which is located at the DOT's traffic management center. The digital mapping company also created a proprietary software program that inputs the sensor data and produces a computer-generated map, which then runs through a Communications Specialties Scan Do Pro scan converter for conversion to an NTSC output. The



# Hang Ten With The Big Kahunas.



**Hang 10 Mbps.** Motorola is making waves in the cable industry. Many of the world's leading system operators have chosen CyberSURFR™ cable modems and are riding the crest of cyberspace with the help of Motorola's CableComm technology.

CyberSURFR high-speed cable modems allow data to zip downstream at 10Mbps, hundreds of times faster than today's average modem. On the upstream it successfully overcomes the inherent noise ingress in HFC and transmits information at 768 Kbps.

Thus connecting IBM-compatible or Macintosh computers to a hybrid fiber/coax transmission system delivering lightning-fast multimedia communications to your net surfing subscribers.

Just like an ocean-going surfer the key to a successful ride in cyberspace is timing. And some of the bigger cable kahunas have already made their move. It's time to make yours. Catch the next wave with Motorola's CyberSURFR cable modem and harness the infinite possibilities of the internet for you and your subscribers.

<http://www.mot.com/multimedia> • 800-2WAY-HFC • 847-632-3409



Official Sponsor of the  
1996 Olympic Games



**MOTOROLA**  
Multimedia Group

™ and Motorola are registered trademarks of Motorola, Inc. CyberSURFR is a trademark of Motorola, Inc. ©1996 Motorola, Inc.

*What you never thought possible.™*



A color-coded traffic map shows congested areas around Atlanta.

map uses color coding to indicate the speed of traffic through nine sectors of the city and to show congested areas or accidents. Prerecorded audio clips, stored on a Panasonic LQ-4000 optical disc player/recorder, explain the map's code.

"Anywhere there is a reported incident there will be a color-coded triangle, with yellow for caution and red for an accident," says Etak business development manager Gary Latshaw. "From an overview, we can go into the nine sectors of the city and show a closeup of each sector."

The Etak system also can access the video feeds of more than 350 remotely controlled cameras (pan, tilt and zoom, and fixed units with autoscoops) located along the roads

for live shots of traffic or incidents. A Chyron Codi character generator is used to create a text crawl with descriptions of incidents, says Latshaw, while a Sierra Designs switcher shifts the feed between the computer map and the video feeds.

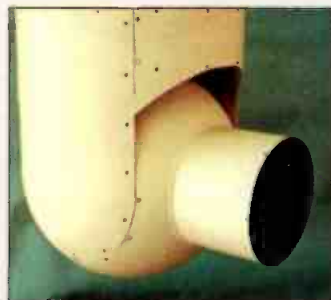
The completely automated system plays the real-time traffic reports in 15-minute loops, complete with bumpers, that are produced from the Etak traffic workstation. The Pentium-based computer makes switching decisions, alternating between maps and live video depending on the traffic status. According to Latshaw, the government access channels plan to run the traffic reports at 6:30-8 a.m., noon-1 p.m. and 4-6 p.m. throughout the games. ■

# Cutting Edge

By Glen Dickson

Fox affiliate KCPQ(TV) Seattle has purchased a **Quantel Clipbox** video server for its new all-digital facility. The Kelly Broadcasting station will use an eight-port Clipbox with eight hours of CCIR 601 uncompressed digital storage, linked to three Editbox 2000 nonlinear editors and a Newsbox 200 nonlinear news editor. In addition, an integrated Cliplink interface will connect the system to KCPQ's Hal Express graphics suite, allowing moving video to be delivered online to the Clipbox. "We view the Clipbox as the center of our production and post-production effort," says KCPQ Chief Engineer Larry Brandt. "Field pieces will be downloaded from our tape room to the Clipbox where they will be simultaneously available to all of the Editboxes, the Newsbox, Hal and studio control through a bidirectional port. Finished product will be played direct-to-air through a Clipbox port in

master control or cloned to D-5 tape via a port in the tape room." NBC affiliate WDIV(TV) Detroit has added a **FLIR Systems** gyro-stabilized camera system to its news helicopter. The Post-Newsweek station is using a five-axis UltraMedia unit, which includes a Sony BVP-T70 broadcast camera and a Fujinon 36:1 zoom lens coupled with a 2x extender, yielding an effective 72:1 zoom ratio. "The camera images are steady, even when zoomed in tight on our subject," says WDIV News Director Carol Rueppel. "The camera is an excellent eyewitness



FLIR's UltraMedia five-axis camera system for use on helicopters.

in the sky, whether used for breaking news or a feature."

**Hyundai Electronics** has invested \$20 million in Tee-Comm Electronics, the Ontario-based digital and analog satellite communications company. The investment supports Tee-Comm subsidiary AlphaStar and its planned DTH service. AlphaStar is already a customer of Hyundai subsidiary TV/COM International and previously ordered 10,000 digital set-top boxes; under the new arrangement, Tee-Comm will purchase 1 million set-tops from TV/COM, which is also supplying AlphaStar with its digital uplink system hardware and its conditional-access system.

**Lucent Technologies** and **ANTEC** have won a multimillion-dollar contract for specially designed cable for deployment in Time Warner Cable's New York City network, which will be used to deliver high-bandwidth cable TV and telephony services to Time Warner's customers in Manhattan. The 50 miles of high-fiber-count AccuRibbon Cable, which

consists of a 288 single-mode fiber cable based on 24-fiber, factory-made ribbons—is designed for installation in small duct spaces in Time Warner's existing underground conduits. In addition, the cable is designed to optimize mass fusion splicing technologies in bundles of 12 fibers each, allowing a technician to splice multiple fibers at one time. ANTEC is Lucent Technologies' primary distributor of products to U.S. cable TV companies.

**ASC Audio Video Corp.** is offering Virtual Recorder disk-based recording and playback systems with removable 1 gigabyte digital disks. VR systems, which traditionally have been sold with hard-disk-based mass storage, now give broadcasters the option of storing and retrieving material on a removable SCSI drive that can store six minutes of video at 7:1 JPEG compression. Potential applications include handling quick schedule changes for spot insertion, transporting sports highlight reels and transporting or storing clips cut on nonlinear editors.

“ The Los Angeles ShowBiz Summit is a day-long arena for the **exchange of ideas** on the economics of entertainment — that is, the business of our industry. It's a **powerful conference** you won't want to miss. ”

Gerry Byrne, Vice President and Publisher, Variety Inc.



PRESENTED BY



CITY NATIONAL BANK

Schroder Wertheim & Co.  
Incorporated

HIGHLIGHTS

OPENING REMARKS

THE HONORABLE RICHARD J. RIORDAN, MAYOR OF LOS ANGELES

SPECIAL PRESENTATION

"ENTERTAINMENT ECONOMICS: LOS ANGELES" • JEFF BERG, CHAIRMAN & CEO, ICM

KEYNOTE SPEAKERS

FRANK BIONDI, CHAIRMAN AND CEO, MCA, INC.  
RAYMOND W. SMITH, CHAIRMAN AND CEO, BELL ATLANTIC CORPORATION

RECOGNITION OF STEVEN SPIELBERG'S INDUCTION INTO VARIETY'S SHOWBIZ EXPO HALL OF FAME

PANEL TOPICS INCLUDE:

THE VIEW TO 2001  
THE EFFECTS OF HX (WITH SELECTED EXCERPTS FROM THE TWENTIETH CENTURY FOX FEATURE "INDEPENDENCE DAY.")

MODERATORS AND PANELISTS INCLUDE:

JERRY BRANDT—Publisher, Variety's ON Production • WILLIAM FAY—Executive Producer, "Independence Day" • RICHARD FRANK—Chairman, C3 • RUSSELL GOLDSMITH—Chairman & CEO, City National Bank • PAUL HAGGAR—Executive Director of Post Production, Paramount Pictures • JULES HAIMOVITZ—President and CEO, ITC Entertainment Group • EDDY W. HARTENSTEIN—President DIRECTV, Inc. • DAVID LONDONER—Managing Director, Schroder Wertheim • IVAN LUSTIG—Managing Director, Schroder Wertheim • AVRAM MILLER—V.P., Business Development, Intel Corp. • SCOTT ROSS—President, Digital Domain • SCOTT SASSA—President, Turner Entertainment Group • RUSSELL SCHWARTZ—President, Gramercy Pictures • KENNETH ZIFFREN—Sr. Partner, Ziffren, Brittenham, Branca & Fischer

**FRIDAY, JUNE 28, 1996; 8:30 AM – 6:00 PM**  
LOS ANGELES CONVENTION CENTER

**CALL TO REGISTER 800-840-5688**

REGISTRATION FEE: \$495 • VISIT OUR WEBSITE AND REGISTER ONLINE: [www.showbizexpo.com](http://www.showbizexpo.com)  
FOR FURTHER INFORMATION CALL 213-549-4199 OR 212-337-6925.

Continental breakfast hosted by Entertainment Industry Development Corp. (EIDC) • Luncheon sponsored by Kodak and Panavision

The L.A. ShowBiz Summit, an executive conference, is part of Variety's ShowBiz Expo, a joint venture of Variety & the Reed Exhibition Companies.



[www.americanradiohistory.com](http://www.americanradiohistory.com)

# Classifieds

See last page of classifieds for rates and other information

## RADIO

### HELP WANTED MANAGEMENT

**General Manager KUT Radio.** The University of Texas at Austin. The College of Communication, The University of Texas at Austin, is accepting applications for the position of General Manager of KUT-FM Public Radio Station. KUT-FM is a National Public Radio (NPR) and Public Radio International (PRI) affiliated station licensed to The University of Texas at Austin providing service to the University community, Texas' capital city and surrounding communities. KUT Radio also serves San Angelo, Texas and the Concho Valley. Seventy percent of the support funding for station comes from grants and from individuals and business underwriting within the listening area. KUT-FM is an organization with a \$2 million annual budget. The General Manager reports to the Dean of the College of Communication, and is responsible for the administrative leadership, program development and management of personnel, development and fundraising, and strategic planning functions of the station, and the development of strong external community, board and University relationships. Required qualifications for this vacancy: Bachelor's degree in business, fine arts, communications, or liberal arts; seven years of senior management experience with implementation of fundraising, underwriting and promotion; non-profit public radio management experience; experience with principles and practices of effective leadership and management; experience with team building and business planning techniques; experience with public broadcasting and radio station operations; experience with FCC policies and regulations, including grant writing and development strategies; experience establishing goals and evaluating employee performance; experience developing and managing station budgets; represent the station nationally, regionally and to The University and local communities. Salary for this position is open depending upon qualifications. Excellent fringe benefits. Working hours are 8 am to 5 pm, and may include frequent overtime and evening work. Complete information on this vacancy will be provided to finalists at the interview. To apply, send letter of interest, resume, and a list of three references to: Dean Ellen Wartella, The College of Communication, The University of Texas at Austin, Jesse H. Jones Communication Center, Austin, Texas 78712. An Equal Opportunity/Affirmative Action Employer.

**Operations Manager** going into medicine. Live free in desirable mountain resort of Highlands, NC at 4118 feet. Experienced, mature, sober, non-smoker, trustworthy operations manager needed for established successful adult station. Air work, production, included in duties. Good communication/people skills a must. Great benefits including maid service, cable TV and all utilities. Send resume, salary history, references, cassette tape and picture to Charisma Radio Corporation, P.O. Box 1889, Highlands, NC 28741. EOE.

**GM/SM for AM/FM in Oklahoma.** Send resume to Galen Gilbert, Box 492, Sulphur Springs, Texas. EOE. M/F. Excellent opportunity for qualified person. Successful experience required.

**Desperately seeking Station Manager** for northern exposure. Southeast Alaska combo with outstanding potential needs/wants a broadcaster to provide a dash of leadership, motivation, sales experience, promotional acumen. If you like running small town radio...this job is for you. Resume and salary requirements can be mailed or faxed. Alaska Broadcast Communications, Inc., 3161 Channel Drive, Suite 2, Juneau, Alaska 99801. Fax: 907-586-2740 or 907-463-3685. EOE. Position is open for immediate occupancy.

### HELP WANTED SALES

**Traffic.** We are an AM/FM station about 30 miles west of Chicago in the Dupage/Kane County area. We are looking for someone trained on CBI Software Dos based. We would consider upgrading to the Windows version for the right applicant. Job entails managing the logs and all billing. We need a detail person with Accounts receivable experience as well as someone who can relate to our sales personnel. Please send resumes to P.O. Box 1730, Aurora, IL 60507-1730 or call for interview: 708-898-1580.

**Sales Managers.** Our recent acquisitions have opened terrific opportunities in New York and Ohio. If you can Sell, Lead, Teach and Drive Rate, one of these opportunities is tailor-made for you. Minimum of 2 years management experience preferred. If you are a successful sales manager, we need you on our team! Send resume immediately to: Carol Logan, P.O. Box 2005, Altoona, PA 16603 or Fax (814)943-2754. EOE.

**Northern Broadcasting has a great opportunity** for a Sales Manager to develop multi-market sales effort for an outstanding group of 6 FM's covering beautiful Northern Michigan. Resumes to John Dew, WKLT/WAIR, 745 South Garfield, Traverse City, MI 49686 or fax: 616-947-7002.

**Account Executive:** Our top sales rep is leaving! We need a street smart, aggressive salesperson. Serious money can be made. Two years minimum experience required. If direct, daily client contact is your specialty, and you don't take no for an answer, send resume and references to: WLEV, EEO-TD, Box 25096, Lehigh Valley, PA 18002-5096. EOE. M/F.

### HELP WANTED TECHNICAL

**Experienced Chief Engineer.** Assume all engineering responsibilities for 3-4 FM radio stations and 1 AM all in same market on Texas Coast. Must know all aspects of radio engineering including transmitters, studios, computers, installation, and FCC regulations. Strong group ownership, competitive salary, great benefits. Reply to Box 00852 EOE.

**Engineering help critically needed** in Northern Michigan, full or part-time. Group owner. New equipment in many areas. 100,000 watt FM and AM facilities. Would be one of three person engineering staff. Reply to Box 00776 EOE.

### HELP WANTED NEWS

**Overnight broadcast editors** to edit the top of the news from the 50 states for AM drive. Please apply to: Laura Hamburg, ME, States News Service, 1333 F. Street, NW, Washington, DC 20004. 202-628-3100 ext. 280, 202-737-9318 fax. EOE.

**News Director, KCHO-FM** at California State University, Chico. Responsible for all aspects of the Northstate Public Radio News and Public Affairs Dept. and will teach broadcast news. MA in Communication or Journalism preferred. Details and required application available from CSU Chico Personnel at (916) 898-6888. Deadline 07/08/96. AA/EOE/ADA. <http://www.csuchico.edu/pers/jobs.html>

### HELP WANTED PROGRAMMING

**Program Director.** Are you interested in working in a station with one of the largest audiences in the country...with an Adult contemporary/inspirational music format? Do you have a proven track record as a Program Director with strong communication skills; able to model and develop your staff to build and maintain audience involvement; loyalty and response? Position will include a daily air shift; oversee music selection and placement; creative development and execution of on-air promotions and building team involvement in "selling" the station on-air. If you have these qualities along with a personal commitment to ministry and spiritual character, call Roger Booth at WFRN, at 1-800-933-0501.

### SITUATIONS WANTED MANAGEMENT

**Seeking General Sales/General Manager** position in small market. Experienced top biller. Top references. Willing to relocate. Turn arounds. Possible buyout. Ted 914-357-9425 or 212-888-7347.

**It's Your Money--The Stakes Are High!** GM/GSM seeking medium/small market GM position. Great trainer/motivator. Will take you to next level. Proven winner dedicated to success. Reply to Box 00845.

### SITUATIONS WANTED TECHNICAL

**Radio Station Chief Engineer,** working for a radio station for ten years has now been sold. This engineer, with a great deal of experience and great references in the broadcast field, which includes Continental and Harris transmitters, computers, automation systems (D.C.S., U.D.S.), and digital recording studios, is now looking for employment at a station or group of stations that are located in the Northern part of the country. With my experience, I was able to make a radio station totally computer controlled. Until my employment expires on 08-01-96, you may contact me at: (815)933-7090 after 18:00 C.S.T. or (815)933-9287 during normal business hours.

**SITUATIONS WANTED SALES**

College Graduate with BA in Radio-TV looking for radio sales position. Six years experience as a radio account executive, looking to re-enter broadcasting. Phone Martin Garbus at 805-254-6483.

**SITUATIONS WANTED ANNOUNCER**

Investment Opportunity with growth potential. Talented, knowledgeable announcer seeks position. Ten year pro. PBP, news, sports, production. Skills to fit your needs. Reply to Box 00855.

**SITUATIONS WANTED NEWS**

Score big. Sophisticated, exciting sports pro looking for PBP/anchoring position. 5 years radio/cable experience. All four major sports plus soccer. All markets considered, freelance OK. Bob 201-546-5546.

Play-by-Play Pro seeks quality assignment. 15 years experience. 513-433-8040. Ask for Joe.

**TELEVISION**

**HELP WANTED MANAGEMENT**

**Project Managers.** Quantel is seeking Project Managers to coordinate and manage all aspects of project planning, installation and commissioning of large B/C systems contracts. The successful candidate would need to be highly organized and able to interface with many different professionals both internally and externally. Duties will involve customer liaison to ensure efficient installation, commissioning and training. Experience in the broadcast industry required. The position will be based from our Darien office. Forward resume and salary history to Vice President Product Support, Quantel, 28 Thorndal Circle, Darien, CT 06820 or fax to 203-656-3459.

**General Manager** needed for local cable television station and weekly newspaper serving a large retirement development in Central Florida. The mission is to coordinate coverage between our electronic and print medias. Responsible for news reporting and staff assignments, scheduling, promotions and community relations in both medias. Basic understanding of print and experience in television a must. Send resume and salary requirements to Box 00848 EOE.

**HELP WANTED SALES**

**MANAGER OF SALES SERVICE**

KABC-TV is seeking a Traffic Manager to supervise a department responsible for log generation, commercial contract orders and commercial traffic instructions. Traffic systems and computer knowledge is mandatory, specifically JDS 2000. Major Market television traffic experience is desired.

Qualified candidates please send your resume to: **KABC-TV, Attn: J. Riedl, General Sales Manager, Dept. MSS-BC, 4151 Prospect Avenue, Los Angeles, CA 90027. Equal Opportunity Employer. No phone calls, please.**



Paramount station, UPN 20 in Washington, DC, is expanding its sales management team. We are looking for a high energy, experienced person to be our second Local Sales Manager. We need a 5+ year TV veteran (prior management experience preferred) who is skilled at hiring, training and motivating account executives to deliver superior shares of revenue on existing business and aggressively manage new business opportunities. Knowledge of TV Scan, Prime, Scarborough, inventory management and computer literacy - a must. If you like a fast-paced, challenging environment and want to work for a great company, send your resume to: Director of Sales, UPN 20/WDC, P.O. Box 39113, Washington, DC 20016. We are an Equal Opportunity Employer.

**Sales Engineering/Support.** Quantel is seeking Product Managers and Assistant Product Managers for its Product Support Department based in Darien. It is preferable that the successful candidate have engineering experience in the broadcast and post production industry. Send resume and salary requirements to Vice President Products Support, Quantel, 28 Thorndal Circle, Darien, CT 06820 or fax to 203-656-3459.

**Television Sales Promotion - Full Time.** WB 17 WPHL-TV Tribune Broadcasting, an EOE employer, has an opening in research and promotion for sales. Candidate should have strong computer skills, previous experience with Nielsen, Scarborough, CMR, Tapscan, Excel, CoreDraw and WordPerfect preferred. Will create and design research for station's sales efforts as well as coordinate sales promotion events including contests, trips, and entertainment functions. Creative, original thinking individual with an outgoing personality should reply to: GSM, WPHL-TV, 5001 Wynnefield Avenue, Philadelphia, PA 19131 or Fax (215) 879-3665. No phone calls please.

**Traffic Assistant.** WB affiliate (managed by Tribune Broadcasting) in Washington, D.C. is seeking an experienced professional for their expanding Traffic Department. Need detail-oriented individual able to meet deadlines, work under pressure, able to interact well with others, familiar with all aspects of traffic operation. Enterprise traffic system experience a plus, but will train experienced individual on system. Mail or fax resume to: Human Resources Director, WBDC-TV 50, 2121 Wisconsin Avenue, NW, Suite 350. Washington, DC 20007 or Fax: 202-965-0050. EOE.

**Traffic Manager.** WCPX-TV, CBS affiliate, has immediate opening for a Traffic Manager. Individual will be responsible for overseeing full traffic operations to include log procedures, copy, inventory control, program formats, daily/weekly/monthly computer reports and interact with all station departments. Must have 2 to 4 years television traffic experience. Knowledge of Enterprise preferred. Fax resume to Human Resources Director, WCPX-TV, 4466 John Young Parkway, Orlando, FL 32804. 407-521-1204. M/F. EOE.

**Traffic Assistant.** America's leading Spanish language television group is searching for (2) seasoned Traffic Professionals. We currently have opportunities in our San Francisco office for Traffic Assistants. We offer excellent benefits and competitive salaries. Fluency in Spanish is not required, but helpful. Send resume with salary history to: Astrid Juarez, KDTV Channel 14, 2200 Palou Avenue, San Francisco, CA 94124. 415-695-3926 (Fax). EOE.

**Local Sales Manager.** WTAJ-TV, CBS, Altoona, PA #1 station in 90th market. Successful candidate will manage professional staff of 12 located in Altoona, Johnstown, State College, and Clearfield, and will enjoy an excellent compensation package including 401(k), profit sharing, insurance, and the works. We have many tools including "Home Improvement/Seinfeld," active vendor and incentive program, a Penn State skybox, and the market's top-performing news organization. We're looking for a leader with strong oral and written communication skills who understands sales promotion. Previous management experience and a college degree is preferred. 3-4 years of television sales experience required. If this is you, send a letter of introduction and a resume to arrive no later than Friday, July 12 to: Joe Cooper, General Sales Manager, WTAJ-TV, 5000 Sixth Avenue, P.O. Box 10, Altoona, PA 16603-0010. WTAJ-TV/Gateway Communications is an Equal Opportunity Employer.

**Local Sales Manager.** A dominant NBC affiliate in the South Atlantic television market is seeking a local sales manager who can properly market our dominant position and direct our professional staff. We are an industry-respected, family-owned group of small-medium market stations. If you have on-the-street local direct selling experience and want to lead a winning team, this excellent growth opportunity requires no prior sales management experience. We offer an excellent fringe benefits package. EOE-M/F. Send resume to Box 00853 EOE.

**Attention: Cable Advertisers**

Please contact Antoinette Fasulo @ 212.337.7073  
or Fax 212.206.8327 for BROADCASTING & CABLE'S  
CABLE CLASSIFIED DISPLAY AD RATES!

**Local Account Executive.** WNUV-TV, Baltimore's UPN affiliate, is looking for an aggressive Account Executive to join our top-notch team. List includes top agencies and emphasis on new business. 3-5 years broadcast sales experience a must. Send cover letter and resume to: Paul Roda, Local Sales Manager, WNUV-TV, 2000 West 41st Street, Baltimore, MD 21211-1420. No phone calls please. Equal Opportunity Employer.

**If you're the best, you deserve the best.** WVAH-TV seeks two (2) Account Executives for top performing Mid Atlantic FOX. We're a leader offering state-of-the-art laptop-based sales operation amidst tremendous support. If you're among the very best, send your resume and cover letter to: GSM, 11 Broadcast Plaza, Hurricane, WV 25526. EOE. Deadline is June 28, 1996.

**General Sales Manager-KOSA-TV in Odessa, TX,** a new addition to the Benedek Broadcasting Group, is seeking a proven sales leader as General Sales Manager. Candidates should have local and national experience with a strong emphasis in new business development. Extraordinary people and organizational skills are a must. Send resume to General Manager, KOSA-TV, 1211 North Whitaker, Odessa, Texas 79763. No phone calls, please. An EOE-M/F/D. Women and minorities are encouraged to apply.

**Dynamic, growing company is seeking a Satellite Services Sales Manager** for direct sales, marketing, and customer service to video, audio, and data customers. Emphasis on compressed digital video and audio services. New Position, wide open for you to develop strong results. Goal is expansion of services, not maintenance of current client base. Must possess excellent knowledge of US domestic and international satellite systems and markets, strong interpersonal skills, ability to analyze costs for new services, and have a minimum of three years of related experience with verifiable results. Located in suburban Pittsburgh in high tech industrial park in rural setting. Send resume and references to: AtlanSat Satellite Services, Suite 700, 121 Hillpointe Drive, Canonsburg, PA 15317. Equal Opportunity Employer.

**Director of New Business.** WLTV/Univision in Miami is seeking a pro-active leader, seasoned pro to develop new business. Candidate must possess strong marketing and presentation skills. Must have a thorough knowledge of quantitative and qualitative tools. Ability to present at client level. There is no blue print for this position. Prior National Sales experience and/or Sales Management experience a must. Send cover letter and resume to: Marilyn Hansen, WLTV-23, 9405 NW 41 Street, Miami, FL 33178.

**Continental Television Network** has an opening for Local Sales Manager in Missoula, MT. Requires success in recruiting, training and motivating sales staff. Successful candidate could become Station Manager. Send resume to: General Manager, 2200 Stephens Avenue, Missoula, MT 59801.

**YOUR AD COULD BE HERE!**

**(212) 337-7073**

**FAX (212) 206-8327**

**E-MAIL: AFASULO@B&C.CAHNERS.COM**

**HELP WANTED TECHNICAL**

**ASSISTANT  
CHIEF  
ENGINEER**

Responsibilities include supervising the technical operations, maintenance and repair of equipment. Oversee various technical needs and crew requirements for the maintenance and repair of broadcast equipment. Serve as liaison to all other departments.

Associate Degree or equivalent in Engineering or Communications. Three to five years of Management skills, and five years television and technical operations experience.

For a further description of this job, call the KPRC Job Line at 713-778-4914, 24 hours a day.

No phone calls, please.

Send resumé to:

Dale Werner  
Director of Broadcast Operations  
and Engineering  
KPRC-TV  
P.O. Box 2222



No phone calls please.  
An Equal Opportunity Employer

**POST-NEWSWEEK  
STATIONS, INC.**

**Studio Maintenance Engineer.** WIS, the dominant NBC affiliate in South Carolina's midlands, is searching for a highly qualified engineer. Must have strong troubleshooting skills to the component level with 3-5 years studio maintenance experience, ACR225, AMPEX 1", Ikegami studio cameras, Beta SP with an added emphasis on computer skills. College degree helpful. FCC General Class Radio-Telephone license or SBE certificate preferred. Some shift work. Engineer retiring, position open on or before July 28, 1996. Qualified applicants send resume and letter of introduction (no phone calls) to John Augustine, WIS Chief Engineer, P.O. Box 367, Columbia, SC 29202. EOE.

**Chief Engineer.** Houston area. Experienced in UHF transmitter maintenance, studio systems, personnel training and supervision. SBE certification a plus. Send or fax resumes to: Velma Marlin, Community Educational Television, KETH-TV, P.O. Box 721582, Houston, TX 77272. Fax (713)561-9793.

**Maintenance Engineer.** Immediate opening for full-time Maintenance Engineer. Associate Degree in Electronics and 3-5 years of experience required. FCC General Class License and/or SBE Certification needed. Individual must be a self-starter with experience in component level troubleshooting and repair of audio, video, RF and computer equipment. Umat, Beta and Hi-8 experience desired. Transmitter experience is a plus. Must have a valid drivers license. Some weekends and nights will be required. Send resume and salary requirements by July 1 to Executive Secretary, WEAU-TV, P.O. Box 47, Eau Claire, WI 54702. Equal Opportunity Employer.

**Maintenance Engineer.** Dynamic, fast growing subsidiary of Viacom International is currently looking for a Maintenance Engineer to assist in the maintenance of our tape duplication department. Qualified candidates must have at least 2 years experience working with broadcast tape systems. Must be capable of troubleshooting to component level. Degrees welcomed but not necessary to qualified individual. Resumes to: Joseph E. Ashton, Engineering Manager, Viacom/MGS Services, Inc., 619 West 54th Street, New York, NY 10019 or call (212)765-4500.

**Director, Technical Operations.** CBS-owned station in Green Bay, Wisconsin, is searching for a competent team manager in charge of broadcast operations and engineering. We are a highly competitive get-it-done organization with an excellent news product. The successful candidate will be well versed with news operations and support, quality management principles, and have a clear understanding of all broadcast television engineering principles. The candidate should also have at least 3 to 5 years of experience as a technical manager and be familiar with capital/operations budgeting, FCC compliance, personnel, and strategic planning. This is an excellent opportunity to work with the finest and largest broadcast group in the country. WFRV/CBS, Inc. is an Equal Opportunity Employer. Send resume to EEO Director, WFRV-TV, P.O. Box 19055, Green Bay, WI 54307-9055.

**Shop Supervisor, KVZK-TV, American Samoa.** Looking for technical school or equivalent experience, troubleshoot to the component level. Sony 3/4" tape, GV/Utah switchers, Harris transmitters, new Larcam transmitter very soon. Up to \$28,000 plus housing. Contact Tom Norman, Chief Engineer, KVZK-TV, Pago Pago, AS 96799 (USA), fax 011(684)633-2727.

**Chief Engineer.** Florence-Myrtle Beach, South Carolina VHF affiliate is accepting applications for Chief Engineer's position. Station is part of large, well established group owned corporation run by broadcasters, not an investment company. Capital equipment needs are addressed every year. Willing to consider qualified candidates ready to move up. Send letter with resume to T. Arthur Bone, Bone and Associates, Inc., 6 Blackstone Valley Place, Suite 109, Lincoln, RI 02865, or Fax 401-334-0261. EOE.

**Assistant Chief Engineer.** KDTV Channel 14 in San Francisco has an immediate opening for an Assistant Chief Engineer. The successful applicant will assist our Chief Engineer with daily operations, annual budget preparations and the planning and building of a new state of the art television station. Duties will include trouble shooting and repair of transmitter, master control, production, microwave, ENG and computer equipment. Strong communication skills required. Must be familiar with FCC rules and regulations. Mail or fax resume to Astrid Juarez, KDTV Channel 14, 2200 Palou Avenue, San Francisco, CA 94124. 415-695-3926 (Fax). EOE.



**Assistant Chief Engineer, KVZK-TV, American Samoa.** We're seeking someone with strong maintenance skills and experience, desires upgrade to supervisory level. We use Sony 3/4" tape, GV/Utah switchers, Harris transmitters, new Larcen transmitter very soon. Up to \$30,000 plus housing. Contact Tom Norman, Chief Engineer, KVZK-TV, Pago Pago, AS 96799 (USA) fax 011(684)633-2727.

**HELP WANTED NEWS**

**WEATHERCASTER**

KABC-TV seeks an experienced Weathercaster for weekend newscasts and weekday reporting. Knowledge of Kavouras system a plus. 5 years major market experience is required. Successful candidate must be upbeat, outgoing and highly creative. Qualified candidates are invited to send resume along with videotape to: **KABC-TV, Attn: C. Fair, News Director, Dept. W-BC, 4151 Prospect Avenue, Los Angeles, CA 90027.** EOE. No Phone Calls Please.



**ANCHOR/REPORTER**

NEEDED FOR MORNING EXPANSION. MINIMUM TWO YEARS OF EXPERIENCE AS ANCHOR/REPORTER. YOU WILL ANCHOR PART OF THE MORNING NEWSCAST AND REPORT FOR THE NOON NEWSCAST. YOUR WRITING AND STORYTELLING SKILLS MUST BE SUPERIOR.

**REPORTER**

LOOKING FOR THAT PERSON WITH AN EDGE. YOUR NON-RETURNABLE TAPE MUST BE FILLED WITH RECENT STORIES THAT YOU DEVELOPED. OUR REPORTERS RARELY GET HAND-OUTS FROM THE DESK. YOU MUST KNOW HOW TO WORK A BEAT. MINIMUM THREE YEARS EXPERIENCE. IF YOU RECENTLY SENT A TAPE--DON'T SEND ANOTHER.

**EDITOR**

YOU MUST BE ABLE TO MARRY VIDEO AND SOUND. THIS IS THE MOST CREATIVE JOB IN A NEWSROOM. ONE YEAR EXPERIENCE PLUS TECHNICAL TRAINING HELPFUL.

**ASSIGNMENT EDITOR**

ARE YOU MORE THAN A TRAFFIC COP? WE NEED A THINKER TO MANAGE THE NIGHTSIDE DESK. MINIMUM TWO YEARS EXPERIENCE.

**CONTACT Bill Evans, News Director, KOTV, 302 South Frankfort, Tulsa, OK 74120. No phone call. EOE.**

**Weekend News Co-Anchor Reporter:** Ideal candidate will have at least one years experience as News Anchor/Reporter. "Live" experience a plus and must work well under deadline. Send resume and references to: Rick Moll, News Director, WANE-TV, 2915 West State Boulevard, Ft. Wayne, IN 46808. EOE/M-F. No calls please.

**Weekday News Producer:** Top 60 NBC station in the Flint/Saginaw, Michigan market looking for a take charge person to produce and lead our 11 o'clock news staff. Show us your best, creative work. Send resume, writing samples and non-returnable 3/4" or VHS tape to: David Eisen, News Director, WEYI-TV, 2225 West Willard Road, Clio, Michigan 48420. Or call, 810-687-1000. M/F. EOE.

**Weather Anchor/Reporter.** Midwest ABC affiliate is looking for a Weekend Weather Anchor and Weekday Reporter. Must be a strong communicator with good live skills. Minorities and women urged to apply. Rush non-returnable tape and resume to: Personnel Director, WEHT-TV, P.O. Box 25, Evansville, IN 47701. EOE. M/F/D/V.

**WXXA-TV FOX 23 in Albany, NY** is looking for 2 WX types for a fall start-up newscast Mon-Fri. Must be meteorologist. Send tape, VHS or 3/4 to: Kathy Gazda, WXXA-TV, 815 Central Avenue, Albany, NY 12206. EOE.

**WVNY-TV,** the ABC affiliate in Burlington, VT is continuing to expand its news operation. We're looking for a full time Anchor/Special Assignment Reporter who can do it all - enterprise great local story ideas, shoot and edit when necessary. We need a full-time General Assignment Reporter/Anchor who must be able to do it all. We're also looking for a part-time on-air meteorologist - a great opportunity for someone full of energy and raring to go. Meteorology degree preferred. Send tapes and resumes to: John Cavazos, News Director, WVNY-TV, 100 Market Square, Burlington, Vermont 05401. WVNY-TV is an Equal Opportunity Employer.

**WHOI-TV,** the ABC affiliate in Peoria, Illinois has a Photojournalist opening. We need someone with about a year experience with beta equipment. You must love news. We do lots of live. You must be a great visual storyteller, creative eye, fast editor, gets the best video at breaking news scenes, and an intense desire to learn more and be the best. Rush resume and tape to: John Sprugel, News Director, 500 North Stewart, Creve Coeur, Illinois 61610. Position closes June 27, 1996. Phone calls accepted. EOE.

**Sports Anchor.** The Dean of Sports in the Motor City is retiring, and he's left big shoes to fill. WKBD UPN50, the Paramount Group Station in Detroit, is accepting applications for America's best Sportscaster. We're already home to the Detroit Red Wings, Pistons and Tigers, so you'll be in good company. If you have high energy, endless ideas and know how to make sports interesting to hard core and casual fans, this could be your dream job. Send a tape, resume and sports philosophy ASAP to: Tom Bell, News Director, WKBD UPN50, 26905 West Eleven Mile Road, Southfield, MI 48034. No calls, please. WKBD is an Equal Opportunity Employer.

**Videographer:** Detroit production company seeks creative, quick thinking photojournalist for diverse clientele including network news, syndicated programs and Fortune 500 firms. Sharp eye for composition and lighting. Editing a plus. Send resume and tape to: General Manager, KDN, P.O. Box 71708, Madison Heights, MI 48071. EOE.

**Show Host.** We are seeking an energetic program host for a nationally-broadcast travel/magazine show featuring areas of historic interest throughout America. Must have an authoritative on-camera presence, along with good interview skills and the ability to think on your feet. Interest and knowledge of American history a plus. Send tape, resume and salary information to: Kim Forshey, Venture Productions, 16505 NW 13th Avenue, Miami, FL 33169.

**Reporter.** KTBC-TV. Looking for creative, motivated, self-starter to join expanding FOX news team in Austin, Texas. Must have a positive attitude, a desire to learn and grow and a deep commitment to quality and the overall news product. We need a hard news reporter that can tell compelling stories and has excellent live shot abilities. Fill-in anchor opportunities. Must have at least 2 years prior experience as a news reporter and anchor affiliated broadcast station; bachelor's degree in a news related field; strong command of English language; working knowledge of libel laws and generally accepted journalistic ethics; good driving record. Send resume/tape by 6/28/96 to: News Department Human Resources, KTBC-TV, 119 East 10th Street, Austin, TX 78701. Ref: Reporter. No phone calls please. EEO Employer.

**Production Editor/Director.** WDHN TV 18, an ABC affiliate seeks an experienced Production Director to direct/TD newscasts, commercials and programs. Newscasts will be 5 and 10 PM, Monday thru Friday. Send resume, salary requirements and VHS tape with recent newscast and creative work to WDHN-TV 18, P.O. Box 6237, Dothan, AL 36302. EOE.

**Producer:** KJRH-TV in Tulsa seeking energetic Producer with strong writing skills and ability to make good decisions. Send resume to: KJRH-TV, Lori Doudican, 3701 South Peoria, Tulsa, OK 74105. EOE.

**Producer:** Immediate opening for a story-teller who has a fresh vision of their show when they walk in the door each day. Successful candidate will understand the big picture like an executive producer and be able to think on the fly like an assignment editor. New Orleans experience a plus. 2 years minimum as a line producer. Send non-returnable tapes to Lee Polowczuk, 1025 South Jefferson Davis Parkway, New Orleans, LA 70125. EOE. M-F.

**Producer/Web Master.** A dominant NBC affiliate in the South Atlantic television market is seeking a Producer for expanding a #1 morning newscast. We are an industry-respected, family-owned group of small-medium market stations. Successful applicant will have solid producing, writing, and editing skills and will create/maintain station's home page on the WWW. We offer an excellent fringe benefits package. EOE-M/F. Send resume and VHS tape to Box 00854 EOE.

**Producer/Director:** Responsibilities include directing news and special event programming. Applicant must have strong producing and writing skills and be proficient in all elements of post production. Working knowledge of GVG 300 and 200, GVG editor, Quantel Stillstore and CG, and Beta and 1" formats required. Applicant must have two years experience as a Producer/Director, a college degree, be a strong leader with a team player attitude, and possess the ability to maintain a positive and productive environment. If you fit the above and are looking for a great place to work and live, send letter of application, resume, and non-returnable demo reel with director track to: Personnel Department, KOTV, P.O. Box 6, Tulsa, OK 74101. EOE. M/F. An A.H. Belo Broadcasting Company.

**Producer.** Opening for a creative, experienced television News Producer. Strong writing skills, attention to on-air look through graphics and aggressive response to breaking news is required. Bachelor's degree preferred. If interested send letter of application, resume and resume tape to: Ted Canova, News Director, WCCO-TV, 90 South 11th Street. Minneapolis, MN 55403. Present employees, particularly female and minority employees are encouraged to refer female and minority candidates, and to apply themselves, if qualified. Equal Opportunity Employer.

**Newschannel 8 Producer.** Regional 24-hour cable news channel serving metro Washington. DC seeks line newscast Producer. Relevant college degree and minimum 2 years TV newscast producer experience required. Please send or fax (703-912-5599) resume and salary history to: Newschannel 8, HR Department, 7600D Boston Boulevard, VA 22153. No phone calls please.

**News Videotape Editor(2).** Videotape editing for various news programs. Evening, early morning, and weekend hours. Experience editing videotape in a news environment. Computer and photography skills helpful. Reply by cover letter and resume to: Business Office #134, 770 Twin Rivers Drive, Columbus, OH 43215. Qualified minorities and women are encouraged to apply. Equal Opportunity Employer. Smoke-free and drug-free workplace.

**Managing Editor** needed to run the assignment desk, fill in for the News Director, and assist in short and long-term planning. Join the Number One station and NBC affiliate in beautiful Boise, Idaho. Journalism degree and 5+ years experience in broadcasting preferred. Must have good people skills and leadership ability. Send resume to: KTVB, c/o News Director, P.O. Box 7, Boise, ID 83707. EOE.

**News Producer.** Manage daily news gathering efforts of newsroom, including story ideas, sources, logistics, assigning and researching stories, managing crews and resources. College degree plus previous newsroom experience. Computer literate, willing to work hard and take charge. Reply by cover letter and resume to: Business Office #138, 770 Twin Rivers Drive, Columbus, OH 43215. Qualified minorities and women are encouraged to apply. Equal Opportunity Employer. Smoke-free and drug-free workplace.

**News Producer/Editor(2).** Produce daily newscasts, specials, and other programs. Select, write, edit and organize news stories. Direct reporters, photographers, and editors in gathering and presenting material. College degree plus previous newsroom experience. Self motivated, willing to work hard and take charge. Computer experience helpful. Reply by cover letter and resume to: Business Office #135, 770 Twin Rivers Drive, Columbus, OH 43215. Qualified minorities and women are encouraged to apply. Equal Opportunity Employer. Smoke-free and drug-free workplace.

**News Director:** KPHO-TV/Arizona 5, CBS, is seeking an aggressive people person for News Director. Responsibilities include: strategic planning, content, format, staffing, budgeting and working with all departments to produce the best news product in Arizona. Experience in news management required. If you are up to the challenge in the 17th market, please send your resume to Human Resources, News Director, 4016 North Black Canyon, Phoenix, AZ 85017. No phone calls. EOE.

**News Director.** Our former ND is now News Director in a top 20 market. Can you be his replacement? NBC affiliate, 49th market. Write to Art Daube, VP/GM, WBRE-TV, 62 South Franklin Street, Wilkes-Barre, PA 18773. EOE.

**News Associate Producer.** Write and produce stories, programs, and newscasts. Select, write, edit and organize news stories. Assist producers anchors, reporters, photographers, and editors in gathering and presenting material for newscast. College degree. Self-motivated, work hard and take charge. Nights, overnights, and weekends. Computer experience helpful. Reply by cover letter and resume to: Business Office #139, 770 Twin Rivers Drive, Columbus, OH 43215. Qualified minorities and women are encouraged to apply. Equal Opportunity Employer. Smoke-free and drug-free workplace.

**News Assignment Editor-Part Time.** Manage daily news gathering efforts of newsroom, including story ideas, sources, logistics, assigning and researching stories, managing crews and resources. College degree plus previous newsroom experience. Computer literate, willing to work hard and take charge. Reply by cover letter and resume to: Business Office #137, 770 Twin Rivers Drive, Columbus, OH 43215. Qualified minorities and women are encouraged to apply. Equal Opportunity Employer. Smoke-free and drug-free workplace.

**News Assignment Editor.** Manage daily news gathering efforts of newsroom, including story ideas, sources, logistics, assigning and researching stories, managing crews and resources. College degree plus previous newsroom experience. Computer literate, willing to work hard and take charge. Reply by cover letter and resume to: Business Office #136, 770 Twin Rivers Drive, Columbus, OH 43215. Qualified minorities and women are encouraged to apply. Equal Opportunity Employer. Smoke-free and drug-free workplace.

**News Anchor/Producer.** Produce, report, and write news stories and programs for broadcast, anchor segments and newscasts. College degree and previous experience as an on-air TV news reporter and/or anchor. Computer skills helpful. Reply by cover letter and resume to: Business Office #133, 770 Twin Rivers Drive, Columbus, OH 43215. Qualified minorities and women are encouraged to apply. Equal Opportunity Employer.

**News Anchor/Assignment Editor.** Wanted: Weekend Dynamo. NBC affiliate in the 78th DMA looking for an Anchor/Assignment Editor. Responsibilities include anchoring and producing weekend shows as well as running the desk on the weekends. If working 40 hours in three days appeals to you, and if you live and breathe news, send tape, resume and cover letter to: Dan Steele, Operations and Program Manager, WPSD-TV, 100 Television Lane, Paducah, KY 42003. No beginners and no phone calls. EOE. M/F. ADA.

**News Reporter:** Ideal candidate will have at least one years experience as News Reporter. "Live" experience a plus and must work well under deadline. Send resume and references to: Rick Moll, News Director, WANE-TV, 2915 West State Boulevard, Ft. Wayne, IN 46808. EOE/M-F. No calls please.

**Marketing Research Assistant.** The Marketing Services Department of WBNS-TV seeks a highly motivated, analytical, and creative person to fill an immediate opening for Research Assistant. The successful candidate will demonstrate an ability to interpret and convey the results of primary and secondary research data into high impact sales presentations. Strong organizational skills and the ability to deal with multiple projects. Strong oral as well as written communication skills. Bachelor's degree in marketing or related major required. Must have prior experience in working with statistical software. Preferably, Nielsen Media Research Systems. Prefer strong aptitude in media analysis, Microsoft Office Suite and Corel Software. Reply by cover letter and resume to: Business Office #125, 770 Twin Rivers Drive, Columbus, OH 43215. Qualified minorities and women are encouraged to apply. Equal Opportunity Employer. Smoke-free and drug-free workplace.

**Freelance Field Producer** needed to create broadcast quality stories for subscription video magazine. Must excel at off-camera interviewing, storytelling, managing costs, selecting and managing freelance crews, working with talent and supervising post-production. Great opportunity for full-timers or freelancers to earn extra \$\$\$\$\$. Fax resume with rates to 516-944-5568. Detroit, Philadelphia or NYC base a +. Responses without rates will not be considered.

**Executive Producer.** Seasoned television newsroom manager sought as Executive Producer of a statewide television newscast. If you are a News Director or Executive Producer in a Top 50 market, this prime opportunity in the U.S. 1st and 4th markets may be right for you. Please send a resume, non-returnable tape, salary requirements and news philosophy to: Bill Jobs, News Director, NJN - The New Jersey Channel, 25 Stockton Street, Trenton, NJ 08625. EOE.

**Editor, leader. Are you both?** NewsChannel 5 has a unique challenge for a qualified Videotape Editor. Supervise the editing department at the top station in Nashville. Must be an experienced videotape editor with a basic knowledge of computers. A teamplayer, with strong organizational skills a must. Send non-returnable tape and resume to: Mike Cutler, WTVF-TV, 474 James Robertson Parkway, Nashville, TN 37219. WTVF is an Equal Opportunity Employer.

**Don't read this if you don't have the drive and the hustle to be part of the best.** The Paramount Station Group news departments are looking for the following: Live and Latebreaking Reporters; Producers who produce, not stackers; Managers who are there to help the staff; Photographers who are hot and creative; Sports Anchors who give more than scores; and Meteorologists who make weather easy to understand. Please send tapes - 3/4 and VHS - and resumes to Steve Schwaid, Director of News Paramount Stations Group, 1422 New Britain Avenue, West Hartford, CT 06110. Do not call. It won't help. Paramount is an EOE. Women and minorities encouraged to apply.

**Executive Producer.** WKBD UPN50, the Paramount Group Station in Detroit, needs a News Executive Producer. We are turning up the heat, and looking for an experienced team leader with strong graphic skills, writing, and creative vision. If you're the idea person in your shop and love to innovate, this could be your chance to do it in the top ten. Line producing experience a must. No beginners or stackers. Send recent show tape, resume, and one sheet on why you are right for the job to: Tom Bell, News Director, WKBD UPN50, 26905 West Eleven Mile Road, Southfield, MI 48034. No calls, please. WKBD is an Equal Opportunity Employer.

**Co-Anchor/Producer.** WDAY-TV has an immediate opening for a Co-Anchor/Producer. This is a Monday through Friday, Six and Ten O'Clock position on the top rated station in the market, with a long tradition of award winning television news excellence. We are looking for a strong writer and communicator who understands what news is. ENG/SNG/locally owned. No beginners please. Send non-returnable tape and resume to: Al Aamodt, News Director, WDAY-TV, Box 2466, Fargo, North Dakota 58108. EOE.

**Award-winning daily newscast** seen by eight million viewers seeks outstanding Writer/Producer to develop day-of-air stories. Must have several years experience utilizing original and innovative techniques to translate complex issues into compelling and readily comprehensible stories. Occasional domestic and foreign travel required. Competitive benefits and enticing salary for qualified person. Send resumes to Jed Davies, P.O. Box 74911, Los Angeles, CA 90004. Equal Opportunity Employer.

**6pm Producer.** WBRE TV, 28 Eyewitness News, (NBC affiliate, 49th DMA) is looking for a 6pm Producer. We are looking for a newsroom leader who can produce a compelling newscast for 6pm. You must be aggressive, a great writer, a strong people person and willing to push the envelope. Send tapes (1/2", 3/4" or Beta) and resumes ASAP to: Larry Stirewalt, WBRE-TV, 62 South Franklin Street, Wilkes-Barre, PA 18773. EOE.

**Associate Producer (Part-Time).** WTOL-TV has an opening for someone to work part-time to assist in producing newscasts, writing, editing videotape, reviewing newscasts, scanning the news wire, and making beat calls. A college degree is preferred. Must have experience in newswriting, editing videotape and have the desire to become a producer. Will involve early mornings and some weekends. Respond with resume to Personnel Administrator-52, WTOL-TV, P.O. Box 1111, Toledo, Ohio 43699-1111. No phone calls, please. WTOL-TV is an Equal Opportunity Employer.

**Assignment Manager:** WRDW-TV looking for a self-initiating, problem-solving, forward-looking news hound to oversee and coordinate newsgathering process. It's a tough job, maybe you're the somebody to do it well! Resumes and news philosophy to Human Resources Office, WRDW-TV, P.O. Box 1212, Augusta, GA 30903-1212. EOE.

**Assignment Editor.** Experienced assignment Editor sought for statewide television newscasts. If you're enthusiastic about the rewards of break-

**Anchor:** Progressive, growing news organization looking for confident, credible, enthusiastic journalist to showcase our weekday newscasts. Minimum 4 years experience on the anchor desk. If you're a winner, send your resume and tape to **WRDW-TV seeking Writer/Producer** to write, shoot and produce effective promotion. Communications, advertising, journalism, or other undergraduate degree preferred. Strong writing, organization skills, creativity, computer knowledge, non-linear editing, camera operation and knowledge of A/B roll desired. Send resumes and tapes to Human Resource Officer, WRDW-TV, P.O. Box 1212, Augusta, GA 30903-1212. No phone calls. EOE.

**Promotion Producer.** KSDK, NBC St. Louis affiliate seeks a self-motivated news topical Writer/Producer. High energy is a must! If you work to win, we want you on our team. Degree. If that's you send tape and resume to KSDK-TV, Warren Canull, Director of Human Resources, 1000 Market Street, St. Louis, MO 63101. No calls please. EOE.

**ATTENTION PROMOTERS!**

**Do you love L.A.? How 'bout sports? News? Movies? Frogs?**

If you say yes to 4 out of 5, possess an eye-opening demo reel, love computers, know print and other media, and have 2 years supervisory or management experience, we should talk. Oh, and you should be smart, energetic, and nice.

Send tape and resume to:  
**PROMO SAINT SEARCH**

(aka Asst. Dir. Advtg. & Promotion search)

KTLA Channel 5  
5800 Sunset Boulevard  
Los Angeles, CA 90028



A Tribune Broadcasting Station  
An Equal Opportunity Employer

**Promotion Writer-Producer-Videographer.** NBC affiliate seeks a super, multi-tasked promotions person to write, shoot, edit overall station promotion. Must be an exceptional writer with zippy, out-of-the-box, concept ability and technical know-how. Great equipment and people to work with and management eager to try new things. Immediate opening. Tape and resume to Station Relations, WLEX-TV, PO Box 1457, Lexington, KY 40591. EOE.

**HELP WANTED RESEARCH**

**Manager of Information Resources and Research.** The Association of America's Public Television Stations (APTS) has an immediate opening for a full-time Manager of Information Resources and Research. The Manager will be responsible for collecting and disseminating information and data concerning public television needed to support the legislative, legal, regulatory and communications activities of the association; for coordinating data collection with other national and regional public broadcasting organizations; and for conducting and supervising the organization's research. The successful applicant will have at least five years experience in public policy research, basic statistical and analytical skills; strong writing and communication skills; and skills in electronic research and computer-based quantitative analysis. SPSS and EXCEL are required. APTS is a nonprofit membership organization, located in Washington, DC, established to support the continued growth and development of America's noncommercial public television service. APTS offers a competitive salary and excellent benefits. Submit a letter of interest, resume and writing sample to Administrative Coordinator, APTS, 1350 Connecticut Avenue, NW, Suite 200, Washington, DC 20036. APTS is an Equal Opportunity Employer. Women, minorities and disabled candidates are strongly urged to apply.

**Marketing Research Director.** TVB is looking for an experienced media research professional to work with senior retail marketing staff to identify target accounts, and research and produce presentations. Ideal candidate is: adept with media analysis tools and qualitative resources, conceptual thinker, computer literate, able to handle several projects simultaneously. Excellent verbal/written presentation skills a must. Resume and salary requirements to: Television Bureau of Advertising, 850 Third Avenue, NY, NY 10022-6222, Attn: SC. Fax: 212-935-5631.

**HELP WANTED LEGAL**

**FCC Attorney - South Florida.** AV rated firm position. Must be familiar with cable and telecommunications law. Please call K. Sturmthal, Esq. for details. (305)445-1776.

**HELP WANTED PRODUCTION**

**TELEVISION PRODUCTION MANAGER**

Responsibilities include daily supervision of KPRC's production staff as well as budgeting, surveying, and planning local programming efforts. Oversee various Control Room operations to troubleshoot and solve potential problems prior to air. Serve as liaison to all other departments.

Three to five years experience in television directing, editing and management. College degree in Communications preferred.

For a further description of this job, call the KPRC Job Line at 713-778-4914, 24 hours a day.

No phone calls, please.

Send resumé to:

Dale Werner

Director of Broadcast Operations and Engineering

KPRC-TV

P.O. Box 2222

Houston, TX 77252



No phone calls please.

An Equal Opportunity Employer

**POST-NEWSWEEK STATIONS, INC.**

**Looking for an opportunity to move south?** Expanding ad agency needs experienced shooters/editors with strong Beta Cam skills. Looking for a team player, fast editor, Video Toaster experience required, and non-linear knowledge a plus. Send resume and VHS tape to: The Firm, Attn: H. Haughey, P.O. Box 309, Citra, FL 32113.

**PRODUCER**

Orbis Broadcast Group needs another brilliant Producer to help program the American Airlines Inflight Video Network. If you are creative, experienced, like to travel and have produced wonderful magazine style segments, send tape and resume to:

Orbis Broadcast Group  
100 South Sangamon  
Chicago, IL 60607  
ATTN: Amy James  
No phone calls!!

**Art Director.** KMSP-TV the UPN affiliate in Minneapolis seeks an experienced Graphic Artist to design and create broadcast graphics, 3-D animations, newspaper ads and various print projects. Television station experience and a thorough understanding of Quark, Photoshop and Illustrator required. MacIntosh and Grass Valley Halo experience a plus. Please send resume, tape and samples of print work to John Dunn, Assistant Creative Services Director, KMSP-TV, 11358 Viking Drive, Eden Prairie, MN 55344.

**Writer/Producer.** Up and coming CBS O&O in Miami seeking experienced and unflappable Writer/Producer in Creative Services. You must be an excellent writer with the ability to conceptualize and produce pictures to match for news, sports and entertainment; organizational and computer skills a must in this five-person department. Three years experience in a network affiliated television station and college degree preferred. Send resume and non-returnable reel to: WFOR-TV, 8900 NW 18th Terrace, Miami, FL 33172, EEO Employer/MF. No phone calls.

**WVNY-TV,** the ABC affiliate in Burlington, VT, is currently seeking a full-time Director to join our progressive news production team. Prior directing experience required. WVNY is also seeking full and part-time Production Assistants. Responsibilities will include news videography, studio cameras, and production. Directing experience helpful. Send resume to John Seymour, Production Manager, WVNY-TV, 100 Market Square, Burlington, Vermont 05401. WVNY is an Equal Opportunity Employer.

**Program Producer/Director/Writer** wanted to help us create programming for religious network broadcasting. A ground-floor opportunity to develop a dynamic production team. Excellent working environment with top-notch equipment and personnel. Strong technical television production and programming experience necessary. Send resume and salary requirements to Box 00849 EOE.

**PGA Tour Productions** is looking for qualified Editor candidates with 3 to 5 years experience. Candidates should be familiar with the Grass Valley 141 controller and 200 switcher, Abekas A53 and Devoous DVE and Digital Beta w/pre-read. Knowledge of golf a plus. Send reel and resume to: PGA Tour Productions, Brian Donovan, 8160 Baymeadows Way West, Suite 300, Jacksonville, Florida 32256. EOE.

**KSAT-TV, Post-Newsweek Station San Antonio** TV Production Manager to supervise quality of local TV production. Schedule, supervise and train staff. Oversee studio and set construction. Interaction and technical knowledge of TV station operations, promotions and graphics. Qualifications: strong communication and organizational skills. College preferred. Prior experience with live TV news and directing preferred. Mail resume to Jim Hart, Creative Services Manager, KSAT-TV, 1408 North St. Mary's Street, San Antonio, TX 78298. No phone calls please. Any job offer contingent upon successful completion of pre-employment physical including drug screen. EOE/M-F/DV/ADA.

**Graphic Artist:** How would you like to create cutting edge graphics for an Austin, Texas television station? Great opportunity for an entry level graphic artist who can create graphics for news and promotions. Must have excellent design and illustration skills, 1-2 years paintbox experience (Aurora or Quantel helpful) and knowledge of post production. Send resume and non-returnable tape by July 19, 1996 to: Attn: Promotion Department, P.O. Box 490, Austin, TX 78767. No phone calls please. EOE.

**Production.** Growing network of Christian TV stations in Arkansas seeks full-time Editor with at least one year experience with linear and non-linear editing and graphics equipment. Duties also include directing live and taped programs. Call David Osburn, Production Director, Victory Television Network, Little Rock, AR (501) 223-2525, M-F, 8:30a-4:30p Central Time. EOE.

**Creative Services Director:** We are looking for a professional to plan and execute all phases of station promotion and marketing as well as coordinating station visual identity. Must demonstrate strong TV production and writing skills. We are a growing station in a beautiful location with a commitment to quality broadcasting. Send tape and resume to: KCOY-TV, Attn: Personnel, 1211 West McCoy Lane, Santa Maria, CA 93455. EOE. Drug free work place. Minorities encouraged to apply.

**Television Production Manager.** WDHN TV, a small market ABC affiliate has an immediate production opening. This position will oversee all production and production staff. Successful candidate will be experienced in all aspects of live studio and local commercial production. Excellent opportunity to move up to supervisory position. Send resume, VHS tape and salary requirements to WDHN-TV 18, P.O. Box 6237, Dothan, AL 36302. EOE.

**RESUME TAPES**

**Career Videos** prepares your personalized demo. Unique format, excellent rates, coaching, job search assistance, free stock. Great track record. 847-272-2917.

**HELP WANTED PROGRAMMING**

**Television Program Manager:** Need strong talent to handle episodic scheduling, program acquisition analysis, program amortization, contract administration, other miscellaneous financial reporting related to television programming. Must have experience with Enterprise Film System, high level of computer skills (Lotus and word processing a must), 3-5 years of program accounting and administration; degree in communications, accounting or finance a plus. Must be very organized. Send resume to Dept. PM, KDVR-TV, 501 Wazee, Denver, CO 80204. EOE. No phone calls, please.

**PROGRAMMING SERVICES**



**National Weather Network**  
"Kid's Weather Club" and custom local TV Weathercasts via satellite daily at most economical cash/barter rates. A virtual moneymaker for independent stations nationwide. Call Edward St. Pe' for market clearance and pricing info.  
601-352-6673

**VIDEO SERVICES**

**Need video shot in the New York metropolitan area? Experienced crews, top equipment. Call Camera Crew Network (CCN). 800-914-4CCN.**

**PROCESS SURVEYS**

**Star-Day Productions:** Process TV Commercial Survey. Make \$20 per survey! EZ-\$. For info call (718) 857-4571.

**CABLE**

**HELP WANTED SALES**

*Black Entertainment Television is seeking two proactive and highly motivated professionals for its NY Advertising Sales office to provide sales support and act as liaison between sales and advertising agencies.*

**• SALES ASSISTANT**

Major responsibilities include order entry into JDS 2000 Sales/Traffic system; mailing of contracts; handling changes/makegoods and daily schedule maintenance.

**• SALES PLANNER**

Major responsibilities include checking inventory availabilities; completion of sales plans, agency flow charts and post analyses; daily schedule maintenance and handling of client requests.

*BOTH POSITIONS require 1 to 3 years direct or industry related experience, typing 40+ wpm, excellent communication, organizational and math skills, Lotus for Windows and Ami Pro. Familiarity with agency allocations and traffic procedures is desired.*



If you want to be part of BET's exciting future, send your resume (indicate desired position) and salary requirements to: Glenda Biedermann, Dir, Integrated Sales Mgmt, BET, 380 Madison Ave, 20th floor, New York, NY 10017.

**Ad Sales Engineer.** Degreed professional to serve needs of Cable Advertising operations. Knowledge of analog video, local area networking, and cable headend operations required. Specific knowledge of windows NT Networking and Digital insertion systems preferred. Opportunities in multiple locations. Resume to CableRep Engineering, c/o Cox Communications, Inc., 1400 Lake Hearn Drive, Atlanta, GA 30319. Cox Communications, Inc. is an Equal Opportunity Employer.

**Fax your classified ad to**  
**Broadcasting & Cable**  
**(212) 206-8327**



**ALLIED FIELDS**

**HELP WANTED INSTRUCTION**

Television news - Visiting Assistant Professor in broadcast journalism for the 1996-97 academic year (possibly longer). We seek a candidate skilled in teaching broadcast newswriting, reporting and television news production. Appointee will also be expected to advise students. Women and minorities are strongly encouraged to apply. West Virginia University is an Affirmative Action, Equal Employment Opportunity employer. Send vita by June 30, 1996 to: William T. Slater, Dean, School of Journalism, West Virginia University, P.O. Box 6010, Morgantown, WV 26506-6010.

**EMPLOYMENT SERVICES**

**JOBPHONE®**  
**Inside Job Openings, Nationwide**

**PRESS**

- 1 Radio Jobs, updated daily
- 2 Television Jobs, updated daily
- 3 Hear "Talking Resumes"
- 4 To record "Talking Resumes" and employers to record job openings
- 5 Entry level positions

**OUR 6<sup>TH</sup> YEAR**

**1-900-726-JOBS**

\*1\*\* 887 MR. JOBPHONE, NEWPORT BEACH, CA

**PROFESSIONAL JOBS**

WITH ENTERTAINMENT COMPANIES

BROADCAST & CABLE TELEVISION, DISTRIBUTORS,  
 MOTION PICTURE, POST PRODUCTION & MORE

Entry to senior level jobs nationwide in ALL fields (news, sales, production, management, etc.).

Published biweekly. For subscription information:

**(800) 335-4335**

In CA, (818) 901-6330.

Entertainment Employment Journal™

**Bep**  
 TEMPS, INC.  
 1 (800) 556-5550

We need to fill positions!

- ▲ Media Buyers & Planners
- ▲ Traffic & Continuity
- ▲ Account Executives
- ▲ Assistants

**MEDIA'S INNOVATIVE STAFFING SOLUTIONS**

**TV JOBS**

Get the best leads  
 in the business  
 without going broke.

*MediaLine*

THE BEST JOBS ARE ON THE LINE  
 for more about how you can get daily  
 updated job information call

**800-237-8073**  
 Since 1986

**RTNDA (900) 40-RTNDA**  
**RTNDA JOB LINE**

Updated daily. 85 cents a minute.  
 To place a free listing call: (202) 659-6510; fax: (202) 223-4007; RTNDA,  
 1000 Connecticut Ave., NW,  
 Suite 615, Washington, DC 20036

**Just For Starters:** Entry-level jobs and "hands-on" internships in TV and radio news. National listings. For a sample lead sheet call: 800-680-7513.

**Entry level TV News Reporters,** MCS offers the hottest leads in the industry. Excellent placement rate. 12th year. 619-788-1082.

For 25 years, the Broadcast Skills Bank, has assisted employers and professionals in making job matches. 415-421-6161. Skillsbank@aol.com

**National Sports Jobs Weekly,** PO Box 5725 Glendale AZ 85312, http://www.sportsjobs.com (602) 933-4345, 4 issues for \$39, 13 for \$89.

**TV Reporters, Anchors and Producers!!!** You deserve the best chance to achieve your career goals. Call Tony Windsor at NEWSDirections (423) 843-0547 or leave toll-free voice mail at (800) 639-7347.

**FINANCIAL SERVICES**

**Loans By Phone:** Lease/finance new or used broadcasting equipment. Flexible payment plans. Flexible credit criteria. Call Jeff Wetter at Flex Lease, Inc. 800/699-FLEX.

**EDUCATIONAL SERVICES**

**On-camera coaching:** Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Resumes. Critiquing. Private lessons with former ABC News correspondent. 914-937-1719. Julie Eckhart, ESP.

**WANTED TO BUY EQUIPMENT**

**Used videotape:** Cash for 3/4" SP, M2-90's, Betacam SP's. Call Carpel Video 301-694-3500.

**FOR SALE EQUIPMENT**

**SMART TAPES.**

For video duplication, demos, audition reels, work tapes, our recycled tapes are technically up to any task and downright bargains. All formats, fully guaranteed. To order call:

**(800)238-4300 CARPEL VIDEO**

**Audio Console:** DDA DCM-232; 40 automated inputs; configured for 64 track recording. 32 VU output meters with extensive patch bay, phase meter, and SMPTE reader/generator. Excellent condition. \$74K. Call Curtis at (804)582-2703.

**Quantel Harriet V8 Paintbox.** 2 years old. Excellent condition. Upgradeable to Express. \$80,000.00. Chad 303/756-0044.

**AM and FM transmitters,** used, excellent condition, tuned and tested your frequency. Guaranteed. Financing available. Transcom. 800-441-8454, 215-884-0888, Fax 215-884-0738.

**11 meter satellite transmit/receive antenna** motorized. 2 port feed. 315-683-5669.

**FOR SALE STATIONS**

**AUCTION SALE FOR RADIO STATIONS**

**MARKET:** Glasgow, Kentucky  
**WWWQ-FM - Class C3;** 25,000 watts @ 318'haat; 105.3 mhz  
**WCDS-AM - 5,000 watts day-time;** 1440 khz; directional  
**ASSETS TO BE SOLD -all real estate,** operating equipment and licenses. Stations are currently dark.  
**TERMS:** Cash or on credit of 30 days with bond and acceptable surety.

Auction will begin at 1:00 p.m. (Central) on Friday, July 26th, 1996 at the Barren County Courthouse door, Glasgow, Kentucky

For further information, contact Henson Media, Inc.:

Ed Henson @ 502-589-0060  
 Bill Wells @ 502-589-9995; fax: 502-589-0058  
 455 South Fourth Avenue, Suite 427  
 Louisville, KY 40202

**Iowa.** One central Iowa class C AM, and one southern Iowa class A FM, upgradeable to class C2. Fax 515-628-8534.

**COLLECTION AGENCY**

**MEDIA COLLECTION DREAM TEAM**

**CCR**

Attorney (former broadcast/cable ad sales manager NBC-TV, Katz, Petry, Lifetime) and staff handle the USA's top media firm's collection accounts offering:

1. Unequaled knowledge of media business.
2. Ten years of unequalled/documentable recovery rates.
3. Customized reporting.
4. Competitive contingent fee schedule.
5. References available.

Call/Write:

CCR  
 George Stella  
 1025 Old Country Road  
 Suite 303S  
 Westbury, NY 11590  
 Tel: (516) 997-2000/(212) 766-0851  
 Fax: (516) 997-2071

# Changing Hands

Continued from page 41

**KMSR(FM) Sauk Center, Minn.**

**Price:** \$250,000

**Buyer:** Branstock Communications Inc., Glenwood, Minn. (Steven R. Nestor, president/owner); no other broadcast interests

**Seller:** Friday Communications Inc., Sauk Center (Rick Freitag, president); no other broadcast interests

**Facilities:** 94.3 mhz, 3 kw, ant. 286 ft.

**Format:** Oldies, sports

**WJYL(FM) New Washington, Ind., and CP for WJYC(FM) Delhi Hills, Ohio**

**Price:** \$200,000

**Buyer:** LifeTalk Broadcasting Association, Yakima, Wash. (Paul E. Moore, president/11% owner); owns KSOH(FM) Wapato, Wash.

**Seller:** Lou Smith Ministries Inc., New Albany, Ind. (Mary L. Smith, board member); has various transmitter interests

**Facilities:** WJYL: 88.3 mhz, 1 kw, ant. 272 ft.; WJYC: 90.1 mhz, 16 kw, ant. 328 ft.

**Format:** WJYL: Urban Christian contemporary; WJYC: dark

**CP for KSTV-FM Dublin, Tex.**

**Price:** \$1,500

**Buyer:** Cen-Tex Media Inc., Stephenville, Tex. (Charles Strickland, president/owner); owns KSTV(AM) Stephenville

**Seller:** David J. Shepherd, Stephenville; no other broadcast interests

**Facilities:** Not available

**RADIO: AM**

**WWRC(AM) Washington**

**Price:** \$22.5 million

**Buyer:** Evergreen Media Corp.; is swapping WKLB-FM Framingham/Boston for seller's WEBR(FM) Washington (see item, above)

**Seller:** Greater Media Inc. (see item, above)

**Facilities:** 980 khz, 50 kw day, 5 kw night

**Format:** Talk

**KOOL(AM) Phoenix**

**Price:** \$6.5 million

**Buyer:** Salem Communications Corp., Camarillo, Calif. (Edward G. Atsinger III, president/50% owner); owns KFIA(AM) Carmichael, KGER(AM) Long Beach, KDAR(FM) Oxnard, KPRZ(AM) Poway/San Marcos, KAVC(FM) Rosamond and KKLA(AM) San Bernardino, all Calif.; KRKS(AM) Denver-KRKS(FM) Boulder, Colo.; WYLL(FM) Des Plaines, Ill.; WEZE(AM) Boston; WWDJ(AM) Hackensack, N.J.; WMCA(AM) New York;

WTJY(FM) Johnstown and WRFD(AM) Worthington/Columbus, Ohio; KPQQ-AM-FM Portland, Ore.; WFIL(AM) and WZZD(AM) Philadelphia; WPIT(AM)-WORD(FM) Pittsburgh, and KKHT(FM) Conroe, KENR(AM) Houston and KSLR(AM) San Antonio, all Tex.; is buying WHK(AM) Cleveland; is selling KDBX(FM) Banks/Portland, Ore.

**Seller:** Colfax Communications Inc., Minneapolis (L. Steven Goldstein, president); owns KOOL-FM Phoenix; WBOB(FM) and KOQL(FM) Minneapolis/St. Paul, and WGMS(FM), WBIG(FM) and WTEM(AM) Washington; is buying KISO(AM)-KZON(FM) and KOY(AM)-KYOT-FM Phoenix; KARO(FM) Nampa/Boise and KIDO(AM)-KLTB(FM) Boise, Idaho, and WOKY(AM)-WMIL(FM) Waukesha/Milwaukee, Wis. (Note: Colfax bought station in February for \$7 million)

**Facilities:** 570 khz, 5 kw

**Format:** Oldies

**Broker:** Kalil & Co.

**WNSI(AM) (formerly WJXL) Jacksonville, Ala.**

**Price:** \$3.5 million

**Buyer:** United Broadcasting Network Inc., White Springs, Fla. (investors: Pat Choate, Helen Dorsey, Charles Harder and Dianne Mayfield-Harder, and International Union, United Automobile, Aerospace & Agricultural Implement Workers of America [Stephen P. Yokich, president]); no other broadcast interests

**Seller:** Peoples Network Inc., White Springs (Charles Harder, president); no other broadcast interests

**Facilities:** 810 khz, 50 kw day, 500 w night

**Format:** Dark

**KCUV(AM) Englewood, Colo.**

**Price:** \$850,000

**Buyer:** Den-Mex LLC (Manuel and Magaly Fernandez, owners); no other broadcast interests

**Seller:** RMF Broadcasting Co. of Denver LP, Denver (William J. McEntee Jr., principal). McEntee owns WIOJ(AM) Jacksonville, Fla.

**Facilities:** 1150 khz, 5 kw day, 1 kw night

**Format:** Spanish, talk

**WQBN(AM) Tampa, Fla.**

**Price:** \$750,000

**Buyer:** Radio Tropical Inc., Tampa (joint owners Efrain Archilla-Roig, president, and Carmen E. Diez de Archilla). Archilla-Roig owns WAMA(AM) Tampa and WUNA(AM) Ocoee, Fla., and WALO(AM) Humacao, P.R.

**Seller:** WTYM Inc., Tampa (J.B. Buchman, president)

**Facilities:** 1300 khz, 5 kw day

**Format:** Spanish

**WXCT(AM) Hamden, Conn.**

**Price:** \$500,000

**Buyer:** Quinnipiac College, Hamden (John L. Lahey, president; Patrick Healy, VP, administration and finance); owns WQAQ(FM) Hamden

**Seller:** Milstar Broadcasting Corp., Ardsley, N.Y. (Stephen Gardos, president); no other broadcast interests

**Facilities:** 1220 khz, 1 kw day, 320 w night

**Format:** Hispanic

**KKNX(AM) (formerly KOOK) Eugene, Ore.**

**Price:** \$150,000

**Buyer:** John S. and Susan J. Mielke, Eugene; no other broadcast interests

**Seller:** Paul C. Bjornstad, Eugene; no other broadcast interests

**Facilities:** 840 khz, 1 kw day, 220 w night

**Format:** Talk

**WNEA(AM) Newnan, Ga.**

**Price:** \$108,000

**Buyer:** Harold W. Banks, Grantville, Ga.; no other broadcast interests

**Seller:** WNEA Inc., Newnan (Robert F. Bell, president); no other broadcast interests

**Facilities:** 1300 khz, 1 kw day

**Format:** Christian

—Compiled by Elizabeth A. Rathbun

## Amplificaton

Media Services Group Inc. was the broker for two deals in the June 10 "Changing Hands": WTID(FM) Reform, Ala. (\$840,000) and WZLG(AM)-WMXY(FM) Hogansville, Ga. (\$510,000).

## Errata

■ The closing price for KHBS(TV) Fort Smith and satellite KHOG-TV Fayetteville/Fort Smith, Ark., is closer to \$30 million than the \$8.5 million reported in the April 22 "Changing Hands," according to buyer Argyle Television Inc. (Bob Marbut, chairman). Sellers were Robin Herrreich and Cynthia Herrreich-Beller.

■ Evergreen Media Corp.'s Boston holdings were reported incorrectly in the June 17 issue ("Top of the Week"). By swapping its WKLB-FM Framingham/Boston for Greater Media's WEBR-FM Washington, Evergreen would be left with three radio stations in Boston: WJMN(FM) and WXKS-AM-FM.

# For the Record

"For the Record" compiles applications filed with and actions taken by the FCC. Applications and actions are listed by state; the date the application was filed or the action was taken, when available, appears in *italic*.

Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; D.I.P.—debtor in possession; ERP—effective radiated power; khz—kilohertz; km—kilometers; kw—kilowatts; m.—meters; mhz—megahertz; mi—miles; TL—transmitter location; w—watts. One meter equals 3.28 feet.

## NEW STATIONS

### Dismissed

**Taylorville, Ill.** (BPH-950203MK)—Michael R. Walton Jr. for FM at 94.3 mhz, ERP 6 kw, ant. 100 m. *June 13*

**Taylorville, Ill.** (BPH-950206MM)—Central Illinois Radio for FM at 94.3 mhz, ERP 5.6 kw, ant. 103 m. *June 13*

**Clinton, Ky.** (BPH-960113ME)—Thunderbolt Broadcasting Co. for FM at 102.1 mhz, ERP 25 kw, ant. 100 m., TL to S side SR 1686, 2.5 km E of IS 1686 and SR 339. *June 13*

**Clinton, Ky.** (BPH-960117ME)—Gregory C. Leath for FM at 102.1 mhz, ERP 12.3 kw, ant. 145 m. *June 13*

**Clinton, Ky.** (BPH-960118MB)—Cindy Lowe for FM at 102.1 mhz, ERP 25 kw, ant. 100 m. *June 13*

**Islesboro, Me.** (BPH-950206ML)—Christopher T. DiPaola for FM at 105.5 mhz, ERP 25 kw, ant. 61 m. *June 11*

**Bells, Tex.** (BPH-950809MA)—Thomas S. Desmond for FM at 92.9 mhz, ERP 4.1 kw, ant. 118 m. *June 11*

### Returned

**Glendale, Calif.** (BPED-960517MH)—Lee Sang for noncommercial educational FM at 91.3 mhz. *June 10*

### Granted

**Rancho Mirage, Calif.** (BPH-870422MB)—Daniel P. Mitchell for FM at 99.5 mhz, ERP

.69 kw, ant. 171 m., 2.8 km NE of intersection of Date Rd. and IS 10, near Rancho Mirage. *June 11*

**Taylorville, Ill.** (BPH-950203MH)—Miller Communications Inc. for FM at 94.3 mhz, ERP 6 kw, ant. 87 m. *June 13*

**Clinton, Ky.** (BPH-950117MJ)—River County Broadcasting Inc. for FM at 102.1 mhz, ERP 25 kw, ant. 100 m. *June 13*

**Islesboro, Me.** (BPH-950207MB)—Megun-ticook Gramophone & Radio Inc. for FM at 105.5 mhz, ERP 25 kw, ant. 82 m. *June 11*

**Hamilton, Mont.** (BPED-950124MG)—The University of Montana for noncommercial educational FM at 91.9 mhz, ERP .85 kw, ant. 152 m. *June 11*

**Bells, Tex.** (BPH-950808MA)—Lake Broadcasting Inc. for FM at 92.9 mhz, ERP 5 kw, ant. 100 m. *June 11*

### Filed/Accepted for filing

**Red Mesa, Ariz.** (BPED-960606MA)—Red Mesa Unified School District (Kado Holiday, president, HCR 6100 Box 40, Teec Nos Pos, AZ 86514) for noncommercial educational FM at 89.7 mhz, ERP 4.5 kw, ant. 41 m., N side of US-160, E of Red Mesa School. *June 6*

**Kerman, Calif.** (BPH-960520MS)—Andre Young (c/o Wiley, Rein & Fielding [JVH], 1776 K St. NW, Washington, DC 20006) for FM at 95.3 mhz, ERP 6 kw, ant. 100 m. *May 20*

**Kerman, Calif.** (BPH-960520MT)—Farmer-Worker Educational Radio Network Inc. (Paul Chavez, president, P.O. Box 62, Keene, CA 93531) for FM at 95.3 mhz, ERP 6 kw, ant. 100 m., .08 km SE of intersection of American and Placer aves., 6.5 km N of San Joaquin, Calif. *May 20*

**Murdock, Fla.** (960520MH)—Intermart Broadcasting of Florida Inc. for FM at 98.9 mhz. *May 20*

**Okeechobee, Fla.** (BPED-960604MC)—American Educational Broadcasting Inc. (Carl J. Auel, president/33 1/3% owner, 1601 Belvedere Rd., 204 E, West Palm Beach, FL

33406) for noncommercial educational FM at 89.5 mhz, ERP 108 m., 7109 SE 8th St., Okeechobee. AEB has applied for FMs in Hawthorne, Nev., and Orlando. Auel owns WWLO(AM) Gainesville, Fla.; 50.1% of KKMC(AM) Gonzales, Calif.; 50% of WCHP(AM) Champlain, N.Y., and WLJV(AM) Royal Palm Beach, Fla., and 33 1/3% of KKVV(AM) Las Vegas. He jointly (with Edwina J. Auel) owns 50% of KYIX(FM) South Orville and KKKX(AM) Paradise, Calif., and has a 50.1% interest in CP for WORL(AM) Christmas, Fla. *June 4*

**Orlando** (BPED-960604MC)—American Educational Broadcasting Inc. (Carl J. Auel, president/33 1/3% owner, 1601 Belvedere Rd., 204 E, West Palm Beach, FL 33406) for FM at 89.5 mhz, ERP .530 kw, ant. 49 m., .65 km NE of corner of 3rd and Boyce, Taft, Fla. AEB has applied for FMs in Okeechobee, Fla., and Hawthorne, Nev. Auel owns WWLO(AM) Gainesville, Fla.; 50.1% of KKMC(AM) Gonzales, Calif.; 50% of WCHP(AM) Champlain, N.Y., and WLJV(AM) Royal Palm Beach, Fla., and 33 1/3% of KKVV(AM) Las Vegas. He jointly (with Edwina J. Auel) owns 50% of KYIX(FM) South Orville and KKKX(AM) Paradise, Calif., and has a 50.1% interest in CP for WORL(AM) Christmas, Fla. *June 4*

**Douglas, Ga.** (BPED-960531MA)—Word Enterprises Inc. (Wyndel Burnsed, president/35% owner, 711 Jefferson St., Douglas, GA 31533) for noncommercial educational FM at 89.3 mhz, ant. 9.4 km N of Coffee Co. Courthouse on US Hwy 441, left on CR, tower site located on right after .6 km. Burnsed jointly (together with Leona M. Burnsed) owns 90% of WULS(FM) Douglas, Ga. *May 31*

**Atlanta, Ill.** (BPH-960603MD)—Saga Communications of Illinois Inc. (Dale G. Weber, president, 2603 W. Bradley, Box 3369, Champaign, IL 61821) for FM at 96.3 mhz, ERP 6 kw, ant. 100 m., 1630-2080 St., Lincoln, Logan, Ill. Saga Communications Inc., owner of applicant, owns WGAN(AM)-WMGX(FM) and WZAN(AM) Portland and WYNZ(FM) Westbrook, all Maine; WIXY(FM) and WLRW(FM) Champaign, WQQL(FM) Springfield and WYMG(FM) Jacksonville, all Ill.; KRNT(AM), KSTZ(FM), KIOA-AM-FM Des Moines, Iowa; KOAM-TV Pittsburg, Kan.; WAQY(AM) East Longmeadow and WAQY-FM Springfield, Mass.; WFEA(AM) and WZID(FM) Manchester, N.H.; WNOR-AM-FM Norfolk and WAFX(FM) Suffolk, Va.; WVKO(AM) and WSNY(FM) Columbus, Ohio, and WKLH(FM), WLZR(AM) and WLZR-FM Milwaukee. *June 3*

**Evansville, Ind.** (941122MD)—South Central Communications Corp. for FM at 107.5 mhz, ERP 2.34 kw, ant. 158 m. *Nov. 22, 1994*

**Kentland, Ind.** (BPH-960530MD)—Lyle Robert Evans (1296 Marian Ln., Green Bay, WI 54304) for FM at 107.5 mhz, ERP 6 kw, ant. 100 m., SE corner of intersection of US Hwy 41-52 and Lincoln St., in Kentland, Ind. Evans owns WEZR(FM) Brillion, 90% of WRRS-TV Mayville and 50% of WMBE(AM) Chilton, all Wis., and is building FMs in Stephenson, Mich., and Birnamwood, Wis., and has applied for FM in Crystal Falls and Hancock, Mich., and New Holstein, Wis., and TV in Eagle River, Wis. *May 30*

—Compiled by Jessica Sandin

## BY THE NUMBERS

### BROADCAST STATIONS

Service	Total
Commercial AM	4,906
Commercial FM	5,285
Educational FM	1,810
<b>Total Radio</b>	<b>12,001</b>
VHF LPTV	561
UHF LPTV	1,211
<b>Total LPTV</b>	<b>1,772</b>
FM translators & boosters	2,453
VHF translators	2,263
UHF translators	2,562
<b>Total Translators</b>	<b>7,278</b>

### Service Total

Commercial VHF TV	559
Commercial UHF TV	622
Educational VHF TV	123
Educational UHF TV	240
<b>Total TV</b>	<b>1,544</b>

### CABLE

Total systems	11,660
Total subscribers	62,231,730
Homes passed	91,750,000
Cable penetration*	65.3%

\*Based on TV household universe of 95.9 million  
Sources: FCC, Nielsen, Paul Kagan Associates  
GRAPHIC BY BROADCASTING & CABLE



# PROFESSIONAL CARDS

**du Treil, Lundin & Rackley, Inc.**  
A subsidiary of A13 Rang, PA

240 North Washington Blvd.  
Suite 700  
Sarasota, Florida 34236  
(941) 366-2611

MEMBER AFCCE

**CARL T. JONES**  
CORPORATION

CONSULTING ENGINEERS  
7901 YARNWOOD COURT  
SPRINGFIELD, VIRGINIA 22153  
(703) 569-7704  
MEMBER AFCCE

**LOHNES AND CULVER**  
CONSULTING RADIO ENGINEERS

8309 Cherry Lane  
Laurel, MD 20707-4830  
(301) 776-4488



Since 1944

Member AFCCE

**COHEN, DIPPELL AND  
EVERIST, P.C.**

CONSULTING ENGINEERS

1300 "L" STREET, N.W. SUITE 1100  
WASHINGTON, D.C. 20005

(202) 898-0111

Member AFCCE



ENGINEERING CONSULTANTS

Dr. Ali R. Mahnad, Ph.D., E.E.  
RF Coverage & Exposure Analysis  
Antenna / RF Components & Systems Design  
Arbitration, Patents & Pat. Disputes  
20 years experience in Antenna / RF  
Phone / Fax (918) 488-3548

**HAMMETT & EDISON, INC.**  
CONSULTING ENGINEERS

Box 280068  
San Francisco, California 94128

**HE** 707/996-5200  
202/396-5200

e-mail engr@h-e.com

**CARL E. SMITH**  
CONSULTING ENGINEERS

AM FM TV Engineering Consultants  
Complete Tower and Rigging Services

"Setting the Broadcast Industry  
for over 30 Years"

Box 807 Bath Ohio 44210  
(216) 659-4440



**Denny & Associates, PC**  
Consulting Engineers

PH 202 452 5630

FX 202 452 5620

Member AFCCE

EM info@denny.com

**E. Harold Munn, Jr.,  
& Associates, Inc.**

Broadcast Engineering Consultants

Box 220

Coldwater, Michigan 49036

Phone: 517-278-7339

**Mullaney Engineering, Inc.**  
Consulting Telecommunications Engineers

9049 Shady Grove Court

Gaithersburg, MD 20877

301-921-0115

Member AFCCE

**HATFIELD & DAWSON**  
CONSULTING ENGINEERS

4226 SIXTH AVE. N.W.

SEATTLE, WASHINGTON 98107

(206) 783-9151, Facsimile (206) 789-9834

MEMBER AFCCE

**F.W. HANNEL & ASSOCIATES**  
Registered Professional Engineers

911 Edward Street

Henry, Illinois 61537

(309) 364-3903

Fax (309) 364-3775



**COMMUNICATIONS TECHNOLOGIES INC.**  
BROADCAST ENGINEERING CONSULTANTS

Clarence M. Beverage  
Laura M. Mizrahi

P.O. Box #1130, Marlton, NJ 08053  
(609) 985-0077 • FAX: (609) 985-8124

**C.P. CROSSNO & ASSOCIATES**  
CONSULTING ENGINEERS

P O BOX 180312

DALLAS TEXAS 75218

TELECOMMUNICATIONS (FCC FAA)

CHARLES PAUL CROSSNO P E

(214) 321-9140 MEMBER AFCCE

**JOHN FX BROWNE & ASSOCIATES**  
CONSULTING ENGINEERS

BLOOMFIELD HILLS  
810-642-6226

WASHINGTON  
202-293-2020

Broadcast • Cable

• Wireless •

Member AFCCE

**D.C. WILLIAMS, P.E.**

Consulting Radio Engineer

Member AFCCE

Post Office Box 1888

Carson City, Nevada 89702

(702) 885-2400

**Suffa & Cavell, Inc.**

Consulting Engineers

10300 Eaton Place, Suite 450

Fairfax, Virginia 22030

(202) 338-0110 (703) 591-0110

Fax (703) 591-0115

Member AFCCE

**George Jacobs  
& Associates, Inc.**

Consulting Broadcast Engineers

Domestic & International

Member AFCCE

Suite 410 8701 Georgia Ave.  
(301) 587-8800 Silver Spring, MD  
20910

## SERVICES

FIRE • FLOOD • QUAKE



**VIDEOTAPE**

Decontamination

Rejuvenation

Restoration

800-852-7732

DISASTER RECOVERY

BROADCAST DATABASE

**dataworld**  
MAPS

Coverage Terrain Shadowing

Allocation Studies • Directories

PO Box 30730 301-652-8822

Bethesda MD 20814 800-368-5754

**NATIONWIDE TOWER COMPANY**

ERECTOR - DISMANTLES - ANTENNA - RELAMP

ULTRASOUND • STRUCTURAL ANALYSIS • PAINT

INSPECTIONS • REQUY - ENGINEERING

P.O. BOX 130 POOLE, KY 42444-0130

PHONE (502) 533-0800 FAX (502) 533-0044

24 HOUR EMERGENCY SERVICE AVAILABLE



RF Systems, Inc.

• Transmitter and Studio Installation

• RF Test and Measurement

• Microwave and Satellite

Engineering and Installation

9018 561-1144

24A World's Fair Drive  
Somerset, NJ 08874

**Stainless, inc.**

New Towers, Antenna Structures

Engineering Studies, Modifications

Inspections, Erection, Appraisals

North Wales, PA 19454

215 699-4871 FAX 699-9597

**Shoolbred Engineers, Inc.**  
Structural Consultants

Towers and Antenna Structures

Robert A. Shoolbred, P.E.

1048 Morrison Drive

Charleston, SC 29403 • (803) 577-4881



LDL COMMUNICATIONS, Inc.

RF DESIGN & INSTALLATION SPECIALISTS

LARCAN/LARCAN-TTC TRANSMITTERS

ALAN DICK ANTENNAS & COMBINERS

LEBLANC TOWER SYSTEMS

650 South Taylor Avenue, Louisville, CO 80027

TEL: 303-665-8000 FAX: 303-673-9900

**YOUR CARD HERE**

Call:

**(202) 659-2340**

Contact

BROADCASTING & CABLE MAGAZINE

1705 DeSales St., N.W.

Washington, D.C. 20036

for availabilities

Phone: (202) 659-2340

## PROFESSIONAL/SERVICES DIRECTORY

52 weeks - \$60 per insertion

26 weeks - \$75 per insertion

13 weeks - \$90 per insertion

# Datebook

## THIS WEEK

**Through June 25**—*Cabletelevision Advertising Bureau* local cable sales management conference. Atlanta Marriott Marquis, Atlanta. Contact: Nancy Lagos, (212) 751-7770.

**Through June 28**—*National Association of Broadcasters* management development seminar for television executives. Northwestern University, Evanston, Ill. Contact: John Porter, (202) 429-5347.

**June 26**—"Bud Greenspan: The Human Side of Olympic Competition," *International Radio & Television Society Foundation* sports division seminar. Benetton Sportsystem, New York City. Contact: Marilyn Ellis, (212) 867-6650.

**June 26-28**—Global DBS Summit, presented by *Global Exposition Holdings* and *DBS Digest*. Marriott Denver Tech Center, Denver. Contact: (713) 342-9826.

**June 27**—*Minority Media and Telecommunications Council* third annual luncheon, featuring the Rev. Jesse Jackson Sr. Hyatt Regency, Washington. Contact: Selina Khan, (202) 332-0500.

**June 27-30**—ShowBiz Expo, presented by *Variety* magazine. Los Angeles Convention Center, Los Angeles. Contact: (800) 840-5688.

**July 1**—Deadline for entries for the *South Carolina Broadcasters Association* State Television and Radio (STAR) Awards, which honor outstanding achievements in South Carolina broadcasting. Contact: Sunny Jewell, (803) 777-6783.

**July 10-12**—WCA '96, *Wireless Cable Association* annual convention. Denver Convention Center, Denver. Contact: Sherry Crittenden, (202) 452-7823.

**July 12-13**—*Oklahoma Association of Broadcasters* summer meeting. Shangri-La Resort, Afton, Okla. Contact: Carl Smith, (405) 848-0771.

**July 13-17**—*National Association of Broadcasters* executive management development seminar for radio broadcasters. University of Notre Dame, South Bend, Ind. Contact: B.J. Cohen, (202) 775-3510.

**July 14-16**—*Florida Cable Telecommunications Association* annual convention. Registry Resort, Naples, Fla. Contact: Cindy Doheny, (904) 681-1990.

**July 14-16**—35th annual *New York State Broadcasters Association* executive conference. Rye Town Hilton, Rye Brook, N.Y. Contact: Mary Anne Jacon, (518) 456-8888.

**July 14-17**—CTAM '96 national marketing conference, presented by the *Cable Television Administration and Marketing Society*. Boston Marriott Copley Place, Boston. Contact: (703) 549-4200.

**July 15**—*Alliance for Community Media* international conference and trade show. Hyatt Regency Crystal City, Arlington, Va. Contact: (202) 393-2650.

**July 17-20**—Deadline for entries for the *National Breast Cancer Awareness Month* Profiles in Progress Awards, which honor excellence in reporting on the subject of breast cancer. Contact: Gail Leicht, (312) 464-7901, ext. 230.

**July 18**—Electronic data interchange (EDI) workshop for network cable TV buyers and sellers, presented by the *Electronic Commerce Committee*. Offices of Price Waterhouse, New York. Contact: Elizabeth Carr, (212) 258-8163.

**July 20-23**—49th annual *California Broadcasters Association* convention. Doubletree Hotel, Monterey, Calif. Contact: (916) 444-2237.

**July 23**—*National Association of Broadcasters* radio license renewal seminar. Doubletree Hotel at Fisherman's Wharf, Monterey, Calif. Contact: Christina Griffin, (202) 775-3511.

**July 24-25**—Andina Link '96, conference on Andean-region pay TV, presented by *Television Digital de Colombia* and *Global Exposition Holdings*. Cartagena Convention Center, Cartagena, Colombia. Contact: Gerard Herrador, (713) 342-9826.

**July 25**—*National Association of Broadcasters*

radio license renewal seminar. Orange County Airport Hilton, Irvine, Calif. Contact: Christina Griffin, (202) 775-3511.

**July 25-27**—*Public Radio News Directors Inc.* annual conference and awards banquet. Washington Marriott Hotel, Washington. Contact: Debbie Elliott, (334) 981-5519.

**July 25-27**—*Southwest National Religious Broadcasters* annual conference. Dallas/Fort Worth Marriott, Dallas. Contact: (318) 783-1560.

**July 27**—*California-Nevada TV-Radio Association of Canada* regional seminar. KEYT-TV, Santa Barbara, Calif. Contact: Rachel Ambrose, (213) 626-1200.

**July 28-30**—*Oregon Cable Telecommunications Association* 25th annual convention and trade show. Inn of the Seventh Mountain, Bend, Ore. Contact: (503) 362-8838.

## AUGUST

**Aug. 10-13**—*Association for Education in Journalism & Mass Communication/Association of Schools of Journalism & Mass Communication* 79th annual convention. Anaheim Hilton, Anaheim, Calif. Contact: (803) 777-2005.

**Aug. 11-13**—Joint summer meeting of the *North Carolina Cable Telecommunications Association* and *South Carolina Cable Television Association*. Radisson Hotel, Myrtle Beach, S.C. Contact: (919) 834-7113.

**Aug. 14-17**—*Asian American Journalists Association* 9th annual national convention. Radisson St. Paul, St. Paul. Contact: (415) 346-2051.

**Aug. 15**—Electronic data interchange (EDI) workshop for network cable TV buyers and sellers, presented by the *Electronic Commerce Committee*. Offices of Price Waterhouse, New York. Contact: Elizabeth Carr, (212) 258-8163.

**Aug. 15-17**—50th annual *West Virginia Broadcasters Association* Greenbrier meeting. Greenbrier Resort, White Sulphur Springs, W.Va. Contact: (304) 744-2143.

**Aug. 19-21**—48th annual meeting and management retreat of the *Michigan Association of Broadcasters* and *Michigan Public Broadcasting*. Grand Hotel, Mackinac Island, Michigan. Contact: (800) 968-7622.

**Aug. 21-25**—*National Association of Black Journalists* 21st annual convention. Stouffers Renaissance, Nashville. Contact: (703) 648-1270.

**Aug. 22-24**—*Nebraska Broadcasters Association* annual convention. Holiday Inn, Hastings, Neb. Contact: (402) 333-3034.

## SEPTEMBER

**Sept. 7-9**—*National Association of Broadcasters* Television Hundred Plus Exchange. Hyatt Grand Cypress Hotel, Orlando, Fla. Contact: Carolyn Wilkins, (202) 429-5366.

**Sept. 8**—48th annual Primetime Emmy Awards, presented by the *Academy of Television Arts & Sciences*. Pasadena Civic Auditorium, Pasadena, Calif. Contact: (818) 763-2975.

**Sept. 10-12**—6th regional *Audio Engineering Society* convention. World Congress Centre, Melbourne, Victoria, Australia. Contact: (212) 661-8528.

**Sept. 10-15**—*National Association of Black-Owned Broadcasters* 20th annual fall broadcast management conference. Sheraton Washington, Washington. Contact: (202) 463-8970.

**Sept. 11**—"Hollywood Meets DRTV—The Direct Response Television Conference for Entertainment Marketers," presented by *Advanstar Expositions*. Universal Sheraton, Los Angeles. Contact: (714) 513-8481.

**Sept. 11-12**—Canada Link '96, presented by *Evert Communications Ltd.* and *Global Exposition Holdings*. Toronto Hilton & Towers, Toronto. Contact: Debby Lawes, (613) 728-4621.

**Sept. 11-15**—CANITEC '96, exhibition and convention presented by *Camara Nacional de la Industria de Television por Cable (Mexican National Cable Television Association)*. Expover, Boca del Rio, Veracruz, Mexico. Contact: Aurora Silva

Rosales, (525) 682-02-98.

**Sept. 12-13**—"Telco 101: Cable Meets Telephony," course presented by *Women in Cable & Telecommunications*. Offices of Robins, Kaplans, Miller & Ciresi, Minneapolis. Contact: Molly Coyle, (312) 634-2353.

**Sept. 13-17**—1996 *International Broadcasting Convention*. Amsterdam, Holland. Contact: 011 44 171 240 3839.

**Sept. 16-17**—*Corporation for Public Broadcasting* annual meeting. CPB Headquarters, Washington. Contact: Jeannie Bunton, (202) 879-9687.

**Sept. 18-20**—*Women in Cable & Telecommunications* executive development seminar. Inverness Hotel and Golf Club, Denver. Contact: Christine Bolletino, (312) 634-2335.

**Sept. 19**—*International Radio & Television Society Foundation* newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

**Sept. 19**—Electronic data interchange (EDI) workshop for network cable TV buyers and sellers, presented by the *Electronic Commerce Committee*. Offices of Price Waterhouse, New York. Contact: Elizabeth Carr, (212) 258-8163.

**Sept. 19-21**—77th national convention of the *Society of Professional Journalists*. Hyatt Regency Crystal City, Arlington, Va. Contact: (317) 653-3333.

**Sept. 20-22**—*Maine Association of Broadcasters* annual meeting and convention. The Asticou Inn, Northeast Harbor, Me. Contact: Suzanne Goucher, (207) 623-3870.

**Sept. 24**—Broadcasting & Cable Interface X conference, co-sponsored by *BROADCASTING & CABLE* and the *Federal Communications Bar Association*. New York Grand Hyatt, New York City. Contact: Joan Miller, (212) 337-6940.

## OCTOBER

**Oct. 9-12**—World Media Expo, comprising the *National Association of Broadcasters* Radio Show (contact: [800] 342-2460); *Radio Television News Directors Association* international conference (contact: Rick Osanski, [202] 467-5200); *Society of Broadcast Engineers* annual conference (contact: John Poray, [317] 253-1640); *Society of Motion Picture and Television Engineers* 138th technical conference (contact: [914] 761-1100), and *Television Bureau of Advertising* first annual forecasting conference (contact: [212] 486-1111). Los Angeles Convention Center, Los Angeles. Contact: (202) 775-4970.

## NOVEMBER

**Nov. 11**—*Broadcasting & Cable* 1996 Hall of Fame Dinner. Marriott Marquis Hotel, New York City. Contact: Steve Labunski, (212) 213-5266.

## DECEMBER

**Dec. 11-13**—The Western Show, presented by the *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif. Contact: (510) 428-2225.

## JANUARY 1997

**Jan. 13-16**—*National Association of Television Programming Executives* 33rd annual program conference and exhibition. Ernest Morial Convention Center, New Orleans. Contact: (310) 453-4440.

## MARCH 1997

**March 16-18**—Cable '97, *National Cable Television Association* annual convention and exposition. Ernest Morial Convention Center, New Orleans. Contact: Bobbie Boyd, (202) 775-3669.

## APRIL 1997

**April 7-10**—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

### Major Meeting dates in red

—Compiled by Kenneth Ray  
(ken.ray@b&c.cahners.com)

## Helping others helps her

**T**ired of the mundane life of a secondary school teacher, Lucille Luongo let her fingers do the walking 18 years ago and stepped into a new life. She would become an executive at a major media company, the president of American Women in Radio and Television, a volunteer in philanthropic organizations and a survivor of a life-threatening illness. "It has to be part of a grand design," says Luongo, senior vice president, corporate communications, for Katz Media.

In 1978, after eight years of teaching and "tired of being poor and burned-out," Luongo read a self-evaluation book that told her she was best suited for a career as a lawyer, a lobbyist, or in media. She didn't want to go to law school, and she didn't want to move to Washington, so she decided on the media.

With school out for the summer, Luongo pulled out the phone book and called a placement service and convinced them to interview her the next day. After the interview she was told there was an opening for a secretary at Katz Media. She decided "why not?" Two days later she joined the company and has been there ever since. "Eighteen years is a long time to be married to a company" says Luongo, "but I love it here and would be crazy to leave."

Putting in "incredible hours" and requesting more responsibility, Luongo quickly scaled the company ladder at Katz. Six months after her arrival as an assistant, she had an assistant of her own. The following year she became assistant director of corporate communications. In 1981 she was promoted to director of communication services and, one year later, director of corporate relations. In 1985 she became the company's first woman executive when she was named vice president. Luongo moved into her current position in 1990.

As part of her job as head of corporate communications, Luongo is in charge of internal and external affairs, creative services, graphic arts and advertising—from the concept to the negotiating to the printer. "I'm like a jack-of-all-trades," she says. "I get to be the company face and paint the picture of the company. It's challenging."

But Luongo's work in broadcasting doesn't stop with Katz. She also is active in charitable organizations relating to the broadcasting industry and is wrapping up a term as president of American Women in Radio and Television. Luongo says that



*"I get to be the company face and paint the picture of the company. It's challenging."*

### Lucille Luongo

**Senior VP, corporate communications, Katz Media, New York, and president, American Women in Radio and Television; b. May 29, 1948, New York; BA, speech/drama/education, Hofstra University, 1970; MA, communications, Hofstra University, 1975; teacher, Roosevelt Junior/Senior High School, Roosevelt, N.Y., 1970-78; Katz Media, New York, 1978-79; assistant director of corporate communications, 1979-81; director of communication services, 1981-82; director of corporate relations, 1982-85; VP, 1985-90; current position since 1990.**

less than 2% of the 1,500 television stations and less than 3% of the 10,000 radio stations in the country are owned by women. "Women are tremendously under-represented in broadcasting. If everyone talks the talk and walks the walk on diversity, then [AWRT] can be put out of business."

Although she is the outgoing president, Luongo says she will remain active in the organization, but will focus more of her energy on her role as vice president of the Broadcasters Foundation. The foundation does philanthropic work for former broadcasters who are in financial difficulty. "Everyone thinks broadcasters are rich and retire rich," she says. "These people are in their 70s and 80s. We raise money and give them financial support on a case-by-case basis."

Luongo also is on the advisory board for the Caption Center for the hearing-impaired at public broadcaster WGBH-TV Boston. The fact that captioning is facing potential government budget cuts makes her work even more urgent. "I like the idea of helping people," she says. "Because people are hearing-challenged doesn't mean they shouldn't have access to entertainment like everyone else."

Despite her corporate rise and her constant work with causes, Luongo's greatest challenge came two years ago. In 1994 she was diagnosed with inoperable lung cancer and told that she had only six months to live. She also was told she would undergo a range of emotions from denial to anger to depression and then finally acceptance. But Luongo doesn't always do what she's told.

"I told them I didn't think so. I didn't have time for all that; I had all these big events and major affiliates meetings I was responsible for." After her schedule cleared up, Luongo began months of grueling treatment. She was subjected to chemotherapy on a weekly basis, put on steroids to counter weight loss and after losing a lung, forced to use a wheelchair.

After nine months away from Katz, Luongo defied her doctors' prognosis and went back to work without skipping a beat. Despite the fact that she still needs more time to recover, Luongo refuses to let cancer get in the way. "You do what you gotta do, and there are a million things to get involved in. Dying is easy; it's living that is the challenge." —MK

# Fates & Fortunes

## BROADCAST TV

Appointments at WLFL(TV) Raleigh, N.C.: **Peter Cook**, weekend anchor/reporter, WLSL-TV Roanoke, Va., joins as reporter; **Greg Thomas**, news writer/cut-in producer, WRAL-TV Raleigh, joins as associate producer/writer.

**Karna Smith**, newscast director, WHBF-TV Rock Island, Ill., joins KSTP-TV St. Paul as technical director, production.

**Sherrie McWhorter**, project manager, marketing, WGHP-TV High Point, N.C., joins WXLV-TV Winston-Salem, N.C., as promotion director.



Sechrist

**Mike Sechrist**, station manager, news and operations, WKRN-TV Nashville, named VP/GM.

**Anita Helt**, special projects manager, KPNX(TV) Mesa/Phoenix, Ariz., named marketing and pro-

motion manager.

**Allison Gilbert**, writer/producer, WPIX(TV) New York, joins MSNBC, Fort Lee, N.J., in same capacity.

**Gregg Willinger**, lawyer/VP, The Conrad Shadlen Corp., New York, named principal/director.

**Cathy Ballou**, weathercaster, WFLD(TV) Chicago, joins WXIA-TV Atlanta as morning and noon news weather anchor.

Appointments at KTNV(TV) Las Vegas:

**Ray Cortopassi**, weekend anchor/reporter, WPBN-TV Traverse City and WTOM-TV Cheboygan, both Michigan, joins as weekend anchor; **Robin Burke**, reporter, WTVC(TV) Chattanooga, Tenn., joins in same capacity; **Dan Burns**, managing editor, KSL-TV Salt Lake City, joins in same capacity.

**Ron Kilkenny**, designer, KPLR-TV St. Louis, named print design coordinator.

**Amy Feller**, assistant news director, KXTV(TV) Sacramento, Calif., joins WFOR-TV Miami as assistant news director/managing editor.

**Steve Shanks**, account executive, WKEF(TV) Dayton, Ohio, named NSM.

**Amy Rosenblum**, senior producer, *Sally Jessy Raphael*, Multimedia Entertain-

ment Inc., New York, named co-executive producer.

**Joe Cooper**, VP/GM, WTNZ(TV) Knoxville, Tenn., joins WTAJ-TV Altoona, Pa., as general sales manager.

**John Schilberg**, director, engineering and operations, KHTV(TV) Houston, joins KTRK-TV there as director, engineering.

**Sandy Phillipps**, assignment and planning manager, WMAR-TV Baltimore, joins WNBC(TV) New York as planning/special projects manager.

**Joe Diaz**, chief meteorologist, KIII(TV) Corpus Christi, Tex., joins KXTV(TV) Sacramento, Calif., as meteorologist.

Appointments at *Extra*, Burbank, Calif.: **Brad Goode**, anchor/reporter, KCBS-TV Los Angeles, joins as weekday anchor; **Libby Weaver**, senior correspondent/weekend anchor, named weekday anchor.

**Michael Schuch**, VP/GM, WVT(TV) and WCGV-TV Milwaukee, joins The Hearst Corp., New York, as GM, WTMV(TV) Lakeland/Tampa, Fla.

## PROGRAMING



Dudley-Smith

**Malcolm Dudley-Smith**, VP, pay TV and new-technology licensing, Europe, Warner Bros. International Television Distribution, London, named senior VP, pay TV and channel development, Burbank, Calif.

**Robert Oswaks**, senior VP, Worldwide Marketing, ACI, named executive VP, Worldwide Marketing, Pearson Television International. Oswaks will head group marketing activities on behalf of Pearson Television and its subsidiaries including ACI, Grundy and Thames. He will maintain offices in London and Los Angeles.

**Lisa Heller**, producer, *P.O.V.*, produced by The American Documentary Inc., New York, named executive producer.

**Vinnie Favale**, VP, program planning and development, Comedy Central, joins CBS Entertainment, New York, as director, late-night programs.

**Betty Shapian**, publishing division head, On the Scene Productions, Los Ange-

les, adds VP/director, marketing, to her responsibilities.



Govreau

**Linda Govreau**, VP, finance and administration, Jim Henson Productions, Hollywood, named senior VP.

Appointments at Litton Syndications, Sullivan's Island, S.C.: **Dale Snyder**, corporate program director, ABRY Communications, and **Andrew Temple**, public affairs representative/media relations specialist, U.S. Army, join as regional sales managers.

**Ned Simon**, VP, production, Turner Sports, Atlanta, joins Kestrel Communications Inc. there as managing director, television program development and production.



Caputo

**Lisa Caputo**, deputy assistant to the President of the United States and press secretary to the First Lady, Washington, joins CBS Inc., New York, as VP, corporate communications.

**Elen Sandler** and **Cindy Chupack**, co-producers, *Coach*, Universal Television, Universal City, Calif., have signed a multiyear comedy development deal with Universal.

## RADIO



Denson

**Reggie Denson**, manager, KRG Urban Dimensions, Chicago, named VP/director.

**Brian Haddad**, morning show host, WLLZ(FM) Detroit, joins WRCX(FM) Chicago as overnight host/creative director.

**Tom Tradup**, president/GM, WLS-AM-FM Chicago, joins USA Radio Network, Dallas, as director, talk programing.

**Sean Matthews**, production director, WIBC(AM) Indianapolis, joins WHIO(AM) Dayton, Ohio, as host, *Miami Valley's Early Morning News*.

**Steve Sievert**, communications specialist, Baylor College of Medicine, Houston, adds duties as producer/host, *The American Running Report*, Prime Sports Radio, Irving, Tex.

**Maritza Pichon**, assistant controller, Cox Enterprises Inc., Atlanta, named CFO, Cox Broadcasting's radio group.

---

## CABLE

Appointments at Turner properties: **Hanna Gryncwajg**, sales manager, Turner Entertainment Sales, New York, named VP/sales manager; **Scott Benson**, producer, Turner Home Entertainment, Production Services, named VP.



**Eve Szurley**, VP, MTV Productions, joins C3, Los Angeles, as VP, creative affairs.

Appointments at E! Entertainment Television, Los Angeles: **Elizabeth Wells**, manager, special projects,

named director, special projects, international production; **John Malkin**, account director, affiliate sales and marketing, MTV Networks, New York, joins as director, Midwest region, Chicago; **Mishel Minehart** named sales promotion manager, Los Angeles.

**Bob Karolak**, senior financial analyst, Westinghouse Financial Services, joins Cable AdNet, Pittsburgh, as financial and budget analyst.



**Clark Bunting**, senior VP, programming, Discovery Networks U.S., Bethesda, Md., named senior VP/GM, Animal Planet, the 24-hour "all animals all the time" cable network.

**Cecilia Walker**, programming coordinator, CMT: Country Music Television, Nashville, named programming manager, Europe. Walker will split her time between Nashville and London.

**Gail Gleeson**, director, production and

operations, and **Karen Hanley**, VP, co-production and acquisitions, The Travel Channel, Atlanta, named VPs, programming and production.

**Debra Bunn**, controller, Family Channel and FiT TV, Virginia Beach, Va., named VP/controller.

Appointments at Game Show Network, Culver City, Calif.: **Russell Myerson**, VP, operations, named senior VP; **Darris Gringeri**, senior account executive, Parker Public Relations, Los Angeles, joins as director, public relations.

**Judy Girard**, senior VP, programming and production, Lifetime Television, joins Americast, Los Angeles—TV programming venture of Walt Disney Co., GTE, SNET, Ameritech, S.B.C. and BellSouth—as senior VP, programming.

---

## MULTIMEDIA

**Joseph Addalia**, director, engineering, Florida properties, Press Broadcasting, Neptune, N.J., expands his responsibilities to include all technical projects in New Jersey and Florida.

**Richard Yelen**, director, marketing, Southern California, Western Communications, joins Cox Communications Inc., as director, premium marketing, Atlanta.

Appointments at WETA-FM-TV Washington: **Elizabeth Piersol**, production associate, named associate producer, news and public affairs; **Cecily Van Praagh**, publicity coordinator, cultural programming, named publicist, FM, cable ventures and online services.

---

## ADVERTISING/MARKETING

**Christopher Pearse**, director, sales, Midwest region, One World Entertainment, joins CNN Sales, Chicago, as VP/manager.

**Tom Dolan**, VP, news, KSAZ-TV Phoenix, joins The Broadcast Image Group Inc., San Antonio, Tex., as executive director, news and talent development.

**Lukas Bower**, regional sales director, Fairlight USA, joins World Wide Wadio, Hollywood, as chief engineer.

---

## ASSOCIATIONS/LAW FIRMS

Appointments at the Satellite Broadcasting and Communications Association, Alexandria, Va.: **Patricia Andrews**, manager, membership and Sky-TRENDS program, named director; **Lin Stauffer**, manager, retail council and

membership services, named director, association development; **Paige Prindle**, national events and membership manager, National Coffee Service Association, joins as exhibits manager.

**Vin Di Bona**, member of The Caucus for Producers, Writers & Directors, Burbank, Calif., pledged a \$10,000 contribution to the work of the caucus. The contribution makes him a member of the Chair's Council.

---

## TECHNOLOGY

**Leo Bluestein**, technical consultant/science adviser, TVN Entertainment Corp., Los Angeles, named chief technical officer.

**Neil Whittington**, VP, data technology, wireless equipment group, AT&T Network Systems, joins Lucent Technologies, Swindon, UK, as VP, global system for mobile communications product realization.

Appointments at Artel Video Systems Inc., Marlborough, Mass.: **Stephen Kistner**, associate director, fiber-in-the-loop, Pacific Bell, San Ramon, Calif., joins as Western regional sales director; **Brendan Smith**, senior sales executive, Nortel, Alpharetta, Ga., joins as Southern region sales director.

---

## DEATHS

**Betty Buckler Johnson**, 84, former advertising agency executive, died May 20 in Monterey, Calif., after an aneurysm. During the '30s and '40s, Johnson worked at Benton and Bowles Advertising Agency in New York and Hollywood. She was production coordinator for the NBC radio program *Maxwell House Show Boat* and *Good News*. Johnson also worked with the Erwin Wasey Advertising Agency before joining Benton and Bowles. She is survived by two children and a grandson.

**Sigmund Bajak**, 71, former NBC executive, died of cancer May 30 in White Plains, N.Y. Bajak joined NBC in 1955 as a page. For 20 years he directed domestic and international film operations. He also was production director for the network's sports coverage of the 1980 Olympics. Later, he directed planning at NBC Sports until his retirement in 1985. Bajak is survived by his wife, four children and his mother.

—Compiled by Denise Smith  
e-mail: d.smith@b&c.cahners.com

**More news from Promax:** Warner Bros. has unveiled a novel cross-promotional strategy for its *Extra* news magazine: an eight-page, custom-published *Extra* magazine. With WB footing half the cost, stations can order 1,000 to an unlimited number of copies to use as direct-mail pieces or value-added promotions. The magazines will be customized to each market, with stations contributing editorial and selling local ad space. Stations have been given until the end of this week to indicate their interest, with WB looking for a total commitment of 1,000,000 copies to make the numbers work. ■ **Columbia TriStar Television Distribution** has named the hosts for its upcoming game show block *The Dating/Newlywed Hour*. Brad Sherwood, formerly with *SCTV*, has been tapped for the newly revived *Dating Game*, while *Saturday Night Live* alum Gary Kroeger will host *The Newlywed*

*Game*. CTTD also unveiled plans for a teaser campaign featuring soul singer Barry White. ■ **Multimedia Entertainment** has teamed with Time Warner Cable in a six-month contest promotion for its new talker *Pat Bullard*. In 16 major markets, some 200 spots will run on basic cable networks July 16-31. ■ **Promax and CBS** have created a new award for the best PSA campaign for children. A panel of industry leaders and child-development professionals will judge the entries. CBS is underwriting the cost of promoting and administering the award, which will be presented beginning in 1997. At the announcement, Promax recognized Arthur Greenwald, president of Arthur Greenwald Productions, as being instrumental in the award's creation.

**SFX Broadcasting Inc. will buy back 170,192 shares of its Class A and B common stock** at \$38 per share from outgo-

## Power people



TV network executives talked marketing and scheduling strategies at "The Powers That Be" panel at Promax last Thursday. Taking part were (l-r): Leslie Moonves, CBS; Brandon Tartikoff, New World Entertainment; Warren Littlefield, NBC; Jim Chabin, Promax; Michael Sullivan, UPN; Robert Greenblatt, Fox; Garth Ancier, WB, and Alan Sternfeld, ABC.

Craig Mathew

ing SFX President R. Steven Hicks. SFX also will buy back options to purchase an additional 385,000 shares of Class A common stock held by him. The shares and options represent approximately 6.6% of the fully diluted shares of SFX. Hicks, who resigned from SFX's board on June 19, also has signed a non-compete clause that for up to a year following the merger of SFX and Multi-

Market precludes him from owning radio stations in markets where either SFX or Multi-Market Radio operate stations. At the same time Hicks announced his resignation, he also announced plans to create Capstar Broadcasting Partners with partner Hicks Muse Tate and Furst investors.

Fox Broadcasting Chairman **Rupert Murdoch**, First Amendment lawyer

## CBS protests Nielsen's late-night numbers

CBS-TV is the latest network to take Nielsen Media to task, challenging the research group's measurement of late-night TV. The network is calling for an accounting of what it says are inconsistencies in Nielsen's two forms of ratings measurement.

Nielsen executives say the company's two viewer measurements can be different and still be correct. What's at stake? Lots of network ad money.

CBS contends that the two readings—the NTI national peoplemeter survey and combined local NSI numbers—have produced "significantly" different estimates of network late-night audiences for the three major networks, particularly for CBS's *The Late Show with David Letterman*.

"Our own analysis leads us to believe that the national NTI survey is understating late-night audiences and, in particular, the younger audience of *The Late Show*," says David Poltrack, executive vice president, research and planning, CBS Television.

Poltrack says CBS is challenging Nielsen to defend its numbers: "Both sets of results cannot be correct." The dis-

crepancy appeared in all three sweeps periods in 1995 and in the May 1996 sweeps, he says. In May, Nielsen reported a 3.8 NTI rating for *The Late Show*, and a combined NSI rating of 4.5, an 18% difference.

Nielsen executives acknowledge that its two sets of numbers are different, but insist they are accurate. Buzz Moschetto, NTI senior vice president, director of marketing, says the samples use different measurement methods. "It's clear that the samples don't match identically," says Moschetto. "In addition to there being two different samples, they're not drawn the same way, they're not reported the same way. There are significant differences between the way we do business in the local markets and nationally."

Poltrack contends that inaccurate audience measurement can cost CBS millions in lost ad dollars in the estimated \$400 million late-night TV market: "Eight-tenths of a rating point differential in May for *The Late Show with David Letterman* is approximately equal to the total audience of a major cable network." —JM

## Murdoch makes another move in Japan

Rupert Murdoch is firmly focusing his investments on Japan. Hot on the heels of News Corp.'s planned investment in JSkyB, a digital, multichannel DBS platform for Japan, Murdoch is joining forces with Softbank Corp., the country's largest PC software distributor, to purchase a stake in major Japanese broadcaster TV Asahi. News Corp. said last week that it is looking to create partnerships with local Japanese program providers to supply domestic fare for its planned 100-channel DTH package there.

Softbank and News Corp. are forming a 50-50 joint venture to acquire Obunsha Media's 21.4% stake in Asahi National Broadcasting Corp. (TV Asahi), for roughly ¥41.75 billion (\$386.6 million). Obunsha Media is a unit of Japanese publisher Obunsha Co. Ownership laws in Japan prevent foreign companies from holding more than 20%. Under the deal, News Corp. will control just over 10%.

Launched in 1957, TV Asahi reaches 30 million TV homes through 23 affiliates and is ranked fourth in the market. Much of TV Asahi's programming success rests on its reputation for news coverage—the channel broadcasts 21 hours daily, half of which is factual programming. The channel reported revenue of ¥164.9 billion in 1995.

—DJ

**Timothy Dyk** and Media Access Project Executive Director **Andrew Schwartzman** will be among the participants in this week's FCC en banc hearing on free airtime for political candidates. Senators Bill Bradley (D-N.J.) and John McCain (R-Ariz.) also are scheduled to appear.

**Charles F. Dolan**, Cablevision Systems chairman, has been elected chairman of the National Academy of Television Arts and Sciences. "Mr. Dolan's election to the chairmanship marks the first time a cable operator has held the position," says NATAS President John Cannon. Re-elected

by the board of trustees were Malachy Wienges, vice chairman; Darryl B. Cohen, vice president; Linda Giannecchini, secretary, and Walter Gidaly, treasurer. Academy officers serve two-year terms, which began June 15.

**Reruns of Saturday morning Fox cartoon series *The Tick* will air Sundays at 7 p.m. ET on Comedy Central** beginning in September. The deal with Fox and animator Saban Entertainment calls for 36 existing episodes and 10 new ones. In other programming developments, Comedy Central has reached a development deal with

comedy troupe the Bert Fershners and has signed Al Franken and Arianna Huffington as correspondents for its "Indecision '96" election coverage.

**Faith & Values Channel (F&V) has appointed Gary E. Hill as the network's new chief executive officer**, effective immediately. Hill, 46, will be responsible for expanding the religious cable network's subscriber base as it enters its second phase of growth. Hill has been executive vice president and general manager of Z Music Television.

**The Disney Channel continues its shift from premium to basic**, with Falcon Cable Television scheduled to move the channel to its 1.2 million—subscriber expanded basic tier starting July 1. The move gives Disney an additional 700,000 subs. Disney Channel was recently converted on Marcus Cable systems in Los Angeles.

**Sprint Spectrum signed a three-year, \$500-million deal** to purchase CDMA (code division multiple access) PCS phones from Qualcomm Personal Electronics. Delivery of the units will begin next month. Qualcomm is a joint venture of Sony Corp. and Qualcomm Inc. Sprint Spectrum, a joint venture of Sprint Corp., TCI, Cox Enterprises and Comcast Corp., plans to roll out its PCS service in 15-20 U.S. markets later this year.

Just four months after the release of a critical report citing cable as the worst offender of television violence, the study's sponsor, **National Cable Television Association, severed its ties** with the study's coordinator, Los Angeles-based **Media-scope**.

**Errata**—In the June 17 rundown of Baltimore TV stations' license-renewal applications, the owner of WNUV(TV) ch. 54 was incorrectly stated. WNUV is owned by Glencairn Ltd.



Drawn for BROADCASTING & CABLE by Jack Schmidt

"Hey! What happened to the resin I was heating in this old pot?"

Printed in the U.S.A. Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Television* introduced in 1945. *Television* acquired in 1961. *Cablecasting* introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Broadcasting & Cable* introduced in 1993. *Broadcasting & Cable* is a registered trademark of Reed Publishing (Nederland) B.V., used under license. *Telemedia Week* is a registered trademark of Reed Elsevier Inc. \*Reg. U.S. Patent Office.

### Incorporating The Fifth Estate TELEVISION Broadcasting

*Broadcasting & Cable* (ISSN 0007-2028) (GST #123397457) is published weekly, except at year's end when two issues are combined, by the Cahners Publishing Co., Cahners Publishing Co., at 245 West 17th St., New York, NY 10011, is a division of Reed Elsevier Inc., 275 Washington St., Newton, MA 02158-1630. Periodicals postage paid at New York, NY, and additional mailing offices. Canada Post International Publications Mail Product (Canada Distribution) Sales Agreement No. 0607533. Postmaster, please send address changes to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. *Broadcasting & Cable* copyright 1996 by Reed Elsevier Inc. Rates for non-qualified subscriptions, including all issues: USA, \$117; Canada, \$149 (includes GST); Foreign Air, \$320; Foreign Surface, \$169. A reasonable fee shall be assessed to cover handling costs in cancellation of a subscription. Back issues: except for special issues where price changes are indicated, single copies are \$7.95 US., \$10 foreign. Please address all subscription mail to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. Microfilm of *Broadcasting & Cable* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, MI 48106 (1-800-521-0600).

## Losing the lead

Led by Bill Gates, the computer industry is making a full-court press in Washington to block broadcasters' passage to the digital spectrum. It's one of those arguments that make lay eyes glaze over, but attention has to be paid.

Basically, the computer world wants to avoid adoption of a digital standard and restrict digital transmissions to progressive scan instead of interlace. Interlace creates a slight flicker that doesn't bother television but does bother computers. It sends information to the screen in two passes, while progressive does it in one continuous pass. The bad news is, progressive requires far more bandwidth than does interlace. "When we can do 1,080 lines of progressive in the same bandwidth as 1,080 interlace, we'll do it," says Jim McKinney, project director for the Model HDTV Station Project, whom we would trust with our last kilohertz.

The world is tilting toward progressive, but there's a way to go. Five of the six Grand Alliance HDTV formats are already progressive. Given five or so years, the technologists tell us, and progressive will be across the board.

Broadcasters don't just need interlace, they need a standard. Indeed, without the Grand Alliance there would not be headroom for either the broadcasting or the computer industries: Its standard includes a 720 x 1,280 square pixels progressive scan format and a 1,080 x 1,920 square pixels interlace format. Don't ask us what a square pixel is, but without their inclusion in the grand scheme of things computers wouldn't have been able to play at all.

The computer world is in danger of stealing its march on Washington. This page thinks the debate ought to be about how broadcasters are going to bring a high-definition and digital future to the U.S., ahead of the rest of the world. Gates & Co. is turning it into a debate about whether the computer will trump television's ace. All those broadcasters who played catch-up on the digital spectrum battle are

back playing catch-up again. It's time to take the initiative on this issue, once and for all.

## Talk of the town

"We got out of the talk business one show too soon." That from one station executive longingly eying Warner Bros.'s new *Rosie O'Donnell* show. The reason for that envy is that *Rosie* is that rarity in new talk shows these days: a critical and ratings success. From what we've seen, it is a welcome new direction for the genre, although new may be a misnomer. It harks, and with acknowledgment, back to the days of Mike Douglas and Merv Griffin.

Although Donahue may have revolutionized talk, that revolution has been in danger of devouring itself lately with a one-downmanship of exploitation that has only recently begun to be tempered. The 0-for-everyone batting average of last year's crop of new talkers was a clear signal that it was time for a new direction. While there is still room for quality issue-oriented talk, the exploitative shows that a newly chastened Geraldo Rivera characterizes as an opportunity to ridicule people and their problems are looking increasingly anachronistic. That's a change worth talking about.

## Big deal

We came away with nothing but good vibrations from the CBS/Infinity deal last week. That merger put the stamp on radio as, from here on out, big business. On a company-by-company basis, it will be right up there with other majors in the Fifth Estate.

It wasn't the first big deal in radio, nor will it be the last. But it brings two giant brands together, one steeped in tradition, one definitely new age. We can't help but wonder what Bill Paley would think of Howard Stern.

### Donald V. West, editor/senior vice president

Washington 1705 DeSales Street, N.W. Washington, DC 20036  
Phone: 202-659-2340 Editorial Fax: 202-429-0651

Harry A. Jessell, executive editor

Mark K. Miller, managing editor

Kira Greene, assistant managing editor (special projects)

John S. Eggerton, assistant managing editor

David R. Borucki, art director

Kim McAvoy, contributing editor

Elizabeth A. Rathbun, Chris McConnell,

Christopher Stern, assistant editors

Michael Katz, staff writer

Doris Kelly, assistant to the editor

Rick Higgs, systems manager

Denise P. Smith, Kenneth R. Ray, graphic artists

New York 245 West 17th Street, 10011 212-645-0067; Fax 212-337-7028

Stephen McClellan, bureau chief

Rich Brown, associate editor (cable)

Richard Tedesco, assistant editor (Telemedia Week)

Donna Petrozzello (radio), James McConville,

Glen Dickson (technology), staff writers

Los Angeles 5700 Wilshire Blvd., Suite 120, 90036;

213-549-4100; Fax 213-937-4240

Cynthia Littleton, staff writer

Denver 28310 Pine Dr., Evergreen, CO 80439;

303-670-4124; Fax 303-670-1082

Price Colman, bureau chief

London Paramount House, 162-170 Wardour St., W1V3AT;

44-171-437-0493; Fax 44-171-437-0495

Meredith Amdur, Debra Johnson, international editors

## Broadcasting & Cable

The Newsweekly of  
Television and Radio  
Founded 1931

<http://www.broadcastingcable.com>

Neal Vitale, group vice president  
Cahners Publishing Company

Robert Krakoff, chairman-CEO Reed Publishing USA

Richard Vitale, vice president, operations and planning  
Dan Hart, group controller

Michael Borchetta, circulation director

Sharon Goodman, director of manufacturing  
and distribution

Louis Bradfield, distribution director

Charles M. Coffax, production manager

212-463-6558; Fax 212-463-6563

Eric Peterson, production assistant

Jane Rogers, vice president, research

Gillian Lewis, research director

Circulation Inquiries

Broadcasting & Cable: 800-554-5729

Broadcasting & Cable Yearbook: 800-521-8110

Sol Talshoff, Founder and Editor (1904-1982)

Lawrence B. Talshoff, Chairman Emeritus

### Peggy Conlon, publisher

New York 212-337-6940; Fax 212-337-6947

Randi T. Schatz, international sales director

Millie Chiavelli, director of cable advertising

Robert Foody, director of technical advertising

Yvonne Pettus, account executive

Stacie Mindich, marketing services manager

Joan Miller, executive secretary

Sandra Frey, executive assistant

Antoinette Fasulo, classified advertising manager

Classified 212-337-7073; Fax 212-206-8327

Los Angeles 213-549-4113; Fax 213-937-5272

Gary Rubin, national marketing director,

director of syndication advertising

Rosalie Corley, account executive

Chuck Bolcom, account executive,

technology/cable sales,

Walnut Creek, CA 510-210-0814; Fax 510-210-0823

Kathleen Shuken, administrative assistant

Yukari Media (Asia): 81 6 956 1125;

Fax 81 6 956 5015

Jennifer Montefiore, BCC (United Kingdom & Europe):

44 171 437 0493; Fax 44 171 437 0495

Mike Hancock, Cahners Publishing Company

(United Kingdom & Europe) Equipment Advertising:

44 181 652 8248; Fax 44 181 652 8249



# Industry Survey Shows CJDS is Number One in All Categories

We've always placed our **customers** first\*...



VALUE / PRICE PERFORMANCE



EASE OF DOING BUSINESS



TECHNICAL SUPPORT



PRODUCT QUALITY



END TO END PRODUCT LINE



FLEXIBLE FOR FUTURE APPLICATIONS



OPERATIONAL LIFE SPAN



TECHNOLOGY LEADERSHIP



SALES SUPPORT

...thanks for returning the favor.

\* Results from the

**Broadcasting  
& Cable**  
The Responsibility of Retention and Growth

Brand Awareness Study  
Category: Traffic Automation

Conducted by Caltner Research, Fall 1995

## COLUMBINE JDS

World's Leading Provider of Media Software & Services

303-237-4000

1707 COLE BLVD. • GOLDEN, CO 80401-3276 • FAX 303-237-0085

©1996 COLUMBINE JDS SYSTEMS, INC.

www.americanradiohistory.com



# Don't Be A Tourist.

Americans take 1.1 billion trips each year.\* That's why we've made The Travel Channel the perfect place for travelers to visit. To get new ideas and inside information so they can enjoy every stop — just like the locals.

Whether they're planning day trips or dream vacations, your subscribers will love turning to The Travel Channel. It's the one and only network designed to deliver travel ideas and money-saving tips that can help the 60% of Americans who travel make better decisions on where to go and what to do.

Visit us at our web site <http://www.travelchannel.com/>

\* Source: U.S. Travel Data Center's National Travel Survey  
© 1996 The Travel Channel. A Landmark Communications Network.



*Don't Be A Tourist.  
Be A Traveler.*