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# Broadcasting & Cable

The Newsweekly of Television and Radio

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## Reinventing CBS

**EXCLUSIVE SURVEY**

## The Performance Gap in Cable

*Steve Bornstein and the ESPN Networks*

# ABC's Money Machines

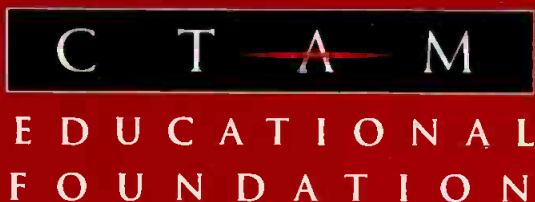
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Must Reading from

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& Cable**

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## COVER STORY

**Sporting life** Long-time ESPN leader Steve Bornstein discusses his plans to launch a spin-off sports news network in November. ESPN-NEWS will join a growing field of sports news networks that, by the end of the year, will include NewSport and CNN-SI. Cover photo by Peter Silvia/Black Star / 20



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# The remaking of CBS

With radio and programing deals done, parent Westinghouse eyes Gaylord, new cable network

By Steve McClellan

**W**estinghouse Chairman Michael Jordan's transformation of CBS continues, far more rapidly than anyone outside the company expected.

In the past three weeks, Westinghouse/CBS became the biggest radio player by buying Infinity Broadcasting. It also renewed its interest in cable by snapping up news channel TeleNoticias and strengthened its programing hand by sealing a major alliance with Sony (see page 5).

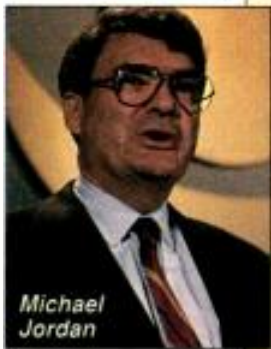
And in the next few weeks, the company will unveil the other elements of its cable strategy. Sources say CBS is pushing to acquire all or part of Gaylord Entertainment, a cable programmer and broadcaster, and is developing a new cable network, using material mostly from CBS News's archives.

An outsider with some knowledge of the project says the new network's programming will be "biography-related." But sources inside CBS say that definition is too narrow. They decline to elaborate beyond confirming that the format will be reality-based.

Many analysts believe a CBS-Gaylord combination (discussed by the two companies for more than a year) would be a great fit. The merger would make CBS a major cable player, like NBC and ABC. Gaylord owns The Nashville Network (TNN) and Country Music Television (CMT).

CBS could use its retransmission consent rights to negotiate with cable operators for additional carriage of the Gaylord networks. It could also use the rights for any new network that it develops.

The deal would also give Westinghouse more cash, to reduce debt or expand strategically. A research report written in May by Ed Hatch of UBS Securities forecasts Gaylord's annual



Michael Jordan

## CBS à la Jordan

(assuming Gaylord buy\*)

### RADIO

- 82 stations (Westinghouse/CBS/Infinity†)
- 3 stations (Gaylord)
- CBS Radio Network
- TNNR radio syndication (Gaylord)

### TELEVISION

- 14 stations (Westinghouse/CBS)
- 2 stations (Gaylord)

### CABLE

- Group W Satellite Communications
  - CBS TeleNoticias
  - Home Team Sports
  - Group W Sports Marketing
  - Group W Network Services
- CMT: Country Music Television (Westinghouse 1/3, Gaylord 2/3)
- The Nashville Network (Gaylord)

### TV PROGRAMING

- CBS Television Network
- CBS Enterprises
  - Eyemark Entertainment
  - Eyemark Media Sales
  - Eyemark Video Services
  - Eyemark Cable Sales
  - CBS Broadcast International
  - CBS Licensing
  - CBS Video

- 3 Arts Television (with Sony)

- CBS News
- CBS Sports

\* Westinghouse is negotiating to acquire all or part of Gaylord Entertainment, but agreement is not certain.

† Acquisition of Infinity Broadcasting is subject to FCC approval

cash-flow growth for the next two years at between 18% and 20%, to more than \$230 million by 1997.

According to sources, taxes have been a hurdle to the deal. A stock swap is a solution, but the controlling Gaylord family is not convinced it wants a heap of Westinghouse stock, sources say.

Westinghouse, through its one-third ownership of Gaylord's CMT, has an inside track on an acquisition of Gaylord. That interest has scared away other would-be suitors, such as Viacom and Disney, according to Harold Vogel, entertainment analyst with Cowen & Co. "It gives them a blocking position, so to speak."

Westinghouse Chairman Michael Jordan has a three-pronged strategy to make a multimedia company—like NBC and ABC—the way it was before former owner Larry Tisch whittled CBS down into a pure broadcast play. That strategy is to reinvigorate the CBS network and TV stations, dominate the radio business, and make a big play in cable.

Before the ink was dry on the Westinghouse contract to buy CBS, its entertainment president, Leslie Moonves, began spending more money than usual (by CBS standards) to land top prime time talent, including Bill Cosby, the Carsey-Werner team, Ted Danson and DreamWorks.

Those deals, and last week's alliance with Sony, signal a willingness by CBS and its parent to spend what it takes to be a competitive programmer. CBS's syndication unit, Eyemark Entertainment, is also expanding (see box).

When Westinghouse bought CBS, some belittled Jordan's talk about the importance of radio in the corporate mix. But three weeks ago, there was no scoffing when he engineered the \$4.9 billion acquisition of Infinity. That deal makes the company the top radio broadcaster with more than twice the combined listenership of the number two-ranked Clear Channel Communications.

The TV stations division also has its work cut out. It is the second-biggest group in actual distribution, but the owned stations in the top three markets do poorly. WBZ-TV Boston has also weakened in recent ratings books.

Jordan has commanded the attention of Wall Street with his bold acquisitions. But some analysts say they want more positive financial results as well as the promised separation of the company's media and industrial assets before they will issue a "buy" rating for the stock.

Last week Jordan told Bloomberg News that a split of the two businesses will come later rather than sooner because of the need to take full advantage of almost \$2 billion in tax-loss carryforwards. "It doesn't make sense to talk about separating the company until that is used up," he says.

Jordan and his team are doing nothing less than reinventing Westinghouse and CBS. "He's going to turn Westinghouse into a broadcasting company with a stub interest in some industrial businesses," says John Reidy, vice president and senior entertainment analyst at Smith Barney.

"The street is still trying to sort it all out," he says. "I'm bullish on the broadcasting side. Michael Jordan has done a lot more a lot faster than we would have anticipated. It will be an interesting company to watch." ■

## Eyemark seeks DreamWorks alliance

Westinghouse has been expanding its syndication division, Eyemark Entertainment, since it acquired CBS late last year. The CBS station group provides one of the best syndication program launchpads in the industry, and Eyemark is trying to exploit that. The syndicator is talking to DreamWorks about a partnership on the latter's Connie Chung-Maury Povich project.

Westinghouse provides "one-stop shopping" in that it offers a station group, distributor and a newsgathering source (CBS News), says DreamWorks executive Ken Solomon. He confirms that DreamWorks has had discussions with Eyemark about the project, but stresses that the company is talking with other distributors and that a deal is not imminent. —SM

# CBS teams with Columbia, 3 Arts

Marks Sony's first link with Big Three network

By Cynthia Littleton

**C**BS set up an independent production company last week in a joint venture with Sony Television Entertainment and 3 Arts Entertainment, a leading talent management firm.

In an era of mega-mergers and strategic alliances, the deal marks the first long-term production pact involving a major studio, a Big Three network and a top-flight management firm. CBS and Sony are said to be committing \$20 million-\$30 million to the new company, 3 Arts Television.

CBS will have a first-look option on all projects originating at 3AT. CBS and Sony will share in the risks, and the rewards, of TV production by jointly funding development and production budgets and splitting the worldwide distribution rights to 3AT-programing.

"This alliance represents a creative way to expand our programing resources," says Leslie Moonves, president of CBS Entertainment.

Jeff Wachtel, previous executive vice president of Sony's Columbia Pictures Television unit, has been tapped as president of 3AT.

Wachtel, whose move was tied to Sony's consolidation of its TV production units, will run 3AT as an independent company, with an emphasis on finding promising writers and producers. 3AT projects that aren't optioned by CBS will be shopped around to other outlets.

Los Angeles-based 3 Arts Entertainment, which represents such stars as Winona Ryder, Keanu Reeves and *Friends'* Jennifer Aniston, is already

active in TV production, with two new Fox comedies and the NBC/Universal sitcom *Mr. Rhodes* headed for prime time this fall.

In the newly deregulated business environment, the 3AT partnership reflects the trend toward co-productions between networks and studios as budgets and marketing costs swell. CBS and Sony's TriStar Television are co-producing two of CBS's upcoming new dramas, *Moloney* and *Early Edition*.

"We feel this venture is a natural

complement to our existing operations," says Jon Feltheimer, president of Sony Television Entertainment. The pact gives STE its first direct access to a domestic broadcast distribution outlet.

The deal also boosts Westinghouse's overall investment in TV production. CBS has the most active in-house production unit of any network, with three new entries and five returning series for the 1996-97 season. CBS's newly created Eyemark Entertainment unit is developing a range of projects for syndication and cable. ■

## Columbia merges production units

Sony Television Entertainment merged its production units last week in an effort to streamline the management of Columbia TriStar Television.

Plans to consolidate Columbia Pictures Television and TriStar Television have been in the works for some time. Under the new design, TriStar TV head Eric Tannenbaum becomes president of CTT, while CTT executive vice president Helene Michaels' programing duties are expanded to include oversight of development.

Jeff Wachtel, previous executive vice president of Columbia Pictures Television, has been named president of 3 Arts Television, Sony's newly formed joint programing venture with CBS and 3 Arts Entertainment.

The timing of CTT's long-expected restructuring was tied to the launch of 3 Arts Television, according to Jon Feltheimer, president of Sony Television Entertainment. "We're adapting to a changing prime time environment and trying to figure out the best use of our executive talent and our resources," he said. —CL



Tannenbaum

Michaels

Wachtel



Warner Bros.'s 'New Adventures of Robin Hood' will appear on TNT in January.

# TW, Turner moving in before marriage

Two companies aren't waiting for merger OK to do some high-profile deals together

By Rich Brown

**W**hile Time Warner and Turner Broadcasting await a Federal Trade Commission decision on their planned \$7.5 billion merger, the would-be partners keep adding to a growing list of high-profile deals between the two.

Last week, TNT and Warner Bros. Domestic Pay TV, Cable and Network Features struck a deal for the rights to 26 one-hour episodes of Warner Bros. International Television Production's action/adventure series *The New Adventures of Robin Hood*. The show will be the first-ever exclusive original series to premiere on the network, when it debuts on TNT in January 1997.

The *Robin Hood* deal marks the latest in a series of programming deals cut between Time Warner and the Turner networks since they first announced their planned mega-merger in August 1995.

In February, Turner Entertainment Group agreed to pay a record \$1.2 million per episode for off-network rights to the hit medical drama *ER*. The agreement gives Turner the option of bartering *ER* for weekend airings on broadcast TV stations, with Warner Bros. handling distribution and clear-

ances and Turner handling sales.

Although several cable networks last year showed interest in acquiring off-net rights to Warner Bros.' *Lois & Clark: The New Adventures of Superman*, TBS in October secured the package for an estimated \$275,000 per episode. Two months later, Turner beat out other cable networks in securing off-net rights to the hit Warner Bros. sitcom *Friends* for an estimated \$300,000 (Turner shares a broadcast syndication window beginning in 2001).

Syndication agreements are not the only big deals between Time Warner and Turner since the merger was announced.

Turner's fledgling financial news channel, CNNfn, in late 1995 managed to gain immediate carriage on Time

Warner's key New York City systems, raising eyebrows among some cable programmers that had long been seeking carriage on the systems, but had heard repeatedly from Time Warner officials that there was no room.

Another CNN spin-off network, CNNsi, is being developed by Turner in collaboration with Time Warner-owned *Sports Illustrated*. The 24-hour sports news network is scheduled to debut in December. ■

## TCI cries foul in Troy

By Price Colman

**I**n what could be a precedent-setting action, a Tele-Communications Inc. system in Troy, Mich., has asked the FCC to step in after city officials blocked the cable company's requests

for an upgrade.

TCI Cablevision of Oakland County has filed a complaint with the FCC contending that Troy violated federal telecommunications law by denying TCI's request to install fiber optics. "What they've told us is they have denied permits for fiber optics because it could be used to provide telecommunications services and we need a telecommunications franchise," says John Liskey, director of governmental affairs for TCI's North Central Region. "This has been an ongoing source of frustration for nearly two years."

Not so, counters Troy City Attorney Peter A. Letzmann. Indeed, the city approved TCI permits to install fiber in a number of areas, but denied them in select areas because there were no cable customers. "Their beef is that we didn't give them carte blanche to put in their telephone system," says Letzmann. "We're not discriminating against them. We want to manage our rights-of-way. That's all we want to do."

TCI says it intends to use the up-

### Broadcasters ask FCC to ease EEO reporting

Broadcasters want the FCC to pay more attention to the numbers of minorities and women that stations actually hire than the efforts the stations make in recruiting.

Commenting on commission proposals to ease the EEO reporting requirements, broadcasters urged the commission to give greater weight to a station's employment profile in reviewing compliance with the rule.

"The system of finding violations and assessing forfeitures proposed by the Commission is too focused on the recruitment process," the National Association of Broadcasters said, although the group welcomed FCC proposals to exempt from the reporting requirements small stations and stations in areas with low minority populations.

Others charged that the "streamlining" proposals—issued in February—will undermine the commission's EEO policy. "Broadcast stations have not demonstrated that any 'burden' imposed by these rules is 'undue.'" said a group of organizations, including the Center for Media Education and the National Organization for Women Foundation. —CM

graded system to improve the technical quality and reliability of its system. There are no immediate plans to add channels or offer other services, such as local telephone or Internet connections, Liskey says.

TCI contends that Troy is holding TCI to a different standard than Baby

Bell Ameritech, which has aggressively entered the Detroit metropolitan area and other markets with video services delivered over hybrid fiber/coaxial systems. TCI says Ameritech was allowed to build an advanced system before obtaining a cable franchise.

"The Troy issue is really a barrier-

to-entry thing," says TCI corporate spokeswoman Larae Marsik.

An FCC spokeswoman says that TCI's complaint may be a first for the commission. "We haven't quite decided what we're going to do with it," she says. "We haven't seen one like this before." ■

# Cablevision to carry MSNBC

After tough talk by MSO, sides reach agreement

By Steve McClellan

**A**lthough several major MSOs say they are still negotiating with NBC about their obligation to carry MSNBC, America's Talking replacement service, only one cable company—Cablevision Systems— took steps to block the service at launch.

But after a set of tough negotiations, the MSO finally came to terms with NBC and signed a carriage deal for MSNBC, which will roll out to all 2.8 million Cablevision subscribers over the length of the contract.

At deadline, top MSOs Time Warner Cable, Comcast and Continental Cablevision indicated they were still negotiating with NBC.

They will all be tuned in at launch, however. Sources reported that Time Warner Cable sent NBC a letter stating its belief, based on press reports, that the program content in MSNBC "may" violate the terms of its carriage agreement with America's Talking. But the second-ranked MSO said it would "monitor" MSNBC in the days ahead before deciding on future carriage plans.

The Cablevision deal insures that MSNBC will have the 22.5 million cable subscribers at launch that NBC has been promising.

But as late as last Thursday, Cablevision customer service representatives were telling callers that the company's New York-area systems, with about 600,000 subscribers, would not be receiving MSNBC today (July 15), when the service replaces America's Talking.

Instead, America's Talking slots were to be filled with one of three services—the Travel Channel, ESPN2 and the Home Shopping Network—one customer service rep said.

The Woodbury, N.Y.-based MSO was the only major America's Talking affiliate to notify subscribers, in mid-June, that it would not be carrying MSNBC at launch.

Federal regulations require that cable systems give subscribers at least 30 days' notice if they plan to discontinue a program service.

Negotiations between Cablevision and NBC continued up to Thursday, when a deal was signed. The MSO has a reputation for playing hardball with program service providers. It yanked the MSG Network several years ago in a dispute over packaging it as a basic or pay service.



Cablevision and NBC are partners in several other cable program services, including AMC, the Independent Film Channel, Bravo and SportsChannel. NBC was at one time a partner in

Cablevision's regional news channels, including News 12 Long Island. Sources say one of the MSO's concerns is how MSNBC might impact those regional news services competitively.

If Cablevision had blacked out MSNBC, NBC could have yanked its broadcast network signals from the MSO. America's Talking was developed initially for retransmission consent deals with cable operators. ■

## Cable upfront hits \$2 billion mark

With the cable TV upfront market nearly wrapped up, sales will reach the \$2 billion mark, 15%-20% higher than last year, say industry experts.

With 80%-85% of the 1996 upfront completed, ad experts say cable upfront sales will post a double-digit increase for the second year in a row. Last year's \$1.6 billion upfront market was up more than 30% over 1994.

"The consensus from those who do a major amount of the cable business [is that] it looks like a \$2 billion upfront," says Don Stump, vice president network sales, Cable Television Advertising Bureau. "The business in general was up—it was a very solid, good upfront."

"Judging from what I've heard competitively from the buying community, there was more money planned [for] cable this year," says David Casaro, senior vice president of ad sales, E! Entertainment Television, who estimates cable upfront sales will ring in at, or slightly under, \$2 billion. "There was an awful lot of money out there."

Cable's upfront sales increase, says Stump, is a case of ad dollars following this year's migration of viewer market share from broadcast to cable. "The [ad] dollars that would normally purchase that viewing audience moved with it," he says.

Stump says CPMs (cost per thousand) overall will likely be up 2%-4% over last year.

The cable networks benefiting most, say industry observers, include A&E, E!, Lifetime, TBS and USA. Especially hot sales categories this year are movies, automobiles, telecommunications and packaged goods. —M

# Kids TV deal collapses

*Quello says draft rule is not what he agreed to*

By Chris McConnell

**F**CC commissioners are again at an impasse over children's TV rules.

A rule establishing a weekly three-hour standard on children's educational programming seemed to be imminent earlier this month, but negotiations last week hit a wall when FCC Commissioner James Quello announced he would not vote for the plan now circulating among commissioners.

"This is an over-inclusive Report and Order I can't support," Quello said, citing a list of grievances with the proposal

to establish a three-hour "processing guideline" on children's educational programming.

Last month Quello said he would support such a guideline, fueling expectations that the FCC this month would establish one and put to rest the long-running dispute over children's programming rules.

But last week Quello said the draft rule prepared by the Mass Media Bureau is not what he agreed to. Although Quel-



**"This is an over-inclusive Report and Order I can't support."**

*James Quello*

lo maintained that he still supports setting a processing guideline, he said the current version offers insufficient leeway to broadcasters falling short of the three-hour mark. He also opposed language in the rule aimed at justifying the commission action.

The breakdown at the FCC came as the Clinton administration announced it will hold its children's TV summit meeting with entertainment industry leaders July 29 in Washington.

FCC Chairman Reed Hundt voiced disappointment that neither Quello nor Commissioner Rachel Chong planned to

vote for the item, but said he would "continue to press for its adoption. 'I'll fight it out on this line if it takes all summer,' Hundt said.

Many of Quello's objections concern language in the rule aimed at justifying the commission action. While an official in Hundt's office said the language is necessary to defend the rule against potential court challenges, Quello charged that the legal analysis is an effort to lay the legal groundwork

for even more extensive content regulation. He offered to vote for the processing guideline but to dissent from the rest of the proposal.

Hundt rejected that idea, sources say. "I will not water down the item on its constitutionality," added Commissioner Susan Ness.

Ness and Hundt also said they would need to see specific suggestions from Chong and Quello on the issue of the rule's flexibility before determining if an agreement is possible.

An official in Chong's office said they are planning to propose specific edits, but last week had chosen to devote their time to the FCC's rule-making on telephone interconnection, a proceeding the FCC must wrap up early next month. "It's going to take significant compromise on all parts," Chong said the possibility of a children's television agreement.

Ness insisted that the processing guideline plan—which she originally proposed—has not changed in the past month.

The plan would allow a broadcaster to make up about 30 minutes of the three-hour standard through a collection of alternative programming efforts, such as public service announcements. Mass Media Bureau staff members could approve such applications, as long as the alternative efforts are equivalent to regular core programming.

Broadcasters falling short of the mark by more than a half hour and not bringing an extraordinary alternative effort to the FCC would have to go before the commissioners rather than bureau staff members to obtain a license renewal.

Quello's decision not to support the plan in its current form drew cheers from broadcasters and jeers from children's TV advocates.

"Jim Quello is proving that he should have gotten off this commission when his time was up," longtime children's TV advocate Peggy Charren said. Quello's term expired last month, but he is staying on at the FCC while commissioners implement the 1996 Telecommunications Act.

National Association of Broadcasters President Eddie Fritts defended Quello and charged Hundt with attempting to establish "intrusive and unprecedented regulation of free television."

In response, Hundt said only that the Fritts statement contained many errors. Hundt also said he will consider publicly releasing the draft rule if other commissioners sign off on the idea. ■

## Media activists demand spectrum auction

A coalition of media activists hope to use public opinion to "stop the multi-billion-dollar giveaway of public airways to incumbent broadcasters" by requiring the FCC to auction the spectrum.

The Center for Media Education, Media Access Project and People for the American Way told Washington reporters last week they will try to foster public outrage and make a presidential campaign issue over what they say is a \$40 billion giveaway of spectrum for broadcasters to convert to digital channels.

The three media watchdog groups gathered the names of more than 50 other public activist groups on a letter protesting the FCC plan to give each TV station a second channel for digital broadcasting for a yet-to-be-determined transition period.

"We are going to take our case to the American people and show them what \$40 billion would buy in services and goods for them," said Gigi Sohn of Media Access Project. "We are united in the notion that the uncompensated grant of this spectrum is corporate welfare at its worst."

"Our position," said a National Association of Broadcasters spokesperson, "is that it is not a giveaway, and there should not be an auction. It is not a giveaway because we will be giving up the analog spectrum in return." —MK



# Clinton backs UHF mini-auction

Wants money to fund \$5 billion federal school construction program

By Harry A. Jessell

**P**resident Clinton wants to auction spectrum the FCC says will be left over from its digital TV allocation—most of that between channels 60 and 69—to help pay for new school construction across the country.

The administration proposal unveiled last Thursday springs from the FCC's controversial plan to sell the top end of the UHF band as TV begins the transition from analog to digital broadcasting.

The agency plans to assign a second channel to each of the nation's 1,600 TV stations for digital broadcasting. A station would then be able to broadcast two signals—its current analog NTSC service and a new digital service. At the end of a yet-to-be-determined transition period, all the stations would have to give back their analog channels.

The FCC believes it can award all the second channels and still have most

of the spectrum between channels 60 and 69 left over for immediate auction.

Broadcasters strongly disagree, arguing that channels 60-69 are needed to insure that stations do not lose coverage in their transition to digital. They also contend that non-broadcast auction winners would interfere with the 100 analog stations now broadcasting in the band.

But with the President now laying claim to the proceeds of the auction, it may be harder for the broadcasters to resist. The President needs \$5 billion for the school construction initiative.

"Rebuilding schools is a worthwhile project," says Dennis Wharton, a spokesman for the National Association of Broadcasters, "but reallocating 60 to 69 for non-television uses would degrade TV reception for millions of viewers and be a disservice to those citizens and their communities."

The Association of America's Public Television Stations declined comment on the President's proposal until

it learns more about it.

Unlike the commercial broadcasting lobbies, APTS is considering supporting the 60-69 auction plan. Although it is concerned about the impact of the plan on its member stations, many of which reside in the upper reaches of the UHF band, it may benefit directly from the auctioning of the channels.

House Telecommunications Subcommittee Chairman Jack Fields (R-Tex.) is considering legislation that would create a trust fund for public broadcasting with money raised from the 60-69 auction and the sale of other vacant noncommercial TV channels. ■



**Broadcasters opposed to auction of channels 60-69 must now deal with the President.**

# Cable joins high-tech coalition against digital TV standard

NCTA says FCC mandate would be 'irreversible mistake'

By Chris McConnell

**C**able companies last week switched sides to join the computer industry in opposing the adoption of a mandatory standard for advanced television.

National Cable Television Association President Decker Anstrom said it would be "an irreversible mistake" if the FCC mandated the standard now under consideration. Writing technical requirements into FCC regulations, Anstrom said, would stifle technological innovation.

But broadcasters charged that the cable companies are more interested in preventing broadcasters from entering the digital age than in preventing barriers to innovation.

"It is yet another example of flagrant opportunism on the part of competitors," said Margita White, president of the Association for Maximum Service Tele-

vision (MSTV). National Association of Broadcasters President Eddie Fritts added that his group was "astonished" that the cable industry was "abandoning its position for its own anti-competitive and anti-consumer purposes."

Anstrom insisted that his group has never supported mandating the new ATV standard. He contended that cable companies are not trying to delay digital broadcasting and said broadcasters can proceed with an industry standard not mandated by the government. "Why does the broadcast industry feel that they need the government to set the standard in regulations?" Anstrom asked.

The two industries traded volleys as comments on the proposed advanced television standard arrived at the FCC.

Computer companies continued their opposition to the standard, which was developed by the seven-company Grand Alliance consortium. A group of high-tech companies, including Apple,

Microsoft and Intel, contended that adoption of the standard will cost consumers \$91 billion.

The companies insisted that, at most, the commission adopt a streamlined version "that takes the best elements of that standard and eliminates its many disadvantages."

A coalition of filmmakers, including the Directors Guild of America and the American Society of Cinematographers, also opposed the proposed standard's inclusion of interlace scanning and its use of a 16:9 screen aspect ratio, rather than a ratio of 2:1.

However, the Motion Picture Association of America supported the aspect ratio and the use of interlace as well as progressive scanning. The standard also won strong support from television manufacturers.

"The Grand Alliance HDTV system is the product of unprecedented cooperation between government and industry," Sony Electronics said, urging that the standard be mandated.

A coalition of broadcasters including the networks and the National Association of Broadcasters said that mandating the standard for broadcasters is not enough and that the FCC should "take all steps necessary" to insure that the cable industry adopts the standard as well. ■



# WHO DO YOU LISTEN TO IN CHOOSING A NEW NETWORK?

A recent survey conducted by *U.S. News & World Report* revealed that the vast majority of Americans believe television contains too much violence. Constantly promotes promiscuous sex. And basically is destroying the morals of our youth and the country. It's no wonder that there has been such an outcry for program ratings and V-chips.

What choices does a cable operator really have? And what choices are available to discontented viewers?

One choice we think you should consider is *INSP—The Inspirational Network*. *INSP* aspires to be the network many responsible citizens — and responsible cable operators — are looking for. And although *INSP* is a religious network, that doesn't mean it isn't an entertaining network. *INSP* has a great blend of quality religious programming featuring outstanding pastors from a variety of denominations. Plus, we offer wholesome, enjoyable and fun-filled entertainment with our new block of programming called *HomeTv*. *The Mark & Kathy Show*, hosted by comedian Mark Lowry and singer Kathy Troccoli. The best in contemporary Christian music on *CCM-TV*. And the best in positive country music on *Cheyenne Country* featuring top country recording artists. Plus high quality prime-time specials throughout the year.

On *INSP* you'll never find violence, bad language or off-color jokes. So for a good religious network experience for you and your viewers, call Tom Hohman at (704) 525-9800.



The Inspirational Network  
*Cable's Best Religious Experience.*



# HOW DO YOU MEASURE THE BEST RELIGIOUS NETWORK?

If you offer your viewers a religious network, pray that it will be a good experience — for you and for them. Because all religious networks are not created equal. Some have crying preachers pleading for money 24 hours a day. Others are too narrowly focused. Or, worst of all, just plain boring.

There is one network you can offer that's a positive choice. *INSP—The Inspirational Network*.

We have a great blend of quality religious programming featuring outstanding pastors from a variety of denominations. Plus, we offer wholesome, enjoyable and fun-filled entertainment with our new block of programming called *HomeTv*. Our viewers love *HomeTv* programs like *The Mark & Kathy Show*, hosted by comedian Mark Lowry and singer Kathy Troccoli. *The Mark & Kathy Show* features guest singers, comedians and other celebrities performing before a live studio audience. *CCM-TV* presents the best in contemporary Christian music. *Cheyenne Country* features the best in positive country music. And we offer high quality prime-time specials throughout the year.

On *INSP* your viewers will never be hit by violence, sex, bad language or off-color jokes. So you don't have to worry about V-chips or content ratings. Or getting rapped on the knuckles with a ruler.

To see how we measure up, call Tom Hohman at (704)525-9800.



The Inspirational Network  
*Cable's Best Religious Experience.*



# WHAT KIND OF GOODY TWO SHOES WATCHES RELIGIOUS PROGRAMS?

More and more people who are looking for inspiration are turning to *INSP*. And we're not just talking about a handful of stuffy old church ladies. We're talking about a growing family of viewers who are searching for a television network that will offer them inspiration, wholesome entertainment and good clean fun, without insulting their beliefs. Viewers who are looking for something on TV other than violence, bad language and off-color jokes.

We believe *INSP—The Inspirational Network* is just what they're looking for.

At *INSP* we have a great blend of quality religious programming featuring outstanding pastors from a variety of denominations. Plus, we offer wholesome, enjoyable and fun-filled entertainment with our new block of programming called *HomeTv*.

Our viewers love *HomeTv* programs like *The Mark & Kathy Show*, hosted by comedian Mark Lowry and singer Kathy Troccoli. *The Mark & Kathy Show* features guest singers, comedians and other celebrities performing before a live studio audience. *CCM-TV* presents the best in contemporary Christian music. *Cheyenne Country* features the best in positive country music. And we offer high quality prime-time specials throughout the year.

So if this sounds like the kind of religious network you'd like to have in your lineup, do something good about it. Call Tom Hohman at (704) 525-9800.



The Inspirational Network  
*Cable's Best Religious Experience.*

# King, New Worlds to collide

By Cynthia Littleton

**N**ew World Communications Group and King World Productions could finalize a merger agreement as early as next week, sources say.

New World is expected to acquire King World in a stock-swap deal worth at least \$1.5 billion. Talks between the two companies have been ongoing for the past two months.

Sources say King World heads Michael and Roger King intend to remain active with the company. But Brandon Tartikoff, chairman of New World Entertainment, says he will probably leave if a merger creates a new layer of management at New World. Tartikoff now reports to Bill Bevins, New World's CEO.

The proposed merger has been blessed by Oprah Winfrey, whose top-rated talk show is a major source of revenue for King World. Winfrey's contract with King World, which runs through the 1997-98 season, is understood to contain an out clause if King World is sold. "I think it will be a win-win situation for everyone," she said through a spokeswoman. ■

## Family-hour push

A bipartisan group of congressmen will propose a resolution this week in the House and Senate calling on the networks to voluntarily designate the first hour of prime time for family viewing. The proposal will be spearheaded in the Senate by Joseph Lieberman (D-Conn.), Sam Nunn (D-Ga.), Kay Bailey Hutchison (R-Tex.) and Mike DeWine (R-Ohio); and in the House by Lamar Smith (R-Tex.) and Joseph Kennedy II (D-Mass.). The congressmen were spurred on by a report, released by the Media Research Center, that cited adult language and subject matter between 8 and 9 p.m.

# Closed Circuit

## TCI contingency plans

Tele-Communications Inc. has a contingency plan if the FCC denies its proposal to beam its PrimeStar Partners DBS service from a Telecast Canada satellite starting this fall. The FCC is expected to deny or defer the request, perhaps as early as this week, following a letter from the Clinton administration recommending that it withhold approval. If the plan is turned down, TCI may instead launch a limited-frequency DBS service on its 119 degree orbital slot here in the U.S., says Robert Thomson, senior vice president of communications. "If we get too far into August and the FCC has not acted favorably, that will necessitate [our] taking action," he says. Thomson says TCI's alternative plan won't cause a "substantial delay" in launching a DBS service, but it would be limited by using only 11 transponders. Under its plan, TCI would need to take back five transponders that it now leases to EchoStar Communications. "Obviously, if we launch in the 119 slot we will be using those five transponders, and [EchoStar] would then be stuck with only 21 transponders." —JM

### WASHINGTON

#### Hundt, Quello agree on something

**F**CC Chairman Reed Hundt and Commissioner James Quello don't face off on all issues. While the two are at loggerheads over children's TV rules, they both agreed last week with a suggestion that the FCC let the public at large have a look at the proposed rule. Hundt said he would see if the other commissioners minded releasing the draft document. But commissioners Rachelle Chong and Susan Ness gave a thumbs-down to the suggestion.

### NEW YORK

#### Johnson may be Exiting Court TV?

**C**ourt TV Senior VP and Executive Producer Steve Johnson is said to be eyeing a move to start-up cable network MSNBC. His departure would mark the second high-profile exit in recent months for Court TV, which is still seeking a replacement for former research VP Richard Zackon.

#### NBC proposes MSNBC retrans plan

**N**BC has proposed a retransmission consent plan to some broadcast affiliates tied to boosting

MSNBC subscriber growth. The quid pro quo for affiliates would be to share in cable carriage fees generated from the new service, which launches today (July 15). "Some cable operators like it because it simplifies the whole retransmission process in the fall," says Tom Rogers, president, NBC Cable and International.

#### Nielsen redux on 'Net

**A**fter kicking up controversy with its first Internet usage survey late last year, A.C. Nielsen appears poised to stir that pot again. Its projection of 24 million North American Internet users in 1995 was widely dismissed as highly inflated. Nielsen went back and reinterviewed 2,800 of the original 4,200 participants, and now projects that the numbers will be even higher according to Nielsen sources.

### DENVER

#### Here's looking at you

**A**T&T may still be stinging from "vaporware" criticisms of its videophone service, but that hasn't deterred cable giant Tele-Communications Inc., which plans to launch videophone trials about this time next year. TCI has a number of high-capacity hybrid fiber/coaxial (HFC) systems in place capable of handling the demands of real-time, two-way video traffic.



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# FCC boosts fees for top 50 market television stations

VHF fees increase by almost \$10,000

By Chris McConnell

**T**V stations in the top 10 markets will see some hefty regulatory fee increases this year.

The FCC's new fee schedule—issued last week—calls for VHF stations in the top 10 markets to pay nearly \$10,000 more this year than in fiscal year 1995. UHF stations in those markets will face increases of about \$7,000.

Conversely, the FCC will reduce fees for small-market stations this year. VHF stations in markets below 100 will see their fees go down about \$3,700, while UHF stations in the same markets will enjoy a nearly \$3,000 fee reduction.

The fee plan differs significantly from the one proposed by the commission in April. That proposal called for fee increases—ranging from \$100 to nearly \$300—for all stations. But Congress has since passed legislation requiring the FCC to increase fees for stations in the top 50 markets while reducing fees for stations below market 50. Congress mandated that the FCC collect \$126.4 million in fees for fiscal 1996, \$10 million more than in fiscal 1995.

Some of the money will come from a new \$233,425 fee charged to Inmarsat/Intelsat signatory Comsat to cover the costs of regulating U.S. signatories to the international satellite organizations Inmarsat and Intelsat. The fee was opposed by commissioners Rachele Chong and James Quello.

The FCC is also boosting by 6 cents the per-subscriber fee paid by cable systems. The increase is 5 cents more than the commission had proposed in April. The commission expects to collect \$34.1 million in fees from the industry.

In addition to setting the fee schedule last week, the commission also refused a request from Washington, D.C., law firm Bernstein & McVeigh to partially refund 1995 regulatory fees. The firm, which represents numerous broadcast clients, cited government shutdowns during late 1995 and early 1996, seeking refunds or credits equal to one-twelfth of the 1995 regulatory fees.

"We have no discretion in the amount that we are required to collect through regulatory fees," the commission said. The law firm is considering an appeal. ■

## New costs of doing business

	FY '95 fees	Proposed FY '96 fees
<b>AM Radio Licenses</b>		
Class A	\$1,120	\$1,250
Class B	\$620	\$690
Class C	\$250	\$280
Class D	\$310	\$345
Construction permits	\$125	\$140
<b>FM Radio</b>		
Classes C, C1, C2, B	\$1,120	\$1,250
Classes A, B1, C3	\$745	\$830
Construction permits	\$620	\$690
<b>TV VHF Commercial</b>		
Markets 7-10	\$22,420	\$32,000
Markets 11-25	\$19,925	\$26,000
Markets 26-50	\$14,950	\$17,000
Markets 51-100	\$9,975	\$9,000
Remaining markets	\$6,625	\$2,500
Construction permits	\$4,975	\$5,500
<b>TV UHF Commercial</b>		
Markets 7-10	\$17,925	\$25,000
Markets 11-25	\$15,950	\$20,000
Markets 26-50	\$11,950	\$13,000
Markets 51-100	\$7,975	\$7,000
Remaining markets	\$4,975	\$2,000
Construction permits	\$3,975	\$4,425
<b>Other</b>		
Satellite television stations (all markets)	\$620	\$690
Construction permits, satellite television stations	\$225	\$250
Low-power TV, TV/FM translators and boosters	\$170	\$190
Broadcast auxiliary	\$30	\$35
Multipoint Distribution Service (per call sign)	\$140	\$155
Cable Antenna Relay Service	\$290	\$325
Cable television systems (per subscriber)	\$.49	\$.55
Earth stations	\$330	\$370
Satellites (including DBS)	\$75,000	\$70,575

## HBO/cable deal survives Ameritech attack

FCC affirms exclusive contract for pay channels

By Chris McConnell

**A**meritech last week lost a round in its bout with incumbent cable operators.

The FCC rejected a complaint from Ameritech New Media against Continental Cablevision's exclusive contract

with HBO. Ameritech, which has encountered numerous disputes with cable operators in its efforts to enter the cable TV business, had charged that the Continental/HBO deal violates program access provisions of the 1992 Cable Act.

The contract gives Continental

exclusive rights to distribute HBO and Cinemax in its service areas through 1997. Ameritech wanted to provide the two pay channels in five Michigan communities served by Continental. When HBO refused to sell, Ameritech argued before the commission that the 1992 law's program-access provisions

bar such deals.

Although the law grandfathered exclusive contracts existing as of June 1, 1990. Ameritech contended that the exclusion did not apply to the cable systems in the five communities at issue because Continental did not acquire cable systems in those areas until after the cutoff date.

The FCC disagreed, maintaining that the exemption for existing exclusive contracts was "clear and unambiguous."

"There is no caveat with regard to what provisions such exempted con-

tract can and cannot contain," the commission said.

Ameritech last week was still considering challenging the ruling, spokesman David Onak said. His company offers service in four of the five towns where it had sought to offer HBO and Cinemax, he said.

"Consumer response has been good," Onak said. He also said the company is working through other disputes with cable operators. In another suburban area where the company had run up against the Continental/HBO

exclusive deal, for instance, Ameritech decided to await the contract's expiration before initiating service.

Cable industry onlookers, meanwhile, voiced relief but little surprise with the FCC's ruling. "I was a little worried," said lawyer John Seiver, who said Ameritech was attempting to alter the law's language program access. "Luckily the FCC said no." Added National Cable Television Association's Dan Brenner: "I think [the FCC was] pretty much carrying out what the statute said." ■

### PBS chief visits FCC

PBS President Ervin Duggan wanted to talk about children's television, not spectrum auctions, when he visited the FCC earlier this month, a PBS spokesperson says. FCC officials heard a presentation during Duggan's visit on the proposed plan to auction spectrum in the UHF band and possibly use the proceeds to finance public television. But it was Marilyn Mohrman-Gillis of the Association of America's Public Television Stations, not Duggan, who did the talking on the spectrum issue. The organizations claim no position on the auction issue, but they both think it should be examined to see if it is a feasible way to generate funds for public television. Duggan, meanwhile, discussed funding for children's television and his plan to create an icon for display in programs, ads and on the shows themselves to identify educational programming.

### Senator McCain wants spectrum auction

Senator John McCain (R-Ariz.) wants the FCC to move ahead with its plan to ration spectrum between channels 60 and 69 for auctions. The FCC's advanced TV channel allotment proposal calls for assigning fewer than 30 digital TV licenses in the band so that the unused spectrum could be reallocated to other services and placed on the auction block. Last week McCain wrote FCC Chairman Reed Hundt to voice his support for the idea. "There can be no question that these auctions should commence immediately," McCain says.

### Sony's Wallgren joins FCC as mass media, cable adviser

FCC Commissioner Susan Ness has a new adviser to handle mass media and cable TV issues. Anita Wallgren, formerly Sony Worldwide Networks' vice president of legal and business affairs, last week joined Ness's staff as a legal adviser. David Siddall, who has been advising Ness on mass media issues, will now concentrate on wireless, international and other spectrum issues.

### FCC reorganizes Mass Media Bureau enforcement division

The FCC has completed another reorganization, this time of the Mass Media Bureau's enforcement division. The commission, which this month also reorganized the Cable Services Bureau, has consolidated the complaints and investigation, political programming and hearing branches into one branch to be called the complaints and political programming branch. Another branch—the equal employment opportunity branch—will remain unchanged. The commission says staff members of the new, consolidated branch will retain their old responsibilities, but will now assist the other groups during times of uneven workload.

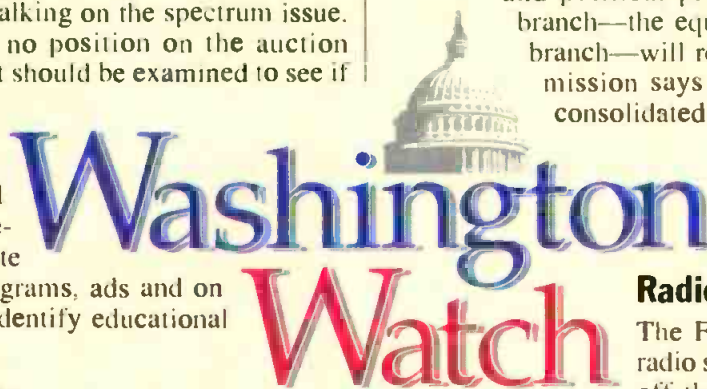
### Radio licenses revoked

The FCC has revoked a series of radio station licenses that have been off the air for various lengths of time. The commission in April ordered all the stations to show why

the FCC should not pull their licenses. When the stations did not file the necessary response to the FCC orders, administrative law judges closed the cases and the commission yanked the radio licenses. The silent stations losing their licenses were KGPL(AM) Dermott, Ark.; KGCX(AM) and KGCH-FM, both Sidney, Mont.; KCCL(AM), Paris, Ark.; KOJC(FM) Cedar Rapids, Iowa; KWHK(AM) Hutchinson, Kan.; KMOA(AM) Kenseit, Ark.; KLZE(FM) Owensville, Mo., and KRDG(AM) Redding, Calif.

### Case against S.C. station dropped

An FCC administrative law judge also dismissed a case against a South Carolina broadcaster that the FCC thought had been off the air without permission. The FCC earlier this year ordered WRAH(AM) Easley, S.C., to show why it should not lose its license. Since then, the station's owner, Communications Enterprises Inc., has told the FCC that the station is back on the air. In response, the commission has renewed the station's license.



Edited By Chris McConnell

ESPN's Steve Bornstein

## CABLE'S WIDENING WORLD OF SPORTS

*ESPN has come a long way since Steve Bornstein joined the start-up operation as its programing manager in 1980. Since becoming president of the sports network in 1990, he has overseen growth at the company that includes spin-off network ESPN2, 15 international networks, pay-per-view and subscription sports programing, radio network ESPN Radio, online service ESPNET and more. Bornstein's years of service at ESPN paid off in April when parent company Disney/ABC gave him additional duties as head of ABC Sports. In the following interview with BROADCASTING & CABLE's Rich Brown, Bornstein declines to discuss his plans for ABC Sports, saying that he is still acquainting himself with the division and is not yet prepared to map out strategies. Instead, he talks about his plans for soon-to-be-launched spin-off network ESPNEWS and how the cable company plans to continue to grow in an increasingly competitive world.*

**Let's start with your plans to launch ESPNEWS Nov. 1. Why now? Wouldn't it be better to wait until channel capacity opens up?**

It's really a confluence of several factors. ESPNEWS has been in development for several years. At one point, we considered launching this format prior to launching ESPN2 but elected to go the other way. We just felt that we needed to get out of the blocks as soon as possible and secure whatever distribution we could in the analog universe.



Peter Silveira/Black Star

**You have a jump on CNN SI, which doesn't launch until December. But another sports news service, NewSport, has been up-and-running since 1994. How strong is NewSport's lead? How strong will the competition be from CNN SI?**

I'm not comfortable commenting on what CNN SI is, or telling you how we're going to be different. I can talk about what ESPNEWS is. ESPNEWS is what we believe the customer wants. The consumer wants sports news on demand from ESPN, and we believe we can deliver that better and more efficiently than anybody else. It's about branding. And the good news is that ESPN is perceived as, and is, valued by our customers. Our customers are our affiliates, our advertisers and our viewers, and what we're trying to do is create additional value for those three constituencies.

**On what terms are you offering ESPNEWS to distributors?**

We're just in preliminary conversations at this point. We will be making distribution announcements throughout the summer, prior to launch, so I don't have specific figures or terms. It is a very competitive marketplace out there and we will react, obviously, to that environment. The good news is that ESPNEWS is a relatively low-cost service, and we'll serve a

## ESPN at a glance

**Ownership:** ESPN is a subsidiary of ABC/Disney; The Hearst Corporation holds 20% interest in the company.

**Financials:** ESPN represents the lion's share of ABC/Disney's cable and international revenues, which in 1995 totalled an estimated \$1.16 billion. Revenues for the cable and international division rose 20% over 1994, making it the fastest growing segment in the company. By contrast, ABC/Disney's TV network revenues rose to \$3.28 billion last year, representing an 8% gain. Operating profits for the cable and international operations in 1995 totalled \$360 million, a 30% boost.

**Company Divisions:** ESPN; ESPN2; ESPN International; ESPN Sports Radio (275 stations); ESPN Enterprises (including online services, pay per view, interactive software).

**Ratings:** ESPN averaged a 1.7 prime time Nielsen

rating representing 1.1 million households in 1995, making it the fourth highest rated cable network.

**Programming:** ESPN events include NFL; MLB; NHL; college football; NCAA Basketball; PGA Tour, LPGA and Senior PGA Tour; men's and women's tennis, including the Australian Open and Davis Cup; NASCAR; IndyCar and Formula One auto racing; thoroughbred racing; boxing; men's and women's pro bowling and soccer. ESPN2 events include NHL; NCAA Basketball (including ACC, Big East and Big Ten); college football (including Big East and Big Ten); auto racing (IndyCar, NASCAR and Formula One); Baseball Across America Tour; Arena Football; Great College Rivalries; National Professional Soccer League; Major Indoor Lacrosse League; Canadian Football League; Roller Hockey International, international soccer; kickboxing and "extreme" sports.

specific niche that will identify with its brand name and the quality that we've delivered. This is not going to be a high-priced, rights-driven programming network.

**How can a new network like ESPNEWS compete with other new networks that are offering operators years of free carriage or revenue sharing in home shopping sales?**

I guess your premise is one with which I might take exception. It's clearly very competitive out there and you're seeing some initial entry points that are erecting pretty high barriers, but ultimately the model is the same, which is providing value to your customer. I don't believe any of these new cable networks are looking at advertising only as a way to support themselves. I'm not being pitched by them but it seems to be my observation. The cost of entry is clearly very competitive right now, but it's always been that way.

**Programers are counting on the increased channel capacity that will come with digital compression technology, but many observers don't expect digital boxes to reach critical mass at cable systems until 2000. What are your predictions on the rollout of digital technology?**

We're hopeful that it'll be a more aggressive rollout than that. The promises have been slow to deliver, but I think we're getting to the point now that competition in the marketplace will drive that distribution, hopefully, quicker than the end of the decade. Direct broadcast satellite is here today. As I said earlier, we'd rather be the first out of the blocks with a quality line extension of ESPN. We feel that the time is ripe today. If I had my druthers, I would have probably launched ESPN2 earlier than I did. I don't think you can go up too soon.

**Has ESPN2 met your expectations?**

It has exceeded my expectations. It was the right deal at the right time. It was extremely cable-friendly; it was a way to rationalize the entire retransmission consent/must-carry debate of 1993. ABC and Hearst came out of the blocks supporting this concept, which allowed all the cable industry to do deals that made sense with the television stations.

**Is it realistic to expect distribution to climb to 40, 50, 60 million?**

I think we're looking at a service that definitely will be in

more than 50 million homes.

**Will ESPNEWS reach the same kind of distribution level reached by ESPN2?**

ESPNEWS is going to be a more niche-oriented service. It'll have smaller viewership levels than either ESPN or ESPN2 and will not have the kind of distribution that those networks have. This is the beginning of a niche and a further slicing of the pie. If you believe in this concept of on-demand sports news and information, the combination of ESPN, ESPN2, ESPNEWS and ESPNET makes for a very complementary and quality opportunity for us and for our customers.

**You mention the slicing of the pie. Will there be additional ad dollars for these new networks or further subdivision of an existing ad pie?**

It's both: the pie is both enlarged and being divided. If you want to put your head in the sand, you can argue that that's not good. But the fact of the matter is, we believe that—on both a national and a local level—this will create additional opportunities for advertising that will be valuable, and will reach a pretty specific core audience. To the advertisers that want that, there'll be nothing out there more efficient. And that's good and that's where our business is going.

**How many other niche services would you like to launch, and have you set any time frame for additional launches?**

That's an interesting question that is incredibly difficult to answer. You know, we believe that there are probably a half-dozen or so sports niches that ESPN could serve pretty handily.

**And what about the timing?**

Well, we have absolutely no plans to launch ESPN4, 5 or 6 in 1996. (Laughs).

**What advantages do you have over other companies looking to launch start-up networks, given the size of your parent company?**

Television is clearly an expensive medium, and you need to be well financed to produce quality programming. What ESPN is able to do is build from our 17-year history of putting quality on the screen. Our customers come to expect

and demand and appreciate the high standards we have, and that has translated into a very strong branding and identification with anything that has the ESPN name on it. The values of our company are in everything we do. So when we launch ESPN Radio, it is first-class. ESPNET is the best site on the Internet. ESPN2 has demonstrated to everyone that there was high-quality additional sports programming that could be put out there. I think you'll see the same thing with ESPNEWS and any other initiative we do. When we put it out there, it'll be first-rate and it will be of value to our customers. That value is what we're trying to capitalize on, and we will do nothing that would ever diminish that.

**What was the reasoning behind placing you in charge of both ESPN and ABC Sports?**

From our company's perspective, it is an aligning of some core assets. Does it make sense to combine people and resources, promotional opportunities and programming opportunities under a combined and united front? The answer is yes, and I think that's what we've done.

**Do you envision a day when sports traditionally seen on the broadcast networks will move to cable?**

I don't think that's going to make much of a difference. Television is going to continue to be distributed over some platform—whether it's cable or DBS or wireless—and we believe that the distinctions between a cable network and another network are going to diminish. It's up to the rightsholder. In this country, I think there'd be some significant political and public reaction to anything of significance moving over there. But I think we've sort of crossed that bridge. You have a lot of postseason hockey and basketball on cable, and it's served quite well.

**How is the sports-rights bidding process changing with more and more serious players in the game?**

I have noticed no difference. I've been in this business for 17 years, and it's been extremely competitive every one of those years. There's always been somebody else coming along that sees sports as a way to drive distribution because of the uniqueness of the product and that has been willing to pay what we believe are extremely high prices for their product.

**What about the new Fox/TCI sports partnership. Do you feel any threat from that combination?**

Their regional business existed beforehand, and we think they're quite complementary to what we're doing. I'm not sure I can comment on other business operations without knowing them, and it's not clear to me what they're doing at this point. Is it to you?

**Well, they've made it clear that they want to introduce more sports programming to the fX network. Are they likely to be successful in that strategy?**

Oh, I don't know. To the degree that you're driving up prices to your customers, I don't think that would be a very successful strategy.

**How has your business been affected by the consolidation among cable system operators?**

They're just bigger. (Laughs) They have bigger hunks of the pie. ESPN is still the most broadly distributed network, and we anticipate that continuing. We provide good product and our distributors want to distribute it, whether there are five, 20 or 100 of them.

**What are your predictions for direct broadcast satellite operators? How is the growth of DBS changing the business for programmers?**

It's an opportunity to create value. We've been successful in subscription sports, particularly in the DBS arena, because they have the capacity to offer multiple additional sports-viewing options. I think that's going to be a very nice business for all our distributors. That's why we're optimistic that digital boxes will be rolled out, hopefully faster than some predict, to take advantage of those opportunities.

**How big do you expect your international business to be in five to 10 years?**

It's difficult to tell you what's going to happen a year from now, let alone 10 years from now. Our experience is that sports translates well into different languages and that local sports are what people are most interested in. A combination of both sports and

***"We believe that the distinctions between a cable network and another network are going to diminish."***

[Disney's] children's programming make for an effective package and an attractive opportunity to distribute together.

**What are your expectations for ESPNET, in terms of subscribers and advertisers? Where do you see the online business going?**

We're anxiously awaiting the high-speed modems because I think that'll take the ESPNET and the whole World Wide Net into the really viable business opportunity. The sooner they get out there, the sooner we'll see how big a business the Internet's going to be for us or for anybody.

**You've just finished coverage of ESPN's second annual X Games. How important is this type of franchise programming to your overall strategy?**

It's the quintessential programming philosophy of cable, which is to distribute and create underserved events. X Games events like skateboarding and trick bicycles and inline skating are all underserved sports. So, much as we developed college basketball and flag-to-flag coverage of auto racing, we believe the X Games and the ESPY Awards create value for our customers and our distributors.

**You plan to introduce the Winter X Games later this year. Do you expect to introduce more of this franchise-type programming in the future? Do you have similar expectations?**

Absolutely. We're constantly developing new programming opportunities. ESPNEWS is the next major initiative by our company, and it fits the same theory of creating value for all our distributors. ■

## Fox considers FCN spin-off

*Chairman of Fox affiliate board says Chase Carey confirmed that public stock offering of children's unit has been discussed*

By Steve Carter

**N**ews Corp. is exploring the idea of spinning off part of the Fox Children's Network and related children's programming assets in an initial public stock offering.

Reports of that possibility last week took FCN executives, and affiliates, by surprise.

Pat Mullen, president and general manager, WXMI-TV Grand Rapids, Mich., and chairman of the Fox affiliate board of advisers, told BROADCASTING & CABLE last week that he had contacted Fox Television Chairman Chase Carey after word leaked of a possible IPO for FCN. Carey confirmed that the idea was being explored, said Mullen.

"Right now it's just a discussion that is taking place. There's nothing pending or concrete."

If News Corp. goes ahead with an IPO for FCN, the affiliates expect to have a say in the matter. Although FCN is a wholly owned subsidiary of Fox Broadcasting Co., affiliates of the kids network have legally binding profit participation agreements with Fox.

So far, affiliates have received about \$15 million in profits from the seven-year-old network, reports Stuart Powell, vice president and general manager, WXIX-TV Cincinnati, and chairman of

**Reports of that possibility last week took FCN executives, and affiliates, by surprise.**

the FCN oversight committee. Adds Mullen: "We have a vested interest in the success and profits of FCN, and Chase assured me that the affiliate interests will be well protected."

Technically, Fox owns FCN and does not need affiliate approval to spin off all or part of that programming service to the public.

"But they've been better partners than that," says Powell, noting that the oversight committee has had a lot of input in earlier FCN activities, such as its programming alliance with Marvel.

Fox also has a major kids programming agreement with Saban, which gives it exclusive access to Saban's library of 3,500 half-hours of children's shows.

News Corp. executives declined to comment on the idea of an IPO for FCN. Speculation is that the company would like to raise money through a stock offering to finance ambitious plans to create children's programming services for the international market, and possibly for the U.S. cable market.

Fox recently hired Kim Hatamiya as senior vice president, Fox Children's Networks International. Her immediate challenge is to launch a Latin American program service. Proposed partners in that service include Televisa and Globo. The launch date for the service has been pushed back from midsummer to year's end.

Fox had also been talking to UK-based FlexTech about partnering in The Children's Channel, a kids service that the company has launched. But the two companies couldn't come to terms, and now Hatamiya will pursue other avenues to launch a Fox kids service in the UK. Three months ago, Fox launched a 24-hour children's channel in Australia. ■

### Alan Perris joins Warner Bros.

Alan Perris has joined Time Warner's Telepictures Productions in a new senior executive post created in response to the unit's growing production slate.

Perris, who spent the past four years as senior vice president, first-run programming, for Columbia TriStar Television Distribution, will report to Telepictures President Jim Paratore.

Perris is credited with spearheading CTTD's entry into the first-run marketplace with the launch of *Ricki Lake* in 1993. Perris will oversee development, current programming and creative affairs at Telepictures, whose first-run roster includes the talk shows *Rosie O'Donnell*, *Up Close with Maureen O'Boyle*, *Jenny Jones*, the magazine strip *Extra* and the fall 1997 game show contender *You Don't Know Jack*.

Telepictures has also recently signed a development deal with Paul Sparrow, formerly co-executive producer of Fox's *America's Most Wanted*.

Perris and Paratore have worked together before. Perris was general manager of WTUV(TV) and WPLG(TV), both Miami, and WJXT(TV) Jacksonville during a 10-year period when Paratore was moving up the promotion and programming ranks at the same three stations.

—CL



# Programmers take aim at V-chip

At Synditel, executives say blocking device is fraught with problems

By Cynthia Littleton

**T**he V-chip and its accompanying program ratings code poses a serious threat to the inherently democratic process that determines which shows get on the air, panelists at Synditel '96 said last week.

"I think the V-chip is the beginning of prior restraint," said *Inside Edition* anchor Deborah Norville during a session on reality programming. "The First Amendment means something and it does not mean the V-chip."

The federally mandated program-blocking device was a frequent topic of discussion during the syndication portion of the summer Television Critics Association tour in Pasadena, Calif.

In syndication, the response that distributors receive from advertisers, viewers and general managers already serves as a system of checks and balances, said panelists. "You have three constituents," said Joel Berman, president of Paramount Domestic Television, during a separate session on the future of talk shows. "What's on [the air] is a reflection of the dynamic between sta-



Norville calls the V-chip prior restraint.

tions, advertisers and viewers."

Although news and sports programming will be exempt from the ratings code, the industry group drafting the ratings code has yet to come up with a precise definition of news. *Hard Copy* anchor Barry Nolan said distinctions among reality-based programs are mostly subjective.

"Where do you draw the line?" Nolan asked. "Basically, if it's not a fictional show, justifying drawing a clear red line that separates this from that is an exercise in sophistry." It will

also be a logistical nightmare if a new rating is required for each episode of a daily news magazine, panelists agreed.

At the same time, Erik Sorenson, executive producer of *Day & Date*, said producers need to be responsive to the broader cultural trends that helped spur the passage of the V-chip legislation.

"The baby boomers are coming of age," he said. "Many, many baby boomers have young children, and the permissiveness that we grew up with isn't acceptable anymore. We're getting that feedback from the audience all the time."

To that end, *Day & Date* has shifted its focus from a headline-driven news hour to a "kinder, gentler" show focusing on in-depth stories with strong emotional appeal.

"The frustration is that [the response] was already happening before our bosses went up to the White House and handed over the keys" by agreeing to develop a ratings system to work in conjunction with the V-chip, Sorenson said. ■

## WB counterprograms Democrats



'Superman' gets a 90-minute premiere in September.

Will launch fall preview during August convention

By Cynthia Littleton

**W**B Network will offer a preview of its new fall lineup during the week of Aug. 26, when other networks will be covering the Democratic National Convention.

The WB, which is adding Sunday as its third night of programming in September, will begin rolling out its 1996-97 schedule the following week, according to WB chief executive Jamie Kellner. *Superman*, the new Kids' WB! animated series, will have a 90-minute premiere in prime time on Sept. 6. The WB's first Friday night appearance. Its new kids lineup debuts the next day.

WB's presentation of its new shows kicked off the monthlong Television Critics Association conference in Pasadena, Calif., last week.

In other WB news, Kellner said the network is working with producer Norman Lear on an FCC-friendly animated children's



series targeted for fall '97. Kellner, who sided with many other broadcasters in stating his opposition to the proposed three-hour standard, predicted that the FCC will have strict guidelines for determining whether a show qualifies as educational.

"Everybody that is in the kids business is going to have to go out and develop a new type of programing that really doesn't exist," he said. ■

## KW adjusts 'Journal'

*Looks to hook younger viewers*

By Cynthia Littleton

**K**ing World Productions is adjusting the editorial focus of *American Journal* in an effort to attract younger viewers to the news magazine, which is headed for its fourth season this fall.

Former MTV host Karen "Duff" Duffy and former ESPN host Steve Santagati have joined the correspondent team, which will cover stories from a range of perspectives under the new "Team AJ" format. Three new regular segments will zero in on news, celebrities, trends and events of specific interest to older teens and young adults.

The goal is to make *American Journal* "the news magazine of choice for younger viewers" without alienating its core adult audience, says Andy Friendly, King World's executive vice president of programing and production.

Like most magazine shows, *American Journal*'s ratings are down in year-to-year comparisons, and an overhaul had been expected for some time. Friendly says young adults are "vastly underserved" by existing news magazines, making them a largely untapped source of new viewers for the genre.

"We're fighting for our lives against the competition," he says. "We're not converting to MTV or a teeny-bop show, but you either grow or die."

In spite of persistent rumors, King World never considered replacing anchor Nancy Glass, but Friendly said some thought was given to

# it's here.

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## MCA adds two

MCA Television Group filled two key executive posts last week in the wake of a major turnover in its executive ranks and the elimination of more than 50 staff positions. Steve Rosenberg was named executive vice president to oversee domestic syndication and cable sales. Rosenberg, a 10-year MCA veteran who most recently served as senior vice president, sales, will take over duties previously handled by Shelly Schwab, who recently retired as MCA TV president, and longtime executive vice president Jim Kraus, who left MCA last month. Arthur Smith has been named senior vice president, first-run and network reality programming, for MCA. Smith, who joined MCA from Dick Clark Productions last year, is developing several strip projects for syndication in 1997. "Our top priority at MCA is to get a first-run strip on the air in fall 1997," said James McNamara, MCA's president of worldwide television distribution. —CL

## Avoid Hidden Costs Of Lip Sync Errors

Studies show that lip sync errors in TV news, commercials and programming can cause viewers to have negative perceptions about what they are watching - the hidden costs show up in lower ratings.

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renaming the show. Duffy and Santagati were initially hired to serve as co-hosts on King World's *Off the Hook*, a youth-oriented strip that got the hook before making it to air.

Separately, King World confirmed last week that the company is talking with other distributors about a partnership to revive the game show *Hollywood Squares* in first-run syndication next year.

King World is barred from distributing a new game show under a noncom-

pete clause in its contract with Sony Pictures Entertainment, producer of King World's top-rated mainstays *Jeopardy!* and *Wheel of Fortune*.

Unveiled last September as *Planet Hollywood Squares*, the project was initially set to be produced by sitcom star Roseanne and linked to the Planet Hollywood restaurant chain. But Roseanne is no longer involved with the show, and King World has reportedly been unable to clear the TV rights to the Planet Hollywood name. ■

# AFT int'nt on comeback

*Colorizing firm emerges from sea of red ink, with new owner still seeing green in black-and-white libraries*

By Steve McClellan

**A**merican Film Technologies, a pioneer in colorization that emerged from bankruptcy last October, is looking to make a comeback.

Investor Gerald Wetzler, who bought the company from its founders around the time it filed for bankruptcy, is said to be in talks with News Corp. and Viacom about making a strategic investment in the colorization company.

Wetzler would confirm only that he is holding investment talks with two major domestic media companies, which he declined to identify.

Wetzler believes that most of the major studios have vaults full of wasting assets—black-and-white films and television series that will appeal to a younger generation of viewers only if they "are put in a contemporary mode," or colorized, he says.

AFT was founded in the mid-1980s and thrived on a major contract to colorize Turner Broadcasting's library of films. Four years ago the public market value of AFT was roughly \$160 million, Wetzler says.

But after the Turner contract expired, AFT failed to find an alternative revenue source. It tried to focus on animation, without success. The company filed for bankruptcy in 1993, shortly after Wetzler paid about \$1 million for a controlling interest.

The company's assets now total a little more than \$9 million, and its over-the-counter stock has been trading recently at 20 cents–25 cents per share.

But Wetzler thinks he is sitting on a potential gold mine. He has identified

200 public-domain films that he believes are ripe for colorization, not to mention the scores of other black-and-white films and TV programs still owned by producers. AFT can colorize a film for \$75,000, Wetzler says—a bargain, compared with the average cost of a new film, which he puts at \$36 million. A half-hour TV show can be colorized for \$16,000, using AFT's patented technology.

The company would get an automatic 75-year copyright on every public-domain film or TV show it colorizes, says Wetzler. The colorized films and programs, he thinks, could be distributed in the same domestic and international exhibition windows as contemporary programs—and generate millions in new revenue.

Wetzler estimates there are still about 1,000 AFT stockholders. One of them is Floyd Abrams, the First Amendment lawyer with Cahill, Gordon & Reindel and a longtime friend of Wetzler's. "I'm a very small investor," says Abrams, "more out of loyalty to Gerry than anything else."

Wetzler and Abrams worked together at Cahill Gordon in the mid-1960s until Wetzler moved on to Lehman Brothers to work in the corporate finance area. More recently he has been an independent investor, and Wetzler says AFT is his first media-related endeavor.

Abrams describes AFT as a "very interesting potential asset. I think someone is going to make a lot of money, and I think Gerry has positioned himself" to do just that.

Meanwhile, Wetzler expects to have a deal with a deep-pocketed partner within several weeks. ■

**'Rosie' down but still up**

*Rosie O'Donnell's* household average is down from week one to week three in 19 of 33 metered markets, but the show is still delivering over its lead-in and May '96 time period averages in most of those markets. According to a report from the station rep firm Seltel, *Rosie O'Donnell* tends to perform well against other talk shows. The actress/comedian generally attracts a younger audience than *Oprah* and *Live with Regis & Kathie Lee*, but skews slightly older than *Ricki Lake*. And the gulf between the show's national and metered-market weekly averages indicates that *Rosie* is finding a wider audience in urban markets.

**'Access' names weekend anchor**

Former *A Current Affair* correspondent Nancy O'Dell has been named weekend co-anchor for *Access Hollywood*, the new entertainment magazine strip from New World Entertainment and NBC. Before joining *A Current Affair*, O'Dell worked as reporter/anchor for WTVJ(TV) Miami and WCBD (TV) Charleston, S.C. Her co-host for the hour weekend edition has not yet been named.

**New Vibes**

Quincy Jones-David Salzman Productions is developing a syndicated TV show for fall 1997 tied to Jones's urban music/lifestyle magazine, *Vibe*, launched as a joint venture with Time Inc. in 1993. Jones and his partner, Robert L. Miller, recently bought out Time's half interest in the three-year-old monthly, but Time sibling Warner Bros. is still a likely candidate to distribute the *Vibe* TV series. Jones previously worked with the studio on the hit NBC sitcom *The Fresh Prince of Bel-Air* and the talk show *Jenny Jones*. Miller, former president of Time Inc. Ventures, helped manage the post-merger collaboration of Time and Warner Bros. that created the magazine strip *Extra*. Jones's newly formed Vibe Ventures is also developing a feature film for HBO's NYC Productions.

**The Alspaugh difference**

Former *Leeza* executive producer Nancy Alspaugh has been named co-executive producer of MGM Domestic Television Distribution's upcoming

talk show *The Bradshaw Difference*. Alspaugh, who will co-produce the strip with Ron Ziskin, was vice president of programming for Group W Productions before becoming executive producer of Group W's *Vicki!* in 1992.

**Blasting off to Florida**

MTM Television is sending three station promotion managers into deep space—the Kennedy Space Center in Cape Canaveral, Fla.—to promote the fall launch of its NASA-themed action hour, *The Cape*. Entries to the random drawing were collected last month at the Promax marketing conference in Los Angeles. The winners: Bob Anderson of KNTV(TV) San Jose, Christina Melton of KUZZ(TV) Bakersfield, Calif., and Jim Thomas of Journal Broadcast Group in Milwaukee. Each will get a front-row seat for the scheduled Aug. 1 space shuttle launch as part of an all-expense-paid trip.

**'Motorweek' motors on**

ITC Entertainment's *Motorweek* is revving up for a fourth season in syndication this fall. The weekly hour aimed at car buffs is cleared on 103 stations covering 83% of the country. *Motorweek*, produced by Maryland Public Television, is also headed for its 16th season on PBS.

**Litton distributing 'NPrint'**

Litton Syndications has taken over distribution of the upcoming magazine show *NPrint*, formerly handled by Tradewinds Television. Gerry Grant, former correspondent for *Entertainment Tonight*, and Michelle Granados

have been named co-hosts of the weekly half-hour focusing on the publishing industry. *NPrint*, now cleared in 60% of the country, will be offered to some stations as a replacement for Litton's weekly magazine *Working Woman*, which will not be returning in the fall. Litton also reports that it has cleared the FCC-friendly kids weekly *Dream Big* in 80% of the country, including 18 of the top 20 markets. The live-action series, designed to get kids thinking about careers, has been adapted from the home video release *Real Kids*. Stations on board for the show in the fall include WNBC(TV) New York, Chris Craft's KCOP(TV) Los Angeles and Tribune's WGN-TV Chicago.

**'High Tide' marches on**

ACI's first-run action-hour *High Tide* is headed for its third season this fall with clearances in 75% of the country. The show's setting will switch from the San Diego area to Santa Barbara, reflecting the real-life switch of the production site. The new storyline has the lead characters selling their High Tide surf shop in La Jolla to become private detectives in Santa Barbara. —CL

**NSS POCKETPIECE**  
(Nielsen's top ranked syndicated shows for the week ending June 23. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	10.1/225/98
2. Jeopardy!	8.7/220/99
3. Home Improvement	7.3/228/98
4. Oprah Winfrey Show	7.0/235/99
5. Seinfeld	6.6/222/96
6. Entertainment Tonight	5.3/179/94
7. Inside Edition	5.1/165/90
7. Star Trek: Deep Space Nine	5.1/235/99
9. Simpsons	5.0/194/97
10. Wheel of Fortune-wknd	4.9/182/80
11. Hercules, Journeys of	4.7/230/97
12. Home Improvement-wknd	4.5/219/94
12. Xena: Warrior Princess	4.5/204/96
14. Fresh Prince of Bel-Air	4.2/157/88
14. Jenny Jones Show	4.2/213/96
14. Warner Bros. Vol. 30	4.2/169/89

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# Broadcasting & Cable PEOPLE'S CHOICE Ratings according to Nielsen July 1-7

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 42	abc	CBS	NBC	FOX	UPN		
	7.2/13	7.8/15	9.6/18	3.3/6	2.4/4		
MONDAY	8:00	59. The Marshal 5.5/11	<b>9.</b> The Nanny 8.9/18	36. Fresh Prince 6.7/14	87. Ned and Stacey 3.3/7	91. Star Trek: Voyager 2.9/6	
	8:30		24. Almost Perfect 7.5/15	17. Fresh Prince 8.0/16	93. Last Frontier 2.5/5		
	9:00	17. ABC Monday Night Movie—Whispers in the Dark 8.0/14	24. Murphy Brown 7.5/14	<b>1.</b> NBC Monday Night Movie—Heart and Souls 10.8/20	80. L.A. Firefighters 3.7/7		102. Nowhere Man 1.9/3
	9:30		17. Cybill 8.0/14				
	10:00		27. Chicago Hope 7.4/13				
10:30							
TUESDAY	7.1/14	6.8/13	9.4/18	5.0/10	2.3/4		
	8:00	50. Roseanne 6.1/13	54. John Grisham's The Client 5.8/12	13. 3rd Rock fr/Sun 8.4/18	66. Fox Tuesday Night Movie—Mr. Baseball 5.0/10	93. American Bounty Hunters 2.5/5	
	8:30	68. Mkg/'Hunchback' 4.9/10		15. NewsRadio 8.2/17			
	9:00	11. Home Imprvmt 8.7/17	29. CBS Tuesday Movie—Nothing But the Truth 7.2/14	8. Frasier 9.3/18			99. Swift Justice 2.1/4
	9:30	24. Coach 7.5/14		7. Wings 9.6/18			
10:00	21. NYPD Blue 7.7/15		3. Dateline NBC 10.4/20				
10:30							
WEDNESDAY	7.8/16	4.3/9	8.1/17	3.1/6	1.7/3	2.4/5	
	8:00	48. Ellen 6.2/14	60. Dave's World 5.4/12	44. JAG 6.3/14	83. Beverly Hills, 90210 3.5/8	98. Sister, Sis 2.3/5	
	8:30	54. The Faculty 5.8/13	73. Can't Hurry Love 4.7/10		92. Party of Five 2.6/5	104. Legend 1.7/3	
	9:00	23. Grace Under Fire 7.6/15	77. American Gothic 3.9/8	5. Dateline NBC 10.2/20			93. Pt 'Hood 2.5/6
	9:30	39. Adam 6.5/13	77. American Gothic 3.9/8	21. Law & Order 7.7/15		93. Wayans 2.5/5	
10:00	2. PrimeTime Live 10.5/21				97. Unhap Ev 2.4/5		
10:30							
THURSDAY	3.6/9	4.6/12	6.6/17	3.3/9			
	8:00	89. Pranks 3.2/9	66. Terrors of the Deep 5.0/14	50. Friends 6.1/17	89. Martin 3.2/9		
	8:30			58. The Single Guy 5.6/15	87. Living Single 3.3/9		
	9:00	77. ABC Thursday Night Movie—The Colony 3.9/10	84. American Gothic 3.4/9	29. Seinfeld 7.2/19	84. New York Undercover 3.4/9		
	9:30		64. 48 Hours 5.2/13	52. Caroline in/City 6.0/15			
10:00			29. ER 7.2/18				
10:30							
FRIDAY	8.1/18	5.8/13	7.0/16	4.5/10			
	8:00	32. Family Matters 7.1/17	68. Due South 4.9/12	44. Unsolved Mysteries 6.3/15	80. Sliders 3.7/9		
	8:30	34. Boy Meets World 6.9/16					
	9:00	36. Step by Step 6.7/15	48. Diagnosis Murder 6.2/13	9. Dateline NBC 8.9/19	60. The X-Files 5.4/12		
	9:30	35. Hangin' w/Mr. C 6.8/14	44. Nash Bridges 6.3/13	54. Homicide: Life on the Street 5.8/12			
10:00	3. 20/20 10.4/22						
10:30							
SATURDAY	4.1/9	7.1/16	5.7/13	4.8/11			
	8:00	82. Second Noah 3.6/9	60. Dr. Quinn, Medicine Woman 5.4/13	74. JAG 4.5/11	75. Cops 4.4/11		
	8:30				65. Cops 5.1/12		
	9:00	76. Saturday Night at the Movies—Spring Fling 4.3/9	20. Touched by an Angel 7.8/17	44. NBC Saturday Night Movie—She Led Two Lives 6.3/14	68. America's Most Wanted 4.9/11		
	9:30		14. Walker, Texas Ranger 8.3/18				
10:00							
10:30							
SUNDAY	6.1/12	8.4/16	7.6/15	5.8/11	1.8/4		
	7:00	84. Muppets Tonight 3.4/8	6. 60 Minutes 9.9/22	39. Dateline NBC 6.5/14	72. Funniest Wedding Disasters 4.8/10	106. Pinky & The Brain 1.4/3	
	7:30	68. Am Fun Hm Vid 4.9/10				105. The Parent 'Hood 1.5/3	
	8:00	63. Lois & Clark 5.3/10	39. Cybill 6.5/13	42. Mad About You 6.4/13	57. The Simpsons 5.7/12	99. Sister, Sister 2.1/4	
	8:30		15. CBS Sunday Movie—Awakenings 8.2/15	38. Newsradio 6.6/13	52. The Simpsons 6.0/11	101. Kirk 2.0/4	
9:00				42. Married w/Chldrn 6.4/12	102. Savannah 1.9/3		
9:30	27. ABC Sunday Night Movie—Far and Away, Part 1 7.4/13			32. Married w/Chldrn 7.1/12			
10:00			12. NBC Sunday Night Movie—Robin Cook's 'Virus' 8.6/15				
10:30							
WEEK AVG	6.3/13	6.5/14	7.7/16	4.4/9	UPN: 2.1/4; WB: 2.0/4		
STD AVG	10.1/17	9.2/16	11.3/19	6.9/12	UPN: 2.9/5; WB: 2.4/4		

## Spanish-language leader

With its holdings in a merged Tichenor Media System and Heftel Broadcasting, Clear Channel Communications Inc. dominates the top 10 Hispanic radio markets. Here is what the companies own in these markets:

Hispanic market (ranked by population)	Tichenor	Heftel	Clear Channel†
1. Los Angeles	None	KTNQ(AM)-KLVE(FM)	None
2. New York	None	WPAT(AM), WGLI(AM), WADO(AM)	None
3. Fort Lauderdale/Miami	None	WRTO(FM), WAQI(AM), WQBA(AM)-WAMR-FM	WHYI-FM, WBGG-FM
4. San Francisco	KSOL(FM)*, KYLZ(FM)*	None	None
5. Chicago	WIND(AM)-WOJO(FM)	WLXX(AM)	None
6. Houston	KRTX-FM, KLAT(AM), KLTN(FM), KMPQ(AM), KLTO-FM**, KLTP(FM)	None	KMJQ(FM), KBXX(FM), KPRC(AM), KSEV(AM), KJOJ-AM-FM***
7. San Antonio, Tex.	KCOR(AM), KROM-FM, KXTN-AM-FM	None	WOAI(AM)-KAJA(FM), KTKR(AM) AND KOXT(FM)
8. Harlingen, Tex.	KQXX(FM)*, KGBT(AM)-KIWW-FM	None	None
9. Dallas/Fort Worth	None	KINF(AM), KICI-FM, KMRT-AM-FM, KESS(AM), KHCK(FM)	None
10. El Paso	KBNA-AM-FM, KAMA(AM)	None	KHEY-AM-FM, KPRR(FM)
18. Corpus Christi, Tex.	KUNO(AM)-KSAB-FM (26%)	None	None
33. Laughlin/Las Vegas	None	KLSQ(AM)	None

†no Spanish-language stations; \* = buying; \*\* = time brokerage agreement; \*\*\* = LMA with option to buy

Clear Channel also owns or is buying radio stations in Little Rock, Ark.; New Haven, Conn.; Tampa, Fla.; Louisville; New Orleans; Grand Rapids, Mich.; Raleigh, N.C.; Cleveland; Tulsa, Okla.; Oklahoma City; Reading, Pa.; Memphis; Austin, Tex., and Norfolk and Richmond, Va.

Sources: BROADCASTING & CABLE, Star Media Group, Clear Channel

# Clear Channel creates Hispanic powerhouse

*Merger of its Heftel with Tichenor creates 39-station group covering top 10 Spanish markets*

By Elizabeth A. Rathbun

It took radio giant Clear Channel Communications Inc. to unite two of the nation's top Spanish-language broadcasters, says McHenry T. Tichenor Jr., president of Tichenor Media System Inc.

The result is the first group to cover all of the nation's top 10 Hispanic markets.

The deal, which would merge Tichenor Media System into Clear Channel-controlled Heftel Broadcasting Corp., involves 39 Spanish-formatted radio stations. Tichenor is valued at \$210 million while the combined company is worth \$690 million, says broker William J. Steding of Star Media Group Inc.

The merger brings Clear Channel, the nation's number-two radio group, into half of the top 10 Hispanic markets

where it has had no Spanish-language station: San Francisco (market number four), Houston (six), San Antonio, Tex. (7), Harlingen, Tex. (8), and El Paso (10). The merger also expands Heftel's Spanish-language presence in the fifth market, Chicago (see chart, above).

"It's the first time there's a Spanish radio company with this kind of scope," Tichenor says. And, he adds, "we're by no means finished. We're looking to expand." Tichenor will preside over the merged Tichenor/Heftel in Dallas, where privately held Tichenor Media is based.

Clear Channel, which is increasing its approximately 21% holding in Heftel to about 61%, will control about 43% of the so-called New Heftel, says Clear Channel Senior Vice President-Operations Mark Mays. New Heftel, or whatever its final name turns out to be, will be

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a publicly traded company, independent of Clear Channel, he says.

Because Clear Channel's ownership will be diluted to 43%, there's no need to worry about going over the new radio ownership limits in Houston, for example, where between them Tichenor and Clear Channel own 11 radio stations. Under the rules, a broadcaster can own no more than eight radio stations in a large market.

Still, 43% is "a big investment for us," Mays says. "At the same time, [New Heftel will be] a separate public company, which we obviously hope to guide and steer."

Besides FCC approval, the deal must be OK'd by the Federal Trade Commission and the boards of Heftel and Tichenor Media, Clear Channel says.

The immediate advantage to being the only group with radio stations in all top 10 Hispanic markets is obvious: national advertising dollars. New Heftel will reach 17.3 million Hispanics, or about 63% of the total U.S. Hispanic population, Clear Channel says.

Besides offering advertisers complete coverage of the top 10 markets, customized messages for each market will be available, Tichenor says. No company

before has been able to offer that "very powerful" tool, he says, and it should mean "significant revenue growth."

It also could mean the emergence of a national radio personality. "One thing Spanish radio has lacked is any kind of national personality, and it may be possible now," Tichenor says.

New Heftel will run the top-rated Spanish station in eight of the top 10 Hispanic markets, and will own the top station (among adults 25-54) of any format in Los Angeles, San Antonio, El Paso and Harlingen.

With its base in San Antonio, Clear Channel is well aware of the strength of the Hispanic market. "We know the value of Hispanic advertising and we know the growth rates involved with it," Mays says.

The U.S. Hispanic population grew from 22 million in 1990 to 27 million in 1995; that is expected to increase to 33 million by 2000, according to Arbitron. Spanish-language is the fastest-growing advertising segment in radio, Mays says. "You have a huge audience when you dominate the format," he says. And Hispanics tend to have higher radio listening levels than other audiences, Tichenor adds.

The Tichenor/Heftel merger is structured so that Clear Channel assumes no debt. Tichenor Media stockholders will trade their Tichenor stock for about 5.68 million shares of Heftel Class A common stock, and receive about \$3.2 million from Clear Channel.

Other Spanish-language groups such as Spanish Broadcasting System Inc. (SBS) may be "opportunities for the future," Mays says.

"I wouldn't be surprised. [Such consolidation] seems to be where this is all heading," says Joseph A. Garcia, vice president/chief financial officer of SBS. However, "You don't need to be across the nation to reach a large percent of the Hispanic market," because the Hispanic audience tends to congregate in large cities, he says.

Spanish-language broadcasters haven't had any luck getting together on their own, Garcia and Tichenor say. "We've all tried to get together and we haven't been able to," Tichenor says. It took Clear Channel to "break the logjam."

The merger fulfills Tichenor Media's ambition to be a presence in all the top Hispanic markets. "This is a goal that we set for the company back in the mid-'80s," Mac Tichenor says. "We're very happy."

Heftel stock rose to a 52-week high of 32 1/2 last Tuesday, the day the merger was announced. Clear Channel stock reached its 52-week high of 90 1/2 a week earlier, on July 2.

**Brissette's back**

Paul Brissette is back in the TV business.

Late last year Brissette sold his eight network affiliates to Benedek Broadcasting Corp., making Benedek the first TV group to top the former national ownership cap of 12 stations.

At that time, Brissette said he would re-enter broadcasting if the right opportunity came along. That opportunity is this week's top TV deal (see "Changing Hands): WLAJ-TV Lansing, Mich.

Brissette will co-own the station with current owner Joel I. Ferguson. The ABC affiliate is valued at \$16 million-\$17 million, Brissette says.

This is just his first step back into the business, Brissette says. "We're going to do things," he promises, in markets sizes "5 and up."

With the TV market booming, "I wish I had more stuff to sell," Brissette says with a laugh. "I never thought it would come to this." ■

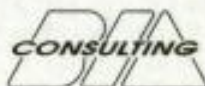
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## Changing Hands

The week's tabulation  
of station sales

### TV

#### 50% of **WLAJ-TV** Lansing, Mich.

**Value of station:** \$17 million

**Buyer:** Paul Brissette, Boca Raton, Fla.; no other broadcast interests

**Seller:** Joel I. Ferguson, Lansing, Mich. (before sale 100% owner, after sale 50% owner); no other broadcast interests

**Facilities:** Ch. 53, 1,660 kw visual, 166 kw aural, ant. 976 ft.

**Affiliation:** ABC

#### **KHGI-TV** Kearney, **KSNB-TV** Superior and **KWNB-TV** Hayes Center, all Neb.

**Price:** \$12.75 million

**Buyer:** Pappas Telecasting Cos., Visalia, Calif. (Harry J. Pappas, president); owns KPTM(TV) Omaha; KFCB(TV) Concord/San Francisco; KPWB-TV Sacramento and KFRE(AM)-KMPH-FM-TV Fresno, all Calif.; wsws-TV Opelika, Ala./Columbus, Ga.; KREN-TV Reno, and WASV(TV) Asheville and WEJC(TV) Lexington/Greensboro, N.C.; operates KXVO(TV) Omaha

**Seller:** Fant Broadcasting Co., Birmingham, Ala. (Anthony J. Fant, president). Anthony Fant owns WNAL-TV Gadsden, Ala.; KTVC(TV) Cedar Rapids, Iowa; WFDG-TV New Bedford, Mass.; KNLD-TV Duluth, Minn., and WWHO-TV Chillicothe, Ohio. (Note: Nebraska stations had been sold in June for same price to Blackstar

#### Proposed station trades

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

##### THIS WEEK:

TVs □ \$41,750,000 □ 3

Combos □ \$252,638,220 □ 7

FMs □ \$12,737,200 □ 17

AMs □ \$5,439,001 □ 14

Total □ \$312,564,421 □ 41

##### SO FAR IN 1996:

TVs □ \$3,681,793,896 □ 56

Combos □ \$3,878,373,579 □ 207

FMs □ \$1,360,976,453 □ 236

AMs □ \$125,734,405 □ 127

Total □ \$9,046,878,333 □ 626

##### SAME PERIOD IN 1995:

TVs □ \$2,356,542,000 □ 73

Combos □ \$849,983,250 □ 118

FMs □ \$390,199,113 □ 200

AMs □ \$63,719,744 □ 96

Total □ \$3,660,444,107 □ 487

Source: BROADCASTING & CABLE

### Big deal

Merger of Tichenor Media Systems Inc., Dallas, into Clear Channel Communications Inc.'s Heffel Broadcasting Corp. Value of Tichenor: \$210 million. Tichenor is owned by McHenry T. Tichenor Sr., vice chairman/36.3% owner and McHenry T. Tichenor Jr., president/10.1% owner. Broker: Star Media Group Inc. (see story, page 29).

### Amplification

The broker in the \$665,000 sale of the CP for KSIR(AM) Brush, Colo. ("Changing Hands," July 1), was Satterfield & Perry Inc.

Communications, Washington)

**Facilities:** KHGI-TV: ch. 13, 316 kw visual, 31.6 kw aural, ant. 1,110 ft.; KSNB-TV: ch. 4, 100 kw visual, 12.6 kw aural, ant. 1,131 ft.; KWNB-TV: ch. 6, 100 kw visual, 21.6 kw aural, ant. 737 ft.

**Affiliations:** All ABC

**Broker:** Kalil & Co. Inc.

**KXLI-TV** St. Cloud/Minneapolis/St. Paul

**Price:** \$12 million (see BROADCASTING & CABLE, June 10)

**Buyer:** Paxson Communications Corp., West Palm Beach, Fla. (Lowell W. "Bud" Paxson, chairman/owner); owns KLXV-TV San Jose/San Francisco and KZKI(TV) San Bernardino/Los Angeles; WTWS(TV) New London/Hartford, Conn.; WPBF-TV Tequesta/Palm Beach, Fla.; WTLK-TV Rome/Atlanta, Ga.; WGOT(TV) Merrimack, N.H./Boston; WHAI-TV Bridgeport, Conn./New York; WAKC-TV Akron/Cleveland, Ohio; WTGI-TV Wilmington, Del./Philadelphia; KTFH-TV Conroe/Houston, Tex.; WYVN(TV) Martinsburg, W.Va., and Infomall Television Network; is buying KWBF (TV) Flagstaff/Phoenix; KUBD(TV) Denver; WCEE(TV) Mount Vernon, Ill./St. Louis; WAAP(TV) Burlington/Winston-Salem, N.C., and WTJC(TV) Springfield/Dayton, Ohio, and 50% of wsjn-TV San Juan, P.R., and wost-TV Block Island/Providence, R.I.; has LMA with WIRB(TV) Orlando; has time brokerage agreements with WFCT-TV Bradenton, WHBI-TV Lake Worth, WIRB (TV) Melbourne, WCTD(TV) Miami and WTVX-TV West Palm Beach, all Fla.; WNGM-TV Athens/Atlanta; WJUE-TV Battle Creek, Mich.; WOOD(TV) Amsterdam/Albany,

May 1996

\$63,000,000

SOLD

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**KOCB - TV, Oklahoma City, OK**

to

**SINCLAIR BROADCAST GROUP, INC.**

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N.Y.; WRMY(TV) Rocky Mount, N.C.; WOAC-TV Canton, Ohio, and WHKE(TV) Kenosha/Milwaukee, Wis. Paxson also owns or is buying 42 radio stations.

**Seller:** KX Acquisition LP c/o Lang Communications, New York (Dale W. Lang, owner); owns KXLT-TV Rochester, Minn. Dale Lang has option to buy 50% of KVBM-TV Minneapolis.

**Facilities:** Ch. 41, 2,750 kw visual, 275 kw aural, ant. 1,469 ft.

**Affiliation:** Independent

COMBOS

**WHBG(AM) Harrisonburg-WAMM-FM Bridgewater, Va.**

**Price:** \$875,000 (includes \$100,000 consulting agreement)

**Buyer:** M. Belmont VerStandig Inc., Washington (Helen VerStandig, chairman/47% owner); owns WSWA (AM)-WQPO(FM) Harrisonburg, and WCBG(AM) Chambersburg and WSRT (FM) Mercersburg, Pa.; has time brokerage agreement with WPKZ(FM) Elkton, Va. MBV is corporate partner of HJV LP, which owns WHGT(AM)-WAYZ (FM) Waynesboro, Pa.

**Seller:** WHBG Inc./WRDJ Inc., Harrisonburg (Robert L. Dean, presi-

dent/owner with E. Warren Denton). Dean owns 80% of WAMM(AM) Woodstock/Woodbridge, Va.

**Facilities:** AM: 1360 khz, 4.7 kw day, 20 w night; FM: 105.1 mhz, 6 kw, ant. 328 ft.

**Formats:** AM: C&W; FM: contemporary country

**WLFN(AM)-WLXR(FM) LaCrosse, Wis.**

**Price:** \$700,000

**Buyer:** Mississippi Valley Broadcasters LLC, Rochester, Minn. (Howard G. Bill, president/33.3% owner); owns WQCC(FM) LaCrosse. Bill owns KOLM(AM)-KWWK(FM) Rochester; is building FM in Bartonville, Ill.

**Seller:** Broadcast Properties of LaCrosse Inc., Dubuque, Iowa (Philip Kelly, owner); owns 33.3% of WQCC (FM) La Crosse. Kelly owns 70% of WDBQ(AM)-KLYV(FM) Dubuque and KATE(AM)-KCPI(FM) Albert Lee, Minn., and 33.3% of WMVY(FM) Tisbury, Mass.

**Facilities:** AM: 1490 khz, 1 kw; FM: 104.9 mhz, 1.35 kw, ant. 430 ft.

**Formats:** AM: adult standards; FM: adult contemporary

**KLOQ(AM) Merced-KFMK(FM) Winton, Calif.**

**Price:** \$508,620

**Buyer:** Clarke Broadcasting Corp., Sonora, Calif. (H. Randolph Holder Sr., chairman/owner); owns KVML (AM)-KZSQ(FM) Sonora and KVRQ(FM) Atwater, Calif., and WGAU(M)-WNGC-FM Athens, Ga.

**Seller:** TGR Broadcasting Inc., Salinas, Calif. (Hector Villalobos, principal); owns KLFA(FM) King City, Calif.

**Facilities:** AM: 1580 khz, 1 kw day, 297 w night; FM: 98.7 mhz, 4.4 kw, ant. 384 ft.

**Format:** AM: Spanish; FM: Mexican regional

**50% of WICY(AM)-WVNV(FM) Malone, N.Y.**

**Price:** \$274,600 (\$125,000 cash for stock and \$149,600 for noncompete agreement)

**Buyer:** Elizabeth H. Coughlin, James Coughlin Sr., James M. Coughlin Jr., Malone; no other broadcast interests

**Seller:** Richard LaVigne, Malone; no other broadcast interests

**Facilities:** AM: 1490 khz, 1 kw; FM: 96.5 mhz, 2.4 kw, ant. 361 ft.

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

**KSWA(AM)-KWKQ(FM) Graham, Tex.**

**Price:** \$255,000

**Buyer:** Graham Newspapers Inc. c/o MediaNews Group Inc., Denver (W. Dean Singleton, president); owns Graham Leader newspaper

**Seller:** KSWA Inc., Graham (James N. Jones, president); no other broadcast interests

**Facilities:** AM: 1330 khz, 500 w day; FM: 107.1 mhz, 3 kw, ant. 100 ft.

**Formats:** Both C&W

**WSNQ(AM)-WMJZ-FM Gaylord, Mich.**

**Price:** \$25,000

**Buyer:** Morning Dove Inc., Ludington, Mich. (David Essmaker, president/owner); no other broadcast interests

**Seller:** Classic Radio Inc., Gaylord (William F. Rolinski, CEO); no other broadcast interests

**Facilities:** AM: 900 khz, 1 kw day, 101 w night; FM: 95.3 mhz, 3 kw, ant. 325 ft.

**Formats:** AM: news/talk; FM: adult contemporary

RADIO: FM

**WCIE-FM Lakeland, Fla.**

**Price:** \$5 million

**Buyer:** Moody Bible Institute of Chicago, Chicago (Joseph M. Stowell, president); owns WMBV(FM) Dixon's Mills, Ala.; WKES(FM) St. Petersburg and WRMB(FM) Boynton Beach, Fla.; WAFS(AM) Atlanta; WMBI-AM-FM Chicago, WDLM-AM-FM East Moline and WGNR(FM) Monee, Ill.; WIWC(FM) Kokomo, Ind.; WJSO(FM) Pikeville, Ky.; WGNB(FM) Zeeland, Mich.; WMBU(FM) Forest, Miss.; KSPL(FM) Kalispell, Mont.; WCRF(FM) Cleveland and WVMS (FM) Sandusky, Ohio; WVMN(FM) New Castle, Pa.; WMBW(FM) Chattanooga, WMKW(FM) Crossville and WFCM(FM) Murfreesboro, all Tenn.; KMBI-AM-FM Spokane and KMLW(FM) Moses Lake, Wash.; is applying to build FM in Prichard, Ala.; Crown Point, Ind., La Crosse and Sebastian, Fla., and Wilmington, N.C.; is buying WSOR(FM) Naples, Fla., and construction permit for FM at Vero Beach, Fla.

**Seller:** Evangel Christian School Inc., Lakeland (Joseph Perez, principal); is selling WCIE(AM) Spring Lake, N.C.

**Facilities:** 91.1 mhz, 100 kw, ant. 500 ft.

**Format:** Adult hit radio

**KVIK(FM) Decorah, Iowa, and KQYB (FM) Spring Grove and KSOB(FM) Caledonia, Minn.**

**Price:** \$2.814 million (includes \$774,000 in consulting agreements)

**Buyer:** Marathon Media LLC, Chicago (Bruce Buzil, 90% owner). Buzil owns 33.6% of WCCQ(FM) Crest Hill, Ill.

**Seller:** Greg Wennes, Spring Grove, Minn.; no other broadcast interests

**Facilities:** KVIK: 105.7 mhz, 4.5 kw, ant. 210 ft.; KQYB: 98.3 mhz, 33 kw, ant. 607 ft.; KSOB: 94.7 mhz, 1.9 kw,

Continues on page 70

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# Summer time and the promo staff is jumpin'

*Radio stations take advantage of good weather to produce concerts, other special events*

## Radio

By Donna Petrozello

**T**he onset of summer usually spurs music radio promotion teams into high gear—organizing and sponsoring concerts or lending their names to touring artists and outdoor street festivals—and this year is no exception.

In Chicago, urban WGCI-AM-FM drew 300,000 people to an outdoor show by James Brown on July 5, coinciding with the city's 10-day Taste of Chicago food festival, June 28-July 7.

"Summer provides us with a lot of visibility and gives us an opportunity to get closer to our audience," says Angela T. Fleming, WGCI's director of marketing.

WGCI's July 4 concert, its spring events around Mother's Day and Father's Day, and a basketball tournament held in conjunction with the Chicago Bulls in late summer, "often draw more people than events in the winter months," Fleming says.

In New York, rock WNEW(FM) drew 9,000 to a July 4 outdoor show, and the station has co-sponsored a series of outdoor amphitheater concerts by artists including Sting, The Allman Brothers and the Dave Matthews Band.

"Summer concerts are very important," says WNEW Promotions Director Paul Kamras. "You need to get the station out there and show you are an active participant in the community."

Later this month, in Wheeling, W.Va., country WWVA(AM)-WOVK(FM) will sponsor their annual four-day Jamboree in the Hills festival. The event traditionally draws 90,000 people; this year's concert, which marks the event's 20th anniversary, features headliners Mary Chapin Carpenter, Tanya Tucker and the Oak Ridge Boys.

In markets large and small, other stations treat summer as an opportunity to mingle with listeners where they live, by participating in local block parties and street festivals.

Classic soul and R&B WRKS-FM New



*WGCI Chicago's July 5 James Brown concert attracted 300,000 people to Grant Park.*

York lends its name to a variety of summer street fairs, including the Harlem Week festival in August and a Queens Fest in June. All summer WRKS-FM also sponsors a Friday lunchtime concert series outdoors at the World Trade Center financial district.

"Summer events give us a chance to solidify our music image outside the studio and attract listeners where they live," says WRKS-FM promotions director Wendi Caplan.

For alternative rock stations whose format thrives on emerging rock acts, sponsoring summer concert tours of

popular alternative acts and promising new bands is crucial.

"New music drives this format, so being able to deliver new artists is critical," says Rey Mena, director of marketing at alternative rock WKQX(FM) Chicago. "And summer is important because most of the tours take place then, especially through Chicago."

Mena says WKQX's annual late May Jamboree and late December concerts are typically the station's biggest events. In fact, the station's promotions staff begins planning the shows six months in advance. WKQX's Jamboree 1996 featured 13 bands, including leading alternative acts Foo Fighters and Stabbing Westward.

Likewise, alternative rocker WHFS(FM) Annapolis, Md./Baltimore/Washington spends all year planning its annual HFStival summer concert of alternative rock acts that has become the station's largest in-house promotional event, according to station promotions director Jackie Richards.

To accommodate the festival's lineup of more than a dozen bands and typically 65,000 attendees, WHFS stages the event at Washington's RFK Stadium. The behind-the-scenes planning of this year's concert, held June 1, was featured as a documentary produced by WDCA-TV Washington.

Richards says enticing the bands to play the event "is very important" in cementing the station's alternative music image with listeners. ■

## Olympics boost national ads at expense of local

*Atlanta stations find games altering normal spending patterns*

By Donna Petrozello

**W**hile national advertising on Atlanta radio stations during the Olympic games has paced ahead of last summer's spending, local advertisers have scaled back their radio dollars.

Sales managers at Atlanta stations that plan to devote significant time each day to Olympics coverage—mainly, WGST(AM), WSB-AM-FM and WCNN(AM)—say some local retailers are concerned that business will be stunted during the

17 days of the Olympics.

Steve Youlios, WGST general sales manager, estimates that local ad clearances are down 10%-15% in the market. Neal Maziar, general sales manager for co-owned WSB and WCNN, says local car dealers, in particular, have reduced their radio spending for July and early August.

"Some retailers, especially automotive dealers, are down because they don't know what local traffic patterns will be like during the games," Maziar says. "A lot of them are taking the

money for spots out of July and are clearing spots in late August to capitalize on normal traffic patterns."

The spectacle of the Olympics is expected to draw more than 2 million people to Atlanta, doubling the city's population overnight. To accommodate the crowds, several of the city's major thoroughfares will close, and visitors are expected to use mass transit.

Youlios says local retailers fear that visitors to the city will largely use services provided at the Olympic village complex, rather than patronize local shops, restaurants and clubs. Also, many native Atlantans are expected to leave the city to avoid the crowds while the Olympics are underway, which makes local retailers skittish about spending money to reach an invisible audience.

"There is a lot of uncertainty by a lot of our regular advertisers about how Atlantans will react to the Olympics," Youlios says.

But Youlios says his station has made up the difference in increased advertising by national advertisers: "Between Olympics national sponsors and national advertisers that are non-sponsors, we're just about sold out of inventory for the 17-day period. That's atypical in this

### Infinity's top-dollar stations

Given the \$4.9 billion Westinghouse Electric will pay for Infinity Broadcasting's stations, radio industry analyst Jim Duncan estimates that Infinity's KROQ-FM and KRTH(FM), both Los Angeles, fetched the highest prices of the group, at \$294 million and \$312 million, respectively.

The price tags of two of Infinity's other top-shelf stations, WFAN(AM)-WXRK(FM) New York, were \$264 million and \$286 million, respectively, Duncan says in a recent edition of *Duncan's Radio Comments*.

The prices paid for the Los Angeles and New York stations, represent about 17-times broadcast cash flow. Duncan calls the Infinity acquisition "the richest radio deal ever." By contrast, he says, "multiples of 13- or 15-times broadcast cash flow for large-market properties [are] now the standard."

The prices of KRTH and WFAN are even more impressive when compared with what Infinity paid for them: \$116 million for KRTH in 1994 from Beasley Broadcasting, and \$70 million for WFAN from Emmis Broadcasting in 1992. —DP

market; July is usually fairly soft."

Maziar agrees that "leading up to the games, national business has paced ahead of last July." Maziar says WSB-AM-FM and WCNN have seen more advertising from McDonald's, Coca-Cola and Sara Lee, all official Olympics sponsors.

Maggie Hauck, vice president of research and marketing at Crystal Radio Representatives, says national advertisers booked radio spots earlier than usual, typically last April and May, for July and August clearances

in Atlanta because of the Olympics.

"To have two months' lead time before a spot runs is extraordinary," Hauck says. Radio spots are particularly attractive to advertisers that are not official sponsors. Hauck says, to "give them some participation in the Olympics."

According to advertising trends tallied by Interep Research, footwear, soft drink, fast food and camera/film equipment retailers typically are heavy supporters of the Olympics, outspending traditional summer budgets. ■

## R I D I N G   G A I N

### Stern returns to WCKG(FM) Chicago

Less than a year after severing its on-air ties to talker Howard Stern, WCKG(FM) Chicago is expected to welcome radio's bad boy back to morning drive, say market sources. The change was expected by many following Infinity Broadcasting's announcement in May that it was swapping three stations in Orlando, Fla., for WCKG.

WCKG management cut short the station's contract with Stern last October, when the station was owned by Cox Broadcasting. Infinity moved Stern to its WJJD(AM) Chicago soon after WCKG dropped him, but Stern's ratings plummeted in the shift from the FM to the AM band.

### Radio's national audience at 210 million

Statistical Research Inc. estimates that 210 million people, or roughly 96% of people ages 12 and older, listen to radio each week. The majority of those listeners, an estimated 69%, listen to some network programming at

least once weekly as well, SRI found. Also, radio claims almost 24 million listeners during the average quarter hour, says SRI. SRI's research was based on a survey of 12,000 respondents to the agency's RADAR report of network radio listenership between May 1995 and April 1996.

### Sports talk networks flock to Atlanta

Numerous radio sports talk networks will broadcast live from the Olympics in Atlanta beginning later this week, offering athlete interviews, event updates and related coverage.

SportsFan Radio Network of New York will broadcast 24 hours daily from the Olympics site. Coverage of Olympic events and athletes will complement the network's regular programming lineup.

Sports Byline of San Francisco plans to preempt its regular nightly programming July 15 through Aug. 5 to broadcast live Olympics coverage.

One-on-One Sports of Chicago will provide a closed-circuit radio broadcast of selected events through a spe-

cially equipped portable radio and frequency. One-on-One's closed-circuit coverage will include the opening and closing ceremonies, aquatic and track and field events. One-on-One also will broadcast two of its weekday shows from Centennial Olympic Park for the duration of the games.

### Wert tapped as senior VP Evergreen Media



Lawrence Wert

Lawrence Wert, for years the president/GM of Evergreen's WLUP-FM Chicago, last week was named senior vice president of the group. In his new role, Wert will manage

Evergreen's recently acquired WKQI(FM) Detroit and oversee syndication roll-outs for Evergreen's on-air talent including Jonathon Brandmeier, Kevin Matthews and Danny Bonaduce. —DP

# Cable

July 15, 1996

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# Marketing cable in changing times

*The annual CTAM (the cable industry's marketing association) conference in Boston this week (July 15-17) takes place at a time when cable is experiencing rapid change: new players, new laws and new competition for delivering programming. In this interview with BROADCASTING & CABLE's Jim McConville, CTAM Chairman Chuck Ellis outlines the association's plans for providing strategic marketing advice for cablers facing a competitive new world.*

**Have changes in the cable industry changed CTAM's role?**

No. CTAM is still in the business of providing marketing insight and expertise. The tone and the type of information are evolving to reflect the changing competitive marketplace. We've attempted in the past two years, and I suspect [we will attempt] in the next several years, to bring cable operators more speakers and more information that relate to a more competitive marketplace.

**CTAM this year has chosen several executives from industries outside cable—Nike, Samuel Adams beer—as convention keynote speakers. Does CTAM wish to emulate the way other industries operate?**

Certainly. The ramifications of converging industries and partnership arrangements have caused CTAM to look at its own strategic issues. However, we believe that providing marketing expertise and information from folks outside the industry is of value to this industry.

There are tremendous lessons to be learned from industries in circumstances similar to ours, and there are industries that have operated in competitive markets for years. Their strategies and tactics have parallels for cable. There are real lessons to be learned from other companies and industries that operate in a consumer-dominated world.

**Is cable a mature consumer product? Does that make it more difficult to market?**

No. Cable is not close to being a mature product. As a matter of fact, it's probably on the verge of being as exciting, dynamic and changing in the next five years as it ever has

## CTAM Chairman Chuck Ellis



***"There are real lessons to be learned from other companies and industries that operate in a consumer-dominated world."***

been. I don't think any part of the business is mature.

**For the past two years, cable has emphasized branding and preparing for competition from telcos. But many telcos appear to be backing off, reassessing their entrance into video. Has cable devoted enormous effort and money in the face of a threat that may not materialize?**

I don't think that's an accurate reflection of what this industry has been up to. Whether the telephone companies end up with ubiquitous hard-line competitive environments or whether they are more aggressive in wireless or DBS, and no matter what strategy they use to get into the video business, our preparation,—in branding, identifying and securing our customer franchise—is effort and money well spent.

**Do you still see the telcos as a potential threat? Has that changed?**

No. I think they still have their sights set on video revenue opportunities in this business. They see an avenue to get a piece of that—whether it be hard-line, MMDS or DBS entries. And I think they continue to sort out the most effective strategy. I haven't seen anything that would lead me to believe that they are no longer committed to taking a piece of this business.

**But will their entrance be later rather than sooner?**

It may be sooner rather than later because the hard-line strategy plays out over an extended period. And the tremendous infrastructure that is needed is a significant financial drain, whether you're a telco or any other company. Many of the telcos have a wireless strategy, which tends to be a quicker

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entry into the market, and, therefore, they may be here sooner rather than later.

**Are DBS providers a more immediate threat for cable?**

I think it is, absolutely, an immediate threat, and over the past 12 months they have become more aggressive marketers. They reflect what the marketplace is evolving into—aggressive trench warfare in a competitive market. I haven't seen anything that says they're less formidable than they were a year ago.

**Is cable still spending time to improve its on-time service guarantee campaign?**

The cable industry, NCTA [National Cable Television Association] and CTAM have joined in a cooperative effort to further that concept, and that branding strategy, in consumers' minds. The research we've done says that when customers are aware of the guarantee offer, their feelings and

the credibility of the cable company are significantly enhanced. The big issue is that the awareness level of the effort is quite low. We—NCTA and CTAM—have renewed our commitment to driving the awareness level of its guarantee program to significantly higher levels. We've formed a committee to develop a game plan as opposed to "a program, to make this a long-term part of how we do business."

**With new delivery technologies scheduled to arrive soon, will cable need new marketing strategies?**

There are two things at work here. One is that the products are different from many mainstream cable products that we have offered historically. But we are offering multiple and additional product lines that are different and more difficult for consumers to understand. That means we have to take something that is fairly complex and break it down into simple, understandable, value-oriented offerings for customers. The emphasis on packaging and segmented marketing will become more important as a result of the additional product lines that will be introduced.

**EXCLUSIVE SURVEY**

# CABLE'S PERFORMANCE GAP

*Survey says that cable falls short of subscriber expectations*

By Harry A. Jessell

**T**here's a big gap between what cable subscribers want and what they get, according to a BROADCASTING & CABLE survey of subscribers in the top three TV markets.

The survey of more than 1,350 subscribers in New York, Los Angeles and

Chicago found that cable service often fails to meet expectations.

And nearly a third are "neutral or dissatisfied" by the "overall value" they receive from cable, the survey found.

"I don't believe you can run a business safely with 30 percent of your subscriber base unenthusiastic about the service you're providing," says

Cliff Knowles, president of Chicago-based TeleSight Inc., which conducted the survey.

In other businesses where competition is "alive and well," he says, successful companies expect no more than 10% of their customers to express dissatisfaction.

Cable has a problem, and the "only

## Customers Rate Cable Service

TeleSight Inc. in late June and early July surveyed 1,350 cable subscribers, equally divided among New York, Chicago and Los Angeles. The subscribers were asked to rate on a scale of 1 to 10 (10 being the highest) the importance of 12 cable services or features (Importance column). They were then asked to rate how well their cable operators were supplying the services (Satisfaction column). The "Gap" column represents the difference between the two average scores.

The closer the gap is to zero, the better the business is at satisfying its customers. According to TeleSight, gaps of around two indicate companies have a serious problem in satisfying their customers. TeleSight claims the results may be used with 95% confidence, with a 3% margin of error.

SERVICE	IMPORTANCE	SATISFACTION	GAP
Provides a clear picture	(1) 9.47	7.80	(5) 1.67
Charges only for the programming I want	(2) 9.16	7.57	(6) 1.59
Has little or no service interruption	(3) 9.11	6.94	(3) 2.17
Quickly responds when there is a service disruption	(4) 9.10	6.73	(1) 2.37
Bills accurately and understandably	(5) 9.09	8.08	(10) 1.01
Honors appointment times for on-site repairs or service	(6) 9.08	7.58	(7) 1.50
Is a good value	(7) 9.03	6.70	(2) 2.33
Has quality programming	(8) 9.01	7.88	(9) 1.13
Has customer service department that is easy to do business with	(9) 8.95	7.14	(4) 1.81
Provides the most programming options	(10) 8.59	7.29	(8) 1.30
Provides hassle-free installation	(11) 8.43	7.95	(11) .48
Provides pay-per-view programming	(12) 6.26	8.12	(12) -1.86

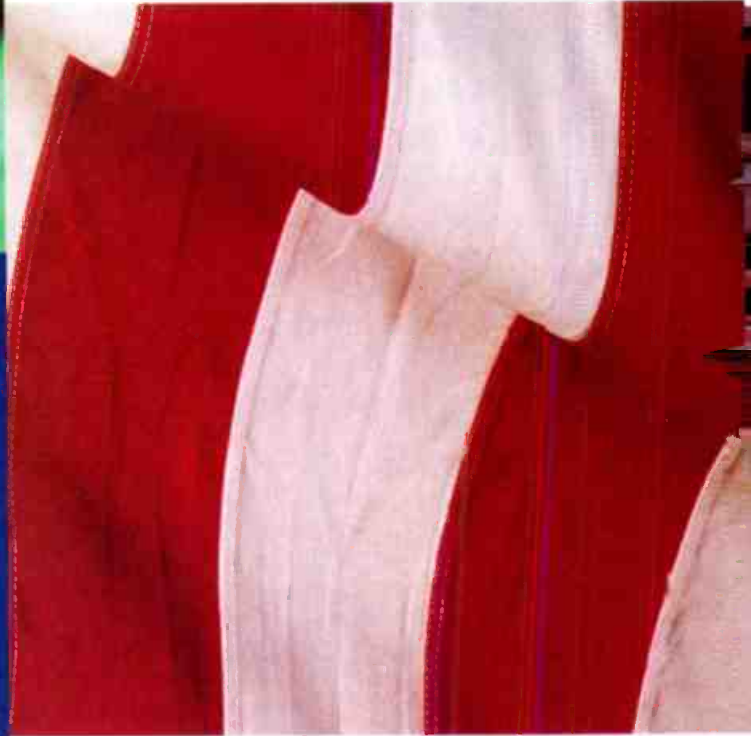
Summary results of customer satisfaction survey of cable providers in three metropolitan areas conducted by TeleSight Inc. in July 1996.

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Vice President,  
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reason it isn't feeling it," he says, "is because only 16% [of those surveyed] are aware of alternatives.

"It's a ringing alarm bell for cable," he says. "I'd get my house in order before my competitors come marching in with a core product that's better than my core product."

Of the 16% who are aware of alternatives to cable, 55% say they have considered making a switch, the survey

***"It's a ringing alarm bell for cable. I'd get my house in order before my competitors come marching in."***

**—Cliff Knowles, TeleSight**

says. Satellite broadcasting was by far the most popular choice.

"If I'm DIRECTV," says Knowles, "I look at this and say, 'Wow.'" Hughes's DIRECTV is the most pervasive satellite service, claiming some 1.6 million subscribers.

The survey asked subscribers to rank on a scale of one to ten the importance of a dozen cable service features—everything from program quality to

restoration of outages. They were then asked to rank how well their cable companies supply those same features. Anytime the score for importance is higher than that for performance is cause for concern, and the greater the difference, the greater the concern should be, Knowles says. "When we see a two-gap we see that as nothing less than trouble." Also, he says, any ranking of five or less is counted as "neutral or dissatisfied."

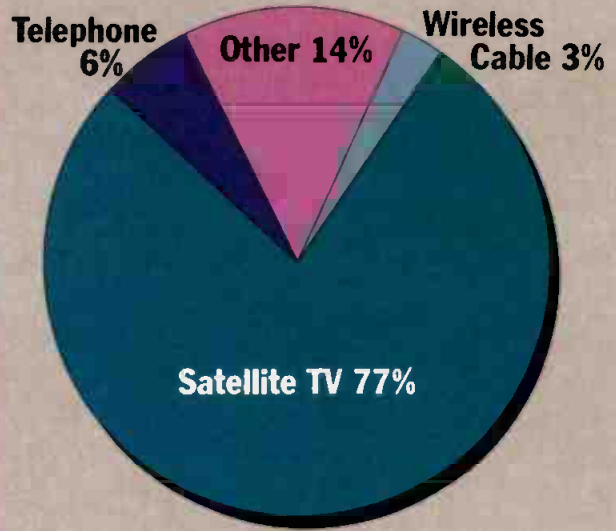
Service disruptions produce the biggest expectation vs. performance gap (2.37). The feature—"Quickly responds to service disruptions"—garnered an average importance score of 9.10, but only a 6.73 satisfaction score.

Other big gaps: "Is a good value" (2.33); "Has little or no service disruption" (2.17), and "Has customer service department that is easy to do business with" (1.81).

"Provides hassle-free installation" brought cable closest to parity (.48). And only pay-per-view's performance exceeded expectation (-1.86). "What you have is people who are very satis-

## What are the alternatives to your cable service?

Based on the 16% of cable subscribers who were aware that there are alternatives to cable.



fied with PPV [8.12 average score], but don't think it's important at all [6.26 average score]," Knowles says.

"People are not concerned about PPV or the quality of programming or value-added services," Knowles says. "They are concerned about the core business—service disruption, picture quality and customer service."

"The survey suggests that best strategy right now for cable companies to fend off competitors is to upgrade their core services," Knowles says.

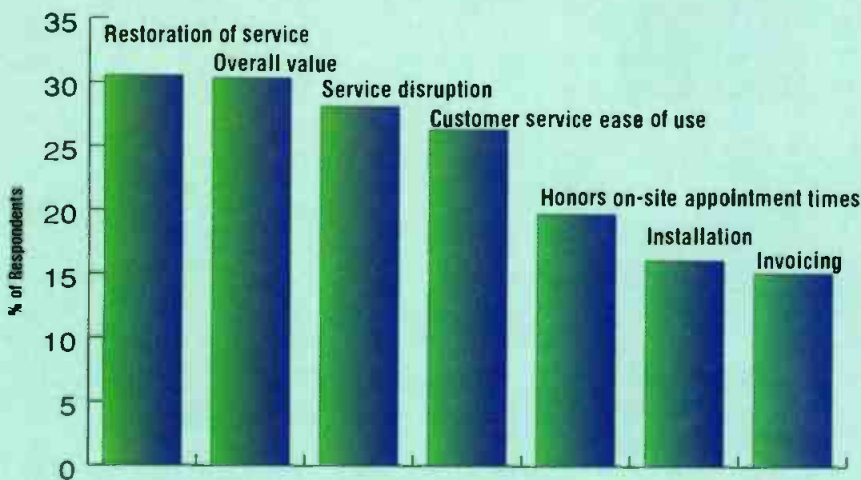
The survey found the level of discontent considerably higher in Chicago than in New York or Los Angeles. Chicago's "good value" gap was 2.84, compared to New York's 2.08 and Los Angeles's 2.06.

Ameritech, the regional Bell operating company, is targeting Chicago suburbs for competitive cable service. Bell Atlantic/Nynex and Pactel are promising to bring wireless cable services to New York and Los Angeles, respectively.

The gap survey can be an important tool for cable operators, Knowles says. "The goal wasn't simply to uncover areas of subscriber concern, but to identify those areas of subscriber concern where improvements in service could lead to the greatest gains in subscriber satisfaction." ■

TeleSight Inc., a Chicago-based customer satisfaction research company, surveys more than 1.5 million consumers a year on behalf of several clients, including Sears.

## Cable subscribers are less than satisfied with...



Percentages include subscribers who gave services scores of 5 or less (on scale of 1-10).



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# MSOs push silver linings

*Operators develop game plans to ease news of rate hikes to subscribers*

By Jim McConville

**M**SOs hope to apply lessons learned from the past in developing strategies for managing cable rate increases.

With new competition from direct broadcast satellite operators—and passage of the 1996 Cable Act, which requires MSOs to adjust prices annually rather than quarterly—correctly marketing cable rate increases appears to be a higher priority for MSOs.

As a consequence, operators have started using new marketing strategies to soften the blow when informing cable subscribers of rate hikes. Many major MSOs now personalize rate-increase messages by using direct mail, customer call-in shows or newsletters.

Tele-Communications Inc. last year

assigned a special task force to develop a game plan for cushioning a June rate hike of 15%-20% in some of its markets.

"It was a big hit covering a two-and-a-half-year period, so consequently we did much more than we ever had done in the past. TCI felt it really had to mount a big campaign," says Michael Smith, TCI's director of field communications.

The result? A marketing packet filled with news releases, Q&As, letters to franchise authorities and point-of-purchase brochures was sent to TCI systems months in advance, says Smith.

And in some cases, Smith says, TCI offered subscribers perks such as promotional coupons for added services in hopes of mollifying potentially irate customers.

The company now may have to apply similar techniques in markets

where it faces direct broadcast satellite competition. "A lot of DBS operators are attacking us full bore in selected markets where we've increased rates," Smith says. TCI's marketing, he says, is going to be "much more targeted in the future because the competition is targeting us more specifically."

TCI also is developing strategies for future rate increases, but the MSO isn't talking about them: "Now that we have competition we have to be more circumspect about how we fight to keep our customers," Smith says.

Along with its notification letters last year, Jones Intercable included discount deals on its other services to lessen the rate-hike bite.

"We had the highest lift in new sales for the Sega Channel because people read that letter," says Cindy Winning,

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Jones group vice president of marketing.

Jones also included literature comparing cost and program advantages of Jones vs. DBS, such as providing local off-air broadcast signals and audio services as part of its basic service.

Jim O'Brien, president of Jones Intercable, says consumer education about the value of what the company provides "is the most cost-effective way to make any price adjustments."

Besides including notices in the monthly cable bills, Marcus Cable informed subscribers of the June rate increases through a video segment the MSO aired a month earlier.

Jeff Marcus, chairman of Marcus Cable, says the tape, which spelled out newly enacted 1996 Cable Act rules and explained the rate increase, produced fewer subscriber complaints than did previous increases.

"If you tell people the price is going up, that's one thing," Marcus says. "But if you tell them why and really treat them like they are part of the process and can understand, you get a much better result."

Rate increases must be viewed in the context of services provided, Marcus

***"The issue is how you communicate your message on an ongoing basis, rather than just at the point that your cable rates may change."***

—TW's Chuck Ellis

says. "Price continues to be important, but value to the customer is the real driver because people don't mind paying if they think they're getting real value."

Not all MSOs have a plan for informing subscribers of rate increases. "We have not standardized how we do rate-increase notification, and we don't have guidelines that we send out to the systems," says Cox Communications spokeswoman Ellen East. "We're a very decentralized company, and each of the systems does its own thing."

Chuck Ellis, executive vice president, Time Warner Cable, says cable operators need to keep subscribers informed over the long haul, not just when there's a rate increase. "The issue

is how you communicate your message on an ongoing basis, rather than just at the point that your cable rates may change," he says.

Ellis says MSOs must continue putting products and packages together in such ways that "consumers see us providing increased value," he says. "I don't think that any rate increases—which I suspect will be moderate—are going to be the major issue."

Richard Aurelio, president of Time Warner Cable, New York, says new competition will foster price wars that should help keep cable rate increases to a minimum.

Competition, not packaging, he says, will have more impact on size and acceptance of cable rate hikes in the future. "That's going to be the more powerful force: it's not the creativity of marketing people; it's really going to be a price-driven marketplace decision."

"But it's hard to predict how the landscape will play out," Aurelio says. "I don't think anybody has a five-year rate plan out there that predicts what they're going to do on rates because nobody knows what's going to happen." ■

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# Cross-marketing cuts cable bills

MSOs team with long-distance carriers on package deals

CTAM '96

SPECIAL REPORT

By Price Colman

Say a trusted friend hinted at a surefire way to cut your monthly cable bill. How would you respond? A. You mean *The Cable Guy* wasn't just a movie? B. Does the FCC know about this? C. Sure, and I've got the secret to levitation.

The fact is, an increasing number of cable customers are reducing their monthly bills legally, thanks to a growing cross-marketing, cross-promotion trend among cable and long-distance providers.

In markets from Oklahoma City to Rhode Island, Chicago to Denver, some of the cable industry's biggest hitters—Tele-Communications Inc., Continental Cablevision, Comcast and Cox

among them—are allying with long-distance companies to package their services and give customers a break.

TCI was the first to team with Sprint 10 months ago to test a cross-promotion, cross-marketing program. Since then, Comcast and Cox have joined with the number-three long-distance provider in taking the same approach.

"It really seems to be taking off," says Jessica Reif, cable analyst with Merrill Lynch. "They've gotten well above Sprint's national market share." According to Sprint figures, its average national market share is 4%-6%.

Of the big-three long-distance carriers, Sprint is the smallest, behind AT&T, the leader, and MCI. Thus, for Sprint, the cable alliances are part of an aggressive approach to gaining market share.

On the cable side, not everyone is marching to the same beat, of course. TCI customers in Denver may receive an enclosure with their bills that offers a \$4.95-a-month break on an HBO/Starz!/Encore combo for a year if they sign up with Sprint. They're also offered an opportunity to reduce their basic or basic-plus cable bill.

So far, though, the strongest

response has been to the reduced-cost premium channel package, said Jerry Gaines, president and chief executive of TCI Telephony Services Inc., the cable giant's entry into broadband wired, wireless and long-distance telephone markets.

Cox customers in Oklahoma City and Rhode Island see monthly cable

bills cut by 10% of their long-distance bill—if they're Sprint customers. "If they spent \$250 a month [for long-distance], they can basically have no cable bill," says Terry Neill, vice president of strategic marketing for Cox.

Continental and AT&T have teamed in certain Chicago suburbs in a reciprocal deal that cuts either cable or long-distance bill (depending on who gets

there first). That situation is somewhat unusual in that AT&T is engaging in a national cross-marketing campaign with DIRECTV, the two-year-old DBS company in which AT&T holds a 5% stake.

If the Sprint/cable program seems to be an offensive tack aimed at gaining Sprint market share and helping participating cable companies reduce churn at a time when rates are rising, then AT&T's cross-marketing ventures with Continental and DIRECTV may be more of a defensive strategy.

A recent survey by Odyssey, a San Francisco market research firm, found that AT&T's market share has dropped from 74% two years ago to 65% today.

While most of the cross-marketing alliances are in their early stages, they could be signs of deeper relationships to come, or simply a way to test the waters in anticipation of bundled services.

With passage of the Telecommunications Act of 1996, every sector—

cable, wireless cable, long-distance and local exchange carrier—is developing a one-stop shopping strategy for all services. Virtually every telecommunications company is developing plans to offer video services, local and long-distance phone service, Internet access and potentially PCS in a single package.

Technology, which is evolving ever faster, probably won't be much of a stumbling block. Human nature could be an obstacle, however.

"The big question for the cable operator who wants to go into this business is that 911 question. Will you trust your local cable company with 911 calls?" says M.C. Antil, spokesman for the Cable Television Administration and Marketing Association.

An even bigger obstacle, and one that cable and telephone companies alike are wrestling with, is the monthly bill itself. First, there's the sticker-shock factor: receiving a single bill that's no greater than the combination of other bills but comes in one lump amount.

Then there's the confusion factor.

Some cable executives have acknowledged privately that bills are nearly as complicated as an IRS form. Add several other itemized services and consumers may revolt.

CTAM has only recently begun conducting research on billing methods, Antil says. "But based on my gut instinct, billing is a big issue with people," he says. "If you had two or three providers for Internet access, local

phone service, long distance and cable, I think the quality of the bill would be critical. I'm not sure the cable industry is geared up appropriately."

Merrill's Reif disagrees. "It's not clear what consumers want—one bill for everything, or separate bills," she says. "[Bundling] has a lot of potential. So far, the early results are very positive. I think cable is prepared. They've been planning for this for years." ■

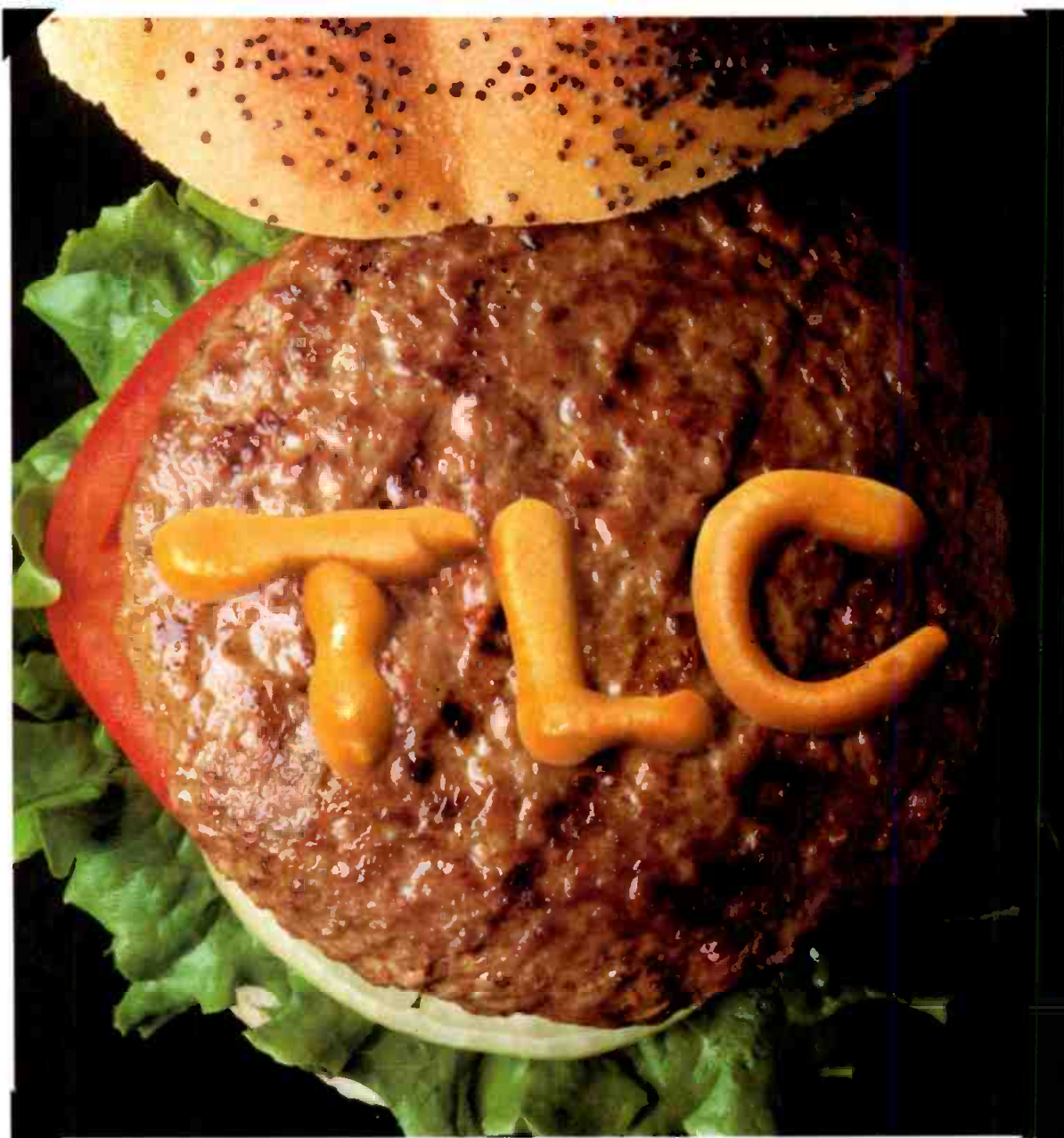


TCI's Jerry Gaines



Cox's Terry Neill

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\*Beta Research Corp. Subscriber Study, 1995.

# Wireless gets digital go-ahead

FCC paves way for industry to quadruple capacity

By Price Colman

**T**he FCC has given the wireless cable industry the green light it has been waiting for—permission to go digital.

The commission's adoption of the Digital Declaratory Ruling was announced in Denver at the opening session of the Wireless Cable Association International's ninth annual convention and trade show.

The ruling means that wireless companies such as American Telecasting Inc. (ATI), People's Choice TV and CAI will be able essentially to quadruple channel capacity, increasing the wireless industry's ability to compete with other video service providers, such as traditional cable and direct broadcast satellite.

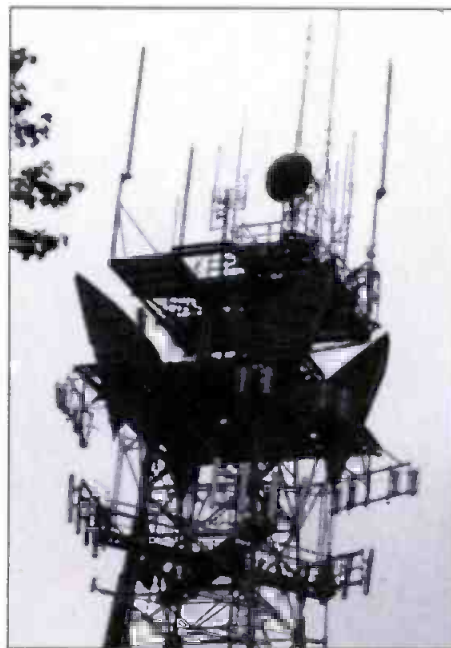
In his letter to Richard Alston, president of the Wireless Cable Association, FCC Chairman Reed Hundt also pointed out that the ruling makes wireless cable the first terrestrial video programming service to get the digital go-

ahead, giving it at least a temporary advantage over traditional cable.

"I think we're at a window of opportunity where we really need to grow and get critical mass," said Alston. "So the ruling removes the last of significant impediments to this industry's growth." While the regulatory road may have been cleared of obstacles, wireless faces another challenge—obtaining the financial backing it needs to implement that growth.

There are clear signs of a mating dance between wireless cable and regional Bell operating companies. CAI, the nation's number-three wireless firm, has allied with Nynex and Bell Atlantic to supply digital wireless transport systems.

In addition, American Telecasting, the nation's largest wireless cable company, and US West have been talking since the first of the year about an alliance. Although those talks recently were put on hold, reportedly over wireless system valuation issues, the FCC ruling could jump-start discussions.



Wireless Cable is the first terrestrial video programming service to get digital approval from the FCC.

Another sign of how the wireless industry is courting the Baby Bells: The wireless convention's three keynote speakers were all from Bell companies. Alliances between wireless

## Murdoch backs Kirch in digital race

Rupert Murdoch has chosen media mogul Leo Kirch as his digital ally in Germany. Murdoch's UK pay-TV service BSkyB has decided to take a 49% stake in the Kirch Group's digital TV platform DF1, which aims to have 50 channels up and running in 1997. Murdoch also is expected to take at least a 25% stake in digital sports channel Das Digitale Fernsehen. Some analysts were predicting a linkup between Sky and Kirch, after Europe's digital pay-TV alliance of German media group Bertelsmann, pay-TV giants Canal+ and BSkyB and French group Havas verged on collapse last month. The deal confirms BSkyB's departure from that alliance and ends the agreement with Bertelsmann and Canal+ to buy 25% of Germany's only feature film channel, Premiere.

The deal means there now are just two digital groups in Europe: CLT/Bertelsmann and BSkyB/Kirch. There still is a question of which digital horse Canal+ will back, although analysts believe that Canal+ is more likely to side with CLT/Bertelsmann. Canal+ and Bertelsmann have stakes in German channels Premiere and Vox, while CLT and Canal+ are linked via common shareholder French Havas, which has minority stakes in both. DF1 is planning to launch 17 channels on July 28 using the



Kirch-developed d-box technology. DF1 will have an immediate distribution base of 200,000 subscribers across Germany, Austria, German-speaking Switzerland and South Tirol, and plans to have an estimated reach of 700,000 by year-end 1997.

NBC Super Channel and sister business channel CNBC signed an agreement with DF1 to be carried on its digital package when it launches July 28. The deal is solely for digital distribution. Cable operators now receiving the services in analog will remain unaffected. German-language computer channel GIGA TV, a joint venture with Dusseldorf-based DFA and MSNBC, will be carried on DF1's basic service when GIGA TV launches in 1997.

## US West extends Dutch cable franchise

A2000, the Amsterdam cable operator 50%-owned by US West, has extended its franchise with the acquisition of a cable network in nearby Hilversum. The acquisition will add 34,000 customers to A2000's 484,000 customers. A2000 plans to upgrade both the Amsterdam and the Hilversum networks to offer voice telephony and high-speed data services in line with European deregulation. The company expects to start operating telephony on a limited basis before the end of 1997.

—By Debra Johnson

companies and Baby Bells make sense for both industries, said Chuck Kersch of Neidiger Tucker Bruner in Denver. "These [Baby Bells] are the people who have to defend their turf from the oncoming competitive battlefield," said Kersch. "The easiest way, the least expensive way is by offering MMDS. ... They need it to buy time to replace their copper twisted-pair network."

Wireless cable operators were quick to point out that the FCC ruling has implications beyond video services.

"We're headed into the digital services business, not just the wireless cable business," said Robert Hostetler, president of ATL. "We now can say out loud that our spectrum provides the potentially ideal spectrum for a variety of businesses, not just video."

Hostetler also said Wednesday that Denver likely would be among the first cities where the company deploys a digital wireless system. If wireless operators were forthright about their interest in Baby Bell partnerships, they were equally upfront about taking the fight for video services customers to the cable and DBS industries.

"We're going to do what cable hasn't—provide no-excuses TV," said Matt Oristano of People's Choice TV. "The thing that no-excuses TV can do is provide a local service. Being local, being there when the customer wants us, that's part of no-excuses TV." ■

# Sullivan ousted at E!

'News Daily' host fired after run-in with director

By Jim McConville

**E!** Entertainment last week fired Kathleen Sullivan, reportedly the result of her run-in with an E! news director two weeks ago.

Sullivan, co-host of E!'s *Entertainment News Daily* with Steve Kmetko, reportedly fought with E! News Director Edward Zarcoff late last month over the replacement of one of Sullivan's favorite show editors.

According to reports, the argument eventually led to Sullivan's calling Zarcoff an obscenity. After closed-door meetings, E! executives initially suspended her for two weeks starting July 1.

E! at first denied Sullivan's suspen-

sion, saying she was "on vacation."

After tabloid stories of the suspension started appearing late last week, however, E! finally issued a release saying that Sullivan would no longer be with the network. "E! Entertainment Television has elected to make a

change in the anchor for its nightly newscast *E! News Daily*," the release says.

E! says Kmetko will continue as anchor. The network has announced no replacement for Sullivan.

Sullivan, who joined E! in 1995, revived her TV

career with E!'s daily coverage of the O.J. Simpson trial last year.

She co-anchored *CBS This Morning* with Harry Smith in the late '80s, but was replaced by Paula Zahn in 1990. ■



ENTERTAINMENT  
TELEVISION



# HBO catches flak from FOP

Police organization criticizes documentary on convicted cop killer

By Rich Brown

**C**ontroversial documentaries are boosting ratings for HBO but also are bringing some public relations headaches for the pay-TV channel.

Members of the Fraternal Order of Police are expressing outrage over last week's HBO telecast of *Mumia Abu-Jamal: A Case for Reasonable Doubt?*, a documentary re-examining the case of a death row inmate convicted of killing a Philadelphia police officer.

FOP Philadelphia chapter president Richard Costello says he was interviewed for the documentary under false pretenses (he says he was told the interview was being shot by the BBC for airing in Britain) and that the documentary "made no pretense of being

fair and objective."

Costello says the FOP, which is the same national police organization that protested Time Warner's release of the 1992 rap song "Cop Killer," at press time was considering a boycott of HBO. The FOP represents a half-million police officers nationally.

"We find it obscene that somebody can choose to make a profit from the blood of a dead cop," says Costello. "HBO has shown absolutely no regard for the truth and has chosen to exploit the murder of a cop."

HBO issued a statement describing the documentary as "a well-researched look at a complex and controversial legal case, which has generated much



debate on both sides for over 14 years." Additionally, national FOP leader Gil Gallegos says HBO has sought the

organization's input on a documentary about police stress and suicides that is scheduled to air on the channel this fall.

Debate over the Mumia film comes on the heels of another controversial documentary, *Paradise Lost: The Child Murders at Robin Hood Hills*, which aired on HBO last month. The documentary's prime time debut averaged a healthy 10.9 rating and 19 share, according to Nielsen. But HBO canceled a subsequent afternoon showing of the film, which received some criticism for its graphic depiction of murdered children. ■

# Popcorn buys into New York

*TW will carry channel in late, late night*



By Rich Brown

**P**opcorn Channel has managed to succeed where many other new networks have failed in cutting a carriage deal with Time Warner's New York City cable systems. The catch is, it will appear only during the wee hours of the morning and it will cost the network money for the time.

Like most fledgling cable networks, Popcorn Channel has been eager to reach Time Warner's 1.1 million subscribers in the number-one market. And, as with other fledgling cable networks, Popcorn executives realized they would have to be creative if they wanted to find shelf space on the crowded system.

Last year, for example, Television Food Network bought retransmission

consent rights previously held by a New Jersey public broadcaster. Another programmer, Classic Sports Network, just cut a three-month deal allowing the network to appear in the channel position held by soon-to-be-launched WBIS-TV.

The Popcorn Channel's solution was to share a channel position with Discovery Channel during the 3-9 a.m. period now occupied by infomercials. Sources indicate that Popcorn has cut a deal with Time Warner that essentially represents a time buy.

Cable system operators frequently complain that they see no revenue from the infomercials that appear on cable networks and are experimenting with preempting the long-form ads with their own programming during the overnight and weekend time periods.

In many cases, cable operator contracts with networks do not allow them to preempt. However, Time Warner's agreement with Discovery in New York gives the cable operator the option to take control of the time period.

Popcorn might not be entering a key time slot in the market, but the network is getting a relatively strong channel position—18—in a lineup of 76 channels in the Manhattan market. The agreement also doubles the number of subscribers reached by the network, which debuted in late November 1995 and is carried by operators including Multivision (Anaheim); Century (Santa Monica); Prime Cable (Las Vegas), and US Cable (New Jersey).

Popcorn's programming lineup of movie-related entertainment and information debuts in New York on Aug. 12. ■

# Muzak takes direct approach

*Will deliver music to homes via DBS*

By Jim McConville

**A**dding to its longtime role as music service for elevators and professional offices, Muzak is now piping tunes into private homes via DTH provider EchoStar Communications.

EchoStar's music service, Dish CD, is now part of its direct broadcast satellite video service launched last spring. Dish CD provides 28 channels of digital audio services programmed by Muzak from its extensive CD library of classic, pop, rock and various other types of music.

EchoStar packages priced at \$24.99 and higher include Dish CD. Subscribers with packages costing less than \$24.99 can buy Dish CD a la carte for an additional \$4.99 a month.

"Muzak, the granddaddy of music, is going to perform a very important commercial distribution role for us, since they'll be able to package their historical music offerings with all of our video programming," says Bill Van-

derpoel, vice president of new business for EchoStar Communications.

Offering audio services isn't a novelty to the cable industry. Other ser-

vices already available include Digital Musical Express (DMX), AEI Music Network, and C-SPAN Audio 1 & 2. ■

## M2 to play over Intercast

MTV Networks' M2 cable channel will be adapted for carriage on the Intercast TV-to-PC service launching next month.

MTV Networks will add M2's music video content and select content from other MTV networks to Intercast sometime in the fourth quarter of this year, according to Matt Farber, MTV senior vice president of programming and new business. M2 music videos will be accompanied by Web pages offering information about artists performing on-screen, access to chat rooms, trivia questions and other content that will change with each video.

"It's going to be information and other experiences that come up on your screen while you're watching a video," says Farber. "This is going to have a live feel."

MTV has entered a strategic partnership with Intel Corp., which will provide the enabling technology for Intercast, according to Farber. MTV parent Viacom Inc. was one of the charter programming companies in the Intercast consortium, which also includes NBC, CNN, QVC and WGBH. Intercast enables PC users to view TV programs, along with related Web pages, via the vertical blanking interval.

Farber says MTV is delaying its Intercast debut in order to create a "complete package" that will be an "MTV experience." MTV Networks is exploring merchandising as part of that package.

—RT



# Postponement of Tyson bout could be costly

*PPV loses big-money opportunity*

By Michael Katz

**M**ike Tyson's bronchial congestion could mean a multimillion-dollar opportunity lost not only to the WBC heavyweight champion but to cable operators and the pay-per-view industry.

Because Tyson's July 13 title bout with WBA heavyweight champion Bruce Seldon, postponed because of Tyson's bronchitis, most likely will be moved to Sept. 7, the PPV industry probably will reap the benefits of only two Tyson fights before the end of the year, rather than the anticipated three.

"If he fights in July you can get another two fights in before the end of the year," says Request TV President Hugh Panero. "You're missing out on a payday, but the bottom line is that this is one of the things that can happen

when you have live events."

Tyson's most recent fight, a March 16 knockout of Frank Bruno, generated some \$44 million domestically, according to Gould Media Service's *TV Sports File*.

"In terms of dollars, the cable industry keeps 40 to 50 percent of the money generated," says Barry Gould, co-owner of Gould Media Services. "Cable companies could have around \$20 million," based on the money brought in from the Tyson-Bruno fight.

This postponement marks the second consecutive big payday lost by cable operators and PPV. Promoter Bob Arum, annoyed over losing money to pay-per-view piracy, distributed last month's bout between Oscar De La Hoya and Julio Cesar Chavez via closed-circuit television. Arum claims that the fight brought in \$70 mil-



*The PPV business could lose Tyson's powerhouse draw.*

lion-\$75 million.

"[The cable industry] was hurt earlier this year with Chavez being on closed circuit, and this is also devastating to some people," says Gould. Gould also says there could be other repercussions because of the fight's being postponed so close to the fight date. "The next time around people will wait longer to order, and with a lot of people ordering on the last day, things get jammed up," he says. ■

## ESPN doubles game plans

ESPN plans to nearly double the number of pay-per-view college football telecasts this fall, with more than 100 out-of-market games available to cable, wireless cable and satellite operators.

ESPN's decision to expand its offerings follows a 40% rise in its PPV revenue between the 1994-95 and 1995-96 seasons. Most of the increased sales have come from the direct broadcast satellite and C-band markets, which are able to offer a greater variety of PPV games than can channel-constrained cable systems.

"When the digital boxes become commonplace at cable systems, we'll be there with the package," says an ESPN spokesperson.

ESPN GamePlan will present up to 10 games each Saturday from Aug. 31 to Nov. 23. The suggested residential retail price is \$79, with an early-bird price of \$69. Suggested per-day price is \$9.95. —RB

## Cable offers higher (speed) education

*Promises free high-speed Internet access to schools*

By Chris McConnell

**C**able companies say they want to offer free, high-speed Internet access to some 3,000 schools during the next year.

Announcing the new project last week, a collection of cable executives said the operators in targeted communities will offer to equip one site in each elementary and secondary school passed by cable with a free cable modem. Plans call for continuing to hook schools up to the Internet once the initial collection of schools has been wired, with the ultimate goal of hooking up every elementary and secondary school passed by cable.

National Cable Television Association President Decker Anstrom predict-

ed that the project's cost eventually could run into the billions, although the association offered no specific estimates on what cable operators will spend to reach the first-year target.

The plan won praise from a collection of Washington policymakers attending the announcement. FCC Chairman Reed Hundt said he felt "just like a kid at Christmas," while Senate Commerce Committee Chairman Larry Pressler (R-S.D.) also applauded the plan.

The group also heard from Vice President Gore, who sent an e-mail to the Washington news conference where cable executives announced their project. "I commend your foresight and determination to bring the Information Age into the classrooms of today," Gore said. ■



## Cable's expanding reach

Despite ongoing complaints about limited channel capacity, virtually all cable networks have expanded their universe in the past year through a combination of cable and satellite carriage.

Networks launched in the past five years have experienced some of the greatest percentage gains, according to Nielsen Media Research data supplied by various networks. Cartoon Network distribution grew to 28.1 million subscribers, a 46% rise; Sci-Fi Channel grew 41%, to 33.4 million. The network with the highest percentage gain was ESPN2, which grew by 54%, to 35.3 million.

Among older services, networks showing the largest subscriber gains in the past year were The Weather Channel, Faith & Values Channel and CNBC. Each of the three networks boosted its distribution by 7% between July 1995 and July 1996.

The only network that failed to build its distribution in the past year was Nostalgia Television, which remained essentially flat with 7.7 million subscribers. —RB

### MONTHLY COVERAGE FOR CABLE NETWORKS

	JULY 1996	JULY 1995	% CH		JULY 1996	JULY 1995	% CH
Wired cable	65,392	64,699	1%	FX	27,504	22,025	25%
Pay cable	34,837	33,435	4%	HBO	24,285	23,501	3%
A&E	65,098	61,675	6%	HGTV*	12,090	—	—
BET	44,963	42,780	5%	History*	22,252	—	—
Bravo*	22,064	—	—	The Learning Ch	49,530	39,527	25%
Cartoon	28,122	19,267	46%	Lifetime	64,624	61,990	4%
CMT	34,321	29,660	16%	MTV	64,086	61,395	4%
CNBC	58,594	54,907	7%	Nickelodeon	66,739	63,576	5%
CNN	68,635	66,042	4%	Nostalgia	7,748	7,755	0%
CNN Headline	61,389	57,988	6%	Prevue	41,810	37,482	12%
Comedy	40,722	35,835	14%	Sci-Fi	33,383	23,669	41%
Court TV	26,689	22,207	20%	Showtime	12,669	12,077	5%
Discovery	67,964	65,161	4%	TBS	68,534	65,767	4%
Disney*	18,609	—	—	TNN	65,644	62,965	4%
E!	39,495	32,586	21%	TNT	67,776	64,527	5%
ESPN	68,573	66,064	4%	The Travel Ch	20,132	17,459	16%
ESPN2	35,302	22,923	54%	USA	67,986	65,171	4%
Faith & Values	24,984	23,315	7%	VH1	55,060	52,293	5%
Family	65,358	62,421	5%	The Weather Ch	63,262	59,286	7%
Food	17,407	12,487	39%	WGN	39,772	38,105	4%

\*New metered cable network Source: Nielsen Media Research supplied by cable networks  
GRAPHIC BY KENNETH RAY/BROADCASTING & CABLE

## NMC buys Hawthorne Communications

*Infomercial company lengthens its string of purchases*

By Michael Katz

In the shop-till-you-drop spirit of the industry, infomercial giant National Media Corporation continued its shopping spree last week, signing a letter of intent to acquire privately held infomercial company Hawthorne Communications for an undisclosed amount of stock and cash.

"The Hawthorne people have spent a tremendous amount of time in the Fortune 500 arena, which is really different from us," says National Media President Mark Hershorn. "They have an exper-

tise in dealing with these companies that we don't have in-house."

Hawthorne purchased roughly \$60 million in TV ad time in 1995 and is on pace to surpass that based on figures for the first half of 1996. Some of its higher-profile infomercial clients include Apple Computer, Paramount, Time-Life, Black & Decker, Mattel, Braun and Bank of America.

"The most important aspect of this deal is that it gives our clients access to 270 million viewers in 60 countries throughout the world," says Tim Hawthorne, chairman of Hawthorne

Communications, who will continue his role with the company as well as become a senior vice president with National Media.

Hawthorne represents the latest in a string of acquisitions either closed or proposed by National Media within the past year. The day before the Hawthorne deal was announced, National Media finalized its purchase of privately held infomercial companies Prestige Marketing and Suzanne Paul for approximately \$22 million in cash and stock. In May it bought Positive Response Television, and its popular Amazing Discoveries format for a little more than \$20 million in stock. It also bought infomercial production company DirectAmerica last October for \$7 million in stock.

To help fund some of its acquisitions, National Media will begin a secondary public offering this week to sell some 2 million shares, which Hershorn estimates will bring in \$35 million—\$40 million.

### Kaleidoscope signs Americast deal

Kaleidoscope, the San Antonio-based cable network for people with disabilities, has signed a carriage agreement with Americast, telco video partnership of Disney, Ameritech, BellSouth, SBC and GTE Corp. The deal gives Kaleidoscope access to a potential five million new homes within five years. The deal will give channel "first tier" carriage on Ameritech's video dialtone networks as they are built out. Kaleidoscope currently serves 16 million TV households in 37 states.

## H E A D L I N E S



### MTV sets spin-off date

MTV has set an Aug. 1 launch date for M2: Music Television, a more localized spin-off music video network that will feature three local affiliate breaks per hour. Music information tied to M2 programming will be available online using Intel's InterCast technology (see story, page 48).

### WAM in Washington

Encore Media Corp.'s WAM! America's Kidz Network is hosting a town hall-type meeting in Washington on Friday (July 19) to discuss issues involving children's television. Representatives Constance Morella (R-Md.) and Joseph P. Kennedy (D-Mass.) will co-chair "The Future of Children's Television Programming," which will include a forum with participants from sectors including government, education, media and the cable industry. Panelists include L. Brent Bozell, chairman of the Media Research Center; Donald V. West, editor of BROADCASTING & CABLE magazine; Dr. Robert T.M. Phillips of the American Psychiatric Association, and John J. Sie, chairman of WAM! parent Encore Media Corp.

### Sci-Fi shopping

Sci-Fi Channel debuts a weekly magazine-style entertainment show, *Sci-Fi Trader's Cool Stuff from the Cosmos*, on Sunday, Aug. 4, at 6:30 p.m. ET. The show will include home shopping segments featuring science fiction-related merchandise and will be produced by TQTV (a partnership of Tyee and QVC division Q-Direct). Sci-Fi has also picked up rights to *V* and will debut the off-network miniseries on Aug. 12.

### X marks new spot

After two years of holding its annual Summer X Games in Rhode Island,

ESPN is moving the extreme sports competition to San Diego in June 1997. ESPN's inaugural Winter X Games will debut on Jan. 30 from Snow Summit Mountain Resort in Big Bear Lake, Calif.

### New from BET

New shows on the Black Entertainment Television weeknight schedule this fall will include music show *UnReal* (8-10 ET) and a late-night show, *Live Wire* (11), featuring commentary on the news of the day plus celebrity guest appearances.

### Classic hunts TW systems

Classic Sports Network has received a "hunting license" from Time Warner Cable enabling the network to shop its service to systems, serving more than 11 million subscribers. The network has also debuted on Time Warner's flagship New York City system as part of a three-month preview on TV station and would-be superstation WBIS-TV.

### Golf channels adds subs

The Golf Channel added 600,000 subscribers on 11 new cable systems in

June. The network, with sign-up systems including Time Warner Cable in Clearwater, Fla., and Cox Communications in Parma, Ohio, now has over 3 million subs nationwide.

### Bay watch

CNBC's nightly political talk show *Equal Time* with Dee Dee Meyers and Mary Matalin will add Angela "Bay" Buchanan, sister and campaign manager of former GOP presidential contender Pat Buchanan, as co-host of the show. Buchanan, who will fill in for Matalin later this month, will replace her full-time after Labor Day.

### Intro ins and outs

Liberty Media Corp.-owned Intro Television will add six new networks to its schedule this month, at the same time dropping four existing ones. Added to the sampler channel's program list are Animal Planet, The History Channel, Independent Film Channel, America's Health Network, SpeedVision and Outdoor Life. Intro TV will be dropping CelticVision: The Irish Channel, Planet Central, the Women's Sports Network and Nostalgia Television. —RB, JM

## PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of July 1-7, 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. <i>Movie: 'Crazy Horse'</i>	TNT	Sun 8:00p	3,090	4.6	3.2
2. <i>NASCAR Winston Cup</i>	ESPN	Sat 1:38p	2,678	3.9	2.8
3. <i>World Championship Wrestling</i>	TNT	Mon 9:00p	2,419	3.6	2.5
4. <i>Movie: 'The Abduction'</i>	LIFE	Sun 8:00p	2,203	3.4	2.3
5. <i>Rupert</i>	NICK	Thu 10:00a	2,074	3.1	2.2
6. <i>World Championship Wrestling</i>	TNT	Mon 8:00p	2,026	3.0	2.1
7. <i>Jim Henson's Muppet Babies</i>	NICK	Thu 10:30a	2,020	3.0	2.1
8. <i>Movie: 'Top Gun'</i>	TBS	Thu 5:20p	2,004	2.9	2.1
8. <i>The Busy World of Richard Scarry</i>	NICK	Thu 9:30a	2,004	3.0	2.1
10. <i>Movie: 'Quigley Down Under'</i>	TBS	Sun 9:00p	1,928	2.8	2.0
11. <i>Papa Beaver Storytime</i>	NICK	Fri 12:00n	1,902	2.8	2.0
12. <i>Gullah Gullah Island</i>	NICK	Fri 11:30a	1,857	2.8	1.9
13. <i>Rugrats</i>	NICK	Sun 10:00a	1,836	2.8	1.9
14. <i>Movie: 'Grease'</i>	TNT	Wed 8:00p	1,833	2.7	1.9
15. <i>Rugrats</i>	NICK	Tue 6:30p	1,815	2.7	1.9

Following are the top five pay cable programs for the week of July 1-7, ranked by households tuning in.

1. <i>Movie: 'Clueless'</i>	HBO	Sat 8:00p	3,239	13.3	3.4
2. <i>Movie: 'Bad Boys'</i>	HBO	Sun 8:00p	2,560	10.5	2.7
3. <i>Movie: 'The Specialist'</i>	HBO	Sat 11:40p	2,284	9.4	2.4
4. <i>Movie: 'Serpent's Lair'</i>	HBO	Sat 10:00p	2,254	9.3	2.4
5. <i>Mumia abu-Jamal: Reasonable Doubt?</i>	HBO	Sun 10:00p	1,939	8.0	2.0

Sources: Nielsen Media Research, HBO

GRAPHIC BY KENNETH RAY/BROADCASTING & CABLE

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*Data Broadcasting*

## **Sinclair to Supercast in Baltimore**

*Beta test of data broadcast service will be followed by product rollout*

By Richard Tedesco

**S**inclair Broadcast Group will beta test its Supercast data broadcast service through its flagship station in Baltimore later this summer.

Sinclair says it just com-

pleted a successful test of the Supercast technology at WBFF(TV), Baltimore's Fox affiliate. The next step is the limited beta launch in Baltimore, followed by a rollout there and in several other, larger markets where Sinclair

owns broadcast properties says Nat Ostroff, Sinclair vice president of technology.

Supercast will provide PC users with digital information directly from over-the-air signals. Information will include localized ad-supported content along with advertiser information, according to Ostroff. Broadcast modems enabling PCs to receive the signals along with regular indoor antennas are being produced by Norpak Corp. in Ottawa and are expected to cost \$150.

In Baltimore, Sinclair has developed a WBFF Web site, which will provide limited audio and still video content to be downloaded to users' hard drives. Data signals buried in the vertical blanking

interval will be transmitted in real time 24 hours a day, with regular updates of financial data and other information.

Sinclair has had "conceptual conversations" with potential content providers, Ostroff says. The company will experiment with different revenue-generating concepts, including a tiered service, so that additional content can be transmitted to individual modems.

Other Sinclair stations include WPGH-TV (Fox) in Pittsburgh; KDNL-TV (ABC) in St. Louis; KOVR-TV (CBS) in Sacramento, Calif.; WSTR-TV (UPN) in Cincinnati; WCGV-TV (Fox) in Milwaukee; WSX (ABC) and WTTE (Fox) in Columbus, Ohio, and KABB-TV (Fox) in San Antonio, Tex. TM

### **PointCast to carry CNN, Olympics news**

PointCast Network, the Internet news service, adds an Olympics "channel" for coverage of the Summer Games this week, and will begin carrying CNN content this fall.

The deal figures to re-enforce PointCast's quickly established reputation as a solid online news service when CNN appears as part of its downloadable content ([www.pointcast.com](http://www.pointcast.com)). A co-branded version of PointCast also will be available on CNN's Web site ([cnn.com](http://cnn.com), [cnnfn.com](http://cnnfn.com)) this fall.

"We believe that by partnering with PointCast, we can establish a new standard for effective delivery of news and information worldwide," says Harry Motro, senior vice president of CNN Interactive.

Users of PointCast's news channel will automatically receive the CNN feed when it becomes available this fall, with CNNfn accessible as an optional channel. PointCast will eventually offer CNNSI, a planned joint venture of CNN and *Sports Illustrated*.

A major marketing campaign is planned, including PointCast spots on the Turner cable net-

works. CNN will begin selling the ads on its PointCast channels next year.

Meanwhile, PointCast will make a major push to cover the Atlanta Olympics online this week, drawing content from Reuters and SportsTicker reports. PointCast will display updated bulletins from the Olympics with its SmartScreen technology. Users will be able to click on headlines for more detailed reports. An animated presentation of a continuing report on the latest Olympics news can also be accessed.

Users who download PointCast as of today (July 15) will automatically receive the Summer Games channel as part of the package. PointCast presently provides content from Reuters, Standard and Poor's ComStock, AccuWeather, SportsTicker and *Time* and the *Los Angeles Times* and *Boston Globe* in regionalized distribution.

Since its inception in 1992, PointCast has drawn \$12 million in venture capital from Benchmark Capital, Merrill Pickard Ander and Eyre, and Mohr Davidow Ventures.—RT

### *The Internet*

## **WebTV to launch with Sony, Philips**

*Expect fall opening set-top prices under \$500*

By Richard Tedesco

**W**ebTV Networks hopes to jump-start its TV/Internet-access business with a fall launch. Sony Corp. and Philips Electronics will work with WebTV to produce set-top boxes that will enable consumers to access the Internet via TV.

No prices were discussed at the first public demonstration of the technology in New York last week, but a WebTV spokesperson said the price would be well under \$500—the

magic price point touted during the past several months by Oracle Corp., IBM and other companies planning to enter the market.

"This is a consumer product," said Steve Perlman, WebTV president, who conducted the demonstration. "You don't need [to know] how to hook it up. It just works."

The WebTV opening page suggests a magazine layout, with click-on elements for CNN Online and other content. The format will include e-mail with multimedia capabilities that will enable users to transmit audio and video. The WebTV boxes also will enable online credit card transactions through a swipe slot.

Users can customize Internet menus around areas of interest and gain easy access to localized Web sites. WebTV Networks



WebTV hopes to bring the Internet into the nation's living rooms.

and other integrated devices.

Thomson Consumer Electronics announced plans earlier this year to manufacture large-screen TVs capable of connecting to the Internet.

TMO

## Online Services

# Reinventing democracy via the 'Net

Reinventing America gives online ability to vote on budget plans

By Dan Tringali

As if talk radio weren't enough, politicians may need to heed the views of Internet surfers, who have been given not only a forum for their opinions but also an electronic voting booth to cast their ballots.

Creators and supporters of a federal budget simulation game on the Internet called the resulting "Reinventing America Federal Reform" Act—presented on Capitol Hill last week—"a primitive tool of what will become true electronic democracy."

But even supporters con-

cede that the relatively narrow demographics represented by the players limit the weight of the players' recommendations for redefining federal priorities and that Reinventing America currently has more value for its process than for its politics.

Reinventing America was

co-developed and sponsored by a grant from The Markle Foundation and New York City-based Crossover Technologies. The Reinventing America home page was hosted over the Internet by All Politics, the Time/CNN joint venture formed to promote political discussion over the World Wide Web.

Over six months, Internet users—some coming to the Reinventing America home page through America Online or CompuServe—participated in news and discussion groups, and finally voted on the recommendations contained in the draft budget bill last week.

Not surprisingly, the 'Net surfers favored increases in federal funding for technology and research. Grant funding for science would go up \$1 billion, with \$1.1 billion for medical research—apparently at the expense, or lesser expense, of military allocations.

Some of the more radical positions included: legalizing drugs at the federal level and redirecting law enforcement funds toward drug edu-

### MTV introduces Tikki talk

MTV brought an exotic location to cyberspace last week as it debuted a virtual 3-D chat environment dubbed TikkiLand.

PC users can enter a virtual tropical environment replete with tiki god images (a la Easter Island), assume an animated avatar persona and talk in real-time audio with other online visitors around a pool. Avatar heads can be customized or users can take on images of a pharaoh or other historical figure.

Cupertino, Calif.-based OnLive Technologies provided the technology and worked with MTV Online on the creative side. Users need Pentium computers equipped with standard modems and sound cards to participate in online chat sessions. However, says Matt Farber, MTV senior vice president of programming and new business, "this really isn't an elitist technology."

MTV plans to stage virtual TikkiLand chat sessions with celebrities and its on-air personalities. Future wrinkles could include Beavis and Butt-head doing virtual interviews. MTV kicked off its new online feature on-air last week, with avatars of its VJs in on-air segments.

Users can bring other sound, including music, into the environment. The TikkiLand spaces will be limited to 20 participants each.

The technology is driven with the use of 10 Sun Microsystems servers on the Internet. Despite audio glitches during a demonstration last week, OnLive expects to finish beta testing TikkiLand within the month.—RT



The virtual world of TikkiLand.

cation and rehabilitation, drastically cutting foreign aid, reducing defense spending, reforming numerous poverty assistance and pension programs (including Social Security), and ending affirmative action.

Exactly what Congress is supposed to take from the draft is uncertain. While the document is unquestionably an expression of opinion, just whose opinion is expressed remains uncertain. Crossover Technologies President Eric Goldberg says that there were 3.5 million "hits" on the home page, and offers "a scientific wild-ass guess" that 75,000-100,000

individuals visited the page. The core group of budget-reformers, however, totaled 3,390, Goldberg said, defining a core user as a registered visitor who visited frequently.

Although Goldberg insists that participants came "from all walks of life," use of the Internet is obviously limited to those who are somewhat technology-savvy and who have access to the necessary equipment—computer. Crossover Technologies cited figures showing 30% of the United States' population with computer access, and only 11% with access to modems, necessary for

### GTE, UUNet to offer 'Net access

GTE Corp. and UUNet Technologies Inc. have struck a multimillion-dollar agreement to market Internet access nationally. GTE will use UUNet's dial-up dedicated network and Internet backbone to provide nationwide Internet access. Service will be immediately available in 250 cities in 46 states for \$19.95 a month or \$8.95 for five hours of Internet access and \$1.95 for each additional hour. Business customers can get dedicated Internet access, Web site services, corporate e-mail and special packages for educational applications.—RT

online computer use. Furthermore, Crossover concedes, most users tend to be male, affluent, white and probably in their 20s or 30s.

Goldberg said the discussions indicated a heavy libertarian streak early on, but moved more toward the center

over time. Forty-four percent of respondents believed that the game and its creators were "too left-leaning, and 44% felt we were too right-leaning." Antagonizing people equally across political lines, Goldberg says, pleased Reinventing America's backers.

"The outcome is not important," says Michael Riley, All Politics executive producer, "it's the process that matters. Sure, the demographics skew the results. In five years it will be a lot more diverse, more representative."

Senator Robert Kerrey (D-Neb.) offered praise for the effort, commenting that "these kinds of exercises are very helpful because they educate the public...it's really a lead-in for a new way of communicating."

But the senator appeared unlikely to take the draft bill too seriously. 'Net surfers participating in Reinventing America had no trouble recommending the diversion of law enforcement and prison funding toward drug prevention and treatment, but when crime hits their own neighborhoods, "they'll say, 'I want those bastards put away.'"

Similarly, Kerrey says, respondents might support cutting funds for Medicaid, but when their mother gets sick, "they'll say, 'I don't care what I said on the World Wide Web.'"

The second six-month Reinventing America game and survey began last week and can be reached over the Internet at [www.pathfinder.com/reinventing](http://www.pathfinder.com/reinventing).

TMA

## Surfing the 'Net

### TV Land puts up Web site

Nick at Nite's TV Land launches a Web site this week ([www.nickatnitetvland.com](http://www.nickatnitetvland.com)) with a Quicktime movie clip of the late James Dean doing a highway-safety public service announcement shortly before he died. The site also will feature soundbites and photographs of other Dean performances. Material is organized in several different areas, including "40 Years in a Blender," offering other rare TV sights and sounds, and "The Good, The Weird & The Wonderful," a sampling of strange TV facts, images and games.

### Star Trek: Continuum debuts on MSN

Paramount Digital Entertainment has launched Star Trek: Continuum, a site devoted to all generations of the TV series on Microsoft Network. Claiming to be the most extensive online source of *Star Trek* information, the site includes archives and activities related to all *Star Trek* properties. Users can immerse themselves in *Star Trek* multimedia content, check out the Klingon Compendium, a guide to the Klingon Empire or access detailed information about *Star Trek* episodes. Users also can participate in 3-D chats as *Star Trek* avatars in Quark's Bar, a virtual environment adapted from *Deep Space Nine*. Access is restricted to MSN members at [startrek.msn.com/](http://startrek.msn.com/).



### NBC adds Nissan to Olympics site sponsors

NBC Interactive has drawn support from Nissan Motor Co. for its NBC Centennial Olympic Web site ([www.Olympic.NBC.com](http://www.Olympic.NBC.com)). Nissan banner ads in three areas of the site will bring users to the automaker's Web site. Nissan joins AT&T, IBM and Visa as a sponsor on the site.

### Outdoor Channel arrives online

The Outdoor Channel has launched a Web site ([www.outdoorchannel.com](http://www.outdoorchannel.com)) featuring a full program guide and information on specific programs. Users can download segments of current programming and also see previews of programs scheduled for airing in coming months.

### Microsoft amending Spanish gaff

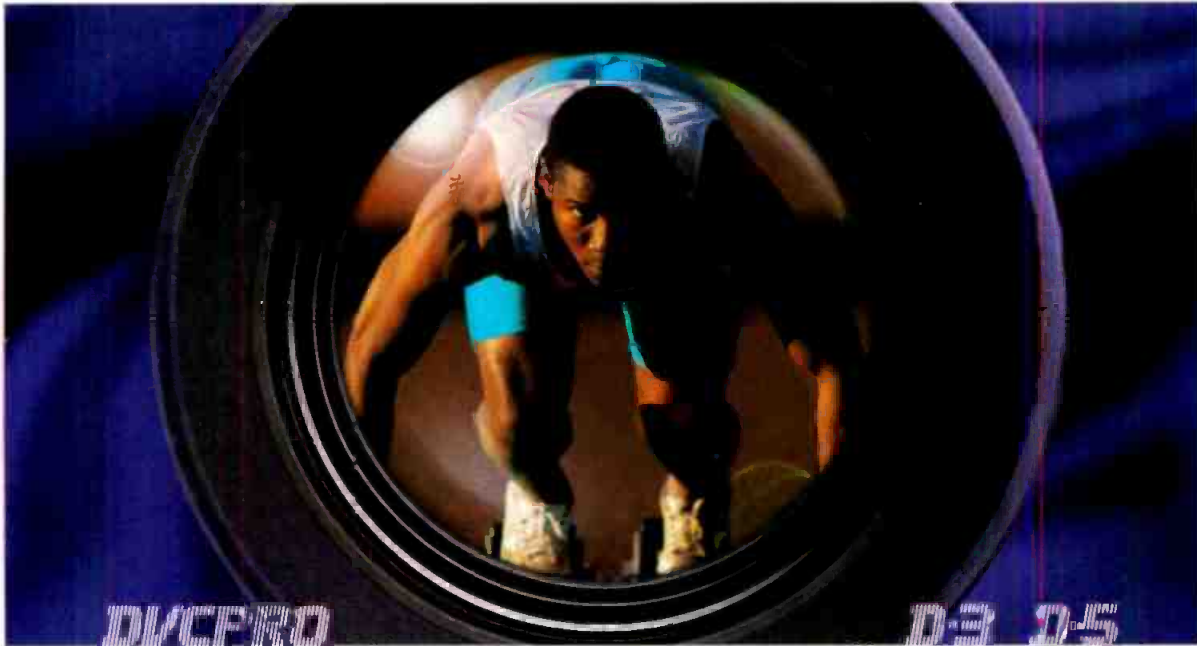
Microsoft Corp. is doing a quickie edit on the Spanish thesaurus included in its Microsoft Word 6.0 after issuing a profuse apology to Mexicans for offensive synonyms in the thesaurus.

Microsoft Mexico, a unit of the software giant, acknowledged the presence in the thesaurus of some words that "have mistaken connotations that are offensive" and said it had recruited Spanish language experts to make revisions. Among other objectionable synonyms, the thesaurus equated "man-eater" or "savage" with "Indian." Many Mexicans are descendants of the Maya and Aztec peoples whose civilizations flourished in pre-Columbia history.—RT

# Technology

July 15, 1996

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# Discovery goes digital in Asia

*Adopts Scientific-Atlanta compression*

By Glen Dickson

**D**iscovery Channel has purchased a PowerVu digital video compression system from Scientific-Atlanta to launch digital services in the Asia Pacific region. The new MPEG-2/DVB-compliant system will be installed in the Asia Broadcast Centre in Singapore, where Discovery's Asian offerings originate using S-A's analog B-MAC transmission system.

The six-channel PowerVu system, worth roughly \$650,000, supplants a General Instrument DigiCipher II system that Discovery had ordered in January (BROADCASTING & CABLE, Jan. 29). According to Charlie Humbard, vice president of network distribution and technical operations for Discovery Communications, General Instrument was unable to meet the tight delivery time line that Discovery had mandated in its contract for the Singapore installation.

Discovery is now using a DigiCipher II system to distribute four MPEG-2 feeds in Latin America. Humbard says the system is working well after some initial bugs. General



**Discovery is equipping its Asia Broadcast Centre with S-A's PowerVu compression system.**

Instrument did not return phone calls.

"We had deadlines that had to be met," says Humbard. "We've been evaluating multiple companies, and we felt, like some other programmers, that our infrastructure was stretched too tight to take DigiCipher II for both Latin America and Asia. And with PowerVu, the quality is as good as or better [than that of DigiCipher II]."

Humbard says that PanAmSat's deci-

sion to use PowerVu systems to provide compression for its worldwide satellite network played a role in its decision; Discovery uses PAS-2 and PAS-4 to deliver programming to Asia Pacific and India, respectively.

Discovery expects to receive the PowerVu system in early August, after which it will use the system to deliver six channels to the Asia Pacific region: an Australian/New Zealand

feed; a Taiwan feed; a Southeast Asia feed; a Philippines feed; a noncommercial feed for Malaysia, and a possible sixth feed for planned services in Japan.

"We'll be providing advertisers with a targeted pathway," says Humbard.

Discovery also originates an analog feed to India off PAS-4. That will remain analog, says Humbard, pending favorable changes in the Indian cable climate. ■

## WGN-TV sends Skycam 9 aloft

*New chopper to work morning beat*

By Glen Dickson

**C**hicago superstation WGN-TV has launched its first full-time news helicopter, Skycam 9, and will use the chopper for extensive traffic coverage during its morning news show.

The WB affiliate is leasing a complete aerial coverage package, including pilot and camera operator, from West Coast Helicopter of Van Nuys, Calif. The Astar 350-B2 chopper is equipped with a customized UltraMedia gyro-stabilized camera unit from FLIR Systems of Portland, Ore. Skycam 9's UltraMedia uses a Sony BVP-T70 camera and Canon J33x15 lens with 2x extender, which allows the lens to extend to more than 1,000 mm for an effective 66:1 zoom ratio.

The chopper also has an interior Sony

DXC-950 camera with a Canon lens, and a provision for a hand-held camera.

"The DXC-950 is a very high resolution, multi-purpose POV [point-of-view] camera that also forms the nucleus of our remote pan-and-tilt traffic cameras," says Marc Drazin, WGN-TV director of engineering.

Skycam 9 will bring live reports from traffic reporter Robin Baumgarten between 7 and 9 a.m. (Monday-Friday) on the *WGN Morning News*. The chopper also will lend support to the noon and 9 p.m. newscasts for breaking stories.



**WGN-TV's news helicopter readies for takeoff.**

For traffic coverage, WGN-TV already maintains weatherproof remote cameras atop the John Hancock Building and the Sears Tower (both of which are ENG receive sites), atop a hotel at O'Hare Airport and, downtown, atop the Field Museum. The superstation also will be installing one at its new ENG receive site in suburban Oak Brook, built primarily with the helicopter in mind.

"It's a dual investment," says Drazin.



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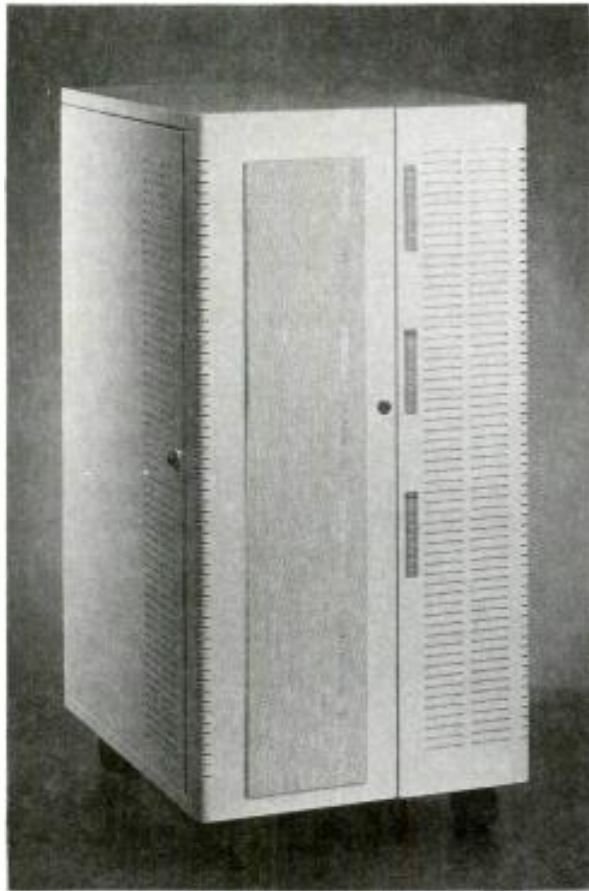
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"We're getting additional capability outside the city to bring back coverage from the suburbs, and it provides a receive site for the chopper that doesn't force us to compromise our downtown locations. The Hancock and Sears towers are within three and a half miles [of each other] downtown, and given the

frequency congestion, receiving the chopper signals there would pose astronomical challenges."

Skycam 9 represents a significant ramp-up of WGN-TV's aerial coverage, which previously used only occasional rentals for special events, such as the Chicago Bulls victory rally or the

Chicago Marathon. While Drazin won't disclose the budget for the chopper lease or the receive site, he does say that WGN-TV is spending "significant capital dollars" on the chopper project. "Chicago is a very competitive market, with tough O&O competition," he adds. ■

# Digital DJ to deliver Olympics data

By Glen Dickson

**W**KLS(FM), the Citicasters-owned rock station in Atlanta, begins testing high-speed FM subcarrier data services this week. The rock station will use an FM subcarrier system from Digital DJ Inc. (BROADCASTING & CABLE, April 1) to deliver traffic updates, news, promotional information and instant Olympic's results to 100 test listeners. The test group will represent a cross section of advertisers and core listeners, says WKLS President/GM Tom Connolly, each of whom will be given a hand-held Digital DJ high-speed data receiver.

The unit is about twice the size of a

normal pager, says Connolly, and will receive the station's signal along with the subcarrier data. A stereo radio with a display screen capable of receiving 12 kbps of data (after error correction), the Digital DJ receiver displays alphanumeric information and graphics without interrupting the audio. Digital DJ will launch the service in Atlanta with hand-held units manufactured by Sharp and Sanyo and PCMCIA cards with an FM radio manufactured by Panasonic and Oki.

WKLS has been experimenting with some demonstration-model receivers from Sharp. "I went along on the concept," says Connolly. "Now it's in my hand, it's pretty darn impressive. The



A pop-off receiver cover displays Digital DJ information to listeners.

information you can supply is as broad as you want to think, including promotions and packaging things for advertisers."

Throughout the Olympics, the Digital DJ test listeners will be able to receive information on-demand in four categories: traffic updates and bulletins from Metro Traffic; international and national headline news, business news, local news and weather from AP and UPI; station-supported advertiser client promotions, concert schedules and the station's top 10 hit list from its 96 Rock

## CBS News gets a plasma injection



Eric Shapiro, director/producer, 'CBS Evening News' and Special Events, flanks the Fujitsu 42-inch plasma display used in the network's evening newscast. The wall-mountable display is 2.95 inches thick and weighs 40 pounds.

The *CBS Evening News* is using a state-of-the-art Fujitsu flat-panel display for one-on-one remote interviews conducted by anchor Dan Rather.

According to Frank Governale, CBS News general manager of operations, the network has two production models of the 42-inch color plasma displays on loan for one year from Fujitsu Microelectronics. The Japanese electronics giant will begin mass production of the displays in October.

CBS News first approached Fujitsu about the plasma displays last year, and tested an early prototype last summer. "We thought it would be a great element on the news set because of both its aspect ratio and its slim design," says Governale.

The flat-panel display made its debut on the *Evening News* on June 11, when Rather did a remote interview with Bob Dole on his last day in the Senate. The newscast will continue to employ one display in this Q&A capacity, and is considering using the other in the new *This Morning*, which debuts next month. Governale says the network also may use the *Evening News* unit to display graphics during CBS's fall election coverage.

According to Fujitsu's Al Davis, director of the flat-panel-display business unit, plasma technology has three major advantages for broadcast use: it accepts digital media (including HDTV); produces clear, bright, full-color images on a large screen, and permits viewing angles of up to 160 degrees.

"There are also compelling reasons why many consumers will replace their current TVs or rear-projection systems with flat-screen plasma display televisions in the near future," he says.

—GD

Internet home page, and Olympics results from Sports Ticker.

As long as they are listening to WKLS, the test audience will receive instant notification of world records and gold medals at the Olympics, with the data being displayed on an "emergency notification screen." This screen also will be used to tell WKLS listeners the name of the song being played, the name of the artist and the CD it came from, and to deliver promotional announcements, news bulletins and severe weather warnings.

After the Olympics, WKLS will

decide whether to go ahead with a commercial implementation of the Digital DJ system, says Connolly: "At the end of August we'll check back with the test group, and collect, collate and organize their feedback. We're well along in formulating plans for what we're going to do in phase two, and they [Digital DJ] intend to supply us with more receivers in the fall."

The proposed "Phase two" could include selling services such as e-mail, stock market reports, sports scores and even route direction and navigation, which can be delivered individually to

Digital DJ receivers through their unique identification numbers.

The price of the receiver will be a matter of interest, says Connolly, who adds that the hand-held units "aren't cheap." He acknowledges that Digital DJ's ultimate hope is that the PCMCIA cards and display screen necessary to receive the subcarrier information will be included in standard car and home FM receivers.

"Honestly, I think there's something here," he says. "It's one of the most exciting things I've seen in my 23 years in the business." ■

### Boulder holder

Rock On Inc. is shipping its granite "boulder" DSS dish covers, which resemble landscaped boulders but hide ground-based 18-



inch DBS dishes from thieves and avoid zoning objections. The 27-pound protective cover is molded out of granite dust and fiberglass and won't interfere with DBS reception, says Rock On. The boulder dish cover retails for \$259; to achieve a realistic landscaped look, the company also offers smaller companion rocks for \$49 and \$59.

### Router ready

EchoStar Communications has ordered a 256x256 UTAH-300 analog video/stereo router from Utah Scientific for its Dish Network, along with the new Utah SC-3 Control System. The UTAH-300 is an advanced routing switcher system that allows the use of analog and digital video in the same frame, as well as analog and digital audio in the same frame. This feature allows users to upgrade to digital simply by swapping cards, without having to discard their entire system. —GD

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# Cutting Edge

By Glen Dickson

Accom and Orad have agreed to combine their virtual set technology. Under the deal, Orad will interface its pattern-recognition-based camera tracking system (which requires no special camera heads) with the Accom ELSET virtual set. Accom will have the ability to offer complete ELSET systems using the Orad Cyberset camera tracking system as well as the sensor-equipped camera heads that Accom has used in the past. "This agreement perfectly suits our policy to open our Cyberset system to other hardware and software solutions," says Miki

Tamir, Orad owner/executive vice president.

**Tele-TV Systems** has selected **Channel Master** to build the home antennas, downconverters and related accessories for Tele-TV's digital MMDS service, which it plans to launch early next year. Tele-TV has agreed to purchase customize antennas for all of its partners' markets from Channel Master, which will subcontract part of the 1.5 million-2 million unit order to California Amplifier Inc., and Conifer Corp. The units cost Tele-TV \$75 each and are provided to subscribers as part of their package.

New York post house **First**

**Edition** used Avid editing and 3-D and Photoshop software applications to complete post production on a 30-second anti-hate spot for the human rights organization PFLAG. "We basically changed the image into a puzzle for



Multiple layers of peeling and layering were used in this PFLAG spot.

Avid to break down and put back together," says First Edition editor Royce Graham. "Using the 3-D effects package, we produced the tearing effect by creating a front piece and a back piece and 'peeling' them separately. Then, the

multiple layers of images were composited together for the final effect. Ultimately, we were working with more than 70 layers."

**Vyvx** has closed its purchase of capacity reseller **Global Access Telecommunications Services** and named two top Global Access executives to its new senior management team. Former Global Access President Jack Morse will be Vyvx's vice president of international

operations and domestic sales, while Global Access Executive VP/COO Richard King now will be vice president of satellite operations for Vyvx, which also acquired four teleports from ICG Wireless earlier this year.

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**WBGL-FM/Champaign, Illinois** is seeking applicants for the position of Music Director and/or full-time Announcer. Salaried position with benefits. Please send tape and resume with a cover letter to Stephen Young, WBGL, 2108 West Springfield Avenue, Champaign, IL 61821. EOE.

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**Promotions Manager:** A midwest affiliate is looking for the right promotions person to move up into a hands-on management role. This department head must possess the creative and leadership skills to execute all on-air promotion (especially news!), outside media and special events. A minimum of 1 year promo experience required. You'll have a digital editing suite committed to only promotions to help promote the market's established number one news team. If you're interested in joining a company with major opportunities in growth, send a VHS tape and resume demonstrating your skill to Box 00869 EOE.

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**Local Sales Manager - WMC-TV5**, an Ellis Communications property and market leading NBC affiliate, seeks a management leader who can fulfill the revenue potential of strong station and experienced staff. History of "real" selling success and relationship skills with business owners and agency principles a must. Send resume to: Scott Leslie, General Sales Manager, 1960 Union Avenue, Memphis, TN 38104. WMC is an Equal Opportunity Employer and an Affirmative Action station.

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**Account Executive in Austin, Texas!** KTBC FOX 7 has a "heavy weight" list available. The successful candidate must be able to handle agency business on all levels, show extensive experience in TV sales and still have a knack for new business. If you're a compulsive winner with a positive attitude who enjoys being part of a team, please send resume and cover letter by 7/19/96 to: Human Resources, Attention Local Sales Manager, KTBC-TV, 119 East 10th Street, Austin, TX 78701. No phone calls, please. EEO Employer.

**Sales Representative:** Entry level sales position available for a self-starter with closing skills and ability to work with minimal supervision. Position offers a base salary with growth potential. Candidate should have a degree in Sales/Marketing or related experience. Excellent benefits. Please send resume to: Local Sales Manager, WKJG-TV, 2633 West State Boulevard, Fort Wayne, Indiana 46808. EOE.

**WKEF-TV**, the fast-growing NBC station in Dayton, Ohio, is seeking a Local Sales Manager. Candidate must have excellent people skills, with proven ability to motivate and lead staff. BIAS and TV Scan experience a plus. Must have a minimum of three years television station experience. We're looking for an individual who can think out of the box. Must be skilled at hiring and training. Send your resume to General Sales Manager, WKEF-TV, 1731 Soldiers Home Road, Dayton, OH 45418. EOE. M/F.

**WSPA-TV (CBS)**, the number one station in the nation's 35th market, is looking for an experienced Local Account Executive. Successful candidate will have a minimum two years broadcast sales experience, be well organized and possess strong people and communication skills. Candidate must also have exceptional working knowledge of various research tools and possess superior written and verbal skills necessary to produce and deliver sales presentations which "get the orders." Mail or fax your resume to John Hayes, Local Sales Manager, WSPA-TV, 220 North Main Street, Greenville, SC 29602. Fax (864)255-3238. M/F. EOE.

**General Sales Manager:** KDBC-TV in beautiful El Paso, Texas has opening for a General Sales Manager. This is an excellent opportunity for the right candidate. Jumpers - no need to bother! Successful candidate needs to understand conceptual selling of the nineties, have in-depth local selling experience, national experience, good inventory management skills, good people and organizational skills and must be a team player. Station is in an exciting rebuild mode, including technical, news, programming, promotion. Send resume to: John Bennett, VP/General Manager, KDBC-TV, 2201 Wyoming Street, El Paso, TX 79903 or fax to: (915)532-9686.

**HELP WANTED MARKETING**

**MANAGER OF MARKETING & PROMOTION**

BMI, America's top source for radio and television music is looking for a marketing and promotion professional to help communicate the value of BMI's music performing rights catalog to licensees and work with a variety of media including television, radio, cable, and new media clients.

This position is for a marketing professional with a proven track record and history of success who can: create and produce collateral materials, develop customized promotions for key clients and markets, plan and implement state and regional events, increase BMI's visibility at industry events, follow up on post-event promotion opportunities, and analyze and report on results of promotional efforts.

We're looking for: 3 to 5 years agency or in-house promotion experience servicing media clients, strong copywriting skills, working knowledge of broadcast and/or cable promotion, experience managing outside creative vendors, ability to effectively manage multiple priorities, and a track record of success in a fast paced, results oriented environment.

Please mail or fax resume and salary history to:



Marketing Manager  
Suite A-1  
331 West 57th Street  
New York, NY 10019  
or FAX to 212-956-2059  
No Phone Calls Please - EOE



To place your classified ad in *Broadcasting & Cable*, call Antoinette Fasulo (212) 337-7073

**HELP WANTED TECHNICAL**

**Satellite Uplink Operators. Immediate Openings. Growing communications company seeks engineers with experience in operating and maintaining C and KU band uplink vehicles. Must be willing to travel. Good benefits. Positions available at our Boston and Nashville operations. Please send resumes to Personnel Department, P.O. Box 2861, Framingham, MA 01701.**

**Television Broadcast Engineers.** KMBC-TV has openings for Broadcast Operating Engineers, Master Control Operators and a Maintenance Engineer. Experience with broadcast equipment and procedures preferred. The positions of Master Control Operator and Maintenance Engineer require an FCC General License. For the Maintenance Engineer, additional knowledge of UHF transmitters would be an advantage. Salary will be discussed at time of interview. Please send resume to Engineering Department, KMBC-TV, 1049 Central, KCMO 64105. Women and minorities encouraged to apply. EOE.

**Maintenance Engineer:** Miami based television group seeks one highly qualified technician for its Florida facility. Candidate must be experienced in the maintenance of ENG cameras, studio switchers, routers and Betacam videotape machines. Knowledge of satellite transmitters, receivers and equipment helpful. Supervisory experience desirable. Please send resume to: Telemundo Network, Inc., 2470 West 8th Avenue, Hialeah, FL 33010, Attn: Joe Fedele, Engineering. 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.** Experienced with current Studio, ENG and UHF Transmitters. Position requires working knowledge of equipment down to the component level, computer networking, with thorough knowledge of test equipment. This position requires working varied shifts. Two year college degree in Electronics or Computer Science required. FCC first class or SBE certificate required. Send resume and salary requirements to Box 00856 EOE.

**Chief Engineer:** WOI-TV in Des Moines, Iowa, is seeking candidates for Chief Engineer. The successful candidate must be well versed with news operations and support, capital budgets, and all broadcast engineering practices. The candidate should have hands-on experience with VHF transmitters, microwave systems, satellite systems, beta, SVHS, 1" format decks. We are looking for a "quick thinker" and "quick mover" that has the knowledge to get things done on time and within budget. Qualified applicants should send or fax resumes and salary history to: Brent Stephenson, WOI-TV, 300 East Locust Street, Des Moines, IA 50309 or Fax to: (515)294-8503.

**Broadcast Maintenance Technician:** Tribune Company's CLTV News, a 24-hour regional news cable channel, has an immediate opening for a Maintenance Technician with at least five years experience in troubleshooting and repair of audio, video, RF systems and related equipment. Prefer computer literacy including various LANs, AutoCad, Database, MS-DOS, and computer station automation. ENG, master control and studio experience desirable. Must be able to work varying shifts in our state-of-the-art facility located in suburban Chicago. Fax resume to 708-571-0489, or mail to CLTV News, Attn: Linda, 2000 York, Suite 114, Oak Brook, IL 60521.

**Broadcast Maintenance Engineer - KNXV-TV,** Phoenix, Arizona seeks an individual with repair and installation skills of television broadcast and computer equipment. Should have three years experience in maintaining audio, video, computer and RF broadcast equipment and systems. This position requires a two year electronic technical degree or equivalent, and experience with Beta and CCD ENG camera equipment. Fax resume to Engineering Manager at (602)304-3000 or send to KNXV-TV, 4625 South 33rd Place, Phoenix, Arizona 85040. EOE.

**Maintenance Engineer,** CBS Network affiliate in beautiful southwest Arizona. Send resume, references and salary history to Doug Melanson, KSWT-TV, P.O. Box 592, Yuma, AZ. 520-782-5113. EOE.

**Transmitter Supervisor.** Knowledge of television transmitters. Background in RF transmission systems. Resumes to: Rick Craddock, PO Box 2110, Colorado Springs, Colorado 80901. KKTV is an EOE. Fax #719-632-0808.

**Engineer-in-Charge** needed for mobile production unit of new, dynamic, entertainment/broadcast company. Exceptional opportunity for an experienced engineer to maintain, transport, and operate state-of-the-art digital mobile television equipment and systems. Successful candidate will be experienced in all types of equipment used in association with remote television production as well as experience in driving and emergency road repairs of vehicles used to transport remote television facilities. This position will properly and professionally represent Speer Productions to its clients and requires accurate record keeping and a great deal of travel. SBE certification desired. Must be willing to get CDL if not already held. Position will be based in Nashville, TN. Competitive salary and benefits. Please indicate position applied for and submit resume to Director of Human Resources, Speer Communications, Ltd., 3201 Dickerson Pike, Nashville, TN 37207. Or Fax to: 615-650-6293. We are an Equal Opportunity Employer. No phone calls please.

**HELP WANTED NEWS**

**PLANNING EDITOR**

KING 5 TV, the Pacific Northwest's number one news station, is currently seeking a Planning Editor to plan daily, series, and special event news coverage. You will also field produce occasionally.

Successful candidate will have a BA degree with minimum 2 years experience working on an assignment desk in a medium to large market, excellent organization and communication skills, ability to prioritize and work under time pressure deadlines, and ability to conceptualize story ideas.

If you are creative and know how to keep KING 5 at the top, send 2 copies of your resume and cover letter to:



**KING 5 TV**  
Attn: HR Dept. #96R35  
333 Dexter Avenue North  
Seattle, WA 98109

An Equal Opportunity Employer - M/F/D/V

**TV SPORTS PHOTOJOURNALIST**

WTHR-13, a Dispatch Broadcast Group, has an immediate opening for a **TV Sports Photojournalist**. If you love to shoot sports, show us your stuff. Top Midwest market and one of the country's top sports markets is looking for a creative Photojournalist who can do it all, because we have it all...the NBA, the NFL, baseball, hockey, auto racing and more. Must have 3 years news/sports experience and be willing to travel. You will be working with the largest sports staffs in the region. Interested candidates possessing these skills should submit a letter stating referral source and current resume to the Human Resource Department, PO Box 1313, Indianapolis, IN 46206. Women and minorities encouraged to apply. We are a drug-free and smoke-free environment.

**WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?**

**Send resume/tape to:**

**Broadcasting & Cable**

**Box \_\_\_\_\_,**

**245 West 17th St.,**

**New York, New York 10011**

**Weekend Anchor/Reporter.** Minimum 3 years anchoring in a major or medium market television news operation. Excellent reporting credentials a must. Must be motivated, energetic, a real people person. Send tape to: Stacy Roeder, WGRZ-TV, 259 Delaware Avenue, Buffalo, New York 14202.

**Sports Reporter:** KOTV has an immediate opening for a full-time Sports Reporter. Leave the cliché's behind. I need a good writer, interviewer with extensive live skills. You must be aggressive, a self-starter, energetic, and work well with others. Please have at least two years television sports reporting experience, a college degree is preferred. Interested persons should send non-returnable tape and resume to: Bill Evans, KOTV, 302 South Frankfort, Tulsa, OK 74120. No phone calls please. EOE.

**Reporter/Photographer.** We are seeking an airborne reporter/camera operator for a news helicopter program based in the Northeastern area. Candidate should have on-air TV broadcast experience and knowledge of ENG cameras. Aviation experience a plus. Knowledge of New York and area roadways a major plus. Only motivated team players need apply. Rush resume to Box 00866. EOE.

**Producers:** CBS affiliate in Tampa-St. Petersburg, FL (ADI 15) is looking for hot, creative and energetic news producers for present and future openings. Current openings include a 5:30pm position. This 5:30pm is a senior-level producer's job requiring at least 4 years line producing experience. Out-of-the-box thinking and creative storytelling are keys to this position. Multiple live ENG, SNG and helicopter shots are just one aspect of this fast-moving, 30-minute program. For consideration, please send non-returnable tape of a recent show (Beta, 3/4", or VHS), resume, references, news production philosophy and salary requirements to: Mike Cavender, VP/News, WTSP-TV, P.O. Box 10000, St. Petersburg, FL 33733. No phone calls. EOE.

**Producer.** NBC affiliate station seeks candidate with exposure to live-shots; previous experience as news producer preferred; experience editing SVHS and 3/4" equipment helpful; ability to make extensive news contacts and carry camera/recording equipment; and must possess valid driver's license with no DUI convictions. Benefit package offered including promotional opportunities to sister stations. Please submit non-returnable tape/resume to Tonia Ellis, News Director, KPVI-TV, 902 East Sherman Street, Pocatello, Idaho, 83201-0667. EOE.

**Producer-News.** Dominant NBC affiliate in top 20 market seeks major Newscast Producer. Strong on creativity, decision making, and flexibility. Excellent benefits and work environment. Send tape and short statement about news philosophy to Box 00877 EOE.

**Photographer/Editor.** Univision/WLTV in Miami needs a creative, experienced and highly motivated news Photographer/Editor with knowledge of composition, use of video, NAT sound, shooting and editing. Must have visual ability to apply sequence and flow to stories/projects. Technical ability to learn microwave truck operation and maintenance. Valid passport and driver's license required for travel. Spanish a plus. Send resume to Emilio Marrero, WLTV-Channel 23, 9405 N.W. 41 Street, Miami, FL 33178.

**News Reporter.** The NBC affiliate in America's "Number One City" seeks Reporter with excellent writing, visual story-telling and on-air presentation skills. Live reporting and videotape editing skills essential for covering Wisconsin's capital. College degree and two years experience required. Send resumes and non-returnable tapes (no phone calls please) by July 22 to: Personnel, WMTV, 615 Forward Drive, Madison, WI 53711. WMTV is an Equal Opportunity Employer.

**News Producer:** KSFY-Television, the Ellis Communications ABC affiliate in Sioux Falls, South Dakota. A creator not a stacker, with flexibility and an instinct for what makes an exciting program. Send resume and a non-returnable 3/4 or VHS tape with rundowns to Producer Search, KSFY-Television, 300 North Dakota Avenue, Suite 100, Sioux Falls, SD 57102. Accepting until July 31st. EOE. No phone calls.

**News Producer** needed for our top show, the 6 p.m. news. Applicants should have at least two years line producing experience; excellent news judgement and writing skills; great production values; and be a newsroom leader. We're a highly competitive ABC affiliate in the #26 market. Rush tape and resume to Cindy Willett, Executive Producer, WTNH-TV, 8 Elm Street, New Haven, CT 06510. No phone calls please. EOE.

**News Producer:** WESH-TV, a Pulitzer Broadcasting Company Station, located in Orlando, Florida -- 22nd market -- is looking for a TV Newscast Producer. If you know news and can write copy and teases that make people care, send a non-returnable tape and resume to Ken Ericson, Executive Producer, WESH-TV, P.O. Box 547697, Orlando, FL 32854. Two years minimum experience producing TV newscast required. No phone calls! WESH-TV is an Equal Opportunity Employer.

**News Director.** NBC-17, owned and operated by NBC, seeks aggressive News Director for new start up in Raleigh/Durham, NC. Applicants should possess strong skills in planning, leading, organizing and controlling the activities of news department in market #30. Strong people skills critically important. 3-5 years of experience as a News Director required. Send resume, tape of recent newscast, and statement of philosophy to: Human Resources Director, NBC-17, 1205 Front Street, Raleigh, NC 27609. Drug test required. EOE. M/F/D/V. No phone calls please.

**News Director.** Southwest affiliate looking for a highly motivated professional that can drive our news department to #1. Candidate must have strong journalistic and management skills, be a team player and able to develop and implement long term strategies. EOE. Women and minorities encouraged to apply. Send salary history, resume, references to Box 00867.

**Meteorologist:** With 2-3 years on-air experience needed for Sioux Falls, S.D. NBC affiliate. Send resume, 3/4" tape and salary requirements to: News Director, KDLT-TV, 3600 South Westport Avenue, Sioux Falls, SD 57106. EOE. M/F.

**Meteorologist.** Successful candidate must have at least two years experience with a television news organization. Must have an AMS certification. Full time weathercaster for weekend anchoring and reporting. Send tape to: Stacy Roeder, WGRZ-TV, 259 Delaware Avenue, Buffalo, New York 14202.

**Meteorologist.** FOX affiliate in small Northeast market seeking knowledgeable, personable weather person to prepare and present forecasts on early and late newscasts. You will be a one-person department so you need to be competent in all aspects of weather prediction. We are losing our very popular meteorologist and need someone to step into some very big shoes. Send resume and tape (no Beta, please) to Box 00876 EOE.

**Meteorologist:** You think you can forecast weather? Try doing it here! Looking for a Meteorologist to continue bringing most comprehensive weather information to market. Duties will include anchoring six and ten weathercasts, preparing emergency alert program, and building new original graphics. Interested applicants send tape and resume to Mike Chaussee, News Director, KXMB TV12, PO Box 1617, Bismarck, ND 58502.

**Live, work and play** in exciting Las Vegas. KLAS is looking for a Segment Producer who can take our Morning News to new heights. The person who takes this position will be responsible for setting up live shots and creating those special moments that make morning television fun for our viewers and our crews. Contact Joe Riddle, E.P., KLAS, 3228 Channel Eight Drive, Las Vegas, NV 89109. (702)792-7197.

**KSTW-Seattle's CBS affiliate** is looking for an experienced and creative Producer to join our 11 News Team. The ideal candidate will have a degree in Broadcast Journalism or related field, a minimum of 5 years experience producing at an affiliate level and excellent communication, writing and computer skills. If you qualify, please send your resume to Human Resources, KSTW Television, PO Box 9328, Seattle, WA 98109-0328.

**KLAS is looking for a Writer.** George Carlin had his seven dirty words but we've added a few. They are official speak words like apprehended, fled and slain. If you can write a story the same way you would tell a friend that story, we want to hear from you. Contact Joe Riddle, E.P., KLAS, 3228 Channel Eight Drive, Las Vegas, NV 89109. (702)792-7197.

**General Assignment Reporter:** This job requires someone very creative and "out of the box" who understands that there are many ways to tell a story. Extensive live experience is a must as is at least 4 years experience working a variety of stories and beats. Other requirements include a college degree and the flexibility to work all shifts. Send a tape of your most creative work along with resume, salary requirements and a letter convincing me that you're the best person for this job. For consideration, please send non-returnable tape (Beta, 3/4" or VHS), resume, references, and salary requirements to: Mike Cavender, VP/News, WTSP-TV, P.O. Box 10000, St. Petersburg, FL 33733. Be sure to indicate for which position you wish to be considered. No phone calls. EOE.

**Editor/Photographer.** WSAW TV has an immediate opening for a Nightside Editor/Photographer. We are also reviewing candidates for a future Dayside position. Ability to shoot and edit under deadline pressure required. Good broadcast writing skills a plus. Tapes and resumes to: Glen Moberg, WSAW TV, PO Box 8088, Wausau, WI 54402-8088. EOE.



**HELP WANTED PROMOTION**

**ON AIR  
PROMOTION  
PRODUCERS**

National cable network based on the West Coast is seeking **aggressive** on-air promotion writers/producers to dazzle our viewers. A strong background in writing, visualization and graphics is a must. Experience with AVID and/or Lightworks a plus.

For immediate consideration, please send resume, demo tape (non-returnable) and salary requirements in confidence to: **Box 00871**. An Equal Opportunity Employer M/F/D/V.

**Promotions Director:** KOIN-TV, CBS in Portland, OR (market rank 24) has an immediate opening for a top-notch Promotion Director to lead our promotion, public relations and creative services operations. The successful candidate will have three to five years experience in a leadership capacity, and the proven ability to deliver effective support for news positioning, overall station image, community activities, and sales promotion. Join a strong station in a growing market - one of the most "liveable" cities in the USA. We offer a successful, competitive team environment where you can make a difference with your ideas. Call 464-0600 to request an application. Send application, resume, tape and salary history immediately to: Promotion Search, KOIN-TV, 222 SW Columbia, Portland, OR 97201. A Lee Enterprises, Inc. station. Equal Opportunity Employer.

**Promotion Manager.** Must be creative, innovative, energetic, organized. Writing ability and a flair for creating standout appearance a must! We're a group owned sunbelt station with dominant news and programming numbers. Send VHS tape, letter and resume to Box 00872 EOE.

**FOX Promotion Director.** FOX 40 WDBD in Mississippi's Capitol city, Jackson, seeks bright, savvy, organized, energetic individual to head Promo Dept. at hottest FOX station in the South! Primary responsibilities: Managing a high impact on-air, station-wide communications system; developing local campaigns, contests; managing Kids Club; video editing; copywriting; and more. Broadcast voice a plus. Must have at least two years experience in Promotion at broadcast facility. Tapes, resumes to: GM, FOX 40 WDBD, PO Box 10888, Jackson, MS 39289. No phone calls please. EOE.

**Promotion Manager** for television's top group. Handle day-to-day advertising and promotion responsibilities at top 5 market station. Station offers state-of-the-art production and graphics facilities and a creative/energetic staff. Should be proficient in marketing strategy; creating and inspiring effective advertising; television, print, and radio ad production; media. Previous managerial experience with station and/or ad agency. Send resume to Box 00874 EOE. M/F. ADA.

**Executive Producer.** Oversee daily news operation. Minimum five years TV news experience. Background in show producing and management strongly preferred. Knowledge of Utah and the Intermountain area a plus. Must have sound editorial judgement and working knowledge of changing television news technology. Primarily responsible for look and content of all news shows, works with producers to ensure the shows meet the goals set for them. Work with reporters on the look and feel of packages. Must have a good feel for graphics and how to get maximum use out of station production capability. Salary commensurate with ability and experience. Send resume to: John Edwards, News Director, News 4 Utah, 1760 Fremont Drive, Salt Lake City, Utah 84104. Please include with resume a one page letter about your news philosophy and how news must meet the challenges of a changing environment. No phone calls or tapes, please. An Equal Opportunity Employer.

**Director:** KMTV, the CBS affiliate in Omaha, NE is expanding. We have an opportunity for a leader to join our team. Looking for a creative team player who can handle fast-paced, high energy newscasts. Prefer 3 years experience as a director. Send replies to (no phone calls please): Cecil Hicks, KMTV, 10714 Mockingbird Drive, Omaha, Nebraska 68127 or fax (402)592-4406. Equal Opportunity Employer. Women and minorities are encouraged to apply.

**Director/Photographer and Editor.** We're growing again! Diverse video production/multi-media operation with international exposure seeks two more creative individuals for full time positions. The location director/camera operator must have creative lighting and camera skills. Commercial and film backgrounds helpful. The editor position requires experience with Avid MC8000, CMX Omni 1000, Kaleidoscope, and Chyron Infit!. Must have excellent client skills for supervised and unsupervised sessions. Please send your resume, non-returnable demo reel and salary requirements to: Human Resources Manager, Golden Dome Productions, Position #00150, P.O. Box 1616, South Bend, IN 46634. EOE.

**CBS is expanding** and so are we. KLAS in Las Vegas is looking for a Morning Producer to handle the 7am to 8am hour. We already have the number one morning newscast but we're growing by an hour. This is a chance to try something groundbreaking in cooperation with CBS. The person who gets this job must have at least one year's producing experience and be familiar with implementing ENG and SNG crews. We'll give you the resources you need to make this the most exciting and watchable morning newscast in town. Contact Joe Riddle, E.P., KLAS, 3228 Channel Eight Drive, Las Vegas, NV 89109. (702)792-7197.

**Reporter/Photographer.** Part-time, overnights/weekends. Looking for good visual storyteller who can one-man band. Potential for on-air work. Send non-returnable VHS tape and resume to Jim Bailey, WKJG-TV, 2633 West State Boule-

**Assistant News Director.** NBC-17, owned and operated by NBC, seeks Assistant News Director. Strong people skills and ability to communicate critical. Person selected will assist News Director in planning and leading activities of newsroom in market #30, Raleigh/Durham, NC. 3-5 years as Executive Producer or Senior Producer required. Send qualifications to: Human Resources Director, NBC-17, 1205 Front Street, Raleigh, NC 27609. Drug test required. EOE. M/F/D/V. No phone calls please.

**Assignments Manager.** Qualified and competent Assignment Manager will serve under the news director to direct the assignment desk and be responsible for all news coverage. Primary responsibilities will include but not be limited to: general management responsibilities, preparing and maintaining date and story files, leading editorial meetings, making story coverage decisions, managing crews. Requires ability to manage staff and exhibit leadership qualities with a positive and motivational attitude; previous television experience of at least 5 years; good knowledge of electronic news gathering production techniques and current U.S. libel laws; ability to research, develop, organize and initiate daily and future news coverage; ability to work under daily deadline pressure; sound journalistic judgement; great people skill. Send resume and cover letter by July 19 to Box 00868. Ref: Assign. Mgr. EOE Employer.

**Assignment Manager.** Central Pennsylvania FOX affiliate looking for well organized news junkie to develop and manage day-to-day coverage for 10 pm newscast. Experienced only. Resume to Jim DePury, News Director, WPMT FOX 43, 2005 South Queen Street, York, PA 17403. EOE. Drug test. No calls.

**Anchoring/Managing Editor:** Will be responsible for anchoring daily news updates and managing the day-to-day operation of Minneapolis-based WCCO-TV's satellite newsroom. Duties include, making editorial decisions about news coverage, assigning reporters stories, and performing general newsroom administrative tasks. Candidate must have at least two years experience in television news, excellent writing, reporting and editing skills. Understanding of the technical side of television news essential. Qualified candidates should send a resume and non-returnable 3/4" tape to: Ken Rees, Station Manager, KCCO Television, 720 Hawthorne Street, Alexandria, MN 56308. EOE.

**Anchor/Producer/Reporter.** WSAW TV has an immediate opening for a Co-Anchor/Back Up Producer for our expanded morning news show. Excellent broadcast writing skills and on camera presence required. We also are reviewing candidates for a future dayside Anchor/Producer position. Tapes and resumes to: Glen Moberg, WSAW TV, PO Box 8088, Wausau, WI 54402-8088. EOE.

**Writer/Researcher:** "In the Life," PBS' lesbian/gay newsmagazine needs Writer/Researchers with superb writing skills to write host standups. Minimum 2 years writing for television/film required. Knowledge of gay issues preferred. Send resume writing samples (maximum 5 pages) in standard television format to: ITL Media Inc., 30 West 26th Street, 7th Floor, NY, NY 10010, Attn: Writer. No calls please. EOE.

**Weather Anchor/Reporter.** Beautiful Charleston, SC needs a Morning Weather Anchor that can also report. Prior experience in both required. Prefer someone with knowledge of and experience in the southeast. Resume, references, and VHS or beta tape to Weather Search, WCBD-TV, P.O. Box 879, Charleston, SC 29402. Drug test mandatory. EOE. M/F. No telephone calls.

**Wanted. General Assignment Reporter.** Dominant small market leader looking for experienced Reporter to join our award winning staff. We need an enthusiastic communicator who can enterprise his or her own stories. College degree required, one year of commercial reporting preferred. Non-returnable tape (3/4" or VHS only) and resume to: Roy Frostenson, News Director, KNOE-TV, P.O. Box 4067, Monroe, LA 71211. KNOE-TV is an Equal Opportunity Employer and minorities are encouraged to apply. No phone calls please.

**Senior Promotion Producer.** KLAS-TV, the CBS affiliate in Las Vegas, is searching for a Senior Producer/Editor with the creative skills to excel in the fastest growing market in the country. Proven hands-on abilities a must...and two years experience producing killer topicals and image spots. Send tape and resume to: KLAS-TV, 3228 Channel 8 Drive, Las Vegas, Nevada 89109. EOE.

**HELP WANTED ADMINISTRATION**

**Secretary for News Director/Office Manager:** WABC-TV Eyewitness News seeks highly organized individual with excellent oral and written communications skills. Individual must be comfortable in high pressure rapidly changing operation. Will oversee office supplies, travel, and other secretary. Please send resume to: Henry Florsheim, WABC-TV, 7 Lincoln Square-4th Floor, New York, NY 10023-0217. No telephone calls or faxes please. We are an Equal Opportunity Employer.

**Customer Service Representative.** With a client base of over 2,000 broadcast and cable stations throughout the world, Columbine JDS Systems, Inc. is an undisputed leader in the broadcast information system industry. The driving force behind our achievements is an outstanding team of employees. We are seeking an experienced professional to provide installation, user training, testing and support of software applications to our clients. The selected individual must be technical-oriented with demonstrated interpersonal skills. Some positions require travel. A Bachelor's degree or equivalent experience is preferred. Radio, TV or cable experience is helpful. DEC VAX, AS/400 or CJDS product experience a plus. Columbine JDS Systems, Inc. offers a competitive compensation and benefits package. For immediate and confidential consideration, please send resume to: Columbine JDS Systems, Inc., 1707 Cole Boulevard, Golden, Colorado 80401 or Fax to (303)237-0085. Columbine JDS Systems, Inc. EOE. M/F/V/H.

**HELP WANTED RESEARCH**

**78 Inc.** representing top 10 market ABC affiliate, WJLA Channel 7, and regional 24-hour cable news channel, NEWSCHANNEL 8, seeks dynamic Director of Research responsible for the analysis, development, distribution, and maintenance of marketing/research data for the station. The ideal candidate will have a college degree with a BS/BA in Research/Marketing or related field preferred and four years of progressively responsible experience in marketing research. Knowledge of TV ratings services and computer systems. Ability to design sales presentations and verbally present information. Send resume and salary history to: HR, 7600 D Boston Boulevard, Springfield, VA 22153 or Fax (703)912-5599. No phone calls, please. EOE. M/F.

**HELP WANTED MISCELLANEOUS**

**Television Start Up** for full power station. Compensation with ability. All positions available, including General Manager, Sales Manager, Chief Engineer, Program/Promotion Director, Traffic Manager, Production Manager as well as positions in Sales and Office Personnel. Please send resume to Box 00865 EOE.

**SITUATIONS WANTED TECHNICAL**

**31 years Broadcast Engineering.** 21 years as hands-on Television Chief Engineer. Experienced people management and departmental budgeting. Extensive technical and construction experience in both studios and transmitters. My fax number is (407)351-0523. Or please reply to Box 00878.

**HELP WANTED HOST**

**TALK SHOW HOST**

Talk Show Host needed for local prime time talk show. Issue oriented individual to address current news and information in a live, call-in format. This position will go to an animated individual with the ability to competently discuss and debate pertinent issues on a variety of topics. Proven track record and TV experience a plus. Great opportunity for radio talk show host to cross over. Competitive salary and benefits. Please indicated position applied for and submit qualifications, video tape if available, and salary requirements to:

Director of Human Resources  
Speer Communications, Ltd.  
3201 Dickerson Pike  
Nashville, TN 37207

*We are an Equal Opportunity Employer.  
No phone calls please.*

**Good Morning Texas** - Top rated morning show in top 10 market is looking for a dynamic male Co-Host! Candidate must have 5+ years major market experience. Talk show/magazine show format experience a plus. Apply only if you are high energy, risk taking, well read, and versatile. No stiff news types. No phone calls please! Send tape and resume to: Michelle Redmond, GMT Executive Producer, WFAA-TV, 606 Young Street, Dallas, Texas 75202.

**HELP WANTED PRODUCTION**

**VIDEOTAPE EDITOR  
Suburban Philadelphia**

**Where Others See Boundaries,  
We See Opportunity.**

**QVC, Inc.**, the nation's preeminent electronic retailer with over \$1.6 billion in sales, is seeking an experienced Videotape Editor to fill a key position in our Video Production Department. Requirements include strong creative talents and experience with Grass Valley 141 and Sony 910 Edit Controllers, Grass Valley 200 and 100 Switchers, AMPLEX ADO, BETASP record and playback videotape machines. AVID experience is a definite plus. This position is located in West Chester, Pennsylvania - a thriving suburb just outside Philadelphia offering an unparalleled quality of life. If you possess strong interpersonal skills, thrive in a fast-paced team environment, and are looking for an opportunity to challenge your creativity, please send your resume with cover letter and salary requirements to: QVC, Inc., Human Resources - Dept. JB/BC/VE, 1365 Enterprise Drive, West Chester, PA 19380-0844. A demo reel will be required if an interview is scheduled. Equal Opportunity Employer.

**QVC**

**HEAD ELECTRONIC  
GRAPHIC OPERATOR**

**Fox Tape** is looking for a Head Electronic Graphic Operator for our graphics department. Responsible for archiving, logging and media management for Chyron Infinits, tape and digital media. Candidate will also be responsible for maintaining update Chyron font directories for studio and edit bays, ensuring that remote media is logged and backed-up and keeping all animation tapes organized.

For consideration, please send your resume and tape to: **Gary Hartley, S-240, 5746 Sunset Blvd., Los Angeles, CA 90028.** EOE.



**GRAPHICS**

**Fox Tape** is looking for experienced graphics persons for all areas including design, animation and production to support our new Fox Sports Cable venture. The following positions will be needed:

- **Graphic Artist/Senior Designer** - Macintosh & Quantel Hal experience required
- **Graphic Artist** - Quantel Paintbox experience required
- **Electronic Graphics Operator** - Chyron Infinet experience required

If you would like to join our team, please send your resume and tape to: **Gary Hartley, S-240, 5746 Sunset Blvd., Los Angeles, CA 90028.** EOE.



**Segment Producer:** "In the Life," PBS' lesbian/gay newsmagazine is looking for Regional Segment Producers with superb writing skills, creativity, and major market experience. Proven high production values with limited resources under tight deadlines and knowledge of gay issues essential. Betacam, ENG and Avid experience required. Send nonreturnable reel (VHS), resume, and story idea(s) to: ITL Media Inc., 30 West 26th Street, 7th Floor, NY, NY 10010, Attn: Producer. No call please. EOE.

**Production Manager.** WHSV-TV, a Benedek Broadcasting ABC affiliate has an immediate opening. This is a hands-on position that requires the supervision of both the production and creative services department. Successful candidate will be experienced in all aspects of live studio and local commercial production. Send resume to Bob Smith, General Manager. WHSV-TV, P.O. Box TV-3, Harrisonburg, VA 22801. EOE.

**Production Manager** wanted for new pan-Asian cable television network. Position will oversee all production and production staff. Candidates should be experienced in all studio and set construction and operations. Prior experience in Asian-oriented broadcast/cable television a plus. Studios will be in Los Angeles and Houston. Mail resume to A. Nguyen, USASIA Television, Inc., 918 East 40th Street, Suite 110, Austin, TX 78751.

**Production Manager:** "In the Life," PBS' lesbian/gay newsmagazine needs freelance talent to handle scheduling and financial reporting related to programming. Degree in communications, accounting or finance a plus. Send or fax resume: (212)255-6097; ITL Media Inc., 30 West 26th Street, 7th Floor, NYC 10010, Attn: PM. No calls please. EOE.

**Production Manager:** We are looking for a talented individual who has complete working knowledge of all production and must have excellent people skills. Please send resume to Dan Robbins, Vice President/General Manager, KNAZ-TV (NBC), 2201 North Vickey Street, Flagstaff, AZ 86004. EOE.

**Producers Needed.** Independent Christian/Family station needs a Producer for *Straight Talk From Teens*, a teenage talk show syndicated on religious stations across the country. Must have prior experience working in television and with youth. Also, a producer for our local daily ministry program. The program is very popular, consisting of testimonials and community events and ministry. Both positions require strong written and verbal skills and the desire to work in a television ministry. Send resume and non-returnable demo tape to: Personnel, WTLW TV-44, 1844 Baty Road, Lima, Ohio 45807. WTLW is an Equal Opportunity Employer.

**Producer/Writer.** International Christian Relief Organization is seeking a television Producer/Writer with strong broadcast quality writing skills to write and produce programs, feature stories, promos, and commercials. 3-5 years of TV writing experience a must. Must be willing to travel. Send resume to Box 00879 EOE.

**Producer.** Production Company in search of marketing savvy producer for long and short form projects. We provide technical for your projects and we pay you percentage. Call 888-251-2598.

**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.

**Independent television station in SE Pennsylvania** seeks individual to supervise Master Control Operators. Position requires video production, directing and editing experience. Technical knowledge of broadcast operations preferred. Please send letter and resume. Reply to Box 00873. Equal Opportunity Employer.

**Commercial Production Videographer.** ABC affiliate is looking for an experienced and creative individual to shoot on-location and in-studio for our commercial production department. Excellent working knowledge of Sony Betacam SP gear as well as wireless audio systems. Additional post-production skills a plus. Send tape and resume to: John Cannon, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE/M-F.

**Broadcast Design Director.** KNTV, the ABC affiliate in San Jose, California has an immediate opening for Design Director. We're seeking an innovative and energetic person to take this Silicon Valley station to the next level. Requires 3+ years design experience and BA, BFA or Design School Degree. Strong working knowledge of video production, compositing and animation a must. Requires strong communication skills and team attitude to oversee design for all aspects of station's news, programming, promotion, sales events, web site and public service. Requires work experience on Power Mac with Photoshop, Illustrator, QuarkXpress and After Effects. Web design, Avid and/or ArtStar experience a plus. Fast paced environment! Great opportunity in SF Bay Area. Please send resume and non-returnable work samples to Teresa Aquino, Personnel Director, KNTV-11, 645 Park Avenue, San Jose, CA 95110. Equal Opportunity Employer.

**Associate Producer.** Viacom O&O. Sunny South Florida. Great station. All new equipment. Primary responsibility: Creating awesome graphics for promotion and sports programming. Sick of news? Know the Inifinit? Liberti? Avid? Photoshop and After Effects? Do you have illustration skills and the paint savvy to back it up? This is the job for you! Send letter, tape (VHS or Betacam) and resume to: Dept. #105, WBFS, UPN 33, 16550 NW 52nd Avenue, Miami, FL 33014. No phone calls, please. EOE.

**Art Director.** East Coast Network O&O needs innovative graphics manager with creative vision to take a great station to the next level. Position with major responsibility and direct supervision of talented staff. Must have management and post-production experience. Also working knowledge of latest graphic arts technology including: SGI, Liberty, Alias, Flint, Aurora, Mac and Chyron Inifinite. Strong emphasis on news and promotion. For consideration, resume and salary requirements with non-returnable tape and print samples must be sent to Box 00875 EOE.

**HELP WANTED  
FINANCIAL & ACCOUNTING**

**Come Grow With Us.** Seeking experienced, well organized, detail-oriented Junior Accountant with strong analytical skills to assist in the preparation of monthly F/S, account analysis and reconciliations and as A/P backup. Accounting degree and experience in a Television Network environment a must. Reply to Box 00870 EOE.

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*Over 25 years in the TV industry*

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Custom and localized TV weathercast inserts for FOX, UPN, WB, Indy stations and cable stations. Three satellite feeds daily. Your own on-air meteorologist and great graphics. Sell these inserts and make money. Low cash and barter and very simple to receive and use. Call Edward St. Pe at NWN 601-352-6673 and start today.

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**VIDEO SERVICES**

**Need video shot in the New York metropolitan area? Experienced crews, top equipment. Call Camera Crew Network (CCN). 800-914-4CCN.**

**PUBLIC RELATIONS**

**Public Relations Professional** needed for PR department of dynamic Connecticut-based satellite communications company. Requires superior writing skills and ability to handle multiple projects under tight deadlines. Knowledge of broadcasting, cable and/or telecommunications industries and multilingual skills preferred. 1-3 years PR/IR/Journalism experience required. Title and salary commensurate with experience. Please fax or mail resume with writing sample to PR Department, PanAmSat Corporation, One Pickwick Plaza, Greenwich, CT 06830. Fax #203-622-9163. No phone calls please. EOE.

**Director of Community Affairs:** WTVD, the ABC-owned station in the Raleigh/Durham/Fayetteville market is looking for an experienced Director of Community Affairs to oversee the station's public service and community outreach efforts. Qualified applicants must have a minimum of 5 years experience in public or community relations work and should have prior broadcasting/media experience. A thorough understanding of the central North Carolina area is strongly recommended. Applicants must be extremely detail-oriented and able to juggle overlapping responsibilities with varying deadlines and be able to demonstrate excellent written and oral skills. Interested applicants should send a resume and writing samples to: Emily Barr, President and GM, WTVD, P.O. Box 2009, Durham, NC 27702. No phone calls please. Women and minorities are encouraged to apply. EOE.

**Fax your classified ad to**  
**Broadcasting & Cable**  
**(212) 206-8327**

**CABLE**

**HELP WANTED MANAGEMENT**

**Operations Manager.** Degreed professional to service needs of Cable Advertising operations. Prior experience in media of Telecom Ops Management required. Specific experience with media traffic, billing and fulfillment processes preferred. Opportunities in multiple locations. Resume to CableRep Engineering, c/o Cox Communications, Inc., 1400 Lake Hearn Drive, Atlanta, GA 30319. Fax: 404-843-5992. Cox Communications, Inc. is an Equal Opportunity Employer.

**HELP WANTED TECHNICAL**

**Home and Garden Television Network** is seeking an EDI/Technical Support Administrator. Will work closely with Traffic, Ad Sales and IS departments coordinating electronic data interchange between AD Sales and their respective clients as well as manage MSA's post-buy services. Applicants must be familiar with Apple Computers, IBM PC's, have a working knowledge of Local Area Networks and be familiar with ANSI translations of data between file formats and structures. Previous broadcast experience in sales or traffic preferred. Qualified candidates should send a resume to: Human Resources, HGTV, P.O. Box 50970, Knoxville, TN 37950. Equal Opportunity Employer.

**HELP WANTED RESEARCH**

**Audience Research.** The Nashville Network: TNN is seeking an individual to design, develop and analyze research to be used in making programming strategy decisions. The selected candidate will have a strong computer background, a degree in mathematics or marketing research with an emphasis in statistics and analysis, three years experience and experience with custom research design. Qualified candidates please send resume with cover letter including salary history to: Communications Group Human Resources, 2806 Opryland Drive, Nashville, TN 37214, or Fax information to 615-871-5750. We are an Equal Opportunity Employer.

**HELP WANTED PRODUCTION**

*NewsTalk Television, a 24 hour news based interactive cable channel, is seeking an experienced*

**ASSOCIATE PRODUCER**

Position responsibilities include pitching show topics and booking guests for shows, conducting pre-interviews with guests, assisting Producer with script writing, developing leads for new resources and guests.

Successful applicants should hold a college degree and have a minimum of one year booking experience. Additionally, a thorough knowledge of all news events and the ability to work in a fast-paced, demanding environment is required.

Send cover letter & resume to:  
Attn: Human Resources Department

**NewsTalk**  
TELEVISION

303 West 34th St. (12th floor)  
New York, NY 10001  
OR Fax: (212) 643-4705

An Equal Opportunity Employer

**ALLIED FIELDS**

**HELP WANTED NEWS**

**Office Manager. News Bureau.** National news gathering company is seeking a dedicated professional to manage West Coast bureau. Qualifications include a degree in communication or administration and at least five years practical experience in news room situation. Applicant must have a history of solid client service and managerial experience. EOE. Send resume and salary history to Box 00858 EOE.

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**Entry level TV News Reporters**, MCS offers the hottest leads in the industry. Excellent placement rate. 12th year. 619-788-1082.

**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.

**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.

**Immediate Need.** ENG or small production truck. Must have RF. Fax description, inventory list, photo and asking price to: (904)749-9578.

**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**

**Lowest prices on videotape!** Since 1979 we have been beating the high cost of videotape. Call Carpel for a catalog. 800-238-4300.

**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.

**FOR SALE STATIONS**

Top 100 Midwest Market  
Profitable Class A  
\$1,350,000  
Call: William R. Rice  
Telephone: 317-844-7390

**Florida, FULL POWER TV MAJOR GROWTH MARKET, CASH FLOW. PRICE; CALL BROKER**

**HADDEN & ASSOC.**  
PH 407-365-7832 FAX 407-366-8801

West Coast-UHF-Independent. Call Tom Belcher for details. Communication Resources/Media Brokers 918-743-8300. Fax: 918-749-3348.

Central Georgia, adjacent FM's; Major Florida market, successful LPTV; Florida Keys, very attractive FM; Gulf Coast LPTV; Mayo Communications, 813-971-2061.

**PUBLIC NOTICE**

**BANKRUPTCY AUCTION SALE  
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**KVVA-AM 860khz 1 kw (directional night only)**  
**KVVA-FM CLASS C-3\* upgrade to**  
**25,000 Watts ERP at 2014 Ft MSL**  
\*under construction, target air date August 1, 1996

Preliminary bidding rounds commence July 9, 1996. All bidders must be prequalified. Final bidding round in US Bankruptcy Court. Phoenix, AZ July 24, 1996

**Any parties wishing additional information with respect to the stations, the sale procedures, or how to become a qualified bidder, may contact the stations' consultant**

**Don N. Nelson**  
**C/O James E. Cross, Esq., Dillingham Cross, P.L.C. 5080 N. 40th Street, Suite 335 Phoenix, Arizona 85018**

Phone (602) 234-0073 Fax (602) 468-0442

**WANTED TO BUY STATIONS**

Investor seeks purchase or LMA of small market AM or FM with real estate. Total purchase price up to \$250k or will manage and buy it out. Ted 914-357-4861 or 914-357-9425. 399 Rte. 202, Suffern, NY 10901.

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**Broadcasting & Cable**  
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**Broadcasting & Cable**

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**Blind Boxes:** Add \$25.00 per advertisement

**Deadlines:** Copy must be in typewritten form by the Monday prior to publishing date.

**Category:**  Line ad  Display

**Ad Copy:** \_\_\_\_\_  
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**Date(s) of insertion:** \_\_\_\_\_  
\_\_\_\_\_

**Amount enclosed:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Company:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Authorized Signature:** \_\_\_\_\_

**Payment:**

Check  Visa  MasterCard  Amex

**Credit Card #:** \_\_\_\_\_

**Name on Card:** \_\_\_\_\_

**Exp. Date:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

Clip and Fax or Mail this form to:

**B & C**

245 W. 17 Street ▲ NYC 10011 • Attention: Antoinette Fasulo  
**FAX NUMBER: 212-206-8327**

## Anatomy of a decision

EDITOR: I write in reference to your June 24 article "Anatomy of the kids war." The article states that FCC Chairman Reed Hundt believed he had support from me for action on the children's television matter but that after the Republicans took control of the House and Senate in November 1994, he is quoted as saying, "Reaching agreement with Rachele became much more difficult after that."

The chairman's belief that he had support from me for action on the children's television issue was and is well founded. I have always been a strong supporter of putting teeth into the Children's Television Act and, in fact, have been very proactive in supporting a strengthened definition of "specifically designed" children's educational programming, encouraging broadcaster accountability, and increased information about educational shows being given to parents. I have attended international conferences, and engaged in outreach to children, parents groups, and educators on the topic. I have consistently urged broadcasters to air more quality children's educational programming. (I note that the record we have developed in our rulemaking proceeding contains evidence that broadcasters have significantly increased their children's educational offerings from the time the act passed, to approximately three to four hours per week at present.)

To the extent that the chairman's statement implies that I supported his

purely quantitative approach before November 1994 but changed my view based on the election results, it is wrong. The first real opportunity I had to study the children's issue in depth was on my way to Melbourne, Australia, in March 1995, to attend the United Nations' World Summit on Children and Television. On that long flight, I read the Children's Television Act, its entire legislative history, and the commission's notices and decisions on children's television to date. It was then that I realized that while making it clear that broadcasters must improve their educational programming for children, Congress had taken great care for First Amendment reasons to not intrude on a broadcaster's independent judgment as to programming decisions. That realization, not any partisan consideration, has guided my thinking on this issue ever since.—*Rachele Chong, commissioner, FCC, Washington*

## Help wanted

EDITOR: I am researching the life of Philo T. Farnsworth and hope shortly to publish a documented biography. I am interested in interviewing any individuals who knew or may have worked with Dr. Farnsworth.

If you could write the address below or phone and leave a message in the evening, I will return your call and we can talk on my nickel. I look forward to hearing from anyone who may have been associated with Dr. Farnsworth.—*Donald G. Godfrey,*

*professor, Walter Cronkite School of Journalism, P.O. Box 871305, Arizona State University, Tempe, AZ 85287-1305; ASU phone (602) 965-8661; ASU fax (602) 965-7041*

## Shrinking credits

EDITOR: Once upon a time, when a movie or a program ended, the credits rolled and interested viewers could see who was involved in the production. Now, it appears that them days are gone.

The current method of showing credits in virtually all network areas seems to be a small slice of the small screen usually on the right side—while the rest of the screen is devoted to anything from a tail-end piece of the program just concluded, to coming attractions for whatever. With the sound track clearly on to another subject, and rather noisily at that, I challenge anyone to make sense of what is racing by on the sliver side.

Is this a device to increase the marketing capability of programers—or is it a slap in the face of every guild and union that has negotiated proper credits for their talent? Is it a snide way of saying "Who's interested in credits anyway?" or is it the forerunner of digital compression yet to come? Hey, listen, if no one cares, why not split that screen continually and run low-cost commercials on the right while the unfortunate program plays on the left? Think of the possibilities.—*Richard Carlton, White Plains, N.Y.*

## Changing Hands

Continued from page 32

ant. 584 ft.

**Formats:** KVIK: rock 'n' roll gold; KQYB: hot country; KSOE: easy listening

**WKPK(FM) Gaylord and WMLQ(FM) Rogers City, Mich.**

**Price:** \$1.4 million (includes \$300,000 noncompete and \$75,000 services agreements)

**Buyer:** Northern Broadcast Inc., Grand Rapids, Mich. (Richard A. Dills, president; Northern Bottling Co., owner); owns WAIR-FM Atlanta, WIAR-FM Leland, WKLT-FM Kalkaska and WKLZ-FM Petoskey, all Mich.

**Seller:** Alpine Broadcasting Co. Inc./North South Radio Group Inc.,

Gaylord (John D. DeGroot, president); no other broadcast interests  
**Facilities:** WKPK: 106.7 mhz, 100 kw, ant. 580 ft.; WMLQ: 96.7 mhz, 26 kw, ant. 383 ft.

**Formats:** WKPK: adult top 40; WMLQ: MOR

**WEGW(FM) Wheeling, W.Va.**

**Price:** \$800,000

**Buyer:** Osborn Communications Corp., Greenwich, Conn. (Frank D. Osborn, president); for other interests see "Changing Hands," July 8  
**Seller:** Burbach Broadcasting Co., Pittsburgh (Nicholas Galli, president); owns WOHz(AM) Wheeling and WXIL(FM) Parkersburg, W.Va.

**Facilities:** 107.5 mhz, 12.5 kw, ant. 870 ft.

**Format:** Rock, AOR

**WSMJ(FM) Richmond, Va.**

**Price:** \$600,000

**Buyer:** Old Dominion Broadcasting LLC, Norfolk, Va. (managing members/30.7% owners/siblings J. David Sinclair, Robert L. Sinclair and Ann S. Adams); is being assigned licenses of WTAR(AM) Norfolk-wkoc(FM) Chesapeake/Norfolk by Sinclair Telecable Inc./Sinclair Communications, Norfolk, Va. (John L. Sinclair, president/41.9% owner); owns WNIS(AM) Norfolk, WROX-FM Cape Charles, WCDX(FM) Mechanicsville and WGCV(AM)-WPLZ-FM Petersburg, Va., and KGSR(FM) Bastrop and KROX-FM Giddings, Tex. John L. Sinclair is father of the Sinclair siblings.

**Seller:** Barbara B. Bennis, Washington; no other broadcast interests

**Facilities:** 101.1 mhz  
**Format:** Adult contemporary

**WDLF(FM) Old Fort, N.C.**

**Price:** \$525,000

**Buyer:** Blue Dolphin Communications Inc., Florence, S.C. (Edward F. Seeger, president/33.3% owner). Seeger is 33.3% owner of WYNA(FM) Calabash, N.C., and WMXT(FM) Pamplico, S.C.

**Seller:** WDLF Inc., Marion, N.C. (William Shaw, principal); no other broadcast interests

**Facilities:** 104.3 mhz, 5.6 kw, ant. 348 ft.

**Format:** Adult contemporary

**Broker:** Gordon Rice Associates (seller)

**60% of KSRN(FM) Sparks, Nev.**

**Price:** \$480,000 for stock

**Buyer:** Vernon Miller, Reno; owns KHWG(FM) Kings Beach, Calif.

**Sellers:** Paul J. Marcille, Reno; William D. and Jean T. Gueren Family Trust, Zephyr Cove, Nev.; Robert W. Carroll, Reno. Marcille and Guerenas have various cable TV interests.

**Facilities:** 92.1 mhz, 440 w, ant. 804 ft.

**Format:** News/talk

**KYTC(FM) Northwood, Iowa**

**Price:** \$220,000

**Buyer:** David Nolander, Albert Lea, Minn.; owns KATE(AM)-KCP1(FM) Albert Lea, Minn.

**Seller:** Tri-Cities Broadcasting Ltd. c/o Philadelphia Music Works, Bryn Mawr, Pa. (Ken Gross, president); no other broadcast interests

**Facilities:** 102.7 mhz, 6 kw, ant. 318 ft.

**Format:** Oldies

**WGNN(FM) Fisher, Ill.**

**Price:** \$214,000

**Buyer:** Good News Radio Inc., Champaign, Ill. (Mark Burns, president/16.7% owner); no other broadcast interests

**Seller:** Cornerstone Community Radio Inc., Springfield, Ill. (Richard L. Van Zandt, president); owns WWGN(FM) Ottawa and WLGW(FM) Springfield, Ill.; WJLH(FM) Flagler Beach, Fla., and WGNJ(FM) St. Joseph, Ill. Van Zandt owns WLJ(FM) Petersburg, Ill.

**Facilities:** 102.5 mhz, 6 kw, ant. 328 ft.

**Format:** Christian

**KTCM(FM) Kingman, Kan.**

**Price:** \$210,000

**Buyer:** Maria L. Salazar, Wichita, Kan.; no other broadcast interests

**Seller:** Daniel Gentry, Wichita; no other broadcast interests. Note: Gentry bought station for \$180,000 ("Changing Hands," June 10)

**Facilities:** 100.3 mhz, 48 kw, ant. 505 ft.

**Format:** Dark

**WWBD(FM) Bamberg, S.C.**

**Price:** \$170,000

**Buyer:** FM Radio LC, Richmond, Va. (Kenneth R. Noble II, president/owner). Noble owns WLGX(FM) Carolina Beach, N.C.

**Seller:** Branch Communications, Lumberton, N.C. (Stevan Branch, 50% general partner); no other broadcast interests

**Facilities:** 92.1 mhz, 3 kw, ant. 300 ft.

**Format:** C&W

**Broker:** Edward F. Seeger

**Construction permit for KFXJ(FM) Abilene, Tex.**

**Price:** \$150,000

**Buyer:** SunGroup Inc., Indianapolis (John Biddinger, president/36% owner); owns WOWW(FM) Pensacola, Fla.; KMJJ(FM) Shreveport, La.; KKSS(FM) Santa Fe, N.M., and KEAN-AM-FM Abilene, KKYS(FM) Bryan and KYKX(FM) Longview, Tex. Biddinger has interest in KBBX(AM)-KESY(FM) Omaha and KWSN(AM)-KRRO(FM) Sioux Falls, S.D.

**Seller:** Foster Communications Co. Inc., San Angelo, Tex. (Fred Key, president); owns KKSA(AM), KIXY-FM and KWFR-FM, all San Angelo

**Facilities:** 92.5 mhz, 50 kw, ant. 492 ft.

**WQLX(FM) Galion, Ohio**

**Price:** \$121,000

**Buyer:** Knox Broadcasting Corp., Ashland, Ohio (Walter R. Stampfli, president/60% owner); owns WMVO(FM) and WQIQ(FM) Mount Vernon, Ohio. Stampfli also owns 58% of WNCO-AM-FM Ashland.

**Seller:** Malone Broadcasting Inc., Bucyrus, Ohio (Harold Ray Malone, president); no other broadcast interests

**Facilities:** 102.3 mhz, 3 kw, ant. 300 ft.

**Format:** Country

**KOJC-FM Cedar Rapids, Iowa**

**Price:** \$15,000

**Buyer:** Friendship Communications Inc., Waterloo, Iowa (Mike Facciani, president/co-owner with spouse Mea Facciani); owns KWOF(AM) Waterloo

**Seller:** Oakhill Economic Development Corp., Cedar Rapids (Betty S. Daniels, principal)

**Facilities:** Not available

**Format:** Not available

**CP for WCCZ(FM) Pinckneyville, Ill.**

**Price:** \$10,000

**Buyer:** Dennis Doelitzsch, Marion, Ill.; owns WFRX-AM-FM West Frankfort, WDDD(AM) Johnson City, WDDD-FM

Marion and WVZA(FM) Herrin, all Ill.

**Seller:** Kenneth W. and Jane A. Anderson, Marion, Ill.; no other broadcast interests

**Facilities:** 104.3 mhz, 3.5 kw, ant. 276 ft.

**Option to acquire 51% of CP for KKNG (FM) Laramie, Wyo.**

**Price:** \$5,200

**Buyer:** James G. Withers, Carrollton, Tex.; owns 49% of KKNG and 100% of KEEP(FM) Bandera and KRBH(FM) Hondo, Tex; has applied to build FM in Jefferson City, Mo.

**Seller:** Stephen D. King, Atlanta

**Facilities:** 104.5 mhz, 3 kw, ant. 951 ft.

**CP for WNDR(FM) (formerly WUPN) Mexico, N.Y.**

**Price:** \$3,000

**Buyer:** Renard Communications Corp., Syracuse, N.Y. (Craig L. Fox, president/owner); Fox owns 51% of WOLF(AM) Syracuse, has a 37.5% interest in application for TV in Iliion, and is selling 51% of WNYS-TV Syracuse, all N.Y.

**Seller:** Tia A. Soliday, Warners, N.Y.; no other broadcast interests

**Facilities:** 103.9 mhz, 3 kw, ant. 292 ft.

**RADIO: AM**

**WLNG(AM) Sag Harbor, N.Y.**

**Price:** \$1.6 million

**Buyer:** Unity Broadcasting Network-New York Inc., New York (Sydney L. Small, president/owner); owns WWRL(AM) New York and 66.6% of WOQW(AM) Waterbury, Conn.

**Seller:** Main Street Broadcasting Co. Inc., Sag Harbor (Ann Buckhout, executive VP); owns WLNG-FM Sag Harbor; buying FM in Sag Harbor

**Facilities:** 1600 khz, 500 w day,  
**Format:** Oldies

**WPWA(AM) Chester, Pa.**

**Price:** \$1.3 million

**Buyer:** Children's Broadcasting Corp., Minneapolis (Christopher T. Dahl, president/13.2% owner); owns KPLS(AM) Orange, Calif.; KKYD(AM) Denver; KCNW(AM) Fairway, Kan.; KYCR(AM) Golden Valley, Minn., and WWTC(AM) Minneapolis; KTEK(AM) Alvin and KAHZ(AM) Dallas/Fort Worth, and WZER(AM) Jackson, Wis.; is buying WCAR(AM) Livonia/Detroit, Mich., and WJDM(AM) Elizabeth, N.J. Dahl is CEO/55% owner, Community Airwaves Corp., which owns KNUI-AM-FM Kahalui, KNUQ-FM Paauilo and KHNR(AM) Honolulu, Hawaii; KQHT-FM Crookston and KLGR-AM-FM Redwood Falls, Minn.; KRRZ(AM)-KZPR-FM and KIZZ-FM

Minot, N.D.; KKA(A)M)-KQAA-FM Aberdeen and KBHB(A)M)-KRCS(FM) Sturgis, S.D.; is buying KMVI(A)M)-FM Wailuku/ Pukalani, Maui, Hawaii; is selling CP for FM at Bismarck, N.D.  
**Seller:** Lloyd B. Roach Inc., Aston, Pa. (Lloyd B. Roach, president); no other broadcast interests  
**Facilities:** 1590 khz, 3.2 kw day, 1 kw night

**Format:** American popular standards

**WLKF(A)M Lakeland, Fla.**

**Price:** \$550,000

**Buyer:** Hall Communications Inc., Norwich, Conn. (Robert M. Hall, CEO/56% owner; Art J. Rowbotham, president/1% owner); owns WONN (A)M Lakeland and WPCV(FM) Winter Haven, Fla.; WNL(A)M)-WTYD(FM) New London and WICH(A)M)-WCTY(FM) Norwich, Conn.; WNBH(A)M)-WCTK(FM) New Bedford, Mass.; WKOL(FM) Plattsburgh, N.Y.; WLPA(A)M)-WROZ(FM) Lancaster and WEGK(FM) (formerly WHTE) Starview, Pa., and WJOY(A)M)-WOKO(FM) Burlington, Vt.; is buying WKGF(A)M)-FM Arcadia, Fla.

**Seller:** Root Communications Ltd., Daytona Beach, Fla. (James L. Devis, VP); owns WNDB(A)M) Daytona Beach and WTSM(FM) (formerly WNDB-FM) Ormond-by-the-Sea, Fla., and KMVT(TV) Twin Falls, Idaho

**Facilities:** 1430 khz, 5 kw day, 1 kw night

**Format:** News/talk

**Broker:** Stan Raymond & Associates Inc.

**WKBR(A)M Manchester, N.H.**

**Price:** \$529,000

**Buyer:** George E. Kretelakes, Peabody, Mass.; no other broadcast interests

**Seller:** Robert Miles Bittner, Needham, Mass.; owns WJIB(A)M) Cambridge and WNEB(A)M) Worcester, Mass.

**Facilities:** 1250 khz, 5 kw

**Format:** Beautiful music

**KGHT(A)M Sheridan, Ark.**

**Price:** \$338,000

**Buyer:** Metropolitan Radio Group Inc., Flower Mound, Tex. (Gary L. Acker, president/owner); owns WBRD (A)M) Palmetto, Fla., and KCTE(A)M) Independence, Mo., and WEW(A)M) St. Louis; is buying WTMV(A)M) Sarasota, Fla.

**Seller:** Country Broadcasting Inc., North Little Rock, Ark. (Harvey Fritts, president); no other broadcast interests.

**Facilities:** 880 khz, 220 w

**Format:** Southern gospel

**KKGO(A)M Frazier Park, Calif.**

**Price:** \$367,000

**Buyer:** Robert F. Turner, Bakersfield, Calif.; no other broadcast interests

**Seller:** Mt. Wilson FM Broadcasters Inc., Los Angeles (Saul Levine, principal); owns KKGO-FM Los Angeles, KNNZ(A)M) Costa Mesa, KNNS(A)M) Beverly Hills and KNOB(A)M)-KKHI-FM San Rafael, all Calif., and KULA(A)M) Honolulu

**Facilities:** 1050 khz, 10 kw day

**Format:** Classical

**WINU(A)M Highland, Ill.**

**Price:** \$275,000

**Buyer:** ORTCK Communications Inc., Carterville, Ill. (co-owners Carl F. Ortale, president; Tim Tucker, secretary); no other broadcast interests

**Seller:** Jack E. Chor, Highland; no other broadcast interests

**Facilities:** 880 khz, 1 kw day

**Format:** Contemporary (pending LMA with Children's Broadcasting Corp.)

**WKEN(A)M Dover, Del.**

**Price:** \$173,000

**Buyer:** Vin-Lor Broadcasting Inc., Dover (Vincent J. Klepac, president/owner); no other broadcast interests

**Seller:** First State Broadcasting Inc., Wilmington, Del. (Joseph P. Farley Sr., Rosemary Farley, principals). Farleys also own WAMS(A)M) Wilmington.

**Facilities:** 1600 khz, 5 kw day, 1 kw night

**Format:** Oldies

**KABQ(A)M Albuquerque, N.M.**

**Price:** \$100,000

**Buyer:** Continental Broadcasting Corp., Los Angeles (Jose Molina, president/owner); owns KXKS(A)M) Albuquerque and KEXT(FM) Bosque Farms/Albuquerque. Molina also owns KPHX(A)M) Phoenix.

**Seller:** Albuquerque Corp., Albuquerque (Eduardo Gomez, president). Gomez also is president of Rio and Bravo Broadcasting Cos., which owns KIRT(A)M) Mission, Tex.; is selling KQXX(FM) McAllen, Tex.

**Facilities:** 1350 khz, 5 kw day, 500 w night

**Format:** Spanish

**KILE(A)M (formerly KGUL) Port Lavaca, Tex.**

**Price:** \$75,000

**Buyer:** Radio Free Texas Trust, Rockdale, Tex. (Jerome Friemel, trustee/owner)

**Seller:** Gulf Coast 1560 Corp., Stafford, Tex. (Jo Nell Werlinger, chairperson). Werlinger owns KFCC(A)M) Bay City, Tex.

**Facilities:** 1560 khz, 500 w day

**Format:** Varied, Spanish

**CP for KZTY(A)M Winchester, Nev.**

**Price:** \$70,000

**Buyer:** Paragon Communications Corp., Garner, N.C. (Gardner H. Altman Jr., president/owner). Altman has interest in FM at N. Myrtle Beach, S.C., and in pending application for FM at Spring Lake, N.C.

**Seller:** Robert Adelman, Palmdale, Calif.; owns KRAJ(FM) Johannesburg and KLOA(A)M)-FM Ridgecrest, Calif.

**Facilities:** 620 khz, 500 w day, 450 w night

**WCLI(A)M Corning, N.Y.**

**Price:** \$50,000

**Buyer:** Eolin Broadcasting Inc., Corning (spouses Robert W. and Delores Eolin, John Horn, principals); owns WCBA(A)M)-FM Corning and WGMM-FM Big Flats/Corning

**Seller:** Corning SabreCom Inc., Corning (Paul H. Rothfuss, president); owns WNKI-FM Corning and WOIX(A)M)-WPGI-FM Elmira, N.Y.; WHTO-FM Muncy/Williamsport, Pa., and WINW(A)M)-WRQK-FM Canton, Ohio.

Note: Corning bought station with FM in March 1995 for \$1.85 million.

**Facilities:** 1450 khz, 1 kw

**Format:** Talk

**Broker:** Kozacko Media Services

**KLTI(A)M Macon, Mo.**

**Price:** \$12,000

**Buyer:** Chirillo Electronics Inc., Fulton, Mo. (Phillip A. Chirillo, president/owner); owns KMCR(FM) Montgomery City, Mo.; has applied to build FMs in Jefferson City, Macon, Moberly and Vandalia, all Mo. Phillip Chirillo also owns 94.4% of KZBK(A)M)-FM Brookfield, Mo., and 46.6% of KZZT(FM) Moberly.

**Seller:** Phoenix II Broadcasting Inc., Keokuk, Iowa (John D. Rothgeb, president); no other broadcast interests

**Facilities:** 1560 khz, 1 kw day

**Format:** Dark

**KEYQ(A)M Fresno, Calif.**

**Price:** \$1 cash

**Buyer:** Jonna M. Hooker, Fresno

**Seller:** Americom II, Los Angeles (A. Thomas Quinn, president); owns

KTHX(A)M)-KFSO-FM Visalia and KEZL (FM) Fowler, Calif. Americom affiliate owns KTHT(FM) Fresno, KRZQ(FM) Tahoe City and KODS(FM) Carnelian Bay, Calif.; is buying KPLY(A)M)-KQNV (FM) Sparks and KZAK(FM) Incline Village, Nev.

**Facilities:** 980 khz, 500 w day, 48 w night

**Format:** Nostalgia/talk

—Compiled by Elizabeth A. Rathbun



# 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

**Iowa City** (BPCT-950320KG)—Billy Jay Fant for TV on ch. 20, TL 3 km NNW of SR-1 and I-80, Johnson Co. *May 10*

**Ashland, Ky.** (BPED-941114MA)—American Family Association for noncommercial educational FM at 91.1 mhz, ERP .8 kw, ant. 48 m., 300 Bath Ave., Boyd City. *June 14*

**Ogdensburg, N.Y.** (BPH-950906MK)—K&S Radio Partnership for FM at 98.7 mhz, ERP 3 kw, ant. 52 m. *June 27*

### Granted

**Sageville, Iowa** (BPH-950727MA)—The Sageville Shopper for FM at 106.1 mhz, ERP 4.4 kw, ant. 117 m. *June 28*

**Yazoo City, Miss.** (BPH0-950825MD)—Gordon J. Lousteau Jr. for FM at 93.1 mhz, ERP 4.1 kw, ant. 120 m. *June 28*

**Madisonville, Tex.** (BPH-950824MB)—Leon Hunt for FM at 100.5 mhz, ERP 6 kw, ant. 100 m. *June 28*

**Pinedale, Wyo.** (BPH-950725MB)—Robert R. Rule for FM at 101.1 mhz, ERP .210 kw, ant. -55 m., class A. *June 18*

### Filed/Accepted for filing

**Mayaguez, P.R.** (BPED-950215MB)—University of Puerto Rico for noncommercial educational FM at 88.3 mhz, ERP 2 kw, ant. 306 m., 5.5 km NW of Anasco, P.R. *May 30*

## FACILITIES CHANGES

### Returned

**Cleburne, Tex.** (BP-951124AB)—Texas Country Connection Inc. for KCLE(AM) 1120 khz: change frequency from 1120 to 1140 khz; increase ERP to 1 kw. *May 29*

### Granted

**Fairhope, Ala.** (BP-960227AB)—April Broadcasting Inc. for WBLX(AM) 660 khz: change power. *June 27*

**Florence, Ala.** (BPH-960322ID)—Big River Broadcasting Corp. for WOLT-FM 107.3 mhz: reduce ERP to 93 kw, downgrade to class C1. *June 14*

**Warrior, Ala.** (BPH-951016IF)—North South Broadcasting Co. for WLBI(FM) 98.7 mhz: change class from C3 to C2. *June 25*

**Bakersfield, Calif.** (BMPED-960213IC)—Family Stations Inc. for KFRR(FM) 91.3 mhz: change directional ant. pattern. *June 10*

**East Porterville, Calif.** (BMPH-960220ID)—Azia's Entertainment Inc. for KOJ(FM) 100.5

mhz: change ERP to 2.1 kw, ant. to 338 m. *June 14*

**Los Angeles** (BP-930416AC)—Group W Television Inc. for KFVB(AM) 980 khz: increase power to 50 kw, make changes in ant. system. *June 27*

**Sacramento, Calif.** (BMPED-960124IH)—Family Stations Inc. for KEDR(FM) 88.1 mhz: change ERP, ant., TL. *June 27*

**Sun City, Calif.** (BMPH-950927IB)—Suncom Ltd. for KWXH(FM) 92.9 mhz: change ERP to 6 kw, ant. to 100 m., TL to Hogbacks, 2 km from intersection of Los Alamos and Briggs rds. *June 10*

**Montrose, Colo.** (BPH-960124IA)—Woodland Communications Corp. for KKKX(FM) 94.1 mhz: change ERP, ant., ant. supporting structure. *June 28*

**North Miami Beach, Fla.** (BMPH-960229-IC)—New Age Broadcasting Inc. for WXDJ(FM) 95.7 mhz: change ERP, ant., TL, class, directional ant. *June 14*

**Plantation Key, Fla.** (BPH-960214ID)—Key Chain Inc. for WFKZ(FM) 103.1 mhz: change ant. *June 13*

**Thomasville, Ga.** (BBP-960312AB)—John H. Pembroke for WSTT(AM) 730 khz: change TL, ant. system. *June 18*

**Herrin, Ill.** (BPH-960222IG)—3-D Communications Corp. for WVZA(FM) 92.7 mhz: change class from A to B1. *June 24*

**Woodstock, Ill.** (BPH-960206ID)—Pride Communications LP for WZSR(FM) 105.5 mhz: change ERP to 1 kw, ant. to 170 m. *June 6*

**Brownsburg, Ind.** (BPH-960111LE)—Quinn Broadcasting Inc. for WOFE(FM) 101.9 mhz: change ERP. *June 12*

**Indianapolis** (BPH-960307IB)—Shirk Inc. for WHHH(FM) 96.3 mhz: change ERP to 3.3 kw, ant. to 87 m. *June 26*

**Valley Station, Ky.** (BMPH-960111LI)—Otting Broadcasting of Kentucky Inc. for WXNU(FM) 105.9 mhz: change ERP, ant., TL. *June 11*

**Marksville, La.** (BPH-950911IF)—Three Rivers Radio Co. for KAPB-FM 97.7 mhz: increase ERP to 6 kw. *June 18*

**Slayton, Minn.** (BPH-960513IA)—Wallace Christensen for KJOE(FM) 106.1 mhz: change ERP to 13 kw, ant. to 296 m. *June 12*

**Aberdeen, Miss.** (BPH-960207IB)—Tenn-Tom Broadcasting Corp. for WWZO-FM 105.3 mhz: change ERP. *June 20*

**Carthage, Miss.** (BPH-960126IF)—Michael D. and Linda D. Goodwin for WSSI-FM 98.3 mhz: upgrade to class C3, change ERP to 20 kw, ant. to 100 m. *June 14*

**Fayette, Miss.** (BPH-950803IB)—Natchez Communications Inc. for WTYJ(FM) 97.7 mhz: increase ERP to 6 kw, ant. to 100 m. *June 18*

**Gulfport, Miss.** (BPH-960223IF)—JMD Inc. for WGCM-FM 102.3 mhz: change ERP to 16 kw, ant. to 109 m. *June 26*

**Aurora, Neb.** (BMPH-960122II)—Prairie States Broadcasting Inc. for KLRB(FM) 97.3 mhz: change ant., TL, structure height. *June 27*

**Gering, Neb.** (BMPH-960404IB)—Tracy Corp. IV for KOLT-FM 103.9 mhz: change ERP to 7 kw, ant. to 31 m. *June 14*

**Manchester, N.H.** (BMPED-950911IG)—Knowledge for Life for FM at 90.7 mhz, ERP .012 kw, ant. 290 m. *June 21*

**Atlantic City** (BMPED-951121IB)—Atlantic City Board of Education for WAJM(FM) 88.9 mhz: change directional ant. pattern, increase ant. to 31 m., ERP to .15 kw. *June 18*

**East Orange, N.J.** (BMPED-960215ID)—Auricle Communications for WFMU(FM) 91.1 mhz: change ant., TL, ERP. *June 6*

**Espanola, N.M.** (BPH-951204IE)—Rio Chama Broadcasting Co. for KYBR(FM) 92.9 mhz: change class from A to C2, ERP to 50 kw, ant. to 62 m. *June 24*

**Grants, N.M.** (BMPH-960207IC)—Philip D. Vanderhof for KAIU(FM) 92.7 mhz: change class from C2 to A. *June 13*

## 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

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**Los Alamos, N.M.** (BMPH-950929II)—KREL Inc. for KEFE(FM) 107.5 mhz: change class to C1. *June 24*

**Brighton, N.Y.** (BMPH-960510IA)—Brighton Broadcasting LP for WAQB(FM) 94.1 mhz: change to nondirectional ant., ERP to 3.1 kw, ant. to 100 m. *June 21*

**Kinston, N.C.** (BPED-950214ME)—Craven Community College for WKNS(FM) 90.3 mhz: change ERP to 8.5 kw, ant. to 84 m., TL to SR 1140 (Hood Swamp Rd.) .9 mi. SW of SR 1137 at Oakdale, frequency, class, ant. supporting structure height, main studio location. *June 27*

**Roanoke Rapids, N.C.** (BMPED-960321IA)—Better Life Inc. for WZRJ(FM) 88.5 mhz: change ant., ERP, directional ant. pattern. *June 27*

**Bryan, Ohio** (BMPED-960227IA)—Public Broadcasting Foundation of Northwest Ohio for WGBE(FM) 90.9 mhz: change TL, ERP, ant. *June 20*

**Steubenville, Ohio** (BPCT-960111KJ)—Smith Television—WTOV License LP for WTOV-TV ch. 9: change ant. to 268 m., TL to Cross Creek Hill, 3 km SW of Atlasburg, Pa. *Mar. 30*

**Ashland, Ore.** (BPH-950825IE)—Rogue Valley Broadcasting for KCMX-FM 101.9 mhz: change ant. to 1,313.8 m., TL to 133 km S of Ashland, ant. supporting structure, main studio location. *June 21*

**Myrtle Point, Ore.** (BMPH-960212IC)—K/S Riggs Broadcasting Inc. for KAHY(FM) 94.1 mhz: change class from A to C3, ERP to 1 kw, ant. to 444 m. *June 5*

**St. Mary's, Pa.** (BPH-960118IE)—The Elk-Cameron Broadcasting Co. for WKBI-FM 93.9 mhz: change ERP, frequency, class. *June 24*

**Tioga, Pa.** (BPH-960303IB)—Europa Communications Inc. for WPHD(FM) 94.7 mhz: change ERP, ant., TL, main studio location, class. *June 21*

**Quebradillas, P.R.** (BP-941221AB)—Clamor Broadcasting Network Inc. for WKVN(AM) 960 khz: increase power to 1.7 kw night, 1 kw day, change TL to Municipio, 4 km W of San Sebastian. *June 28*

**Myrtle Beach, S.C.** (BPH-960320ID)—Hirsh Broadcasting Group LP for WJYR(FM) 92.1 mhz: change ant., TL. *June 21*

**Memphis** (BPED-960124II)—Southern Communication Volunteers for WEVL(FM) 89.9 mhz: change ERP, ant. *June 14*

**Breckenridge, Tex.** (BPH-960111LA)—Buckaroo Broadcasting for KR00(FM) 93.5 mhz: change ERP, class. *June 21*

**Conroe, Tex.** (BMPCT-951026KE)—Imagists for KHIM(TV) ch. 55: change TL to 3 km NW of intersection of SRs 2090 and 1010, 3.7 km SE of Splendor, ant. to 570 m. *May 31*

**Hemphill, Tex.** (BP-960419AB)—Phillip Burr for KAWS(AM) 1240 khz: change TL, ant. system. *June 13*

**Pasco, Wash.** (BPH-960308IA)—United Broadcasting Inc. for KEYW(FM) 98.3 mhz:

change class from A to C2. *June 21*

**Black River Falls, Wis.** (BP-951130AD)—WWIS Radio Inc. for WWIS(AM) 1260 khz: reduce power, make changes in ant. system, change TL. *June 14*

**Marathon, Wis.** (BMPH-960206IC)—Americus Communications Inc. for WKQH(FM) 104.9 mhz: change ant., TL, ERP, structure height. *June 14*

**Stevens Point, Wis.** (BPH-960206IB)—Americus Communications LLC for WSPT(FM) 97.9 mhz: change ant., ERP. *June 7*

**Accepted for filing**

**Birmingham, Ala.** (BMPED-950830IC)—Briarwood Presbyterian Church for WLJR(FM) 88.5 mhz: change ERP to .2 kw, ant. 190 m., TL. *June 19*

**Birmingham, Ala.** (BMP-960520AB)—American General Media for WYDE(AM) 850 khz: change power, ant. system. *May 20*

**Mobile, Ala.** (BP-960613AA)—Albert L. Crain for WLTV(AM) 1410 khz: change power, TL, ant. system. *June 13*

**Pine Hill, Ala.** (BMPH-960528IF)—Autagaville Radio Inc. for FM at 96.7 mhz: change ERP, ant., class. *May 28*

**Phoenix** (960617IB)—Maricopa Community College District for KBAQ(FM) 89.5 mhz: change ERP, ant., TL, class, install directional ant. *June 17*

**Williams, Ariz.** (BMPH-960607IH)—Jana Tucker for KVTF(FM) 96.7 mhz: change TL. *June 7*

**Little Rock, Ark.** (BMPH-960614IA)—Signal Media of Arkansas Inc. for KSYG-FM 103.7 mhz: change ant. *June 14*

**Long Island, Ark.** (BP-960605AA)—Chester Coleman for KABN(AM) 840 khz: change TL, power. *June 5*

**Arcadia, Calif.** (BPH-960516IE)—KMAX Inc. for KMAX(FM) 107.1 mhz: change ERP. *May 16*

**Carlsbad, Calif.** (BPH-960516ID)—Tri-Cities Broadcasting Inc. for KUPR(FM) 95.9 mhz: change class from B1 to B. *May 16*

**Long Beach, Calif.** (BPH-960528IG)—Spanish Broadcasting System of Florida Inc. for KLAX-FM 97.9 mhz: change structure height, ant., TL, ERP and city allotment. *May 28*

**Paradise, Calif.** (BPCT-960624KH)—Sainte Ltd. for KCVU(TV) ch. 30: change ERP to 5,000 kw visual, ant. to 435 m., TL to Cohasset Ridge, 20 km NNW of Paradise, Calif. *June 24*

**Tahoe City, Calif.** (BPED-960529IB)—California State University for KCTO(FM) 90.5 mhz: change structure height, ant., TL. *May 29*

**Arvada, Colo.** (BMP-960606AA)—Radio Property Ventures for KQXI(AM) 1550 khz: change night power, TL. *June 7*

**Colorado Springs** (960522AC)—KCMN Inc. for KCMN(AM) 1530 khz: change power. *May 22*

**Colorado Springs** (BPH-960605IA)—Springs Radio Inc. for KSPZ(FM) 92.9 mhz: change ant., TL, ERP. *June 5*

**Ouray, Colo.** (BPH-960606IB)—WS Communications LLC for KURA(FM) 105.7 mhz: change structure height, ant., TL, ERP. *June*

**Pueblo, Colo.** (BPH-960605IB)—KVUU/KSSS Inc. for kvuu(FM) 99.9 mhz: change structure height, ant., TL, ERP. *June 5*

**De Funiak Springs, Fla.** (960531AC)—Sonic Enterprises Inc. for WGTx(AM) 1280 khz: change city of license, frequency, power, TL, studio location, ant. system. *May 31*

**Melbourne, Fla.** (BPH-960514IB)—City Broadcasting Co. Inc. for WGGD-FM 95.1 mhz: change ant. *May 14*

**Miami** (BPED-960614MA)—Bascomb Memorial Broadcasting Foundation for WDNA(FM) 88.9 mhz: change ERP, ant., TL. *June 14*

**Naples, Fla.** (BPH-960613IC)—Sterling Communications Corp. for WSGL(FM) 103.1 mhz: change ERP, ant., class. *June 13*

**Naples Park, Fla.** (BPH-960619ID)—Rep. WCKT GP for WXRm(FM) 105.5 mhz: change ERP, class. *June 19*

**Orange Park, Fla.** (BMP-960612AA)—Good Tidings Trust Inc. for WAYR(AM) 550 khz: change ant. system. *June 12*

**Tarpon Springs, Fla.** (BMPED-960514ID)—Bible Broadcasting Network Inc. for WYFE(FM) 88.9 mhz: change ant., TL. *May 14*

**Vernon Hills, Ill.** (BP-960606AA)—Polnet Communications Ltd. for WNVr(AM) 1030 khz: add nighttime service, change TL night. *June 6*

**Princeton, Ind.** (BPH-960618IA)—Randolph Victor Bell for WSDJ(FM) 100.5 mhz: change TL. *June 18*

**Veedersburg, Ind.** (BMPH-960606ID)—Veedersburg Radio for WKLR(FM) 92.9 mhz: change ERP, ant., TL. *June 6*

**Des Moines, Iowa** (BPCT-960621KF)—River City License Partnership for KDSM-TV ch. 17: change ERP to 5,000 kw visual, ant. to 462 m., TL to landmark, .25 km W of US 69, .25 km S of NE 134 Ave., Alleman, Iowa. *June 21*

**Danville, Ky.** (BPCT-960621KG)—Superior Kentucky License Corp. for WDKY-TV ch. 56: change ERP to 5,000 kw visual, ant. to 351 m. *June 21*

**Louisville, Ky.** (BPED-960530IC)—BD Trustees, Louisville Free Public Library for WFPL(FM) 89.3 mhz: change ant., TL, ERP, class. *May 30*

**Basile, La.** (BPH-960604ID)—Third Partner Broadcasting Inc. for KSIG-FM 102.1 mhz: change structure height, ant., TL, ERP. *June 6*

**Pittsfield, Me.** (BPH-960606IC)—Action Communications Partnership for WPBC(FM) 99.5 mhz: change ant., TL, ERP. *June 6*

**Frederick, Md.** (BPET-960624KI)—Maryland Public Broadcasting Commission for WFPT(TV) ch. 62: change ERP to 3,162 kw visual, ant. to 213 m., TL to 2123 Dixon Rd., Urbana, Md. *June 24*

**Albert Lea, Minn.** (BPH-960530ID)—Communications Properties Inc. for KCPI(FM) 94.9 mhz: change ERP, frequency. *May 30*

**St. Charles, Minn.** (BMPH-960613IA)—Richard R. Radke for FM at 107.7 mhz: change ERP, ant., TL. *June 13*

—Compiled by Jessica Sandin

# Datebook

## THIS WEEK

**Through July 16**—Florida Cable Telecommunications Association annual convention. Registry Resort, Naples, Fla. Contact: Cindy Doheny, (904) 681-1990.

**Through July 16**—35th annual New York State Broadcasters Association executive conference. Rye Town Hilton, Rye Brook, N.Y. Contact: Mary Anne Jacon, (518) 456-8888.

**Through July 17**—CTAM '96 national marketing conference, presented by the Cable Television Administration and Marketing Society. Boston Marriott Copley Place, Boston. Contact: (703) 549-4200.

**Through July 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 15**—Deadline for entries for the duPont-Columbia Awards for excellence in television and radio news, presented by the duPont Center at Columbia University. Contact: Denise Figueroa, (212) 854-5047.

**July 15**—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 17-20**—Alliance for Community Media international conference and trade show. Hyatt Regency Crystal City, Arlington, Va. Contact: (202) 393-2650.

**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**—AniFest '96, 25th annual animation convention presented by the International Animated Film Society/ASIFA-Hollywood. Universal City Hilton and Towers, Universal City, Calif. Contact: (818) 842-8330.

**July 20-23**—49th annual California Broadcasters Association convention. Doubletree Hotel, Monterey, Calif. Contact: (916) 444-2237.

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

## JULY

**July 22**—NewsProNet producer forum. Boston University College of Communication, Boston. Contact: Michael Shoer, (770) 475-2667.

**July 22-26**—"Toward Global Information Infrastructure: Closing the Telecommunications Gap in the Developing World," seminar/course presented by the United States Telecommunications Training Institute and the McLaren School of Business Telecommunications Management and Policy Program. University of San Francisco, San Francisco. Contact: Gry Moren, (415) 666-2687.

**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, 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 Associa-

tion of Canada regional seminar. KEY-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. 1**—Deadline for entries for the National Easter Seal Society EDI Awards, which honor media efforts that further public understanding of disability issues. Contact: (312) 726-6200.

**Aug. 1-3**—40th annual Television Programming Conference. Don CeSar Hotel, St. Petersburg, Fla. Contact: Barbara Carden, (606) 299-0411.

**Aug. 10**—Caucus for Producers, Writers & Directors meeting on the V-chip and an industry ratings system. Beverly Hilton Hotel, Beverly Hills, Calif. Contact: (818) 843-7572.

**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, 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, 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. 14**—NewsProNet producer forum. Stouffers Waverly Hotel, Atlanta. Contact: Michael Shoer, (770) 475-2667.

**Sept. 17**—Fourth annual WICT Achievement (LEA) Awards, presented by Women in Cable & Telecommunications' Southern California chapter. Directors Guild of America, Los Angeles. Contact: Susan Lewis, (310) 358-5361.

**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. 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 Osmanski, [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 1st 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, 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.

## MAY 1997

**May 21-23**—37th annual Broadcast Cable Financial Management Association/Broadcast Cable Credit Association conference. Hyatt Regency Hotel, San Francisco. Contact: Cathy Lynch, (708) 296-0200.

Major Meeting dates in red

—Compiled by Kenneth Ray  
(ken.ray@b&c.cahners.com)

## Following his instincts to Tele-TV

**P**erhaps the seminal moment in Sandy Grushow's career came in 1988, when he switched fast tracks at Fox.

After a rapid rise at 20th Century Fox in which he advanced from an advertising internship in 1983 to oversee promotional campaigns for "Die Hard," "Big" and "Broadcast News," he was asked by Fox chief Barry Diller to join the fledgling Fox TV network.

His career with the film company, he recalls with understatement uncharacteristic of an ad man—or, for that matter, the Fox Network—"was extremely serendipitous.

"Suddenly I was in Barry's office," he remembers, "being asked to join a company that, until that point, was failing."

The Fox Network had lost nearly \$100 million the year before, and Grushow's bosses at Fox weren't pleased about his prospective departure. But they advised him to do what Diller wanted.

So the man who now heads telco-backed cable upstart Tele-TV left a job he loved for an uncertain future in a medium he didn't understand. "It was daunting. I knew nothing about the business, and I was entering a very difficult environment to boot," Grushow says.

Grushow looked at the work of his new marketing department and concluded that the spots Fox was running about shows such as *Married...With Children* and *The Tracey Ullman Show* were misdirected. He convinced his new bosses, Diller and Jamie Kellner, to try a campaign on other networks.

After developing what Fox leaders believed was a compelling approach, Fox spent several million dollars in promotion. Ratings started to rise.

In Grushow's view the real turning point came when the quality of Fox programming improved with the launch of *The Simpsons* and *In Living Color* in 1989. "We attempted to create a distinctive idea around which all the elements of the network kind of flowed," Grushow says. "Whether it was the programs themselves, or interstitials, or promotions, we tried to convey that we stood for something, something young, edgy, rebellious and guerillalike."

Fox's fortunes had indeed improved in a cluttered programming environment. But by then Grushow had reached a turning point in his own career. He had simply burned out devising promotional strategies for the Fox lineup. Sometime during fall 1990, he told Diller and Kellner, "If I have to do another *Totally Hidden Video* promo, I'm going to



*"When the telcos stood up and said they wanted to be the alternative and attack the vulnerability of the cable business, I thought it was for me."*

### Sandy Grushow

**President, Tele-TV, Los Angeles; b. April 3, 1960, New York; BA, communications, UCLA, 1983; 20th Century Fox, Los Angeles: marketing intern, advertising assistant, then director of advertising, 1984-86; VP of creative advertising, 1986-88; senior VP, advertising and promotion, Fox Entertainment Group, 1986-88; executive VP, 1988-90; executive VP, current programming and scheduling, 1990-91; executive VP, prime time programming/scheduling and marketing, 1991; president, Fox Entertainment Group, 1992-95; current position since April 1995; m. Barbara Nadler, July 15, 1993; son, Aaron, 3 mos.**

blow my brains out."

A few weeks later, Grushow was offered the job of overseeing Fox's lineup from the programming side. And in November 1990, he stepped up to become executive vice president of programming and scheduling. Grushow didn't find the change too dramatic because his work had been so closely tied to programming and scheduling. "I was always frustrated as the head of marketing because I'd wind up essentially at the end of the process. Moving up the food chain enabled me to work with producers in a way that made the job of the marketing department an easier one," he says.

Ironically, a short time later he was asked to oversee marketing operations as well.

But when Fox President Peter Chernin left Fox TV in 1992 to become chairman of 20th Century Fox films, he left a leadership vacuum Grushow was ready to fill. So four years after joining what looked to be a flagging operation, he became president of Fox Entertainment Group. "I guess you could say it happened with lightning speed," he says.

Grushow worked on some lightning of his own, as the fortunes of *Melrose Place* turned around, and a series concept about FBI agents investigating paranormal events became a cult hit. Grushow believed in *The X-Files* from the first, he says, because it fit the Fox profile. Another of the concepts he championed, *Party of Five*, further validated his programming instincts.

Things became unsettled as Kellner, who had engineered his promotion, departed. Fox owner Rupert Murdoch began to take a more hands-on interest in Fox TV, with the objective of expanding its audience, while Grushow was more concerned about maintaining the network's hard-won identity.

In fall of 1994, Grushow left his post at Fox, eventually taking the job as president of Tele-TV. Grushow says the job appealed to him for the same reason he enjoyed his challenges at Fox. He saw similarities between the unique direction Fox had adopted and the distinct approach the telcos behind Tele-TV wanted to bring to cable. "When the telcos stood up and said they wanted to be the alternative and attack the vulnerability of the cable business, I thought it was for me," he recalls.

The similarity to the Fox situation resonates further, as Tele-TV recently announced significant cutbacks in funding. But Grushow, who knows something about turnarounds and fast tracks, says he has a few ideas up his programming sleeve. —RT

# Fates & Fortunes

## BROADCAST TV

Appointments at KHOU-TV Houston: **Kenlyn Zschunke**, regional sales manager, named NSM; **Steve Gratzner**, account executive, named LSM; **Lynn Bailie**, business development consultant/corporate development manager, named LSM; **Bob Schaefer**, managing editor, named assistant news director.

Appointments at WKEF(TV) Dayton, Ohio: **Mindy Walker** named NSM; **Steve Shanks**, account executive, named LSM.

**Michael Goodman**, supervisor, technical operations, WABU(TV) Boston, joins WLVI-TV Cambridge, Mass., as assistant chief engineer/project manager.

**Mike Murri**, account executive, WXYZ-TV Detroit, named local sales manager.

**Carole Chandler** and **Andrew Siff**, general assignment reporters, WAKC-TV Akron, Ohio, and WTVH(TV) Syracuse, N.Y., respectively, join WKBW-TV Buffalo, N.Y., in same capacity.

**Larry Manogue**, director, operations, WJZ-TV Baltimore, joins KYW-TV Philadelphia as director, traffic and sales service operations.

**Dan Kempner**, local sales manager, KZIA(TV) Las Cruces, N.M., named general sales manager.

**Diana Sokol**, promotion manager/on-air host, *Kids Club*, KVC-TV Austin, Tex., accepts responsibilities as director, community relations, KVC-TV and KTBC-TV, there.

**Doug Armstrong**, president/GM, KHNL(TV) Honolulu, joins KTVB(TV) Boise, Idaho, in same capacity; **John Fink**, GSM, KHNL, named president/GM.

**Michael Fountain**, senior producer, *CBS Evening News with Dan Rather*, New York, named senior producer, *This Morning*, Washington.

**William Katsafanas**, VP/GM, KFOR-TV Oklahoma City, joins WCMH(TV) Columbus, Ohio, as president/GM.

**Chris Schmidt**, news director, WFTV(TV) Orlando, Fla., joins WRTV(TV) Indianapolis as VP/GM.

## PROGRAMING

**Justin McCormack**, senior VP, entertainment marketing, Marvel Comics Group, New York, named executive VP, consumer products.

**Leo O'Donovan**, president, Georgetown University, Washington, elected to the board of directors of The Walt Disney Co., Burbank, Calif.

**Annamarie Kostura**, director, NBC daytime programs *Leeza* and *Real Life*, and **Charlotte Savitz**, director, daytime programs *Days of Our Lives* and *Sunset Beach* (working title), NBC Entertainment, Burbank, Calif., named VPs, NBC daytime programs.

**Claudia Coles** and **Nigel Pritchard** join Turner Broadcasting System Ltd., London, to strengthen its public relations department. Coles is director, Turner Entertainment Group, and Pritchard is director, CNN International.

**Michael Schlossman**, founder, M. David Group, joins Tapestry International, New York, as director, acquisitions.

## RADIO

Appointments at WBAL(AM) Baltimore: **Bob Cecil**, GSM, WWL(AM) New Orleans, joins in same capacity; **Anne Kramer**, anchor/reporter, WPOC(FM) Baltimore, joins in same capacity.



Martin

**Sally Martin**, national account manager, Critical Mass Media, a radio research company, joins MultiVerse Networks, Chicago, as director, Midwest sales.

**Paul Martin** joins Salem Radio Network, Dallas, as VP/GM. The network syndicates such daily programs as *The Oliver North Show*, *The Right Side with Armstrong Williams* and *The Dick Staub Show*.

**Steve Young**, group program director, Nationwide Communications, Seattle (on-site at KISW[FM]), joins WNEW(FM) New York as operations manager.

**Nicole Cunningham**, account executive, WJFK(AM) Baltimore, joins KRG Urban Dimensions, New York, as sales manager.

**Mary Butler**, sales director, EZ Communications, New York, named sales manager, Katz Radio, there.

**Matthew Hanlon**, account executive, Sentry Radio, New York, named sales manager.

**Douglas Catalanello**, national sales director, ArtWatch International/Venture Initiatives, Dallas, joins The Interep Radio Store, New York, as research analyst.



Greenhut



Schnur

Appointments at Premiere Radio Networks Inc., Los Angeles: **Richard Greenhut**, VP, business development, Westwood One Radio Networks, joins as VP, new media; **Roger Schnur**, VP/Eastern sales manager, named senior VP.

**Cindy Patrick**, on-air host, WGRR(FM) Hamilton/Cincinnati, Ohio, joins WHIO(AM) Dayton, Ohio, as anchor, *Miami Valley's Early Morning News*.

**Rick Bushman**, GM, WEFM-FM Whitehall and WLCS(FM) North Muskegon, both Michigan, joins KHAD(AM)/KDJR(FM) De Soto, Mo., as GM/GSM.

## CABLE

**Willie Vereen**, marketing manager, Cox Communications of West Texas, Lubbock, joins TCI Communications of Baltimore in same capacity.



Fisher

Appointments at *The Site*, a national, daily, prime time TV magazine program about the impacts of technology and the Internet, produced by MSNbc and ZDTV: **Richard**

**Fisher**, VP/GM, ZDTV, San Francisco, heads the programming effort at ZDTV for *The Site* and other shows in the future. **Kathy Moore** and **Suzanne Stefanac** have been named executive producers; **Soledad O'Brien** named anchor.

**William Wolstromer**, controller, Suburban Cablevision, joins Viewer's Choice, New York, in same capacity.

**Jenny Benidt**, manager, corporate and

international publicity, E! Entertainment Television, Los Angeles, named director.

Appointments at CableLabs, Louisville, Colo.: **Robert Cruickshank III**, project manager, telecommunications projects, named director, data applications; **Dave Harrison**, project manager, named project director, network systems development, strategic assessment.

**Catherine Weeden**, director, marketing and affiliate relations, Sunshine Network, Orlando, Fla., named assistant GM.

**Janine Pearce**, lawyer, Cleary, Gottlieb, Steen & Hamilton law firm, joins Showtime Networks Inc., New York, as counsel, sales and marketing.

**David Manougian**, director, marketing, Jones Intercable, Albuquerque, N.M., joins Time Warner Cable, San Diego, as VP, marketing.

**Carter Bland**, director, pay per view, Cablevision Systems Corp., joins Century Communications, New Canaan, Conn., as VP, programming.

**Christine Rusk**, regional/national sales manager, Comcast Cablevision, Baltimore, named advertising GSM.

Appointments at Z Music Television, Nashville: **Angela Ward**, marketing/sales coordinator, Home Box Office, Atlanta, joins as regional marketing manager, mid-Atlantic region; **Doug Keel**, governmental and public affairs director, Alabama region, Cablevision Systems, Rocky Mountain region.

Appointments at CNN International, Atlanta: **Will King**, managing editor, newsgathering, named VP/managing editor; **Andreas Preuss**, assignments editor and producer, WWL-TV New Orleans, joins as writer/producer.

**Jim Taylor**, supervisor, video communications, Phillips Petroleum Co., joins Prevue Networks, Tulsa, Okla., as director, engineering.

## MULTIMEDIA

**Leigh Behunin**, director, network operations, Keystone Communications Corp., Culver City, Calif., named GM, 24-hour Service Booking Center.

**Jim Thomas**, manager, marketing and programming, WTMJ-TV Milwaukee, named VP, marketing, Journal Broadcast Group.

**Susan Radden**, senior VP/director, station relations, The Program Exchange,



Hunter



Longbottom



Torres



Lugannani



O'Daly



Renz

director, market research and intelligence; **Marianne Renz** named director human resources.

## Appointments at DIRECTV International Inc., Los Angeles

**Larry Hunter**, associate general counsel, Hughes Electronics legal staff, joins as senior VP/general counsel and secretary; **Penelope Longbottom**, VP, corporate affairs, Hughes Communications Inc., joins as VP, corporate affairs; **Milton Torres**, technical director, Societe Europeenne des Satellites, Luxembourg, joins as VP, business development, Latin America; **Jim Lugannani** named director, business development, Japan; **Julia O'Daly** named

and **Richard Treanor**, research analyst, Turner Broadcasting Sales, join Tribune Television Network Sales, New York, as media manager and research analyst, respectively.

**James Cronin III**, consultant, joins Ascent Entertainment Group Inc., Denver, as CEO/executive VP, finance.

**Lucy Levy**, executive producer, Turner Adventure Learning, Turner Educational Services Inc., Atlanta, named VP, development.

COO, Bates North America, named CEO, Bates North America; **Marcia Stone**, creative consultant, joins Bates USA Midwest, Indianapolis, as execu-



Whitehead



Stone

## ADVERTISING/MARKETING



Harary

**Dan Harary**, VP, The Lippin Group, Los Angeles, named senior VP.

**Evan Messinger**, VP, Turner Marketing Solutions Group, New York, named senior VP.

**Craig Apatov**, VP, corporate marketing, Turner Broadcasting System, Atlanta, named senior VP, Turner corporate marketing resources.

Appointments at Saatchi & Saatchi Advertising: **Larry Vine**, group creative director, Waring & LaRosa, joins as senior VP/creative director, New York; **Laura Bracken**, senior VP/senior associate media director, named senior VP/media director, San Francisco; **Charlie Zakin**, media supervisor, named associate media director, Kid Connection.

Appointments at Bates USA: **Bill Whitehead**, president/COO, Bates USA, and

ive VP/creative director; **Bernie Dolan** named executive VP/treasurer, New York; **Lee Nicholson** named executive VP, Bel Air, Md.; **Judy Torello** named executive VP/director, corporate communications, Bates USA and Worldwide; **Carol DeMarco** named senior VP/controller; **Pat Henry** named senior VP/director, mixed media; **Joe Murello** named senior VP/director, information technologies; **Mark Sadowski**, VP/finance director, Bates Worldwide, adds senior VP/controller to his responsibilities; **Steve Tortorici**, creative director, Bates Interactive and Promotion, adds senior VP to his responsibilities.

Appointments at Serino Coyne Public Relations, New York: **Lucy Kraus**, press representative, 20/20 and news specials, ABC News, New York, joins as VP/editorial director; **Lisa Cohen**, account executive, Resnicow Schroeder Associates public relations firm, joins as account manager.

—Compiled by Denise Smith  
e-mail: d.smith@b&c.cahners.com

**Rush Limbaugh canceled his own TV talk show last week. In a statement issued late Friday,** Limbaugh said he'd become "disappointed with traditional television syndication," citing the fact that an increasing number of stations have scheduled him later in late night. Limbaugh is averaging about a 2.5 rating this season, the fourth season for the show. A couple of years back he was pulling 6's and 7 ratings on some stations, notes Bill Carroll, vice president, programming, Katz Television. "The reason shows end up in later and later time periods is because the audience isn't there in earlier and earlier time periods," said Carroll.

**Continental Cablevision says it is accelerating plans to upgrade its telecommunications network in the Detroit metropolitan area following strong response from customers in areas where the network upgrade has occurred.** Fiber optics incorporated into the network will allow customers in Wayne, Oakland and Macomb counties to receive additional programming as well as alterna-

tive residential telephone service access and high-speed Internet access. Work is scheduled to begin before year-end, with completion across Continental's metro Detroit market by the end of 1997. Continental has already rebuilt systems in Lansing and Canton, Mich. Continental faces video services competition from Baby Bell Ameritech, which recently began signing customers in certain Detroit suburbs.

**MTV has signed Chicago Bulls basketball star Dennis Rodman to his own weekly series.** MTV will produce 20 half-hour episodes of the yet-to-be-titled show, which begins to air this fall. The show, described as a free-form talk show, will feature guests from music, television and sports. MTV has also signed Jenny McCarthy, host of its *Singled Out* series, to an exclusive television deal.

**WKTU(FM) New York, WGN(AM) Chicago and KLVE(FM) Los Angeles each garnered a first-place rank in their respective markets in Arbitron's latest spring 1996 radio survey.**

## Fox shifts still in flux

Sources still say David Hill, president of Fox Sports, is in line for promotion to a larger management position within Fox Television, but last week Fox insiders were uncertain about the specifics of his new role.

Sources say Hill's promotion will create a new layer of management between some division heads and Chase Carey, chairman of Fox Television. The move is designed to give Carey more time to focus on strategic planning as Fox and News Corp. gear up for a major global expansion in the cable and DBS arenas.

The buzz in and outside of Fox surrounding Hill's ascent has prompted speculation that John Matoian, president of Fox Entertainment, was leaving the network. But last week high-ranking sources said that speculation was wrong.

Insiders say an official announcement of Hill's new role will not come for some time, until details of the new hierarchy are hammered out. Ed Goren, executive producer of Fox Sports, is said to be the front-runner to replace Hill as division president. —CL

Rhythmic dance WKTU earned a 6.7 rating for spring, up from a 3.4 in the winter 1996 survey. Full-service WGN earned a 6.1 rating, down slightly from its 6.2 rating last winter. Hispanic KLVE earned a 7.2 rating, which marked a slight increase from its 7.1 rating last winter. All ratings were based on listenership Monday-Sunday, 6 a.m.-midnight, ages 12 and older. WKTU's rapid rise to first place comes just four months after its format

debut last February. Between last winter and the spring report, WKTU's weekly cume audience doubled from 1.3 million to 2.6 million. Elsewhere in New York, hip-hop WQHT(FM), soft adult contemporary WLTV(FM), oldies WCBS-FM, and classic soul and R&B WRKS-FM rounded out the top five stations in the market for spring. After KLVE Los Angeles, contemporary hits KPWR(FM), urban KKBT(FM), talk KFI(AM) and oldies KRTH(FM), filled out

## House OK's CPB, FCC budgets

The House last Friday approved a fiscal 1999 budget of \$250 million for the Corporation for Public Broadcasting (CPB), which allocates the dollars to about 950 public radio and TV stations and to producers.

Elsewhere, the House Appropriations Committee approved an FCC budget of \$185.62 million for fiscal 1997. That's the same as this year's budget, a commission official says. The 1997 total will be offset by collecting \$124.6 million in fees.

CPB had sought \$275 million. "The numbers are clearly going down, but funding for the next three years at least is secure," a CPB spokesman says. That's a victory for CPB, which last year faced death threats from House Speaker Newt Gingrich (R-Ga.) and Senate Commerce Committee Chairman Larry

Pressler (R-S.D.). They had vowed to "zero out" CPB's federal funding. CPB's 1999 funding was included in a \$65.7 billion spending bill for 1997 domestic programs, which passed 216-209. CPB funding is authorized in three-year cycles, but appropriated—or actually funded—two years in advance. The Senate is expected to consider the bill before the August recess.

The White House had requested a '97 FCC budget of \$222.5 million. "They've put us between a rock and a hard place," FCC Chairman Reed Hundt says of the Appropriations Committee. For one thing, a \$186 million budget will not fund the commission's headquarters move to the Portals office building. "We're not being given the money to pay the rent," Hundt says. —EAR,CM



the top-five-rated stations in the market. In Chicago, urban WGCI-FM, soft adult contemporary WLIT-FM, urban WVAZ(FM) and oldies WJMK(FM) rounded out the market's top five stations.

**The Academy of Television Arts & Sciences will add eight new TV members to its Hall of Fame** this fall: actors Ed Asner and Angela Lansbury; producers Steven Bochco, Marcy Carsey, Tom Werner and Aaron Spelling; newsman Charles Kuralt, and Lew Wasserman, chairman emeritus of MCA. The induction ceremony is set for Oct. 5 at Walt Disney World in Florida.

**America's Most Wanted host/producer John Walsh has signed a development deal with Fox's Twentieth Television.** Although the long-running reality show is not returning to Fox's prime time schedule this fall, the network has launched an *AMW* movie franchise and other *AMW* specials are in the works. As part of the deal, Walsh will serve as a crime consultant for Fox News and other News Corp. entities.

**Cable operators could receive tens of millions of dollars in compensation from the government for terminated service at closed military bases.** A federal judge gave an advisory opinion last week saying that agreements between the military and cable operators should be considered government contracts, and the Department of Defense should

compensate cable operators when the bases are closed. The Justice Department, which represented the Department of Defense, had argued that the franchise agreements were business risks taken by the cable operators.

**NBC-owned cable network CNBC is digging deep into NBC's video library with an eye toward airing repeat episodes of classic NBC talk shows** featuring Johnny Carson, Tom Snyder, David Letterman and Bob Costas, among others.

**Regional sports network SportsChannel has signed a two-year deal to televise women's professional basketball games,** beginning in October, from the newly started American Basketball League (ABL). SportsChannel, owned by Rainbow Programming, plans to show ABL games on its six regional sports networks, starting Oct. 20. The network schedule will show 14 regular-season games, two playoff games, up to three championship games and an ABL all-star game. The ABL is the second women's basketball league to gain TV coverage. NBC-TV plans to cover the Women's National Basketball Association in conjunction with the NBA starting next summer.

**Cox Enterprises will drive the company's online ventures through Cox Interactive Media, a newly formed unit charged with overseeing operations and developing**

## Down day for Video Jukebox

Video Jukebox Network hit a sour note last week following Liberty Media Corp.'s decision not to exercise an agreement to acquire a controlling interest in the company.

VJN stock hit a 52-week low of 15/16 on Friday, down from a high of 2 11/16 last October. Also on Friday, Les Garland, executive vice president at VJN's The Box and a guiding force behind the music video network, announced his resignation.

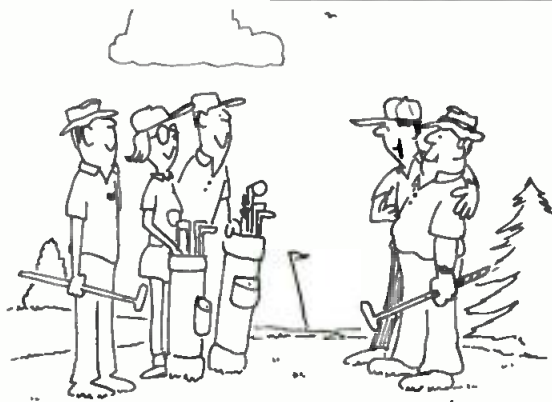
Liberty revealed in a filing with the Securities and Exchange Commission that it will not purchase additional shares in the company. The TCI spinoff company holds a 5% stake in VJN, and could have increased its stake to up to 60% of the company's outstanding shares.

The Box has gone through several management and marketing changes since the pay-per-view music video network debuted in December 1985. It suffered a major blow last Jan. 1, when Time Warner Cable dropped the service from its key New York City systems. —RB

**new services.** Paul Winter, former vice president of marketing development for Cox Newspapers, has been named president of the interactive arm. Cox Interactive's initial focus will be city sites, the company's interactive local information service and specialty niches such as Cox's Fastball Web site ([www.fastball.com](http://www.fastball.com)), an online baseball com-

pendium with links to several pro team sites.

**Errata:** Silver King Communications will gradually begin converting its TV station group from the Home Shopping Network to other programming starting next year. A story in the July 8 issue incorrectly reported the 12 Silver King stations will make the transition simultaneously.



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## Delay is not risk-free

"Keep it alive, you'll get five."

That's one wag's wry comment on the FCC impasse over children's programming. It would be funnier if less apt. The fact is, if FCC Chairman Reed Hundt is driven into 1997 to find his solution, it may well be five hours a week rather than the three hours now generally agreed on as the target. By that time Hundt will have a solid and like-minded majority on this issue and there'll be no turning him.

(One can, of course, hold out for Bob Dole, but with him you get auctions.)

That doesn't make Hundt right, of course. This page has consistently opposed any quantified standard as an infringement on the First Amendment, and we're more concerned than ever that, when it comes to assigning the digital spectrum, the children's precedent will bleed over into political broadcasting and other public service issues. But the kidvid issue is driven by congressional statute; those others aren't yet. That's small comfort, but some.

But these matters involve politics as well as law. As public trustees, broadcasters have responsibilities. If they're not to be public trustees, they must throw themselves on the mercy of the court in such matters as spectrum, must carry and a host of regulations designed to protect—as well as impede—broadcast operations.

We've thus argued for a responsible approach to the children's issue, and even proposed—at several points in the debate—that one solution would be to give the broadcaster a choice between three hours and some more flexible "menu" approach. In truth, that's pretty close to the Ness proposal which is at bottom of the FCC's current item. The rub is whether the instant item has true flexibility; we would all know if the FCC would but make it public. Devoted as we are to open covenants openly arrived at, we urge the FCC to take that course.

As bad as things look, agreement on the children's item may be closer than it looks. A moratorium on rhetoric and a concentration on edits would work wonders. In a historical sense, the item is history. Broadcasters have accepted three hours. Having done so, they don't need to go before the President and the electorate in seeming defiance of national will. It's in the interest of all parties to close the gap.

## No help

The U.S. cable industry, a day late and a dollar short, has come out against adoption of a federal standard for digital television. It's a decision as transparent as it is limp, and it will persuade no one at all that the ATV momentum it's taken eight years to generate should now be diffused.

Cable's argument, advanced by Decker Anstrom, president of the National Cable Television Association, is that we should not freeze progress by anointing any technology as it stands. It is the customary position of those who want to stop or slow the advancement of a particular technology. It is particularly hollow in this case, as the Grand Alliance standard that is before the FCC already is designed with flexibility, and can be modified as necessary. It is also the standard in whose creation the cable industry participated for eight years, and in the final analysis approved.

Our disappointment is that NCTA has reverted to typical protectionist behavior—in this case, seeking to control the gateway to the set-top box. But digital television depends on a national standard. No manufacturer will go into production without one. No consumer will buy a wide-screen set without assurance that it won't be obsolete in six months. Not to have a standard is to drift into the next century. Remember AM stereo?

No broadcast standard was ever crafted so meticulously as the one the FCC has before it. It should have been adopted six months ago. It should be adopted forthwith.

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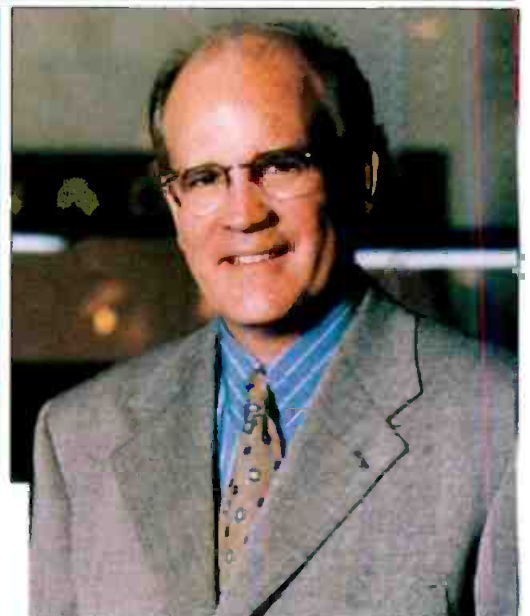
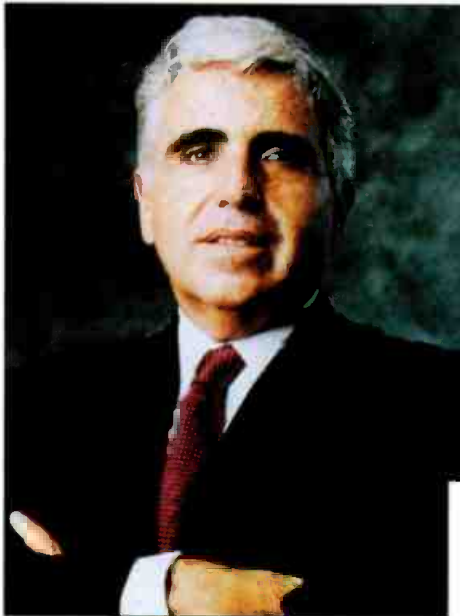
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