

NOV 4

\$3.95

Broadcasting & Cable

The Newsweekly of Television and Radio

Vol. 126 No. 46 65th Year 1996 A C&F News Publication



48 HOURS

60 MINUTES

PHOTO OPTICAL CO.

HARD COPY

Television's Ubiquitous Magazines

Primetime LIVE

Special Report

Page 26



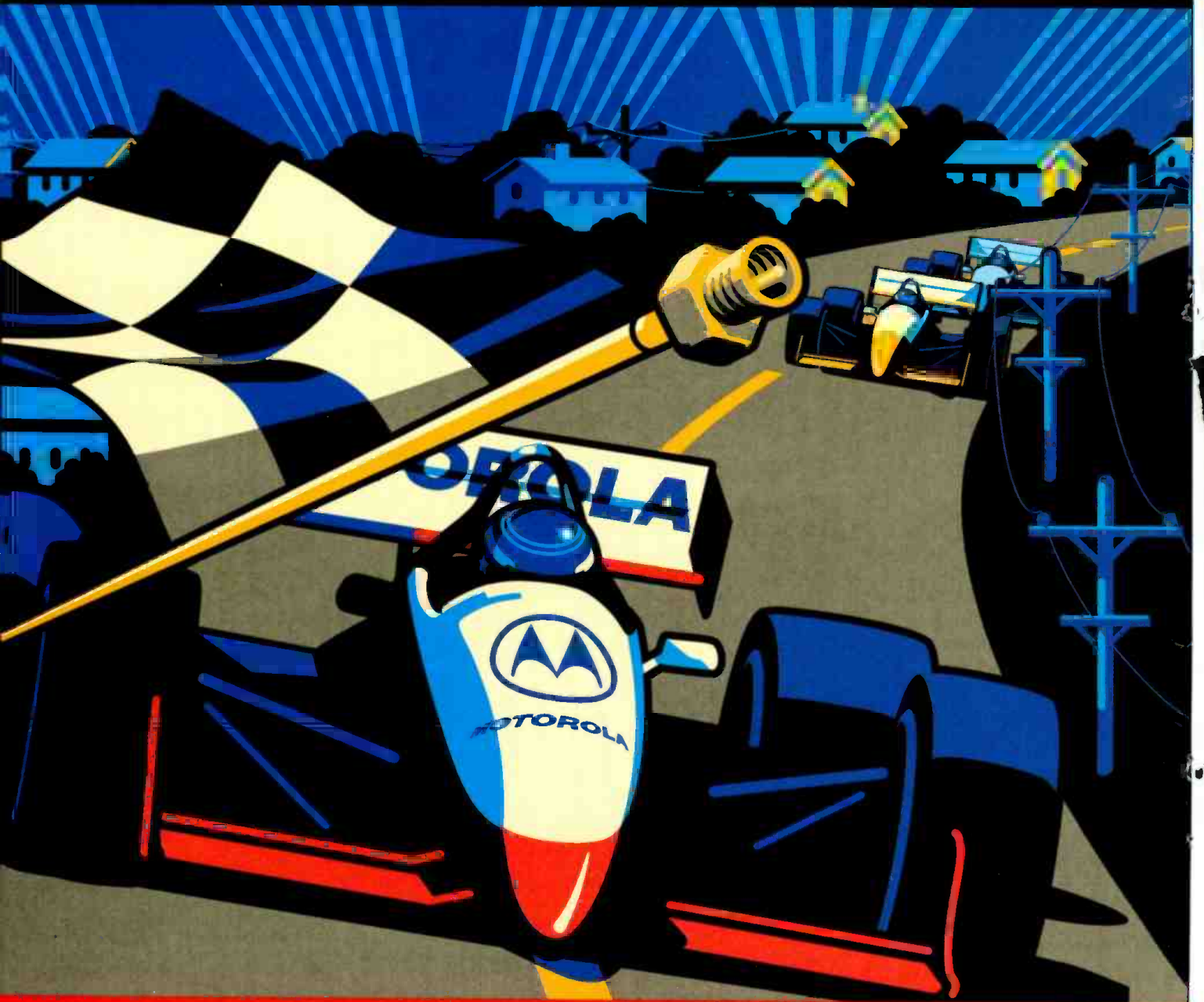
20/20



*****3-DIGIT 591
BC075184 AUG97 REGD 912
JOHN C JOHNSON
KTVQ-TV
979 NEPTUNE BLVD
BILLINGS, MT 59105-2129

TOP OF THE WEEK / 6
BROADCASTING / 33
CABLE / 57
TECHNOLOGY / 71

Bandwidth Gave Cable Operators the Pole Position.



But in The Race For Cyberspace Only Motorola Can Put You in The Winner's Circle.

Take The Checkered Flag. The race for cyberspace has reached the final lap and the stands are filled with subscribers anxiously waiting at the finish line. They won't notice who finishes second, so it's essential that you chose a vehicle that is second to none, Motorola's CyberSURFR™ cable modem.

An exciting product of Motorola's CableComm technologies, the CyberSURFR modem drives data downstream at remarkably high speeds. Turning to the upstream path, it successfully outmaneuvers the inherent noise ingress in HFC networks, accelerating information through at 768 kilobits per second. Thus connecting personal computers to a transmission system that delivers lightning fast multimedia communications to your speed-hungry subscribers. And as these new speeds enable the next generation of applications and content, the protocol adapts to meet the needs.



**CyberSURFR™
Cable Modem**

But speed alone is not enough. Unique technologies that economize precious cable spectrum, use of proven frequency agility techniques, forward error correction, and dynamic load balancing, provide your subscribers with ample bandwidth on demand. While standards based encryption protects their sensitive information.

Innovation, reliability, quality and attention to detail will allow the winners to pull away from the rest of the pack. And since these characteristics are the hallmark of all Motorola products, no one else is more capable of helping you lap the competition.

It's time to make your move from the pole position. Let Motorola fuel your race for cyberspace. Pull over and make a pit stop with us at the Western Cable Show, Booth #4334. See how Motorola's CableComm technology can become your system's new driving force, propelling your team into the final straightaway.

**Western Cable Show
Booth #4334**



See the Motorola sponsored Indy Car
and meet driver Parker Johnstone while
you're cruising the Western Show.



MOTOROLA
Multimedia Group

What you never thought possible.™

<http://www.mot.com/multimedia> • 800-2WAY-HFC • 847-632-3409

® and Motorola are registered trademarks of Motorola, Inc. CyberSURFR™ is a trademark of Motorola, Inc. ©1996 Motorola, Inc.

Fast Track

Must Reading from

Broadcasting & Cable

November 4, 1996

TOP OF THE WEEK / 6

Beer, wine cos. fear Seagram's ads will bring backlash The flap over Seagram's decision to advertise hard liquor on TV—breaking a 40-year self-imposed industry ban on the practice—may have put at risk the more than \$500 million that beer and wine advertisers spend on TV advertising. / 6

New look ahead for FCC Broadcast and cable lobbyists will look at an overhauled FCC when the dust settles from this week's election. Assuming Clinton is returned to office, he will have anywhere from two to four vacancies on the five-seat commission to fill during the next year. / 7

TCI launches plan B for DBS Tele-Communications Inc. moved quickly last week to implement a backup plan after the FCC rejected the cable MSO's proposal to beam a high-power DBS service to the U.S. from a Canadian orbital slot. / 12

'ER' star leads 'ET' boycott ER star George Clooney is leading a boycott of ET, saying Paramount reneged on a promise he would not be covered on the studio's tabloid-leaning Hard Copy in exchange for his agreement to make appearances on its more celebrity-friendly ET. / 16



Talk show host Jenny Jones spent more than 90 minutes on the witness stand defending the role her show played in "the TV talk show murder trial." / 16

BROADCASTING / 33

Fox tallies first-ever weekly win As the Yankees came from behind to take the championship from the Braves, Fox earned its first weekly win ever in Nielsen households and all key demographics. More important, the network generated a hefty audience for the premiere of Friday's *Millennium* and the new Sunday home of *The X-Files*. / 33

Justice lacks radio savvy Radio executives say that the U.S. Justice Department—which is forcing American Radio Systems to cut its Rochester, N.Y., holdings—is overreacting and that the action demonstrates DOJ's lack of understanding of the radio industry. / 57



Twentieth Century Fox studio head Peter Chernin (left) last week was named president and COO of parent company News Corp. Chase Carey (right), chairman and CEO of Fox Television Group, was upped to co-COO of News Corp. / 33

CABLE / 57

Analysts take stock of TCI Analysts offer mixed reviews for TCI stock after efforts from company leader John Malone to reassure them and steer investors TCI's way. / 57

TCI groups cable operations TCI Communications has restructured its cable operations in an effort to group like systems and implement new product launches accordingly. / 58

The Movie Channel will be getting 25-30 original movies next year and will likely develop a stronger brand name to distinguish itself from parent Showtime Networks. / 63



Telemedia Week

Another shake-up at AOL America Online moved to a pricing scheme based on unlimited monthly access last week and brought in former MTV boss Robert Pittman to head AOL Networks in its revamped corporate structure. / 67

TECHNOLOGY / 71

NewsMaker makes sales CBS Westinghouse's Telenoticias and Time Warner's New York One News have purchased NewsMaker's StarDrive automation system to drive new server-based digital playback systems. / 74

Sun Microsystems debuted its JavaStation computer (right) last week, while Microsoft and Intel offered an initiative to develop a NetPC reference platform. / 68



Changing Hands.....48	Datebook.....92	In Brief.....96
Classified.....76	Editorials.....98	Network Ratings.....46
Closed Circuit.....18	Fates & Fortunes.....94	Washington Watch.....24

COVER STORY

Taking a read on magazines Magazine shows have established themselves both on the networks and in syndication, but their stories unfold differently in each venue.

While once-strong syndication offerings flounder, network prime time efforts are paying off handsomely. / 26



Halo Again!
Returning Fall '97



And The Rest Of The Weekend Kid Shows
Are Having A Devil Of A Time.

Amazing Advs.	1.6/6
Dragon Flyz	1.6/6
Dragon Ball Z	1.5/6
Ghostwriter	1.4/5
Eagle Riders	1.1/5
Dino Babies	1.0/6
Oliver Twist	1.0/6
Flash Gordon	1.0/4
Sky Dancers	0.9/6
Why Why Family	0.8/5



Source: NSI overnights, week 9/16-10/27/96 (6 week weighted average) (Ghostwriter=5 week average)
© 1996 Metro-Goldwyn-Mayer Animation Inc. Licensed by MGM/UA LAM



What hath Seagram wrought?

Beer, wine advertisers fearful liquor ads will backlash, result in ban for them as well

By Steve McClellan

NEW YORK

The flap over Seagram's decision to advertise hard liquor on TV—breaking a 40-year self-imposed industry ban on the practice—has put at risk the more than \$500 million that beer and wine advertisers spend on TV advertising.

At least that is what major beer advertisers, including Anheuser-Busch and Coors, are telling broadcasters in an effort to get them not to carry the Seagram ads. But sources say at least 70 TV stations have agreed to take the ads so far—taking at face value the company's position that it is simply looking to build share for its brands, at a time when market share for distilled spirits is declining sharply in the total universe of beverage consumption.

Busch executives declined to be interviewed for this story, and Coors executives did not respond to inquiries by deadline.

Among the stations accepting the ads is KRIS-TV Corpus Christi, Tex. Earlier this year, station manager Bob White was in St. Louis, where he met with Anheuser-Busch executives to



More than 70 stations have agreed to carry Seagram's liquor spots

discuss the station's decision to take Seagram's ads for Chivas Regal scotch and Crown Royal bourbon, which White says is particularly popular in Texas.

"I have to say they did not embrace me warmly," White says of the Busch executives. "They were trying to ascertain if we were trying to damage the [beer] industry, and I said absolutely not. We get a lot of advertising from beer, so that would be like cutting off

TAPPING THE SUDS

Beer and wine advertisers poured \$391 million into TV advertising during the first seven months of 1996. These were the 10 most advertised brands.

Brand	Ad spending (in millions)
1. Miller Lite	\$55.9
2. Budweiser	54.3
3. Bud Light	45.0
4. Coors Light	34.5
5. Miller	29.6
6. Bud Ice Draft	12.9
7. Red Dog	12.1
8. Coors	10.8
9. Michelob	10.7
10. Miller Genuine	9.8

Source: Competitive Media Reporting

your nose to spite your face." White says the beer executives said "their fear is that the introduction of distilled spirits advertising on television could throw the baby out with the bathwater and jeopardize the future of beer and wine advertising."

White says that T. Frank Smith, the station's owner and general manager, is on the record saying he will accept Seagram ads for as long as the company wants to advertise. Ad agencies representing nearly a dozen other brands also have contacted the station, he says. Clearly those brands are gathering information to determine if they want to follow Seagram's lead, but so far, none have asked to buy advertising. But if they do, the station will sell to them as well, says White, as long as the advertising is targeted to adults in a responsible manner and in appropriate time periods.

The current Seagram campaign will capture "well in excess of 2,000 gross rating points" on KRIS-TV, says White. About 100 Crown Royal ads will run October to December, during prime time, late news, late night (including *The Tonight Show*) and National Football League games on Sunday. Another 60 or so Chivas Regal ads also will air. Seagram's policy is to air ads on shows

FCC to study liquor ads

WASHINGTON—The FCC wants to take a look at those Seagram spots.

In letters last week to four TV stations and Telemundo Group, FCC Chief of Staff Blair Levin asked general managers to send copies of the commercials to the FCC. Levin also asked the stations to inform the FCC when the spots are airing.

Levin's letter went to WMUR-TV Manchester, N.H.; KRIS-TV Corpus Christi, Tex.; WNDS(TV) Derry, N.H., and KNWS-TV Houston.

The note went out the same day FCC Chairman Reed Hundt invited an assembly of pediatricians to voice their views on the issue to the FCC.

"Halloween is one of the biggest drinking nights of the year, and to boost sales even higher, some broadcasters have started carrying distilled spirits advertising," Hundt said in a Boston speech to the American Academy of Pediatrics. "What do you think about that? Is that what the public wants done with the public's property of the airwaves?"

FCC Commissioner James Quello last week said he too would like to see the Seagram ads, but questioned the FCC's authority to regulate alcohol advertising. "What broadcasters have to realize is that this is a lose-lose situation," Quello said.

—CM

where more than 50% of the audience is over the age of 21. White acknowledged that NFL audience composition might violate the company's own policy. "That one is debatable," he says.

"But overall, Seagram has been very sensitive in their marketing approach," says White. "I told them early on that if they tried to merchandise it with little girls with small bikinis running around with a bottle of Crown they would catch the wrath of

everyone. They intend to keep it high-image. It's very calm advertising by today's standards."

Clearly Seagram has stirred up controversy. Representative Joseph Kennedy (D-Mass.) will reintroduce a bill when Congress reconvenes that would bar hard-liquor advertising from the airwaves, his spokesperson said last week, adding that Kennedy wrote to Seagram a month ago asking the company to curtail its hard-liquor

ads on TV and has yet to receive a response.

If Kennedy's hard-liquor TV ad ban becomes law, the nightmare scenario the beer and wine faction envisions could come true. "Seagram believes strongly in its First Amendment right to advertise a legal product," says a source close to the company. "They'll go to the Supreme Court if they have to. And if they go down, they'll take beer and wine with them." Or at least try to. ■

New faces head for FCC

At least two of five seats will be up for appointment after next weeks election

By Chris McConnell
WASHINGTON

Broadcast and cable lobbyists will be looking at an overhauled FCC lineup once the dust settles from this week's election.

Assuming President Clinton is re-elected, he will have anywhere from two to four vacancies on the five-seat commission to fill during the next year.

"Next summer you're going to see a whole slew [of nominations]," says one FCC watcher. And others in and out of the FCC suggest a long list of possible nominees.

The vacancies begin with former FCC commissioner Andrew Barrett's seat, which has stood vacant since Barrett left in March. James Quello's term expired in June, and Quello says he plans to stay into next spring. A third term—Rachelle Chong's—expires next June.

But Chong, if she is not re-nominated, could still remain at the FCC though the 1998 congressional term unless lawmakers confirm a replacement before then.

And a fourth seat—FCC Chairman Reed Hundt's—could become vacant if Hundt leaves the commission for another administration post or a job in the private sector.

Some in the communications industry think he will do that, although Hundt's office maintains



Reed Hundt: entering the home stretch?



James Quello: leaving in spring.



Susan Ness: could be next chairman.



Rachelle Chong: term expires in June.

that the chairman plans to stay.

If Hundt does not stay, several observers say FCC Commissioner Susan Ness could become the next FCC chairman. Named to the commission in 1994, Ness has ties to the Clintons and worked as a volunteer during the 1992 Clinton campaign.

Sources also cite FCC General Council William Kennard as a possible candidate for either the chairman's seat or, if Hundt stays, Quello's seat.

Industry observers also point to state utilities commissions as a likely source for potential Democratic FCC commissioners. Several mention commissioner Julia Johnson of the Florida Public Service Commission. Johnson currently is serving on the Federal-State Joint Board that is working on universal telecommunications service issues.

Other possibilities from the states include Jolynn Butler of the Public Utilities Commission of Ohio and Maryland Public Service Commission Chairman Russell Frisby who once served as an adviser to former FCC

commissioner Joe Fogarty.

Onlookers also name a number of Washington-based potential candidates: David Leach, aide to Representative John Dingell (D-Mich.); and Kathleen Wallman, White House attorney and former Common Carrier Bureau chief.

On the Republican side, the list begins with the FCC's Regina Keeney. The administration in August nominated her for Barrett's seat, but the Senate did not hold confirmation hearings.

A Clinton administration official last week said the President and Vice President "still strongly support the appointment of Regina Keeney to the FCC." But the official—citing this week's election—stopped short of stating that the administration will renominate her if Clinton wins.

If Keeney is not renominated, alternative candidates for a Republican seat include David Baker of the Georgia Public Service Commission; Earl Comstock, aide to Senator Ted Stevens (R-Alaska); and Cheryl Parrino, Wisconsin Public Service Commission chairman. ■

Conqueri

Hercules and Xena declare

9.9/16

New York-WPIX

Sa. 8pm

+60% vs. Oct. '95

#1 in time period

7.9/14

Los Angeles-KTLA

Sa. 8pm

+56% vs. Oct. '95

#1 in time period

HERCULES
THE LEGENDARY JOURNEYS

With their highest ratings ever, their power is no myth. *Hercules* and *Xena* are the reigning champions of their time period. In their premiere week, both battled their way to the top in

MCATV
ADVERTISER SALES

ng Heroes.

victory in N.Y. and L.A.

10.4/16

New York-WPIX

Sat. 9pm

+78% vs. Oct. '95

#1 in time period

8.7/15

Los Angeles-KTLA

Sat. 9pm

+67% vs. Oct. '95

#2 in time period

XENA WARRIOR PRINCESS

the two largest markets. It's no surprise that their towering success over the competition has made them the undefeated heroes among first-run action hours.

Source: Nielsen overnight ratings, NY: 10/19/96, LA: 10/5/96

MCA TV

© 1996 MCA Television Limited. All rights reserved.

Radio stocks tumble after Justice steps in

Order forcing ARS to sell stations puts stop to high-flying trend; TV also affected

By Donna Petrozzello and Elizabeth A. Rathbun

NEW YORK

Radio stocks fell like stones last week as investors reacted to ownership limits imposed on one radio group in Rochester, N.Y.

While industry leaders describe the plunge as a short-term overreaction to government intervention, stock analysts say shares may trade below the peak prices they reached in September and early October for several more weeks.

"Radio stocks have probably bottomed out in a stable market," says analyst John Reidy of Smith Barney. And while some stocks rebounded slightly last Friday, "I'm not convinced that radio stocks will get back to their highs," Reidy says. "There is uncertainty about what station values will be

and how companies will perform in the fourth quarter."

ARS hardest hit

American Radio Systems Corp. was perhaps the hardest hit by the stock plunge. Its stock dropped 20%, from \$36.25 on Oct. 24 to \$29 last Thursday.

Analysts, radio group leaders and station brokers agree that overall radio stocks fell because the Justice Department on Oct. 24 ordered ARS to trim its holdings in Rochester from a possible nine radio stations to six (B&C, Oct. 28). That would limit ARS to a 42% share of the radio revenue there.

Also hit hard last week was Emmis Broadcasting Corp., which dropped 17.4%, from 43 on Oct. 24 to 35 1/2 on Thursday and Friday. Infinity Broadcasting Corp. slipped from 31 to 29 1/4 on Friday. Westwood One Inc. stock

dropped from 15 5/8 to 15 1/2. Likewise, Jacor Communications Inc. slipped from 32 1/4 to 27 5/8 during the seven-day slide.

Meanwhile, strong third-quarter results filed late last week by several radio groups encouraged media analysts to upgrade some radio companies' stock ratings.

SFX Broadcasting slipped 12.4%, from 46 1/2 to 40 3/4 last Tuesday. Late last week, SFX reported 20% gains in same-station cash flow for the third quarter. That brought the stock up to 43 on Friday and led Prudential Securities and BT Securities to reiterate their respective "buy" and "strong buy" ratings.

"The numbers...were impressive and show the group to be fundamentally sound," James Marsh of Prudential Securities says.

Meanwhile, Reidy upgraded his ARS

Clear Channel takes stock of falling price

WASHINGTON—An old man goes to his doctor complaining of itching. Diagnosis: herpes. "How can that be?" the man wails to his friends. "I can't believe I got herpes at 83!" "That's nothing," a cony replies. "I got Clear Channel at 88."

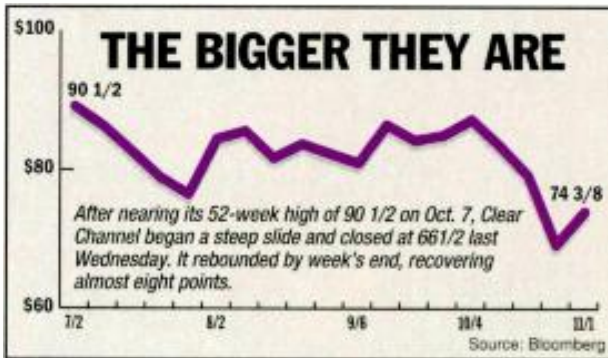
That was the joke making the rounds last week, when Clear Channel Communication Inc.'s stock fell to \$65.50. It had reached \$89.12 just three weeks earlier.

Company President Lowry Mays was taking his losses as well as could be expected. "It's been a bad couple of weeks for him," reports Mays' son Mark, also Clear Channel's senior vice president—operations. Not only did his company's stock price fall nearly \$24, but Mays' personal investment in Clear Channel fell from about \$650 million to about \$450 million.

Along with other TV and radio company stocks, Clear Channel's value plunged last week in the wake of a Justice Department radio decision and several other events. But unlike other companies, Clear Channel had further to fall. With a nearly unblemished reputation for making money from TV and radio stations, the company has been a top performer for years.

Also unlike other companies, Clear Channel's decline started in early October. The reasons aren't entirely clear. It "hurt us a little bit," Mark Mays says, when, on Oct. 21, fellow TV-radio owner Sinclair Broadcast Group Inc. reported falling pro forma broadcast cash flow for the third quarter of 1996.

Then, last week, "the whole sector got rocked—TV and radio," he says (see story above). But not to panic.



"A lot of that's uncontrollable and we can only control our after-tax cash flow," he says.

And that's exactly what Clear Channel will continue to do to get the company's valuation back up, he says. It's already on its way. Clear Channel gained nearly \$6 last Thursday and closed at 74 3/8 Friday, up 3/8.

Analysts agree that Clear Channel's well-deserved ability to make money will carry it through. "I don't think there [are] any big breakdowns here," says Mark McFadden of BT Securities. "These guys have been very efficient consolidators."

Clear Channel, "one of the hottest groups in the whole market," still is far ahead of other radio groups, says Andrew Marcus of Alex. Brown. Since the beginning of the year—including last week's plunge—Clear Channel stock is up 65%, while radio as a whole is up 36% for the year, Marcus says.

—EAR

rating from "outperform" to "buy." ARS "has higher cash-flow growth prospects than other radio companies," Reidy says, particularly because it has invested in "a large number of non-cash-flow-contributing" independent stations that it can quickly turn into profit-generators.

Reasons for decline

As some radio stocks hit their lowest levels in six months last week, analysts, brokers and owners offered a variety of reasons for the decline. "The confluence of events created a psychology that was almost lethal for these stocks," says Mark McFadden of BT Securities.

Most important, Justice's action was the strongest sign yet that the department has its own opinions about how far radio groups can go to consolidate in the wake of deregulation.

Justice's message may be that "the consolidation story may not be as good as it's supposed to be," says broker Brian Cobb of Media Venture Partners.

Radio stocks were not the only ones affected, however. "It was pretty much ubiquitous," McFadden says. TV stocks started to drop on Oct. 21, when Sinclair Broadcast Group Inc. released lower-than-expected projections for the third quarter. Sinclair's stock fell from 43 that

	Closing price		% ch from 10/23	Closing price		% ch from 10/23
	Oct. 23	Oct. 30		Nov. 1	Nov. 1	
ARS	35 1/2	29 1/4	-17.6	30 1/2	-14.1	
Chancellor	35 7/8	30 1/4	-15.7	31 3/4	-11.5	
Clear Channel	74 3/4	66 1/2	-11.0	74 3/8	-0.5	
Emmis	43	36	-16.3	35 1/2	-17.4	
Evergreen	30 11/16	26	-15.3	27	-12.0	
EZ	43 1/2	38 3/4	-10.9	38 3/8	-11.8	
Heftel	41 1/2	35 1/4	-15.1	36	-13.3	
Infinity	30 1/2	29	-4.9	29 1/4	-4.1	
Jacor	32 1/4	28	-13.2	27 5/8	-14.3	
Multi-Market	12 3/4	11 3/4	-7.8	11 3/4	-7.8	
Saga	22 7/8	21 1/2	-6.0	21 3/8	-6.6	
SFX	46 3/8	41 1/4	-11.1	42 3/4	-7.8	
Triathlon	8 1/8	8 1/4	-3.0	9 1/2	+16.9	
Westwood One	16 1/8	15 3/4	-6.2	15 1/2	-3.9	

day to 32 3/4. It closed Friday at 31 3/4.

TV stocks also were affected by rumors that the FCC might treat TV duopolies and LMAs more harshly than anticipated, McFadden says.

Among the other reasons offered for last week's stock dip:

- Profit-taking by investors who are approaching the end of their fiscal year and mutual funds that are selling their holdings for tax reasons. "October is always bad for stocks," says Rita Zanella of Gruntal & Co.

- The lack of challenges to the Justice Department's actions. While many in radio say the department should be taken to court, they just as quickly say someone else should do it. "No one wants to pay for it," Zanella says.

- Worries about whether high cash-flow multiples being paid for stations are sustainable. Multiples have risen about 35% over the past nine months, Zanella says. "People might have gotten a little bit nervous about the high valuations," Cobb says.

"Multiples couldn't go much higher," agrees radio broker Paul Leonard of Star Media Group Inc. "I expect a slight softening in prices," he says, but "lenders are still lending money and equity is still fighting to get in[to] the business." For that reason, he doubts that any deals in the making will fall apart.

Despite the steep drop in ARS's and other companies' stock price, David Pearlman, ARS's co-chief operating officer, does not foresee "a mass exodus of investors" from radio.

"Radio can do a lot of consolidation and a lot of business in local markets with 40% share of the market advertising share," McFadden says.

Radio broker Bill Steding of Star Media Group calls the downturn a "short-term and gross overreaction with no logic to it." Now is a great time to buy radio stocks, he says.

"There are still more buyers than sellers, and prices will remain where they are or go higher," Steding says. The decline will have "a short-term chilling effect, and it will subside." ■

Study finds public unaware of free time

WASHINGTON—Even with all the effort put into persuading the TV networks to give presidential candidates free airtime, a new study shows that few voters knew of the plan.

Although an Annenberg School for Communication survey of more than 1,000 registered voters reports that only 22% had heard of the free airtime proposals, the news is not all bad. Accuracy was higher in the free time than in ads or debates and the free time broadened the range of topics discussed by the candidates.

"I think the good news is that the discourse was on the whole more substantive, more forward-looking and accurate than attack ads or soundbites," says Paul Taylor, founder of the Free Time for Straight Talk Coalition. The coalition led a yearlong free-airtime campaign. "It was a very useful and good first step."

Under the coalition's proposal, the networks would have simultaneously aired 10 two-and-a-half-minute made-for-TV speeches on alternating weeknights for the month before the election. Afraid that viewers would

tune out if there were such a roadblock, each network came up with its own free-time plan.

Fox aired 10 one-minute back-to-back exchanges between Bob Dole and Bill Clinton, with the days of week and times varying. CBS carried four successive nights of two and a half minutes of airtime, during the morning and evening newscasts. NBC gave the two candidates 90 seconds to answer questions posed by Stone Phillips that aired on *Dateline*. PBS, CNN, C-SPAN, National Public Radio and some Paramount-owned stations aired 12 nights of two-and-a-half-minute statements. CNN also offered the free time to Ross Perot and other minor-party candidates. ABC proposed one hour of prime time for a discussion between the candidates, but the idea was never accepted by the campaigns.

The study cites the scattered exposure rather than simultaneous airtime as one reason voters did not know of the plans. Other possible reasons cited: lack of network and newspaper promotion. —HF

It's plan B for TCI DBS

With FCC denial of plan for Canadian bird-borne service, MSO goes with Tempo

By Price Colman

Tele-Communications Inc. moved quickly last week to implement a backup plan after the FCC rejected the cable MSO's proposal to beam a high-power DBS service to the U.S. from a Canadian orbital slot.

Even before the official rejection, TCI was laying groundwork for other options—including possible deals with EchoStar Communications or the News Corp./MCI Communications partnership American Sky Broadcasting (ASkyB)—that could strengthen its DBS presence.

The FCC's denial of TCI's plan to beam a 200-channel service to the U.S. from the Canadian 82 degree orbital slot was not unexpected. TCI has long had a backup plan in place: to launch one of two completed Loral FS1300 satellites into the U.S. 119 west longitude orbital slot. TCI-owned subsidiary Tempo Satellite holds the license for 11 frequencies in that slot.

Following the FCC's announcement, TCI enacted Plan B, saying its satellite would launch from Cape Canaveral in February and that it would turn on the service—with 70-80 channels to a 13.8-inch dish—in second quarter 1997. The service would be a high-power adjunct to Primestar Partners' existing medium-power service.

Primestar also issued a statement saying it had reached an agreement with Tempo on use of the frequencies. The statement suggests an easing of tensions between Primestar and TCI over ownership of the birds.

"The issue is resolved in that...the agreement has always been that the satellites will be used for Primestar [high-power] DBS service," said Primestar Partners spokeswoman Katie Stephan.

TCI and Primestar said they will hang on to the second bird as a backup, but indicated it could be for sale. The prime buying candidate appears to be the ASkyB DBS venture.



Despite John Malone's (c) plans for a DBS service with Primestar Partners, he may team with News Corp.'s Rupert Murdoch (r) or Echostar's Charlie Ergen.

Primestar Partners' DBS service initially would offer 70-80 channels—considerably fewer than competitors DIRECTV and EchoStar Communications Corp.'s DISH Network. But TCI is working with a company called Imedia to develop technology capable of an average 15:1 compression ratio. That would effectively double transponder capacity to more than 150 channels.

Not surprisingly, TCI appears to have backup plans for its backup plans.

During the Bear Stearns Media & Communications conference in Phoenix two weeks ago, TCI chief John Malone clearly indicated he's open to discussions with News Corp. and EchoStar.

A source told BROADCASTING & CABLE that even as that conference was going on, TCI officials were talking with counterparts at ASkyB.

The argument in favor of a TCI-ASkyB deal, as outlined by Malone, is simple: TCI/Primestar has birds, and ASkyB has a prime Conus slot at 110 degrees west longitude. Moreover, the longer it takes for ASkyB to launch its service, the more entrenched the competition from DIRECTV and EchoStar.

"DIRECTV and EchoStar are providing damn good service, but not only are subscriptions slowing down, they haven't reached break-even yet," said Chuck Kersch of Neidiger/Tucker/Bruner in Denver. "Now you bring in new competitors and carve up the market even more?"

Logic also points to a TCI-EchoStar alliance, DBS industry observers said. "There are a lot of reasons to think that TCI or a new [spin-off] satellite company and Charlie [Ergen, Echostar CEO]

would want to get together and talk," said Steve Blum, president of the Camel Group, publisher of *DBS Investor* newsletter. "Charlie has 21 transponders at 119 and Tempo has the other 11. From a technical resources standpoint, that's a no-brainer. It's an

even clearer case in terms of resources than ASkyB. But they haven't reached agreement yet."

Representatives of TCI and EchoStar declined to comment and ASkyB officials did not return phone calls.

EchoStar this week is adding 25-30 channels to its existing 80-channel lineup after positioning its second bird, EchoStarII, in the 119 degree slot.

EchoStar now has two 16-transponder satellites at 119 degrees, but long-term licenses for only 21 of those 32 frequencies. EchoStar also has temporary use of five of TCI/Tempo's 11 unused frequencies, but must eventually surrender those. At the 6:1 compression ratio EchoStar is using, those five frequencies represent about 30 channels.

EchoStar downplayed the loss of that capacity. "We have never based our business plan on having those," said EchoStar spokeswoman Judy Attencio. "It doesn't really affect us."

Nonetheless, it's clear that EchoStar and ASkyB alike have an interest in talking to TCI, which holds a 22% share of Primestar Partners but controls about half the 1.4 million subscribers through its Primestar by TCI operation. As one analyst said, Malone could conceivably "pick up his [DBS] marbles and go elsewhere."

Or he could work something out with both EchoStar and ASkyB, if the players can overcome reported personality conflicts. Malone frequently emphasizes maximizing value to shareholders, and an alliance between EchoStar and the spin-off offers that potential. ■

—Jim McConville and Chris McConnell
also contributed to this story.

**HOW OFTEN WILL
A NEWS LEAD-IN
LIKE ROSIE
COME ALONG?**



EVERY WEEKD THROUGH TH YEAR 2000

ALREADY RENEWED FOR 3 MORE YEARS

WABC NEW YORK
KABC LOS ANGELES
WMAQ CHICAGO
WPVI PHILADELPHIA
KGO SAN FRANCISCO
WRC WASHINGTON
KTRK HOUSTON
KOMO SEATTLE
WTVJ MIAMI
KCRA SACRAMENTO
KATU PORTLAND
WTHR INDIANAPOLIS
WTVD RALEIGH
WKBW BUFFALO

WVUE NEW ORLEANS
WLNE PROVIDENCE
KOB ALBUQUERQUE
WBRE WILKES-BARRE
WVTM BIRMINGHAM
KFSN FRESNO
WRIC RICHMOND
WPMI MOBILE
WJRT FLINT
KAKE WICHITA
WTVG TOLEDO
WIXT SYRACUSE
WHEC ROCHESTER
WYTV YOUNGSTOWN

A Kid Ro
Production
in association with



TELEPICTURES
PRODUCTIONS



WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION
A Time Warner Entertainment Company
© 1999 Warner Bros. All Rights Reserved

AY
E
!



Jones defends talk show at murder trial

Host denies her show practices 'ambush television'

By Cynthia Littleton
HOLLYWOOD

Talk show host Jenny Jones spent more than 90 minutes on the witness stand last Thursday defending the role her show played in a case Court TV has dubbed "the TV talk show murder trial."

Defendant Jonathan Schmitz claims he was driven to kill a gay acquaintance, Scott Amedure, last year after being "humiliated" during the taping of a *Jenny Jones* episode about secret crushes. Amedure told Schmitz on camera that he was the one with the crush. A few days later, after receiving an anonymous love letter Schmitz assumed was from Amedure, Schmitz went to Amedure's home and shot him. The show never aired.

On the stand in Pontiac, Mich., Jones repeatedly asserted that producers had told Schmitz his secret admirer could be a man or woman, while the defense suggested Schmitz was misled, since



Jenny Jones was answering questions last week.

producers already knew his admirer was a man.

The defense also claims Schmitz told producers before the taping that he didn't want to be confronted with a homosexual admirer. Jones denied that her show practiced what the defense called "ambush television."

Asked if she could tell that Schmitz

was embarrassed when Amedure was identified as his admirer, Jones said she was not surprised when Schmitz blurted "you lied to me" to Amedure and a female friend who also appeared on the show.

"There was nothing negative in that [Schmitz's comment] at all to me," Jones said. "The lying comment is fairly common in these types of shows because when someone has a crush they call their friends and say 'Is it you, is it you?' and the friends always say no, and then sometimes it turns out to be that person and that's why that didn't seem unusual for him to say that."

Schmitz, who faces life imprisonment, claims he was mentally unbalanced at the time of the shooting. The trial in Oakland County Circuit Court is expected to go to the jury by the end of this week. Jones and Warner Bros. are also facing a \$25 million wrongful death suit filed by Amedure's family. ■

'ER' star leads 'ET' boycott

Clooney says Paramount violated coverage pact

By Cynthia Littleton and
Lynette Rice

Last week's hottest piece of Hollywood gossip wasn't covered on *Entertainment Tonight* or *Hard Copy*.

ER star George Clooney is leading a boycott of *ET*, saying Paramount reneged on a promise that he would not be covered on the studio's tabloid-leaning *Hard Copy* in exchange for his agreement to make appearances on its more celebrity-friendly *ET*.

Clooney says he has proof of the pact in writing, in the form of a letter sent by a Paramount TV executive last March.

By the end of the week, the entire cast of Warner Bros.' *ER* had joined Clooney's boycott, as had Dean Cain, star of Warner Bros.' *Lois & Clark: The New Adventures of Superman*.

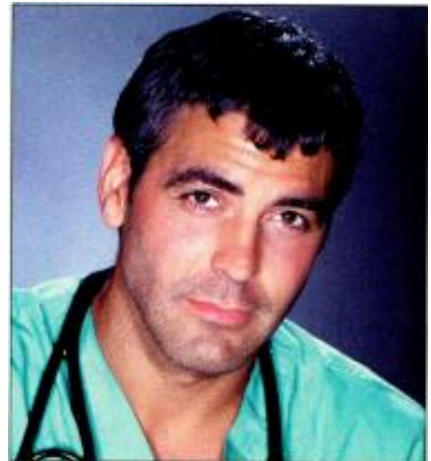
Major studios with multiple media properties have long been accused of giving kid-glove treatment to celebrities involved in high-profile projects for the parent company, although industry vet-

erans say sweetheart deals are often suggested by celebrity handlers but rarely accepted by producers. Warner Bros.' *Extra*, for example, last week reported the news that Warner Bros.' talk show host Jenny Jones had been called to testify in the murder trial involving two men who appeared on her show.

"We've been offered all kinds of deals to gain access to different celebrities," says Andy Friendly, King World executive vice president who oversees production of *Inside Edition* and *American Journal*. "All we can promise is fairness and accuracy."

Clooney's strike against *ET* was prompted by a recent *Hard Copy* segment that featured clandestine video footage of the newly anointed Caped Crusader and his girlfriend on the set of Warner Bros.' upcoming "Batman" movie. In the Oct. 28 edition of *USA Today*, Clooney urged other actors to take a stand against TV shows that use footage gathered by what he called "video stalkers."

Although *ET*'s competitors might



George Clooney says Paramount broke its promise.

have been expected to have a field day with the news, Clooney's *ET* boycott didn't even rate a mention on *Extra* or *Inside Edition*. *American Journal* and *Access Hollywood* covered the Clooney-*ET* flap, but as part of larger stories on increasingly aggressive paparazzi.

Why the relative blackout? "It's not smart to jump all over your competition when they're down," says one veteran producer. "What goes around comes around." ■

THE ALL-NEW, ALL-ALIEN SIT-COM FOR KIDS!

They came from
another world...

They're not
leaving until they
figure out this...

*I feel
smarter already!*

AMAZING PLANET

BLAST OFF
with 26 live-
action episodes...

ROCKET
ratings to the
stratosphere...

LAUNCH
programming that
makes the FCC smile!



AVAILABLE FALL 1997. Contact: TODD BERRYAS, VP of Marketing/Distribution 202-857-7322 E-MAIL: TBERRYAS@3GS.ORG

www.americanradiohistory.com

Judge gives edge to TW

By Jim McConville
NEW YORK

Time Warner appears to have the edge in its battle to keep New York City from programming Fox News Channel and Bloomberg Television News on the public access channels of TW's Manhattan cable system.

Concluding a three-day hearing in New York last week, U.S. District Court Judge Denise Cote said evidence provided by Time Warner presents "a strong and compelling case" that the city was trying to use its public access channels to retaliate for Time Warner's refusal to carry News Corp.'s FNC.

Time Warner is seeking a permanent injunction to stop the city from using its access channels to air FNC and Bloomberg.

Time Warner lawyers argued that the city's action violates TW's First Amendment right to choose its programs and that FNC and Bloomberg don't fit the criteria of public, educational or government programming that would qualify them for the city's access channels.

During closing arguments, Time Warner attorney Stuart Gold said the city had tried to retaliate against Time Warner's refusal to carry the channels by threatening to scrutinize its merger with Turner Broadcasting and by suggesting Time Warner may have a hard time getting its New York cable franchise renewed in 1998.

Representing the city, attorney Paul Crotty argued that the city's motives in pushing for FNC carriage were economic. He pointed to the estimated 1,500 jobs FNC was supplying the city. He added that the city also had legitimate concerns in examining the Time Warner/Turner merger.

Judge Cote challenged the public access route as a response to Time Warner's decision not to carry FNC, saying the city had other avenues, including petitioning the Federal Trade Commission or filing a lawsuit.

City lawyers argued that Time Warner is using its First Amendment petition as a smokescreen to protect its own news network CNN from competition.

At press time, Judge Cote had not rendered her decision. ■

Closed Circuit

DENVER

Mr. Gates goes to Denver

TCI chief John Malone had a high-profile visitor at his Englewood, Colo., headquarters last week: Microsoft founder Bill Gates. TCI officials confirmed Gates's presence, but wouldn't comment about what Malone and Gates discussed. Analysts say talks likely involved Microsoft Network (in which TCI has a roughly \$20 million stake). Gates's plans for a low-cost network PC and TCI's decision to sell some 1 million shares of Netscape for about a \$45 million profit. Sources said it's unlikely Malone was trying to recruit Gates to help in a leveraged buyout of TCI, a provocative long-shot idea Malone floated during his recent "Darth Vader is back" appearance at a financial conference. Meanwhile, there's no evidence that TCI is buying back stock, despite the depressed prices. Analysts said the company—and the stock—are better served for now by plowing any available funds into network upgrades. A TCI spokesperson said there are no plans for a stock buyback.

WASHINGTON

McCain vows hearings on calling races

TV networks' practice of calling presidential races before polls close in the West will come under scrutiny in the Senate next year if Republicans keep control. Senator John McCain (R-Ariz.), who says he will drop his chairmanship of the Commerce Committee's Aviation Subcommittee to chair the Communications Subcommittee, plans to hold hearings on the practice at the beginning of next year. Although the networks say they cannot withhold information from viewers, a McCain aide said that their use of exit polls to determine a winner should be re-examined.

Halloween at 1919 M

It was *Gilligan's Island* last week in the office of FCC Commissioner Rachelle Chong, whose annual Halloween costume party featured

staff dressed as crew members and guests for the three-hour tour. The commissioner herself showed up as a TV character lost on the wrong island: *Fantasy Island's* Tattoo.

HOLLYWOOD

Art imitates life

Something may seem strangely familiar about the Nov. 11 episode of CBS's *Cybill*. The two-parter has *Cybill* getting her "big break" after nabbing the lead role in a new TV series opposite a hunky actor (Jon Tenney)—only to be let down when her co-star "begins to show his true colors," a CBS release says. According to a show source, the two-parter is based on *Cybill* Shepherd's less than fond memories of her relationship with Bruce Willis on *Moonlighting*. Tenney's character reportedly starts out as a charming guy but ends up turning on *Cybill* on the set.

LOS ANGELES

Heftel buy

Radio brokers and broadcasters both floated strong rumors last week that Heftel Broadcasting will soon announce an agreement to purchase Gene Autry's alternative rock KCSA(FM) Glendale, Calif. Rumored to have been among the bidders for the station was Emmis Broadcasting. Brokers put the purchase price at "north of" \$110 million.

NEW YORK

Election spending

Harold Simpson, vice president, research, Television Bureau of Advertising, is sticking by his projection of \$500 million in political ad spending for the year, which would beat the old record of \$355 million set in 1994. "I wish the presidential election was closer," said Simpson. But the bulk of the spending he says, is local/spot advertising for state and regional elections and referendums. The half-billion-dollar projection is based on \$100 million in network spending, up \$26 million from 1992 (the last presidential election year), and \$400 for regional spending, up \$45 million from 1994.

Thank You On Our 20th Anniversary

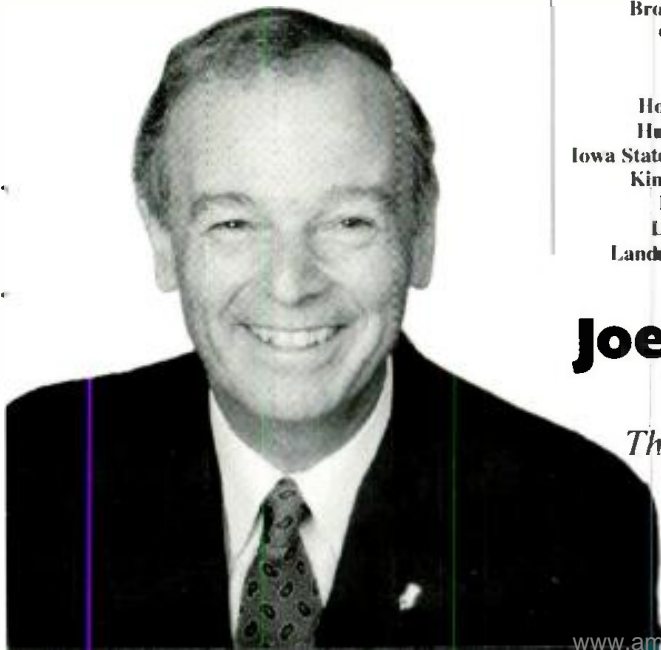
Joe Sullivan delivers for the best companies in the business

Two Decades Of Finding And Recruiting Senior Executives For Successful Companies

This week, as Joe Sullivan & Associates marks its 20th anniversary, we thank our clients for making us the leader in our field. And keeping us the leader by using our services again and again, with a repeat business rate of over 75 percent.

To the hundreds of executives we have recruited, thank you for making us look good.

We pledge to continue the integrity, service and solid results that have earned the industry's confidence and trust.



ABC Inc.
American Radio Systems Holding Corp.
Albritton Communications
The Amaturio Group, Inc.
Arbitron
The Backe Group
The Bank of New York
Belo Broadcasting Corporation
Berkshire Broadcasting Corporation
Blade Communications Inc
Booth American Company
Brill Media Company, Inc.
Buford Television, Inc
CBS Inc.
Capital Cities Cable Inc.
Capitol Broadcasting Co. Inc.
Channel 2 Associates
Chase Communications, Inc.
Chrismol Group
Connecticut Broadcasting Co., Inc.
Cosmos Broadcasting Corp.
Cox Communications, Inc.
DKM Broadcasting Corporation
Dispatch Printing Co.
(Broadcasting & Corporate)
ESPN Inc.
Forum Publishing Co.
Four Star Broadcasting, Inc.
Frazier, Gross & Kadlec
GAF Corp.
Gannett Co., Inc.
Genesis Broadcasting Inc.
Greater Media, Inc. (Cable & Radio)
Group W Westinghouse
Broadcasting and Cable, Inc.
Gulf Broadcast Group
Hanna, Inc.
Heritage Media Inc.
Home News Publishing Co.
Hubbard Broadcasting Inc.
Iowa State University Broadcasting Corp.
King Broadcasting Company
King World Television
LIN Broadcasting Corp.
Landmark Communications, Inc.

Lee Enterprises
McCormick Communications, Inc.
McClatchey Newspapers
MidAtlantic Network
Midcontinent Media Inc.
Mutual Broadcasting System, Inc.
NBC., Inc.
Nationwide Communications Inc.
The New York Daily News
Paducah Newspapers, Inc. (Cable)
Palmer Communications Incorporated
Park Communications, Inc.
Patterson Broadcasting
Pinnacle Broadcasting
Photo Electronics Corporation (Broadcasting,
Laser Color Processing & Manufacturing)
RKO General Inc.
Radio Advertising Bureau
Regional Broadcasters
Rollins Communications, Inc.
Saddle River Holdings
Sarkes Tarzian Inc. (Radio & Television)
Signal Communications of N.J
Smith Broadcasting Group, Inc.
Southeastern Capital Corporation
Sterling Communications Corp.
Sterling Recreation Organization
Summit Communications
Swanson Broadcasting Inc.
TCI/National Digital Television Center
Times Mirror Broadcasting
Tribune Broadcasting Company
United Broadcasting Company
United Communications Corporation
Univision Holdings Inc.
Viacom International Inc.
(Broadcasting, Cable & Corporate)
WPIX Inc.
WTZA Associates L.P.
Wabash Valley Broadcasting Corp.
E.M. Warburg, Pincus & Co., Inc.
Warner Amex Cable Communications, Inc.
Washington International Teleport
The Weather Channel
Ziff-Davis Broadcasting Co.

Joe Sullivan & Associates, Inc. **Executive Search and Recruitment**

The person you describe is the person we deliver

Broadcasting • Cable • Satellite • Entertainment
44210 North Road, Southold, NY 11971 (516) 765-5050

More fines coming for Stern broadcasts?

More Infinity stations will be hearing about Howard Stern from the FCC in the weeks ahead.

The commission last month fined wvgo(FM) Richmond, Va., \$10,000 for two Stern broadcasts. Past practice at the FCC has been to assume that any indecent Stern broadcasts also air on the other Infinity-owned stations that carry the show. Officials say this case is no different.

Infinity says its stations that carry the show are wxrk(FM) New York; wvsp(FM) Philadelphia; KOME(FM) San Jose, Calif.; wbcn(FM) Boston and wjfk(AM) Baltimore-wjfk-FM Washington.

The FCC in the past has hit some of those stations with fines after fining a Stern affiliate for indecency. In 1993, for instance, it fined the New York, Philadelphia, Baltimore and Washington stations after fining kfbi(FM) Las Vegas for a Stern broadcast.

An FCC official says that the commission likely will contact the Infinity stations before issuing any fines against them, probably within the next few weeks.

The official also said that last month's \$10,000 "Notice of Apparent Liability" will not affect the commission's review of CBS's \$4.9 billion bid to buy Infinity. "It will not get in the way of transfer proceedings," the official says.

Such transfer proceedings this fall have prompted FCC officials to review a stack of complaints against Stern and others.

FCC officials say they like to at least determine whether a complaint merits commission action before allowing the station in question to change hands. But they also say that fines do not need to be resolved with the FCC before the station changes owners.

The indecency action comes as the FCC is wrapping up work on the long-awaited indecency guidelines, which have been pending on the commission's eighth floor for several weeks. —CM

NAB holds rally for Grand Alliance system

FCC asked to approve digital standard this month

By Chris McConnell

Broadcasters and others last week called on the FCC to adopt the Grand Alliance digital TV standard by the end of this month.

"This is an industry-created standard, not a government-created mandate," National Association of Broadcasters President Eddie Fritts said at a news conference following the NAB-hosted powwow on the standard.

The digital-standard pep rally—aimed at jump-starting FCC action on the technology—attracted some 100 representatives from broadcast companies, consumer electronic firms and consumer groups. The groups called on the commission to adopt the standard by Nov. 28, one year to the day after an FCC advisory committee recommended it as the next U.S. broadcasting system.

"Broadcasters must be able to compete," said NBC Television Network President Neil Braun. Braun, Fritts and others followed up their rally with visits to FCC officials.

The initiative also included letters

from network chiefs to FCC Chairman Reed Hundt. News Corp. Chairman Rupert Murdoch and CBS President Peter Lund asked Hundt to urge adoption of the standard. Additionally, ABC President Bob Iger and NBC President Bob Wright issued a joint statement calling for the standard's adoption.

The effort generated at least one show of support, from FCC Commissioner Rachelle Chong. "The commission must adopt a standard to provide certainty as we take this important and inevitable step into the digital age," she said in a statement.

Chong suggested that the FCC adopt the Grand Alliance standard now and review it in the future to address concerns raised by the computer industry and others. Computer companies have objected to several elements of the standard, including its use of interlace scanning, and have proposed a stripped-down alternative known as a "base-layer" approach.

Broadcasters and other supporters of the standard last week were preparing to

How does the book end?

HDTV may be famous even before it's official.

Defining Vision: The Battle for the Future of Television is due in bookstores Jan. 31. Backers of the digital TV standard hope that by then the FCC will have wrapped up the final chapter in their nearly nine-year effort to develop a new TV transmission standard.

Researched and written by *New York Times* editor Joel Brinkley, the book details the history of the standard-setting initiative and its participants. FCC officials, congressmen, corporate executives, academics and lobbyists all make appearances.

Brinkley's book includes accounts of the technical triumphs of HDTV developers as well as their individual strategies and motives. In his introduction, Brinkley describes the "high-definition television race" as one that spawned creative genius while also displaying "rank hypocrisy, conning duplicity [and] selfish disregard."

"Don't believe all the boosterism that will accompany the introduction of digital HDTV," the author warns in the book's introduction. "In truth, the origins of this remarkable new technology could hardly have been more cynical, the triumphs more serendipitous."

Brinkley traces those origins to NAB efforts to prevent the FCC from reallocating unused channels to land mobile. "Why don't we tell them we need all that extra spectrum for high-definition television?" the book quotes former NAB executive John Abel asking during a strategy session. —CM



Launched June 1980

Dems, GOP polls apart on calling election

Republicans fears trend reports could hurt them in West

By Heather Fleming

meet with computer industry representatives to discuss their differences on the standard. FCC Commissioner Susan Ness wrote interested parties on Oct. 24 to ask that they hold talks on the issue.

While restating their intention to meet with the computer representatives, the standard's supporters offered no hints about what technical changes they would be willing to make to the digital TV system.

"The one thing we're not going to do is trade away the integrity of the standard," said Fritts. Fritts had the gathering sing Happy Birthday to Microsoft chief Bill Gates, whose company has led the computer industry's opposition to the standard. Only under the Grand Alliance standard, Fritts said, could the public "have their cake and eat it too."

Richard Wiley, chair of the advisory group that recommended the standard to the FCC, conceded that some have suggested asking the FCC to adopt the transmission subsystem while leaving other issues such as the scanning format to private industry. Other sources, however, voiced doubts that the standard's supporters would agree to such a compromise.

Intel's Paul Misener said he still hopes for productive negotiations. "I still think there's room for discussion," said Misener, Intel's manager of telecommunications and computer technology policy. "I am hopeful that they would be willing to change some aspects." ■

The quadrennial debate over whether networks should call the presidential election before polls close in the West continues this year, this time with Republicans grouching.

"We're now looking at a situation where the West Coast plays a particularly important role in the presidential and congressional races," says Christina Martin, a spokeswoman for Bob Dole's presidential campaign. "It is unwise to call the race early—to do so has the effect of devaluing votes in the West Coast in the eyes of the residents in that area. It's difficult to cast a vote if you've already been told the race is over."

Haley Barbour, chairman of the Republican National Committee, echoed those concerns. If the networks predict a Clinton victory, Barbour said, many Republicans may stay home, affecting outcomes in key Senate and House races.

The networks' policy is not to predict the outcome of a congressional race until the polls in that state are closed. When the closing times vary

within a state, an outcome is not predicted until the vast majority are closed. In the presidential race, however, once the results of enough states total the necessary 270 electoral votes, a winner is reported.

In 1992, Bill Clinton was predicted the winner by 10:45 p.m. ET, while in 1988 George Bush was determined to be the next president by 9:20 p.m.

"[O]n election night, we cannot withhold from our viewers news of a newly elected or newly re-elected President," CBS President Andrew Heyward explained in a statement: "All the research we and other networks and interested parties have done over several presidential elections has failed to develop any definitive evidence that by revealing the outcome of the presidential race before polls close in the West, we influenced voter turnout there."

With several national polls showing Clinton a low-double-digits lead over Dole, the President's campaign is siding with the networks. "It's really the networks' call on that," says Clinton campaign spokeswoman Lisa Davis. "We certainly think people ought to be able to come out and vote. But we recognize that [calling the race] is [the networks'] decision."

William Adams, professor of public administration at George Washington University, researched the impact of calling the 1984 presidential race at about 8 p.m. ET. "No matter how I analyzed [the data collected], I was unable to find evidence that it depressed voter turnout," Adams says. "We found that only a small fraction of people that didn't vote had heard the projections that day and said it had any influence on them at all."

Adams says the data from the 1980 election—in which Jimmy Carter conceded to Ronald Reagan before the polls closed in the West—often is confused with subsequent elections.

"If people are deterred from voting because the outcome is a foregone conclusion, you can blame the pre-election polls for that, not the Election Day projections," says Adams. ■

PRESSLER WATCH

A weekly campaign update

Poll says re-election bid will fail

Senate Commerce Committee Chairman Larry Pressler (R-S.D.) will lose his re-election bid Nov. 5, according to a KELO-TV Sioux Falls, S.D., poll released last week. The station's poll of 500 registered voters—the only independent analysis in the state—shows Democratic opponent Tim Johnson leading Pressler, 48% to 38%. The poll's margin of error is 4.4%.

The poll also found Pressler losing his core support. More than one-quarter of Republicans polled say they will vote for Johnson, while only 10% of Democrats say they will vote for Pressler. It also showed that 34% of those supporting Johnson are "strongly" behind him, while 28% of Pressler supporters "strongly" back him.

Only 26% think Pressler is in touch with South Dakota; 42% say Johnson knows the state's needs. Both are blamed for negative campaigning. Twenty-three percent say Pressler has run a negative campaign, while 13% say Johnson has. But 47% say both are guilty of mudslinging. —HF





Launched August 1984

PROZAC and the capsule shape and color combination are registered trademarks of Eli Lilly and Company.

A leaf by any other name

The FCC last week ordered Oregon radio and TV stations to change the sponsor information on ads opposing a ballot proposition to boost cigarette taxes. The ads identify the "Fairness Matters to Oregonians Committee" (FMOC) as the sponsor, but the Media Access Project has contended that they should identify the Tobacco Institute as the sponsor. In its filing, Media Access Project said that all but \$20 of the \$2.7 million campaign came from the Tobacco Institute and that the FMOC's two members are registered with the state of Oregon as lobbyists for R.J. Reynolds. The FCC agreed with the Media Access Project complaint. "Not only is essentially all of the FMOC's funding provided by the Tobacco Institute, but editorial control of the FMOC's campaign rests exclusively with lobbyists for R.J. Reynolds, the single largest contributor to the Tobacco Institute," FCC Mass Media Bureau Chief Roy Stewart said in a letter to the stations. The bureau did not fine any of the stations for past ads, but said that future FMOC ads should identify the Tobacco Institute as the sponsor.

Pep talk

National Cable Television Association President Decker Anstrom is doing his bit to bolster sagging cable stock prices. In a speech to the cable tax professionals in California last week, he praised cable, dismissed the competition and tweaked investors he said are blind to cable's fundamental strengths. "We shouldn't be discouraged by today's short-term-oriented analysts who make Mr. Magoo look like a visionary.

"Our core business...is strong," Anstrom said. "We have the best infrastructure, programming and technology and a proven track record at bucking the odds—and winning.

"Meanwhile, the phone monopolists are still trying to sell people call-waiting. And the direct broadcast satellite companies...have yet to develop any of their own programming."

Microsoft gets FCC approval

Microsoft's bid to market a new data broadcasting system won quick approval from the FCC late last month. In an Oct. 16 filing with the commission, the company asked the FCC to allow broadcasters to use its digital data transmission system without having to obtain prior FCC authorization. Microsoft, which hoped to begin marketing its system in mid-November, said it is substantially the same as technology the commission already has cleared for data broadcasting. The FCC agreed. "Microsoft's system may be used to provide broadcast, point-to-point, or point-to-multipoint services," the commission said in an Oct. 24 letter to the company.

Silent station cleared for return

An FCC administrative law judge last week cleared a silent radio station for return to air. KRHT(AM) Concord, Calif., which suspended operations in 1993, told the

commission it hopes to return to air before Feb. 9, 1997. Administrative Law Judge John Frysiak cited a ruling by the Mass Media Bureau that the station's absence from the air was reasonable. Frysiak canceled a previously scheduled hearing to determine whether the station had violated FCC rules.

BellSouth charged with cross-subsidizing


Cable groups in Georgia and Tennessee have charged BellSouth with subsidizing video networks with telephone revenue. In a filing last month with the FCC, the Tennessee Cable Telecommunications Association and the Cable Television Association of Georgia said the regional Bell is building cable TV facilities in both states and is using telephone revenue to do so.

The two organizations also said that BellSouth is overcharging cable companies for access to conduits. "The actual rate that BellSouth charges...is 1,900% above the

maximum lawful conduit rate," the groups said. A

BellSouth attorney denied all the charges and said his company had signed a

1993 agreement on conduit rates with the cable firms. "They're violating the agreement by filing this complaint," the attorney said.



Washington Watch

Edited By Chris McConnell

Streamlined rules

The FCC last week streamlined its rules for granting satellite licenses. Under the new rules, companies no longer need to obtain a construction permit before building a satellite, and satellites can operate in inclined orbits without prior FCC approval. Additionally, the commission extended the license term for temporary C-band earth stations from one year to 10 years. The FCC estimates that the streamlining effort will save an average 24 months in the processing and launch of satellites.

FCC fines

FCC officials late last month upheld a \$390,000 fine assessed on Commercial Realty St. Pete for actions taken during the FCC's 1994 auction of Interactive Video and Data Services licenses. The FCC said Commercial Realty had discouraged other bidders from making down payments; had improperly claimed bidding credits as a woman-owned business; and had misrepresented its qualifications to incur debts beyond \$40 million. Commercial Realty contested all three findings, and the FCC rejected its arguments on all three issues. The commission ordered the company to pay the fine within 30 days.

Quello's legacy

FCC Commissioner James Quello late last month offered some thoughts on his FCC legacy. Speaking at his induction into the Chicago Cultural Center's Radio Hall of Fame, the former broadcaster said he would like his commission legacy to read, "He never forgot where he came from."



Cognizant™

How decisions are made.

Launched Today

A company has been formed to turn information into the kind of insight that helped *Prozac™* and *CNN™* to succeed. How can we help you?

GARTNER GROUP | IMS INTERNATIONAL | NIELSEN MEDIA RESEARCH
ERISCO | PILOT

Taking a Read on Magazines



The magazine show has established itself in syndication and on the networks, but its story is unfolding differently in each venue. In syndication, there was a time when the format proliferated in prime access, but with renewed competition from sitcoms, only heavy-hitters appear secure. Says one syndicator: "If stations won't support these shows, it sends a signal that studios shouldn't spend this kind of money on original programming." In network prime time, however, magazines are flourishing. "There are so many more than...five years ago. They are not only inexpensive to produce, they can help networks to program weak areas in the lineup," says a CBS executive. But on cable, magazines have yet to gain a foothold, although CBS's upcoming Eye on People network bills itself as "one giant magazine show."



Illustration by Joe Sutliff

The strong survive in syndication

'Access Hollywood' performance, station commitment, could prove gauge of genre's health

By Cynthia Littleton

The fate of *Access Hollywood* this season could turn into a referendum on the magazine show genre for major first-run distributors.

NBC and New World Entertainment have invested an estimated \$40 million in launching the entertainment magazine, designed to compete with Paramount's venerable franchise, *Entertainment Tonight*. The show has gotten the strongest send-off of any first-run entry

in years: prime access clearances on the NBC- and New World-owned stations, a top-flight production team composed of many *ET* veterans and a yearlong publicity campaign to herald its arrival.

Now, with the November sweeps under way, even rival distributors concede that all the show needs to survive is a little fine-tuning and a lot of patience from broadcasters.

"TV history is full of good shows that took time to develop," says Rick Jacobson, president of Twentieth Tele-

vision. Twentieth took over distribution of *Access Hollywood* last month following the merger of its parent company, News Corp., with New World Communications.

"If stations won't support these shows, it sends a signal that studios shouldn't spend this kind of money on original programming—the kind of programming that gives broadcasters that distinction from cable," Jacobson says.

Downgrades, coupled with rising production costs, forced Jacobson to cancel

THE #1 & #2 MAGAZINES IN EARLY FRINGE!

INSIDE EDITION	6.0/16
AMERICAN JOURNAL	5.0/13
HARD COPY	4.4/11
EXTRA	4.2/11
DAY & DATE	3.0/8
ACCESS HOLLYWOOD	2.8/8

INSIDE
edition



AMERICAN JOURNAL

Source: Nielsen Metered Market WTD. Avg. HH Rtg/Shr, Oct.'96.

www.americanradiohistory.com

COVER STORY
MAGAZINE SHOWS

Twentieth's long-running *A Current Affair* earlier this year. *Access Hollywood* has hovered around a 3.3 household rating and 7 share in Nielsen's metered markets since its Sept. 9 debut. That performance led to a few downgrades early on, but most broadcasters are taking a long-term view.

"Even though the number is not as high as we'd like, the show has great support from advertisers and we've gotten a lot of positive mail," says Rod Bacon, general manager of WXIN(TV) Indianapolis.

Although *Access Hollywood* was fall's most anticipated syndication premiere, the sleeper turned out to be Paramount's new video-clip magazine *Real TV*, which has come on strong in Los Angeles and other key markets. Yet the factors that qualify that show as a modest success—maintaining its lead-in rating and year-ago time period averages—underscore the struggles distributors and broadcasters face with new first-run shows.

What's more, ratings for most established magazine shows are down as competition increases from hot off-network sitcoms such as *Home Improvement* and *Seinfeld*. Advertising rates are also basically flat. According to industry sources, a national 30-second spot on top-rated *ET* commands about \$70,000. On the lower end, spots in Eyemark Entertainment's *Day & Date* go for about \$10,000.

Still, a ground swell of support from advertisers looking for alternatives to talk shows convinced Eyemark (which also inherited the CBS/Group W Productions show through a merger) to bring back *Day & Date* after a low-rated first season. Today, the show is one of the few returning strips to register any growth.

"Magazine shows traditionally are a slow build, but once they get going they're very resilient," says John Tomlin, executive producer of *Day & Date* along with Bob Young. "They can be easily reinvented with a new host, a new attitude, a new approach."

Indeed, Warner Bros.' *Extra* has evolved into a chronicle of pop culture after debuting as an entertainment magazine in 1994. This season, Paramount's *Hard Copy* is also broadening its coverage to encompass fashion and fitness trends.



Veteran 'Entertainment Tonight' is a heavyweight in the magazine genre.



Even competitors say newcomer 'Access Hollywood' will be a survivor.



'Day & Date' is one of the few returning strips to post any growth this season.



'Hard Copy' is broadening its coverage to include fashion and fitness stories.



Freshman late-night strip 'Strange Universe' features news of the weird.



'American Journal' has been revamped with a faster pace, targeting Generation X.



'Real TV' is the sleeper of the new season, coming on strong in key markets.



'Inside Edition' recently won an award for a story on the Chrysler minivan.

King World Productions has gotten a good response to its recent revamp of *American Journal* into a faster-paced show covering issues that interest the Generation X set—an audience that typically doesn't spend much time with news magazines.

King World is also bolstering investigative reporting on *AJ* and on its other magazine, *Inside Edition*, which recently won a National Press Club award for breaking a story that led to a recall of some Chrysler minivans.

Andy Friendly, King World's executive vice president, programing and production, says the two shows are joining forces more often to go after exclusives, such as accompanying con-

troversial superstar Michael Jackson on portions of his world tour. King World was also the only first-run distributor to secure a full-time seat in the courtroom during the O.J. Simpson civil trial.

Other producers agree that targeting a niche audience is the only way for a new property to stand out.

Rysher Entertainment's freshman late-night strip *Strange Universe* is trying to tap into the appetite for paranormal-themed shows and news-of-the-weird. New weekly magazine entries are also aimed at narrowly targeted audiences and advertisers—Internet surfers for GGP's *TV.COM*, book lovers for Litton Syndication's *N Print*

and the health-conscious for MG/Perin's *Prevention's Bodysense*.

The challenge of targeting an audience differs for the producers of *Court TV: Inside America's Courts*. The half-hour strip focuses on the same legal news and trials covered by the cable network, but the stories in the fast-paced magazine are designed to appeal to a more general audience.

"The wonderful thing is that almost every major news story these days has some kind of legal angle," says co-executive producer Erik Sorenson.

Distributed by New Line Television, *Inside America's Courts* is posting growth in Nielsen's metered markets in its second year as a half-hour strip. ■

Network news magazines: COMPETITION IS KING

Network programs jockey for scoops and staffers

By Lynette Rice

Overseeing the oldest news magazine on broadcast television has yet to keep CBS News executive Jonathan Klein from looking over his shoulder.

Competition for the hot interview of the moment (such as Richard Jewell and Robert Kardashian) isn't the only thing that keeps the vice president of news on his toes. Another problem is the unending quest by others to pilfer the staff of *60 Minutes*.

"It's the competition for staff both on the air and off," says Klein, who also watches out for the occasional vulture hovering over *48 Hours*. "It's like expansion in baseball. There are not enough good producers. There's only a limited amount of talent. I'm constantly looking over my shoulder [and] at the same time stealing the best people they've got. That's part of the fun."

It's also a sobering example of just how crowded the playing field has



'60 Minutes,' launched in 1968, is a pioneer of the genre, and remains a strong performer.



The success of 'PrimeTime Live' has provided a strong foundation for ABC's fall season.

become for news magazines. Shows may come (CBS's new midseason *Coast to Coast*) and shows may go (CBS's *Eye To Eye*), but there's no sign of slowing when it comes to prime time news programs.

"There are so many more than what we were used to five years ago," says Klein. "They are not only inexpensive to produce, they can help networks to program weak areas in the lineup, and create new viewing patterns."

"They serve as ways to amortize the salaries of a vast number of major news

stars, if you will," says media buyer Bill Croasdale of Western Media Inc. "When you have somebody making at least \$2.7 million, one of the ways to amortize the cost and get a return on your investment is to have these people exposed in news hours."

The key, according to executive producers, is to serve what others can't. Despite largely familiar formats ("exclusive," "never-before-seen footage"), each manages to maintain some individuality.

The success of veteran *20/20* and the

COVER STORY
MAGAZINE SHOWS

newsy *PrimeTime Live* has provided a strong foundation to an otherwise lackluster season for ABC.

CBS's *60 Minutes* may have bragged that it had a September exclusive with Olympics security guard Jewell, but ABC has served up some jewels of its own with the Oct. 8 *PrimeTime* interview with Mark Fuhrman (15.0 Nielsen rating/26 share in households) and the Oct. 11 *20/20* chat with Kardashians (15.2/27).

The network, as a result, has been rewarded with winning numbers: *20/20* narrowly leads the news magazine pack with an average 13.1/24 in households for the first six weeks of the new season. *PrimeTime* earned a 10.8/18.

"One of the things we've learned is that while it is great to get those big interviews with Fuhrman or Kardashians, the reality is that you have to make the program successful in providing strong, relevant stories week in and week out," says Alan Wurtzel, senior vice president, ABC News. "We can chart our own destiny."

The same can't be said for *Turning Point*, which has managed only a 6.9/11 to date in the shadow of NBC's juggernaut *ER* on Thursdays. While admitting it's the most difficult time period, "somebody has to do it," Wurtzel says. "Dramas have life cycles. So we keep plugging with the best possible shows."

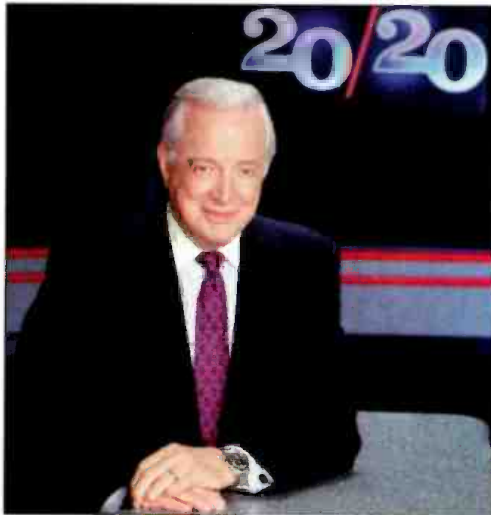
Still, ABC may be close to making a change; it's considering a replacement for the single-topic news magazine early next year, after it turns *Turning Point* into a series of specials.

Wurtzel even questions the Friday-night time slot for the successful *20/20*. The network's youthful TGIF lineup isn't "the most compatible lead-in" for the show, even if it has gained viewers this season over last, Wurtzel says.

CBS is looking to beef up its news magazine lineup next year with *Coast*



NBC's 'Dateline' airs three times a week. It does better on Tuesdays and Fridays than on Sundays.



ABC's '20/20' is the leading news magazine of the season in households, but by a narrow margin.



The ratings for CBS's '48 Hours,' now in its ninth season, are rising since the show changed its format.

to *Coast*, a traveling show shot entirely on location across the country. The network has hired a Washington-based radio talk show host to "pull into small towns and see what controversy is brewing," Klein says.

In the meantime, *60 Minutes* and *48*

Hours continue to "address a niche not satisfied by other programs," Klein says. "*60 Minutes* does a better job of telling a story...we emphasize the story above the picture, above grandstanding correspondents. And *48 Hours* is a distinctive program of a whole different form. It's urgent, cinema verite. It has the ability to transport viewers to the scene of the action."

Unfortunately, *48 Hours* has not managed to keep up with its paternal counterpart in the ratings. Now in its ninth season, *48 Hours* has averaged a 7.4/12 this season, a far cry from *60 Minutes'* steady 13.0/23. Still, the Dan Rather-hosted *48 Hours* has begun to gain momentum, thanks to the abandonment of its single-topic story last year.

Competitors may describe *Dateline* as an assemblyline approach to TV journalism, but NBC has reason to stand tall with its contribution to prime time news magazines.

Although not always as edgy as its counterparts on CBS, *Dateline* has managed to drum up respectable shares on Tuesdays (10.9/18, after four telecasts) and Fridays (10.4/18 after four) this season.

It's been a different story on Sundays, where *Dateline* is competing head-to-head against CBS's *60 Minutes* for the first time. So far, the NBC show has earned only a 6.6/12 after five telecasts.

Competition or no competition, NBC is in it for the long haul on Sundays.

"It's already viewed as a success, compared to where the network had been last year or years before," says Neal Shapiro, executive producer of *Dateline NBC*. "It's been a trouble spot for the network, and it's been hard to figure out what to put there."

"This has been a solid, successful year. And for the most part, [we're] about where we want to be," Shapiro says. "We expect that, as the season shakes out, viewers will check out the new shows, and they'll come back to *Dateline*."

"*Dateline* is a great success," says CBS's Klein. "It's a territory where no man has gone before. NBC cleverly programed in tough spots where entertainment shows were not getting the numbers. Lo and behold, they performed fairly well, especially against repeats." ■

THE #1 & #2 NEWS MAGAZINES IN ACCESS!

INSIDE
edition



AMERICAN JOURNAL

Source: Nielsen Metered Market WTD. Avg.
HH Rtg/Shr, Oct. '96.

©1996 Camelot
CAMELOT
www.camelot.com

PRODUCED AND DISTRIBUTED BY
KINGWORLD
©1996 King World. All Rights Reserved.



A rare form on cable

By Michael Katz

While the number of magazine shows on broadcast networks has exploded with the success of shows such as *60 Minutes* and *20/20*, the popular and lucrative format is scarce on cable.

MSNBC, still a rookie, has become one of the few cable networks to feature a magazine show with its *Edgewise*, hosted by *Dateline* correspondent John Hockenberry.

Edgewise is a hip magazine show about pop culture and independent filmmaking, with pieces on politics and current events. It differs from other magazine shows with its talk show element of studio guests, and there is also a venue for independent short films. *Edgewise* also uses more of a documentary-style approach, with the interviewer often behind-the-scenes.

CBS, which helped pioneer the magazine format when it launched *60 Minutes* in 1968, is creating the cable network equivalent of a magazine show with *Eye on People*. "Our whole channel is like one giant magazine show," says Jonathan Klein, executive vice president of CBS News. He says that *Today's People*, however, is the only show the network will carry that resembles a magazine show.

Eye on People is "one giant collection of human interest stories from



MSNBC's 'Edgewise,' which focuses on pop culture and independent filmmaking, differs from other magazine shows in that it contains a talk show element of studio guests.

morning till night," Klein says.

Today's People will use material that comes in each day to CBS's broadcast center: "we will be able to do many interesting things with it," says Klein, who compares the show to a prime time version of *NBC Overnight*.

It is unclear why there are few magazine shows on cable, but the medium fails to attract shows such as *60 Minutes*, *20/20* or *Dateline*.

"They don't pay," Klein says, and magazine shows "are hard to do.... It takes expertise, and the people who do it well are doing it on the broadcast side where there is more money and much bigger audiences."

But Klein predicts that if the popularity of the magazine show wanes, the genre may grow on cable. "If we go into a down cycle in which news magazines

dry up on broadcast," he says, "I'm sure you will see a slew of experienced magazine producers looking for work."

Nickelodeon has achieved critical success with its *Nick News*, a weekly TV news and documentary series for children, hosted by journalist and author Linda Ellerbee. Although the show is aimed at children, it tackles serious issues: AIDS, affirmative action, prayer in school, crime, war, apartheid and TV violence.

"We did a lot of research for a long time about how to do news

for kids," says Cyma Zarghami, senior vice president, programing, and general manager for Nickelodeon. Research tells Nickelodeon that children, while watching the evening news, feel frustrated because they are not familiar with the background on stories.

"What Linda Ellerbee brought to us was the idea that news can be storytelling," Zarghami says. "She picks a topic that interests kids, and figures out a way to tell the story with a beginning and middle, even if it has no end."

Ellerbee often features kids on the set who ask questions, particularly when the show centers on special topics, and she also talks with children as part of her research for stories.

"It's been really successful," Zarghami says. "She challenges kids to think about issues." ■

Magazine shows a reality for Sci-Fi



'Sci-Fi Buzz' with Mike Jerrick

Despite the scarcity of magazine shows on cable, USA Networks' Sci-Fi Channel has practically cornered the market, featuring seven magazine shows in its lineup:

■ **Sci-Fi Buzz**, a series hosted by Mike Jerrick, follows the latest science-fiction movies, books, CD-Roms, TV shows and events. It also features interviews and critiques.

■ **The New Edge** is a half-hour program about hi-tech gadgets and future technologies such as medical advances through computers and lasers.

■ **The Web** is an hour-long weekly series focusing on the Internet and online services. It offers a view of what it deems new and exciting Websites, and "how-to" information

for tools and multimedia technologies.

■ **The Anti-Gravity Room** is a young-adult series that covers the latest in comic books and music. It is hosted by a high school student in New York, with a 22-year-old reporting from Toronto.

■ **Inside Space**, hosted by Geoff Fox, is a weekly look into space travel and life. It features profiles, mission updates, interviews and reports, and often covers NASA events such as the Galileo probe.

■ **C/NET Central**. C/NET, the computer network, is simultaneously delivered via TV and online for an interactive showcase for computing, multimedia and digital technologies.—MK

Broadcasting

November 4, 1996

Fox tallies first-ever weekly win

World Series and weird series power the network to victory

By Lynette Rice

Week six of the prime time season went to the underdogs—Fox and the New York Yankees, that is.

While the Yanks came from behind to take the championship from the Atlanta Braves. Fox earned its first weekly win ever in Nielsen households and all key demographics. More important, the network generated a hefty audience for the premiere of Friday's *Millennium* and the new Sunday home of *X-Files*.

The series wasn't quite a home run in terms of overall ratings for the World Series. The 17.4 Nielsen rating generated over the six games was behind the 19.5 netted last year by the game between the Braves and the Cleveland Indians.

Still, Fox lured enough viewers to surpass the competition with a respectable 15.8 rating/26 share. The network also scored big in all key demographics, including winning every night of the week in adults 18-49—the first time a network has swept such a demo during a regular season week since February 1994 (winter Olympics on CBS).

"No doubt the launch of *Millennium* and the move of *X-Files* was a top priority for us. These were our most important strategic scheduling moves," said Peter Roth, Fox's president, entertainment. "We were able to support them through our promotional efforts [during the series], not to mention promote stars from shows like *Beverly Hills, 90210*."

Fox is already trying to keep the momentum going with its "Non Stop Fox" slogan, "our first marketing effort to try to tie in as much as possible, to present as many events as we can to stem the tide of erosion," Roth said.



The World Series and 'Millennium' helped fuel Fox prime time victory.



NBC came in second for week six in households (10.2/16) and adults 18-49 and 18-34, with *ER* ranking fifth in the week's top 20, with a 15.9/26. CBS followed in third (8.7/14), enjoying record ratings for *Touched by an Angel* (14.6/22), while its new *Ink* made it into

the top 20, with a 11.9/18.

ABC was in fourth, with an 8.1/13, and veteran *Home Improvement* held the 10th spot with a 13.9/21. UPN and The WB tied for the week, each with a 2.9/4.

The premiere of *Millennium* (11.9/21) was a hit out of the ballpark, posting the highest household ratings in Fox's history for a drama series debut. The Sunday premiere of *X-Files* followed, with a 11.7/18.

Chernin, Carey get new News Corp. posts

By Steve McClellan

Twentieth Century Fox studio head Peter Chernin last week was named president and chief operating officer of parent company News Corp., Chase Carey, chairman and chief executive officer of Fox Television Group, was upped to co-chief operating officer of News Corp.

An office of the chairman is also being established to oversee the company's worldwide operations that will include the senior Murdoch, Chernin, Carey, company chief financial officer David DeVoe and general counsel Arthur Siskind.

The two appointments were



Peter Chernin



Chase Carey

announced by News Corp. Chairman Rupert Murdoch in a prepared statement last Tuesday (Oct. 29). In the statement, Murdoch said the appointments were being made to "strengthen the management and coordination of the company throughout the world."

Outside the company, the appoint-

ments were widely seen as an effort to address criticism that Murdoch was trying to directly manage too much of the vast News Corp. empire. "Murdoch is realizing he needs more people to help him run this huge and global organization," says Cowen & Co. managing director and media analyst Harold Vogel. "He's really stretched and does need the help."

Company insiders say that Chernin and Chase will work as "partners." Chernin, as a sort of first among equals, will oversee creative issues, while Carey will focus on business and deal-making issues.

Murdoch said all North American

operations of the company are being consolidated under the Fox Group banner, of which Chernin will be chairman and CEO. That will give Chernin direct responsibility for operations accounting for almost three-quarters of the company's operating income.

Under the management shuffle, Chernin will focus largely on the television and film operations, Murdoch will continue to oversee publishing operations, and Carey will focus on the company's expanding global web of satellite services.

Chernin and Carey—along with Murdoch's 25-year-old-son Lachlan,

managing director of News Limited, Australia—were also elected to the News Corp. board.

Although the appointments appear to broaden the company's top-level management structure, Murdoch denied that Carey or Chernin, now the number-two executive at Fox, is in effect being tested as a possible successor—at least not a long-term successor.

Murdoch has been on the record, and last week repeated to the *Wall Street Journal* that he hopes to pass the company reins to one or both of his children—Lachlan and Elisabeth, 28, if and when they become qualified to handle the responsibilities. ■

Stations focus on local elections

With flagging interest in national race, stations are sticking closer to home

By Steve McClellan

With viewer interest in the presidential campaign low and an expected early call of the contest by the networks, many local stations will devote more airtime on election night to local and regional races and issues and less to network coverage of the national races.

On the West Coast, stations are bracing for a network call of the presidential race no later than 6 p.m., leaving the balance of the evening for local coverage. But stations in the East and Midwest also say they will rely less on network coverage and more on their own local coverage throughout the evening.

"In Boston we will be primarily local all night," says Joel Cheatwood, senior vice president, Sunbeam Television, owner of NBC affiliate WHDH-TV



Post-Newsweek's stations, like WDIV-TV Detroit above, will be devoting more time to local races.

Boston. That's based on network predictions of an early call on the national race, but also because of hotly contested races in the state. "We have a huge senatorial race here, and I would say we'll do at least 85 or 90 percent local



WHDH-TV Boston will be going local most of the night.

coverage from about 7:30 p.m. to midnight."

WHDH-TV will have its own reporters in Little Rock and Washington and at both campaign headquarters. Cheatwood says this year's local coverage will be more extensive than in previous years. "With the presidential race expected to be pretty much a done deal by the time most people go on the air, it just makes sense to shift it back locally," he says.

In the past, the Boston station has tended to stay within the seven-to-eight-minute local-coverage windows that the networks provide each half-hour on election night. "But this go-around, it just doesn't make any sense," Cheatwood says.

The decision to expand local coverage, and to some extent cover the national story with local reporters and crews, is costly, he says. "But we feel

Radio Programming by Eric G. Norberg



Radio Programming is a handbook for programming directors that focuses on how to program a radio station in today's competitive environment. This book will be helpful for neophytes in programming, experienced programmers seeking further growth, air talents who want to develop their skills, and general managers trying to understand programming and effectively manage their program directors without stifling creativity.



Focal Press
Broadcasting and Cable Series

To order, call 1-800-366-2665.
30 day return guarantee.

216pp • pa • 0-240-80234-9 • \$26.95

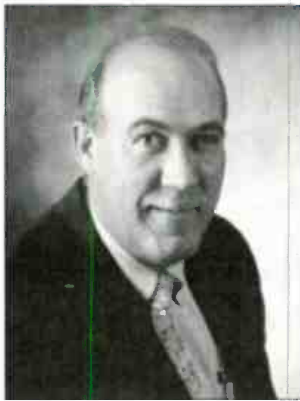
FO102

it's worth the investment," given the fairly predictable presidential contest and viewer interest in local races and issues.

Loren Tobia, news director at CBS affiliate KMTV(TV) Omaha, says that by 8 p.m. central time, "we'll be basically all local," with the possible exception of brief hourly updates

to get a read on what's going on nationally. "It's basically a local story for us," says Tobia. "The presidential race will be called very early in the evening by the networks, and at that point the only other national story is which party controls Congress. The rest of it is a local story. And people vote a heck of lot more on local issues and local candidates than they do on the national race."

Tobia says KMTV will make election night coverage even more local than in the past. Based on feedback from viewers, "the thing that people call to find out is who is winning in the school board" and about other local issues. This year, Tobia has assigned a separate crew to work on just those issues. "Their whole effort that night will be to get that information up on the screen, lower third, like CNN would do sports scores. And we'll do it all night long." Tobia also will dedicate several people to updating the station's Website throughout



KCRA-TV's Bill Bauman

the night.

KMTV will use a second election night set and anchor to report findings based on several months of surveys and Election Day exit polls and people-on-the-street interviews about why local voters go to the polls and what the key issues are for them. It will be compiled under a banner called "Now You're Talking" and "will take a look at the election process from the eyes of the people

as opposed to the politicians," says Tobia.

Mark Efron, vice president, news, Post-Newsweek Stations, expects that the group's six affiliate stations will be devoting more on-air time to local coverage on election night, with less reliance on the network

feeds. "The difference is that in past years we would have allocated the same amount of resources to covering the local races, but this year, if the polls are accurate on the presidential race, there will be more airtime to cover the local races."

Efron also credits the network news divisions for being more sensitive and flexible this year about the need for local stations to cover local races—even if it means preempting network feeds. "The networks have all gotten more savvy about how to allow local

stations to cleanly get in and out" of network coverage, he says.

"I can remember not too many years ago when the network position was kind of, it's either my way or the highway," recalls Efron. "There's more sensitivity to helping affiliates with information, knowing affiliates will be jumping away and not carrying all of the network coverage. They've acknowledged and reacted to the new reality." As an example, he cited CBS's decision to create a special Website containing all of its tabulated election results that affiliates can access so they don't miss important updates when preempting the network feed.

empting the network feed.

At NBC affiliate KCRA-TV Sacramento, election night will be a local story from 8 p.m. on, says station news director Bill Bauman. "One thing I've learned on the West Coast is that the election story starts on the East Coast and sweeps west," he says. "And given that



P-N's Mark Efron



WHDH-TV's Joel Cheatwood

TPS dismantled

As expected, the syndication arm of Turner Broadcasting System is being dismantled in the wake of the Time Warner/TBS merger.

Turner Program Services has about 90 employees, but at least 25-30 staffers are expected to remain in Atlanta to run a self-contained distribution unit for Turner's syndicated news service, CNN Newsource Sales.

Susan Grant, president of Turner Program Services, will head the CNN Television distribution arm, sources say. Insiders say the newly merged company is making a concerted effort to find jobs for the remaining TPS employees in other Time Warner/Turner divisions.

TPS' first-run and off-network slate—which includes National Geographic specials, Hanna-Barbera cartoons and movie packages—will be absorbed by Warner Bros.' TV distribution arm.

—CL

A CLASSIC COMBINATION!



**Hollywood's
Best
and
America
One
Television**

**Weekdays at 10AM,
12:30PM, 2PM & 8PM EST**

For More Information Call
972-868-1927



Sinbad Sails to



Ratings Success!

NEW YORK - WPIX
SAT. 2 PM
6.4/19
• #1 IN THE TIME PERIOD
• IMPROVES LEAD-IN +42%

LOS ANGELES - KTLA
SAT. 6 PM
4.8/10
• #1 NEW HOUR
• IMPROVES LEAD-IN +30%

CHICAGO - WGN
SAT. 12 NOON
4.2/12
• #1 IN THE TIME PERIOD
• IMPROVES LEAD-IN +83%

CHICAGO - WGN
SUN. 10:30 PM
4.2/9
• #1 NEW HOUR
• IMPROVES LEAD-IN +75%

The
Adventures of

Sinbad™

PRODUCED BY



DISTRIBUTED BY



UNIVERSITY MICROFILMS



PRODUCED IN ASSOCIATION WITH ALL AMERICAN TELEVISION PRODUCTIONS, INC.

Source: Nielsen Overnight 9/16-9/29/96.

© 1996 All American Television, Inc.

the presidential race will be over by six o'clock our time, we will be focusing on two things—the race for control of Congress and some very hot statewide propositions and significant local issues."

Bauman says that KCRA-TV will go with NBC News from 4 p.m. to 8 p.m. Pacific time, with local coverage full-time from 8 p.m. to midnight. "As soon as the polls close in California, NBC disappears and we do our own thing," he says. "We've worked at taking our election coverage to another level." Working with Voter News Service, a syndicated service that keeps a running tally on Election Day races, the station has devised a way to have a running scroll on the bottom third of the screen that updates races live on the air.

"We can keep that running all night long so we don't have to have our anchors sitting there reading numbers, which is just dreadfully boring," Bauman says. "It frees us up to go out and do stories, having our reporters where they ought to be and our anchors interacting with them." The station will have crews in Little Rock and Kansas. "I don't want to be at the mercy of the networks," he says. "I like having control of my own destiny."

For some battleground states, such as Texas, the presidential race is of more interest, and local stations there say they'll cover it more extensively. "It's a dead heat," says Kathy Hadlock, special projects producer at KVUE-TV Austin. Hadlock says the station is doing locally produced "issue" pieces on various Clinton and Dole positions right up to the election.

On election night, the station plans to confine its local coverage to the seven-minute breaks on the half-hour made available by ABC. That could change, Hadlock says, "if there's a big upset or some huge surprise." But the station is not anticipating such a surprise in the senatorial contest, where incumbent Phil Gramm is ahead in the polls by 20 points.

In Dallas, ABC affiliate WFAA-TV election-coverage producer Rick Thompson says the station will pay



close attention to races in districts that courts ruled had to be redrawn because of gerrymandering. But Thompson says the station will rely heavily on ABC News coverage of the congressional races nationally until it becomes clear who controls the Senate and the House.

"The big story is the House configuration, and we're not going to try to out-network the network on a story they can cover much better than we can," Thompson says. "So we aren't going to do excessive [local] coverage. We're going to try to live within the local windows every half-hour." Indeed, Thompson says that this year, WFAA-TV will rely even more than usual on ABC, because it will return to the network after its 10 p.m. local news, something the station usually doesn't do.

"We think control of Congress is going to be determined by those late-breaking races out West," he says. Once ABC segues into full-time analytical coverage late at night, however, the station will go back to local coverage. But like his counterparts at other stations, Thompson says the station reserves the right to go local beyond the normal cut-ins if events warrant it.

And Thompson, like many of his

UPN elects to run originals

UPN hopes to capitalize on election night coverage by serving as the only broadcast network to air original programming.

While ABC, CBS, NBC provide live coverage of the national races—and Fox airs "Beethoven" at 8-10 p.m., interspersed with election updates—UPN will roll out "Politicked-Off," which includes a two-part *Moesha* and parodies of the regular Tuesday night competition.

Moesha will serve up a bevy of jazz/R&B/hip-hop greats such as Nancy Wilson, Blackstreet, Soul for Real and Xscape—each performing in a fictitious "MTV Megafest"—during a two-parter that airs from 8 to 8:30 and 9 to 9:30 p.m. Original episodes of *Homeboys in Outer Space* and *Sparks*, the latter guest-starring Pam Grier, will air at 8:30 and 9:30, respectively.

Throughout the lineup UPN will air comedy sketches that spoof what the other networks are preempting for the night. The skits—dubbed "BROSeanne," "Homey Improvement" and "Frazier"—will star Kato Kaelin, Casey Kasem, Thea Vidale, Jack La Lanne and former heavyweight boxer Joe Frazier.

The WB does not program on Tuesday nights.

—CL

counterparts, says the station won't save money by using more network coverage. "We're pretty well trying to be everywhere," he says. "That gives you the flexibility of focusing on what ended up being the big story. You really can't trim down. I would hate to be in a position, from a budget standpoint, of having to guess where the real stories will be."

At CBS affiliate WAFB-TV Baton Rouge, news director Liz Golson says the station will go with network coverage starting at 6:30 p.m. and probably confine local coverage to designated breaks. There's basically one statewide race commanding a lot of attention, as well as a referendum on whether to continue riverboat gambling. "We'll do live shots from the candidates' headquarters," says Golson. She also says the station will squeeze race updates on the lower third of the screen throughout the night without preempting the network coverage.

At ABC affiliate KRDO(TV) Colorado Springs, acting news director Dave Rose says local issues, not individual candidates, are commanding attention in the state this election year, with close to two dozen amendments and referendums up for vote. "Almost everyone is offended by at least one of them," he says.

Rose says there is not a "high level of interest" in the presidential election, although there is one hotly contested Senate race. The station plans to do two local half-hours of coverage but to use all the ABC election night coverage as well. ■

Our Service is

- Expanding metered market service - 38 by 1997.
- Increased diary sample targets by 15% in all 211 markets.
- Expanded diaries to report 24-hour viewing.
- Expanding customer-service resources.

**“Excellent...
We fully support
these quality
improvements.”**

Nielsen
Media Research
A Cognizant Company

Rip Riordan

Chief Operating Officer
Clear Channel Television, Inc.

Fox shuffles Wednesday kids lineup

Another broadcast network has announced changes to its kids lineup this season, this time on weekdays.

Beginning Nov. 4, the Fox Kids Network will debut a schedule that includes the return of Fox's *Peter Pan & The Pirates* and the premiere of *Spider-Man* in a new weekday home. Look for a new time period for *The Adventures of Batman & Robin* as well.

Off the weekly schedule—temporarily, at least—is *Eek!Stravaganza* and *Where on Earth Is Carmen Sandiego?* Fox wouldn't comment, but a source close to the network said that older viewers who are more likely to tune in *Carmen* aren't seeking out the 8 a.m. weekday show.

This is the first season that *Carmen*, which earned a 1995 Emmy, has aired in Fox Kids' weekday lineup. The

show premiered in 1995 on Saturday. The Emmy-nominated *Eek!Stravaganza* is a returning series.

The new schedule is as follows: 7:30 a.m., *Bobby's World*; 8 a.m., Fox's *Peter Pan*; 3 p.m., *Batman & Robin*; 3:30 p.m., *Spider-Man*; 4 p.m., *Big Bad Beetleborgs*; and 4:30 p.m., *Power Rangers Zeo*. *Spider-Man* will continue to air at 9:30 a.m. on Saturday as well.

Earlier this month, The WB announced changes in its Kids WB! lineup on Saturday. The new plan, called "Big Kids Go First...On Kids' WB!," includes moving *Freakazoid* and *Earthworm Jim* to 8 and 8:30 a.m., respectively, to bring in older viewers, while *Superman* and *Road Rovers* now air at 9 and 9:30.

The scheduling changes were set to coincide with the debut of *Waynehead* at 10 a.m. on Oct. 19. —LR

Prime time spirituality on rise

Shows with messages of hope and faith have found room on network schedules

By Lynette Rice

In the pilot of UPN's *The Burning Zone*, a man close to death watches as a man in a wheelchair mysteriously glows while recounting how prayer, not medicine, helped him survive a motorcycle accident. In a later episode, the same wheelchair-bound man suddenly appears in a jail cell—glowing—to pray for a sick boy.

Network TV may be an unlikely place for a recurring spiritual character—a science fiction drama about an elite bio-crisis team battling modern-day plagues—yet is representative of how religion and spirituality are finding a place in prime time.

As pressure for wholesome programming continues to mount from a higher source—the U.S. government—more prime time network shows are offering "positive affirmation of the value of religious faith," says Sandy Crawford of the Virginia-based Media Research Center, a conservative media watchdog group.

Crawford cites hour-long dramas like CBS's *Touched by an Angel*, in which an angel named Monica is dispatched from on high to inspire change, and ABC's *Second Noah*, where religion is incorporated into a character's life.

"On the one hand a lot of sitcoms are getting sleazier, but on the flip side there are dramas that are real winners," Crawford says. "*Touched by an Angel*, *Promised Land*...these aren't overtly

religious shows, but characters pray, characters profess strong beliefs in God. It's not proselytizing...it's good family viewing. Themes that are really positive."

"What's happening today is not only a surprising change from what we've had in recent years but [in] the whole history of TV," says Bob Peters of the nonprofit Morality in Media. "It's the willingness

to portray religion in a positive light. The only portrayal [in previous years] has been negative or mocking."

A CBS executive says it's no coincidence that a common thread of spirituality can be found in its returning series



'Touched by an Angel' on ABC

Angel along with the show's spinoff *Promised Land*. Even *Early Edition* offers an implied spiritual explanation of how the character of Good Samaritan Gary is able to receive the next day's news before anyone else does.

"It's a very definite decision to put on more feel-good programming," says Maddy Horne, CBS's vice president of cur-

rent programs, adding that the network receives many letters of support for *Touched* and *Promised Land*. "Leslie Moonves knew what he bought; he knew of the spirituality of *Promised Land*. He wanted shows to deal with real issues in an uplifting, positive way. Spirituality often creeps into it."

Not all people are so quick to acknowledge the trend, even with a number of shows that either overtly or subtly work religion and prayer into their storylines—The WB's *7th Heaven* and *Second Noah*, among them.

For one thing, it is still unclear how well such programs do in the ratings. While *Touched* is holding its own on Sundays, The WB has yet to officially announce a full-season order for *7th Heaven* and ABC has temporarily pulled *Second Noah* off its Saturday

Errata

The 'NATPE ready to break the bank in Vegas' story in the Oct. 28 issue mistakenly reported that NATPE is renting hotel suites to firms and individuals who want to do business at the convention without mounting a formal exhibition. The suites are located in the Ernest N. Morial Convention Center in New Orleans, site of the Jan. 13-16 convention.

NATPE'S 30TH ANNUAL

IRIS AWARDS

Take a look back on what we've done so far. The important preliminary judging process for the 1996 Iris Awards competition has been completed.

Changing the Iris Awards competition to keep it relevant and sought-after by the best in the business resulted in a terrific response by local cable systems and television stations alike.

And the quality of programs submitted made just getting to this list of nominees a difficult task for the judges.

Now more than ever, these awards shine a bright light on talented professionals working within their communities to produce entertaining, informative, inspirational and influential local programs.

Show your support and recognition by joining us for the final judging rounds taking place in New York and Los Angeles on November 8.

Shining A Light On Local Programming

Congratulations
to all these finalists.

ENTERTAINMENT

Almost Live! #1217
KING-TV, Seattle, WA

Almost Live! Viewers' Choice
KING-TV, Seattle, WA

Behind The Wheel
KOMO-TV, Seattle, WA

Lost Louisiana, The Spirit Remains
WLPB-TV, Baton Rouge, LA

INDIVIDUAL ACHIEVEMENT: WRITING & PRODUCING

A Town of Hope
John DeTasio
KNSD-TV, San Diego, CA

Marine World Down Under
Don McCusick
KTVU-TV, Oakland, CA

Only in Miami
Carlos Pagani
WPBT-TV, Miami, FL

Sea Change Facing The Challenge
Robert Rose
WJAR-TV, Providence, RI

PROGRAMMING FOR CHILDREN & YOUNG ADULTS

Buzzzone
CFCT-TV, Montreal, Quebec

First Cut
KRON-TV, San Francisco, CA

9 Kids Who Care
KUSA-TV, Denver, CO

Peace On The Poygonia
WOWK-TV, Charleston, WV

Youth Violence-What's Out There
BCTV, Vancouver, BC

INDIVIDUAL ACHIEVEMENT: ON CAMERA TALENT

Action News For Kids
Ana Duarte-Coiner
WBNG-TV, Binghamton, NY

The Bottom Line
Emerson Coleman
WBAL-TV, Baltimore, MD

East Tennessee's Everyman
Bill Landry
WBIR-TV, Knoxville, TN

Get Out Alive
Dave Statter
WUSA-TV, Washington, DC

DOUBLE AWARDS

A Civil Action/Chronicle
WCVB-TV, Boston, MA

Chasing The Dragon: Drugs in L.A.
KCAL-TV, Los Angeles, CA

No Safe Places: Violence Against Women
KUED-TV, Salt Lake City, UT

Yearbook: The Class of '65
WTKX-TV, Philadelphia, PA

PUBLIC SERVICE ANNOUNCEMENTS

Emotions
KSL-TV, Salt Lake City, UT

Family Now Fini Soap Opera Spots
KSL-TV, Salt Lake City, UT

Trunk
KSL-TV, Salt Lake City, UT

*The Crew on the U:
"Holiday Educational"*
WCIU-TV, Chicago, IL



For information on judging contact Brigitte Parker (603) 431-4400 ext. 313

www.americanradiohistory.com

night lineup, although it says it will reschedule the drama.

"I think it's coincidental," says Bill Croasdale of Western Media Inc. "I don't think any network ever wants to be perceived as expounding anything involving supreme deity.... I don't think anyone is trying to clean up his or her act." Besides, shows like *Touched* and *Promised Land* appeal to older demographics—a far less attractive audience than the more coveted 18-49. "If this [were] the wave of the future, there would be a lot more of it going on," Croasdale notes.

Coleman Luck, the executive producer of UPN's *The Burning Zone*, says he wasn't trying to appease the country's religious right by incorporating the mysterious wheelchair man. The goal is to attract a younger audience to the hard-edged, urban sci-fi.

Still, Luck hopes that viewers "come away knowing there is a good that is beyond us, that is beyond what we can see."

Brenda Hampton, the executive producer and creator of *7th Heaven*, says it was the idea of producer Aaron Spelling and network President Jamie

Kellner to make the lead character of Eric Camden a minister of a local church.

Hampton insists they have no religious cause to promote with *7th*

Heaven; rather, she hopes the series tells entertaining stories that inspire families to communicate better. "It's more spiritual than religious," says Hampton. ■

New kids shows tap movie hits

'Honey, I Shrank the Kids' hour and 'Ghostbusters' sequel planned

By Cynthia Littleton

Nostalgia for the 1980s continues in the first-run children's market as Disney and Columbia TriStar prepare to launch new series based on the "Honey, I Shrank the Kids" and "Ghostbusters" movie franchises.

Buena Vista Television is developing *Honey, I Shrank the Kids—The Series* as a live-action, weekly comedy/adventure hour with director John

Landis's St. Clare Entertainment. The 1989 movie, which starred Rick Moranis as a bumbling scientist, has been a huge hit in syndication during the past three years, averaging a 12.0 Nielsen household rating in its outings last season.

Disney's network TV arm will provide creative support for the 22-episode order, tentatively slated to premiere next fall. Landis, whose feature credits include "National Lampoon's

Take time out.

Applications are now being accepted for fellowships at the Media Studies Center.
Deadline: February 1, 1997.

When was the last time you thought through an idea — any idea — without interruption?

For more than a decade, the Media Studies Center has encouraged the development of good ideas by offering media professionals and scholars the time and place to finish what they started. Residential fellowships provide the resources — including a stipend and staff support — to transform their research and ideas into best-selling books and problem-solving media projects.

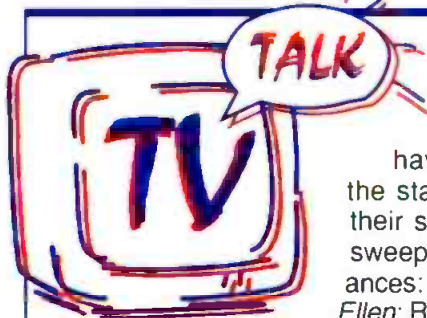
Fellowships, which last up to an academic year, seek to enrich the work of professionals and the public trying to understand the media better. Since 1985, Media Studies Center fellows have produced more than 90 books, launched broadcasting ventures and created groundbreaking hardware and software.

The fellowships are of two types: senior fellowships awarded to veteran media professionals and senior scholars who have made major contributions to the industry or academy, and fellowships for midcareer journalists and educators.

So what are you waiting for? Finish what you started. For an application and more information, contact:

Residential Fellows Program
Media Studies Center
580 Madison Avenue
New York, N.Y. 10022
212/317-6500

 **MEDIA STUDIES CENTER**
FUNDED BY THE FREEDOM FORUM



Sweeps star power

ABC and The WB have announced some of the star power that will grace their series for the November sweeps. Among ABC appearances: Earth, Wind and Fire on *Ellen*; Raquel Welch on *Sabrina, the Teenage Witch*; Olympic

gymnast Kerri Strug on *America's Funniest Home Videos*, and Tammy Faye (Bakker) Messner on *The Drew Carey Show*. The WB will have Erik Estrada on *Unhappily Ever After*; Pam Grier on *The Wayans Bros.*, and basketball star Reggie Miller on *The Parent 'Hood*, among others.

CBS Orchestra leader re-ups

Paul Shaffer, David Letterman's musical director and on-camera right-hand man, has signed with the show through August 1999. The news follows Letterman's announcement in July that he'll stay with CBS through at least the 2001-2002 season.

Vester to 'Sunrise'

Linda Vester has been named anchor for *NBC News at Sunrise*, from NBC News correspondent based in Chicago. Vester joined NBC News in 1990 as a researcher/ pro-

ducer. She went on to work for WFLA-TV Tampa, Fla., before becoming a correspondent for NBC News and reporter for the network's WRC-TV Washington. Vester went on to serve as national correspondent for weekend editions of *Today*.

ABC technology first

Gina Smith has been named first technology correspondent for ABC News, from the network's *Good Morning America*, where she served as a computer editor for the past year. She also co-hosts *Cyber-Life*, a nightly program on the Discovery Channel, and hosts a weekly syndicated radio talk show.

Paramount appointments

Scott Vila has been named vice president, drama development, and Brett King vice president, current programs, at Paramount Network TV. Vila has been executive director, current programs, for Paramount since 1995, overseeing *Almost Perfect*, *Viper*, *JAG* and *The Sentinel*. King recently served as director, current programming, for 20th Century Fox Television.

Friends producer

Nancy Alspaugh has been named executive producer of ABC daytime's *Caryl & Marilyn: Real Friends*, a deal that also will allow her to develop and produce programming for the network. Credits include serving as executive producer on NBC daytime's *Leeza* and syndicated talk show *Vicki*. —LR

Help Your Audience Say No to Frozen Pipes.



WHY? Because frozen pipes can cause a flood inside homes, ruining furniture, appliances, flooring, walls and even keepsakes.

On average, a quarter million homes are affected annually and a cold weather outbreak can cause a real disaster ... big numbers of victims, big headaches and big costs.

But, unlike a tornado or hurricane, this disaster is avoidable.

Your station can help by telling audiences how to keep pipes from freezing. We can help by sending you free, non-commercial public service announcements and brochures and putting you in touch with experts you can interview on-air.

Contact us with this form:

Please send me the following NO FROZEN PIPES information:

- TV PSAs (3/4 inch tape)
- TV PSAs (1 inch tape)
- Radio PSAs (cassette)
- Brochures (quantity needed: _____) (Also available in Spanish)
- Information about potential interview subjects

Name _____
 Title _____
 Station _____
 Address _____
 City _____ State _____
 ZIP _____ Ph.# _____

Mail to: No Frozen Pipes
 Public Affairs Department
 State Farm Insurance
 One State Farm Plaza
 Bloomington, IL 61710-0001
 E-mail: info@statefarm.com



No Frozen Pipes.

Or fax: (309) 766-2670
For additional information, call: (309) 766-8864

Animal House" and "The Blues Brothers," signed a first-look pact with Walt Disney Television earlier this year.

Columbia TriStar has teamed with children's distributor Bohbot Entertainment and director Ivan Reitman to launch the third cartoon spin-off of "Ghostbusters," the biggest money-

maker in the Columbia Pictures library. The 1984 movie, produced and directed by Reitman, and its 1989 sequel have grossed nearly \$600 million worldwide. Sales of "Ghostbusters" merchandise have exceeded \$1 billion.

Extreme Ghostbusters follows the adventures of the next generation of

ghostbusters: four inner-city teenagers. Bohbot will market the series domestically as a strip; Columbia TriStar will handle international distribution. The previous "Ghostbusters" cartoons—*The Real Ghostbusters* and *Slimers!*—have had successful runs on ABC and USA Network. ■

S Y N D I C A T I O N M A R K E T P L A C E

'Sister, Sister' sales

Paramount Domestic Television has cleared *Sister, Sister* for its off-network debut in fall 1998 in more than 70% of the country. New buyers for the WB network sitcom, starring real-life twins Tia and Tamera Mowry, include KTLA(TV) Los Angeles, KMSP-TV Minneapolis and WBFF(TV) Baltimore.

Barbra and Oprah

Oprah Winfrey has scored another coup, landing a rare one-on-one TV interview with Barbra Streisand. Topics of conversation between two of the most powerful women in the entertainment industry range from Streisand's political activism to her new movie, "The Mirror Has Two Faces." The special edition of *Oprah Winfrey* will air during the November sweeps, but Winfrey isn't tipping off her competition by announcing the date just yet.

'Outer Limits,' year three

Season two has just debuted in syndication, but production has already begun on the third season of MGM's *The Outer Limits*. Guest stars set to appear in the acclaimed anthology series next year include Howie Mandel, Natasha Henstridge, Kim Cattrall, Fred Savage, Helen Shaver and Daniel Benzali (*Murder One*). *Wings'* Steven Weber will direct and star in an upcoming episode. *The Outer Limits*, which also has a pay TV window on Showtime, recently won an Emmy for last season's performance by Amanda Plummer and is up for six CableACE Awards this month.

'Hercules' wins out

It's *Hercules* by a nose in the premiere-week battle between MCA's intrepid hunk and Paramount's venerable *Star Trek: Deep Space Nine*.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Oct. 20. Numbers represent average audience/stations.% coverage.)

1. Wheel of Fortune	11.1/224/97
2. Home Improvement	9.0/233/96
3. Jeopardy!	8.7/220/96
4. Oprah Winfrey Show	7.8/236/99
5. Seinfeld	7.3/209/95
6. Star Trek: Deep Space Nine	6.0/239/98
7. Entertainment Tonight	5.8/182/93
8. Xena: Warrior Princess	5.6/217/96
9. Simpsons	5.5/201/95
10. Hercules, Journeys of	5.4/223/97
10. Wheel of Fortune-wknd	5.4/168/71
12. Home Improvement-wknd	4.8/215/90
13. Inside Edition	4.7/150/90
14. Portfolio XV	4.5/187/96
15. Mad About You	4.3/198/94

According to Nielsen's national syndication rankings for the week of Oct. 7, *Hercules: The Legendary Journeys* scored a 6.3 GAA household average with its third-season premiere, compared with a 6.2 for the fifth-season bow of *DS9*. *Hercules* was up 11% over last season's premiere, while *DS9* was off more than 30%. Household ratings for MCA's companion series *Xena: Warrior Princess* were down 5% from its debut last year, but the series still ranked third among action hours, with a 5.7. The fourth season of Warner Bros.' *Babylon 5* also got off to a good start with a 3.7, marking a 12% increase over last year's premiere.

'Garden' grows

Rebecca's Garden is turning into the little-engine-that-could of this season's new weekend entries. Since its debut in September, the gardening how-to show from Kelly News & Entertainment has boosted its year-ago time period average by 40%, with a 1.8 household rating and 7 share. According to an analysis of Nielsen metered-market data by Seltel, the show is also beating

the odds against first-run weeklies by maintaining its lead-in.

All cash and carry

ITC Entertainment Group has come to the rescue of broadcasters in need of all-cash movie packages with Showcase 12, a collection of 15 contemporary films featuring such stars as Brad Pitt and Pamela Lee. The collection includes the broadcast premieres of "Barb Wire," " Fargo," "The Usual Suspects," "Kalifornia" and "The Last Seduction." The launch of Showcase 12 also marks the first time ITC has handled domestic distribution of movies produced by its new parent company, PolyGram Filmed Entertainment.

Court appointment

Stanford University law professor Jami Floyd has been tapped as an anchor/reporter for Court TV and its first-run strip *Court TV: Inside America's Courts*.



Floyd, who will share anchor duties on *Inside America's Courts* with Gregg Jarrett, has appeared as a legal commentator for ABC, CNN and *Day & Date*.

New set for 'Bullard'

Pat Bullard has joined the desk set. Multimedia Entertainment has revamped the format of its struggling new talk show and given it a brand-new set, complete with desk and couch. The set, which debuted last week, has three separate platforms to accommodate musical performances, cooking demonstrations, etc. Multimedia officials say the new talk/variety format is a better fit for Bullard, a former stand-up comedian and sitcom writer.—CL

THIS MESSAGE WILL SELF-DESTRUCT IN THIRTY SECONDS. PLEASE READ QUICKLY.

If this seems extreme, we can assure you it's not. Not when you consider that we're involved in sensitive work like mergers and acquisitions, world-class finance, systems integration, as well as audit and tax planning—all in situations where discretion is law.

We're ICE™—the Information, Communications, and Entertainment Practice of KPMG.

In the upper reaches of the corporate world, we have few equals. Moving with agility and precision, our “partners” can put you in contact with ICE personnel versed in disciplines such as finance, accounting, information technology, and telecommunica-

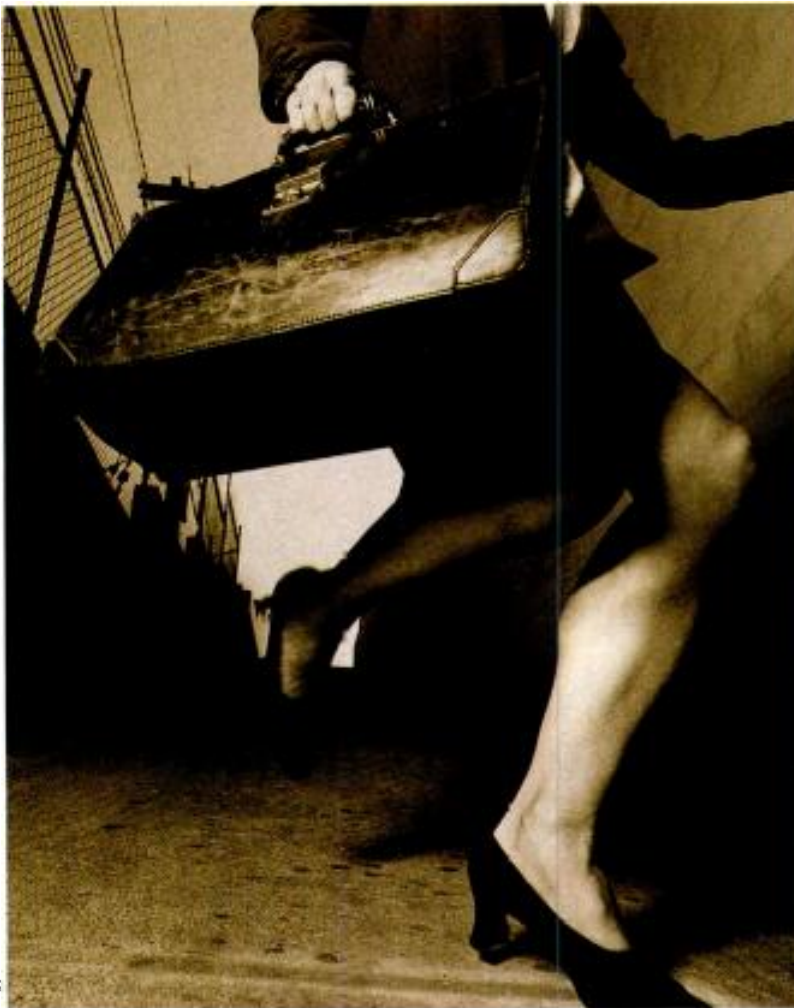
tions, to name just a few.

We're talking about the kind of professionals who not only move easily from one ICE-related industry to another, but from one country to another as well.

Need questions answered? Help with an acquisition? An introduction or two? One phone call puts the wheels in motion.

That's all we can divulge for now. We'll contact you again soon. If you need to talk before then, contact our Web site at <http://www.ice.kpmg.com>, or call 1-415-813-8194 and ask for our National Managing Partner, Roger Siboni.

For your own safety, please place this at least fifty feet away.



© 1996 KPMG, Peat Marwick LLP is the U.S. member firm of KPMG.

Our Ms. Rohde



INFORMATION, COMMUNICATIONS & ENTERTAINMENT

Good advice whispered here.™

Broadcasting & Cable PEOPLE'S CHOICE Ratings according to Nielsen Oct. 21-27

KEY: RANKING/SHOW [PROGRAM RATING/SHARE] • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TELEVISION UNIVERSE ESTIMATED AT 97.0 MILLION HOUSEHOLDS; ONE RATINGS POINT=970,000 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	abc	CBS	NBC	FOX	U/P/N	WB
Week 6	10.0/16	12.1/19	9.7/15	15.2/24	2.9/4	2.6/4
MONDAY	8:00 82. Dangerous Minds 6.0/10 9:00 19. NFL Monday Night Football—Oakland Raiders vs. San Diego Chargers 12.0/20 10:00 10:30	27. Cosby 11.1/17 20. Ink* 11.9/18 18. Murphy Brown 12.2/18 16. Cybill 12.3/18 15. Chicago Hope 12.6/21	55. Jeff Foxworthy 8.1/13 72. Mr. Rhodes 7.2/11 29. NBC Monday Night Movie—Danielle Steel's 'The Ring,' Part 2 10.7/17	9. World Series Game 2—Atlanta Braves vs. New York Yankees 14.0/23	103. In the House 3.1/5 101. Mal & Eddie 3.3/5 110. Goode Bhvr 2.7/4 114. Sparks 2.5/4	115. 7th Heaven 2.4/4 106. Savannah 2.8/4
TUESDAY	8:00 28. Roseanne 10.8/17 8:30 42. Life's Work 9.3/14 9:00 10. Home Imprvmt 13.9/21 9:30 22. Spin City 11.8/18 10:00 11. NYPD Blue 13.8/22 10:30	65. World Team Skating Championship 7.6/12	38. Mad About You 9.7/15 54. Smthg So Right 8.3/13 25. Frasier 11.3/17 32. Caroline in/City 10.4/16 45. Dateline NBC 8.8/14	4. World Series Game 3—New York Yankees vs. Atlanta Braves 17.5/28	96. Moesha 3.7/6 103. Homeboys 3.1/5 105. Mal & Eddie 3.0/4 110. Goode Bhvr 2.7/4	
WEDNESDAY	8:00 51. Ellen 8.4/14 8:30 68. Townies 7.4/12 9:00 37. Grace Undr Fire 9.8/15 9:30 29. Drew Carey 10.7/17 10:00 48. PrimeTime Live 8.6/14 10:30	64. The Nanny 7.7/13 80. Almost Perfect 6.3/10 78. The Nanny 6.5/10 95. Perot Paid Pol Ad 4.0/6 82. CBS News Extra 6.0/10	62. Wings 7.8/13 42. 3rd Rock fr/Sun 9.3/14 60. NewsRadio 7.9/12 47. Men Behv Badly 8.7/14 25. Law & Order 11.3/19	3. World Series Game 4—New York Yankees vs. Atlanta Braves 17.9/32	112. The Sentinel 2.6/4 106. Star Trek: Voyager 2.8/4	98. Sister, Sist 3.4/5 98. Nick Freno 3.4/5 98. Wayans Br 3.4/5 102. Jamie Foxx 3.2/5
THURSDAY	8:00 87. High Incident 5.6/9 8:30 9:00 85. Murder One 5.7/9 9:30 10:00 85. Turning Point 5.7/9 10:30	51. Diagnosis Murder 8.4/14 68. Moloney 7.4/11 81. 48 Hours 6.2/10	12. Friends 13.4/22 13. Mad About You 13.2/21 8. Frasier 14.1/22 16. Men Behv Badly 12.3/19 5. ER 15.9/26	1. World Series Game 5—New York Yankees vs. Atlanta Braves 20.0/32		
FRIDAY	8:00 36. Family Matters 9.9/19 8:30 40. Boy Meets World 9.4/17 9:00 35. Sabrina/Witch 10.2/18 9:30 45. Clueless 8.8/15 10:00 13. 20/20 13.2/24 10:30	75. Great Pumpkin 6.8/13 74. Boo! to You 6.9/13 84. Mr. & Mrs. Smith 5.8/10 55. Nash Bridges 8.1/15	59. Unsolved Mysteries 8.0/15 34. Dateline NBC 10.3/18 62. Homicide: Life on the Street 7.8/15	70. The X-Files 7.3/14 20. Millennium* 11.9/21		
SATURDAY	8:00 89. Am Fun Hm Vid 5.3/10 8:30 89. Am Fun Hm Vid 5.3/10 9:00 92. Coach 5.0/9 9:30 91. Coach 5.1/9 10:00 94. Relativity 4.6/8 10:30	55. Dr. Quinn, Medicine Woman 8.1/15 51. Early Edition 8.4/15 39. Walker, Texas Ranger 9.5/17	93. Dark Skies 4.7/9 76. The Pretender 6.6/12 76. Profiler 6.6/12	2. World Series Game 6—Atlanta Braves vs. New York Yankees 19.1/34		
SUNDAY	7:00 70. Am Fun Hm Vid 7.3/12 7:30 49. Am Fun Hm Vid 8.5/14 8:00 72. Lois & Clark 7.2/11 8:30 9:00 49. ABC Sunday Night Movie—Patriot Games 8.5/15 9:30 10:00 10:30	7. 60 Minutes 14.4/24 6. Touched by an Angel 14.6/22 65. EZ Streets 7.6/13	82. Dateline NBC 6.0/10 32. 3rd Rock fr/Sun 10.4/16 44. Boston Common 9.1/14 23. NBC Sunday Night Movie—The Secret She Carried 11.7/19	65. The Simpsons 7.6/13 55. The Simpsons 8.1/13 40. The Simpsons 9.4/14 31. The Simpsons 10.5/16 23. The X-Files 11.7/18		116. Kirk 2.3/4 116. Brotherly Lv 2.3/4 112. Parnt 'Hood 2.6/4 106. Steve Harvey 2.8/4 97. Unhap Ev Af 3.6/5 106. Life w/Roger 2.8/4
WEEK AVG	8.6/14	8.8/14	9.6/16	15.8/26	2.9/4	2.9/4
STD AVG	9.7/16	10.1/17	10.9/18	8.8/15	3.3/5	2.8/4



Success in Spanish

The Latino population in the United States continues to grow, and Spanish-language programming is keeping pace with the expanding Spanish-speaking audience with new developments in broadcast and cable television, and radio.

This burgeoning genre is the focus of *Broadcasting & Cable's* November 18 special report. We'll tell readers what's new on the network, syndication, cable and radio fronts, and what the future outlook is for Hispanic programming. Plus, this issue features a profile on the Mexico-based telecommunications giant, Televisa.

If you want to speak to 35,000 leading decisionmakers in television, cable, radio and related industries, call your *Broadcasting & Cable* sales representative today to reserve your ad space in this important issue.

Special Report: Hispanic Programming

Issue Date: November 18, 1996 • Ad Close: November 8

**Broadcasting
& Cable**

Advertising Offices: New York 212/337/6940 Los Angeles 213/549/4113 N. California 510/210/0814
Asia 81/6 956/1125 United Kingdom & Europe 011/44 171/437/0493

Changing Hands

The week's tabulation
of station sales

Proposed station trades

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

THIS WEEK:

TVs \square \$53,500,500 \square 5
Combos \square \$32,833,389 \square 13
FMs \square \$21,606,117 \square 22
AMs \square \$5,264,000 \square 16
Total \square \$113,204,006 \square 56

SO FAR IN 1996:

TVs \square \$8,565,872,145 \square 90
Combos \square \$11,377,120,618 \square 298
FMs \square \$2,399,631,740 \square 361
AMs \square \$183,040,644 \square 209
Total \square \$22,525,665,147 \square 958

SAME PERIOD IN 1995 (AS OF NOV. 6):

TVs \square \$3,131,325,545 \square 117
Combos \square \$2,001,279,810 \square 184
FMs \square \$710,160,130 \square 320
AMs \square \$81,499,404 \square 160
Total \square \$5,949,727,789 \square 779

Source: BROADCASTING & CABLE

TV

KCSO(TV) Modesto/Sacramento, Calif.

Price: \$40 million

Buyer: Univision Communications Inc., Los Angeles (A. Jerrold Perenchio, chairman/91.5% owner); owns KTVW-TV Phoenix; KFTV(TV) Hanford/Fresno, KMEX-TV Los Angeles and KDTV(TV) San Francisco, Calif.; WLTV(TV) Miami; WXTV(TV) Paterson, N.J.; KLUZ-TV Albuquerque, N.M., and KUVN(TV) Garland, KWEX-TV San Antonio and KXLN-TV Rosenberg, all Tex.

Seller: Sainte Ltd., Modesto (Chester and Naomi Smith, 51% general partners); owns KCVU(TV) Paradise and KNSO(TV) Merced, Calif.; 49% of KBVU(TV) Eureka, Calif.; selling KFWU(TV) Fort Bragg, Calif. (see item, below)

Facilities: Ch. 19, 5,000 kw visual, 560 kw aural, ant. 1,877 ft.

Affiliation: Univision

Broker: Kalil & Co.

WJCB(TV) Norfolk, Va.

Price: \$6.75 million (merger)

Buyer: Lockwood Broadcasting Inc., Hampton, Va. (James L. Lockwood, CEO/84% owner); owns low-power TVs in Hampton, Gloucester, Richmond and Petersburg, all Va.; has applied to build TV at Manteo, N.C., and Virginia Beach, Va.

Seller: Tidewater Christian Communications Corp., Hampton (Sam Jacobs, principal); no other broadcast interests

Change of plans in Indianapolis

Instead of selling W18B(TV) Indianapolis, as it said it would to avoid owning two TV stations in that city, Sinclair Broadcast Group Inc. plans to duck behind the company scenes. Baltimore-based Sinclair will transfer its ownership in W18B from attributable to nonattributable, according to documents recently filed with the FCC.

Sinclair in April bought WTTV(TV) Bloomington/Indianapolis and satellite WTTK(TV) Kokoma/Indianapolis from River City Broadcasting LP. It already owned W18B there, but FCC rules do not yet allow a broadcaster to own two TVs in a market. Sinclair presumably hopes to hold onto WTTK as a satellite, which is allowed by the FCC, and said it would sell W18B.

But now, Sinclair wants to transfer voting interest in the home shopping station to Dr. David C. McCarus for \$190,800, according to the FCC documents. Sinclair's controllers—brothers David D., Frederick G., J. Duncan and Robert E. Smith—will transfer their holdings in the station from Class A voting stock to nonattributable Class B non-voting stock.

This nonattributable interest "does not contravene the commission's crossinterest policy," which bars "meaningful" cross-interests by two broadcasters in the same market, the documents say.

—EAR

Facilities: Ch. 49, 501 kw visual, 50.1 kw aural, ant. 508 ft.

Affiliation: Independent

WPGX(TV) Panama City, Fla.

Price: \$5 million

Buyer: Wicks Broadcast Group LP, New York (WBG Management Inc., general partner; Edgar R. Berner, president/41.7% owner); owns WLMX-AM-FM Rossville, Ga.; WNB(FM)-WHWK(FM), WAAL-FM and WKOP(AM) Binghamton, N.Y.; KMTR(TV) Eugene, KMTZ(TV) Coos Bay and KMTX(TV) Roseburg, Ore.; WTMA(AM)-WSUY(FM) Charleston and WTMZ(AM)-WSSX-FM Dorchester Terrace/Charleston, S.C.; WCVT(AM) Chattanooga and WZST(FM) Signal Mountain/Chattanooga, Tenn., and KCIT(TV) Amarillo and KJTL(TV) and KJBO-TV Wichita Falls, Tex./Lawton, Okla.; is buying WMGL(FM) Ravenel/Charleston and WWZ(FM) Summerville/Charleston, S.C., and construction permit for WYOS(FM) Chenango Bridge/Binghamton, N.Y.; is selling WPIC(AM)-WYFM(FM) Sharon, Pa.

Seller: Ashling Broadcast Group Inc., Panama City (Elizabeth W. Mooney, principal); no other broadcast interests

Facilities: Ch. 28, 1,260 kw visual, 126 kw aural, ant. 748 ft.

Affiliation: Fox

Brokers: Kalil & Co. (buyer); York Street Partners (seller)

KFWU-TV Fort Bragg/San Francisco, Calif.

Price: \$1.75 million

Buyer: Pappas Telecasting Cos., Visalia, Calif. (Harry J. Pappas, president/owner); owns KFRE(AM)-KMPH-FM Fresno, KPWB-TV Sacramento and KTNC(TV) (formerly KFBC) Concord/

San Francisco, all Calif.; wsws-TV Opelika, Ala./Columbus, Ga.; KPTM(TV) Omaha; KREN-TV Reno; WASV(TV) Asheville and WBFX(TV) (formerly WEJC) Lexington/Greensboro, N.C.; operates KXVO(TV) Omaha; is buying KGHI-TV Kearney and satellites KSNB-TV Superior and KWNB-TV Hayes Center, all Neb.

Seller: Sainte Ltd.; is selling KCSO(TV) Modesto/Sacramento, Calif. (see item, above). Note: Sainte bought KFWU-TV for \$800,000 ("Changing Hands," Aug 19).

Facilities: Ch. 8, 225 kw visual, 22.5 kw aural, ant. 2,446 ft.

Affiliation: ABC

50% of KVBM-TV Minneapolis

Price: \$500

Buyer: Dale W. Lang, Sarasota, Fla.; is turning over some interest in KXLT-TV Rochester, Minn., to seller, so both will own 50%; is selling KXLI-TV St. Cloud/Minneapolis

Seller: Daniel Peters, Minneapolis; will own 50% of KXLT-TV

Facilities: Ch. 45, 5,000 kw visual, 500 kw aural, ant. 1,230 ft.

Affiliation: Independent

COMBOS

KIDO(AM)-KLTB(FM) Boise and KARO(FM) Caldwell/Boise, Idaho

Price: \$11 million cash

Buyer: Jacor Communications Inc., Cincinnati (Randy Michaels, CEO; Zell/Chilmark Fund LP, 70% owner); owns the following Florida stations: WJGR(AM)-WQIK-FM and WZAZ(AM) Jacksonville, WJBT(FM) Green Cove Springs/Jacksonville and WSOL-FM Brunswick, Ga./Jacksonville, WBRD(AM) Palmetto-WDUV(FM) Bradenton/

YOUR PARTNERS IN PROFESSIONAL DEVELOPMENT



The Focal Press Broadcasting and Cable Series



Broadcast Indecency

by Jeremy Lipschultz, Ph.D.

Discussing such controversial issues as "shock jock" Howard Stern, this book treats broadcast indecency as more than a simple regulatory problem in American Law. The author's approach cuts across legal, social and economic concerns, taking the view that media law and regulation cannot be seen within a vacuum that ignores cultural realities.

240pp • pa • 0-240-80208-X • \$29.95

The Remaking of Radio

by Vincent M. Ditingo

Provides a comprehensive overview of the dramatic regulatory changes and important programming shifts that have occurred in commercial radio in the 1980s and 1990s. Puts the direction of modern-day radio broadcasting into perspective for business and media professionals, as well as for those considering careers in the radio industry.

160pp • pa • 0-240-80174-1 • \$24.95

Merchandise Licensing in the TV Industry

by Karen Raugust

This book provides members of the television industry with concrete, how-to information on launching a merchandise licensing program. It discusses historical context, current and future trends, key players in television-based licensing, and how to evaluate and implement a licensing program. Includes case studies.

112pp • pa • 0-240-80210-1 • \$29.95

Practical Radio Promotions

by Ted E. F. Roberts

Details the techniques, methods, goals and ethics of successful radio promotions and explains the components of an effective promotions team.

92pp • pa • 0-240-80090-7 • \$19.95



International Television Co-Production

From Access to Success

by Carla Brooks Johnston

This book explains the legal, political, economic and technological challenges of developing programming in the global TV Marketplace of the '90s and beyond.

108pp • pa • 0-240-80110-5 • \$19.95

Radio Programming

by Eric G. Norberg

Radio Programming is a handbook for programming directors that focuses on how to program a radio station in today's competitive environment. This book will be helpful for neophytes in programming, experienced programmers seeking further growth, all talents who want to develop their skills, and general managers trying to understand programming and effectively manage their program directors without stifling creativity.

216pp • pa • 0-240-80234-9 • \$26.95

Global Television

How to Create Effective Television for the 1990s

by Tony Verna

This book examines and explains how evolving technologies such as fiber optics, high definition television, digital transmission and computerization, as well as the demands of the marketplace, are driving television into becoming truly global.

336pp • hc • 0-240-80134-2 • \$44.95

Winning the Global TV News Game

by Carla Brooks Johnston

Offers the first full global perspective of the dramatic changes in television news coverage caused by the entrance of "live news" onto its own lane of the Information superhighway, and the resulting dynamic between industry professionals and consumers. Contains interviews with leading news professionals.

240pp • hc • 0-240-80211-X • \$44.95

Available at book stores
or direct from Focal Press

VISIT THE FOCAL PRESS WEB SITE

Visit the Focal Press home page to stay current on the latest titles and to find out about other on-line services available to

Focal Press customers

<http://www.bh.com/fp>

To place an order
Call 1-800-366-2665

30 Day Satisfaction Guarantee

Mail your order to: Focal Press
225 Wildwood Ave, Woburn, MA 01801
FAX 1-800-446-6520

Outside the US and Canada:
Call 1-617-928-2500/FAX 1-617-933-6333

FO108

Tampa, WXTB(FM) Clearwater/Tampa, WBTB(FM) New Port Richey/Tampa and WTSP-TV St. Petersburg/Tampa, WFLA(AM)-WFLZ(FM) Tampa and WAMR(AM)-WCTQ(FM) Venice. ■ Jacor also owns KHST-FM San Diego and XETRA-AM-FM Tijuana, Mexico/San Diego, all Calif.; KBPI(FM), KOA(AM)-KRFX(FM) and KHOW(AM)-KHIH(FM), all Denver, and KBCO-AM-FM Boulder/Denver and KTLK(AM) Thornton/Denver; WGST(AM)-WPCH(FM) and WKLS-FM Atlanta; WLAP(AM)-WMLX(FM) Lexington and WWYC-FM Winchester, Ky.; WDAF(AM)-KYYS(FM) Kansas City, Mo., KATZ(AM)-KMJM(FM) St. Louis and KNJZ-FM Alton, Ill./St. Louis; WCKY(AM), WOFX(FM), WLW(AM)-WEBN(FM), WKRC-TV, WKRC(FM) and WWNK(FM), all Cincinnati, WTVN(AM)-WLVQ(FM) Columbus, WSPD-AM and WVKF(FM) Toledo and WRVF-FM Beavercreek/Toledo, all Ohio; KEX(AM)-KKRZ(FM) Portland and KKCW(FM) Beaverton/Portland, Ore., and WWST-FM and WMYU-FM Knoxville, Tenn.; is buying KOGO(AM)-KKLQ-FM, KCBQ(AM) (plans to sell) and KIOZ(FM), all San Diego, Calif.; WSPB(AM)-WSRZ-FM Sarasota and WYNF(FM) Coral Cove/Sarasota and CP for WEDD(FM) Englewood/Venice, all Fla.; WMT-AM-FM Cedar Rapids and WHO(AM)-KLYF(FM) Des Moines, Iowa; WIOT-AM-FM Toledo; KTWO(AM)-KMGW-FM Cheyenne, Wyo., and Wyoming Radio Network; is exchanging KOPA(AM)-KSLX(FM) Scottsdale/Phoenix for KPQP(AM) and KGB-FM San Diego, and exchanging WTSP-TV St. Petersburg/Tampa for KIIS(AM)-KFMC(FM) Los Angeles, KSDO(AM)-KCLX-FM San Diego and WDAE(AM)-WUSA-FM Tampa; has LMA with WGST-FM Atlanta; is selling KSEG-FM and KRXQ(FM) Roseville/Sacramento, Calif. ■ Jacor also is buying Regent Communications Inc., which owns WSFR(FM) Corydon, Ind./Louisville, WDJX-FM, WHKW(AM) and WFIA(AM), all Louisville, Ky.; KUDL-FM and KMXV(FM) Kansas City, Mo.; KSNE-FM and KFMS-FM Las Vegas; WEZL(FM) and WXLY(FM) Charleston, S.C., and KKAT(FM) Ogden/Salt Lake City and KALL(AM)-KODJ(FM) Salt Lake City; is buying WVEZ(FM) Louisville; KWNR(FM) Henderson, Nev., and KUTQ-FM Bountiful and KZHT(FM) Provo, Utah; has time brokerage agreements with KBGO-FM Las Vegas and WSJW(FM) Louisville; is selling KKDD(AM) North Las Vegas; WLQT(FM) Kettering/Dayton and WDOL(FM) Englewood/Dayton, Ohio, and WHKW-AM Louisville and intellectual rights to WHKW-FM Louisville
Seller: Colfax Communications Inc., Minneapolis (L. Steven Goldstein, president); is selling WGMS(FM), WBIG

(FM) and WTEM(AM) Washington; WBOB(FM) and KQQL(FM) Minneapolis/St. Paul; KOOL-FM, KISO(AM)-KZON(FM) and KOY(AM)-KYOT-FM Phoenix, and WOKY(AM)-WMIL(FM) Waukesha/Milwaukee, Wis.
Facilities: KIDO: 630 khz, 5 kw; KLTB: 104.3 mhz, 52 kw, ant. 2,579 ft.; KARO: 103.3 mhz, 54 kw, ant. 2,579 ft.
Formats: KIDO: news/talk; KLTB: oldies; KARO: classic rock
Broker: Kalil & Co.

WCMB(AM)-WWKL(FM) and WYMJ(FM) Harrisburg, Pa.

Price: \$11 million
Buyer: Dame Media Consultants Inc., Harrisburg (J. Albert Dame, president/ 83% owner); owns WHP(AM)-WRVV(FM) and WKBO(AM) Harrisburg; WGY(AM)-WRVE(FM) Schenectady/Albany, N.Y.; WRAC(AM)-WKSJ(FM) Williamsport, WNTJ(AM)-WMTZ(FM) Johnstown, WRKK(AM) Hughesville and WMYL(FM) (formerly WRKK) Sal-ladasburg, all Pa.; is buying WHRL-FM Albany (see item, below), WADR(AM)-WUUU(FM) Remsen, WRNY(AM)-WSKS(FM) Rome and WUTQ(AM)-WOUR(FM) Utica, all N.Y.

Seller: Albert J. Kaneb, Newton, Mass.; owns WTOU(AM)-WKDD(FM) Akron, Ohio and WGKX(FM) Memphis; 91% of WHLI(AM)-WKJY(FM), and 20% of WSRF-FM Millington, Tenn. Kaneb is 13.29% equity owner of Barnstable Broadcasting Inc., which owns KKSO-AM Des Moines-KJJY(FM) Ankeny/Des Moines and KRKQ(FM) Boone, all Iowa; has option to purchase XWZPK-FM Berlin, N.H.

Facilities: WCMB: 1460 khz, 5 kw; WWKL: 99.3 mhz, 6 kw, ant. 328 ft.; WYMJ: 94.9 mhz, 25 kw, ant. 699 ft.
Formats: WCMB: news/talk; WWKL: oldies; WYMJ: adult contemporary
Broker: BIA Capital (buyer)

WDIF(FM) Marion and WHMQ(FM) North Baltimore, Ohio and WKYG(AM)-WXXK(FM) Parkersburg, W.Va.

Price: At least \$2.782 million (\$1.722 million for WDIF; \$1.02 million for WHMQ; at least \$40,000 for WKYG-WXXK)
Buyer: Burbach Broadcasting Co., Pittsburgh (John L. and Suzanne C. Laubach, joint 52.1% owners);

owns WMRN-AM-FM Marion and WXIL(FM) Parkersburg; WQTL-FM Ottawa, Ohio; WMAJ(AM)-WBHV-FM State College, Pa., and WOZH(AM) Wheeling, W.Va.; has LMA with WEEL-FM Shadyside, Ohio
Sellers: ■ WDIF: Janice Scantland, Dublin, Ohio; owns 90% of WZJZ(FM) Richwood, Ohio ■ WHMQ: Bulmer Communications of Findlay Inc., Ashtabula, Ohio (John A. Bulmer, president). John Bulmer has interest in WZOO-FM Edgewood, Ohio; has applied to build FMs at North Kingsville and North Madison, Ohio. ■ WKYG-WXXK: Fritz Communications Inc., Parkersburg (Jack W. Fritz II, president); is general partner in KRQP(FM) Rohnerd Park, Calif.; has interest in company that has applied to build FM at Williamstown, W.Va. Jack Fritz and wife are 30% owners of Fritz Broadcasting Inc., which owns WSGW(AM) Saginaw and WIOG(FM) Bay City/Saginaw, Mich., and WRQN(FM) Bowling Green and WTOD(AM)-WKKO(FM) Toledo, Ohio; is buying WGER(FM) Saginaw and WIMX(FM) (formerly WYHK) Gibsonburg, Ohio
Facilities: WDIF: 94.3 mhz, 3 kw, ant. 300 ft.; WHMQ: 107.7 mhz, 3 kw, ant. 328 ft.; WKYG: 1230 khz, 1 kw; WXXK: 103.1 mhz, 730 w, ant. 551 ft.
Formats: WDIF: adult contemporary; WHMQ: contemporary country; WKYG: news/talk; WXXK: country

WHYS(AM)-WBDY-FM Bluefield and WBBY(FM) Cedar Bluff, Va., and WKOY(AM) Bluefield-WKMY(FM) Princeton, W.Va.

Price: \$1.795 million (\$1.12 million for WHYS, WBDY-FM, WBBY; \$675,000 for WKOY-WKMY)
Buyer: New Adventure Communications Inc., Bluefield (Michael R. Shott, president; Adventure Communications Inc., 50% owner); owns WLOW(FM) Bluffton, WFXH-AM-FM and WIJY(FM) Hilton Head Island and WSHG(FM) Ridgeland, all S.C. Adventure owns WHIS(AM)-WHAJ(FM) Bluefield; is selling WSIC(AM)-WFMX(FM) Statesville/Salisbury, N.C.; WBVB-FM Coal Grove and WIRO-AM Ironton, Ohio; WKEE-AM-FM Huntington and WZZW-AM Milton, W.Va. Shott also is president/85% owner of Adventure Communications; has option to buy WLWS(FM) Parris Island, S.C.
Sellers: ■ WHYS, WBDY-FM, WBBY: Bluefield Broadcasting Co. Inc., Bluefield (George F. Barnes Jr., president); no other broadcast interests ■ WKOY-WKMY: Country Broadcasting Corp., Luray, Va. (Richard T. Judy, president). Judy owns WSVG(AM)-WSIG(FM)

Amplification

The sale of WKEQ(AM) Burnside/Somerset, Ky., from Lenn R. Pruitt to First Radio Inc. ("Changing Hands," Oct. 21) also involved WJDJ(FM) Burnside/Somerset. Broker of the deal was Henson Media Inc.

Mt. Jackson, Va.

Facilities: WHYS: 1190 khz, 10 kw day; WBDY-FM: 106.3 mhz, 3 kw, ant. 1,122 ft.; WBBY: 107.7 mhz, 550 w, ant. 751 ft.; WKOY: 1240 khz, 1 kw; WKMY: 100.9 mhz, 630 w, ant. 641 ft.

Format: WHYS: news/talk; WBDY-FM: contemporary country; WBBY: country; WKOY: news/talk; WKMY: adult contemporary

WATK(AM)-WRLO-FM Antigo, Wis.

Price: \$1.467 million (includes \$200,000 noncompete agreement)
Buyer: Marathon Media II LLC, Glenco, Ill. (Bruce Buzil, manager); owns KVIK(FM) Decorah, Iowa, and KSOB(FM) Caledonia and KQVB(FM) Spring Grove, Minn. Buzil is selling his 33.6% interest in WCCQ(FM) Crest Hill, Ill.

Seller: Ad-Mark Communications Inc., Antigo (Robert McCormick, general partner); no other broadcast interests

Facilities: AM: 900 khz, 250 w day, 196 w night; FM: 105.3 mhz, 1 kw, ant. 541 ft.

Format: AM: stardust; FM: adult contemporary

Broker: Kozacko Media Services

WVAC(AM)-WLKR-FM Norwalk, Ohio

Price: \$1.292 million (\$1.29 million for stock; \$20,000 noncompete agreement)

Buyer: North Central Radio Holdings Inc., Sandusky, Ohio (David E. Mehling, president)

Seller: James R. and Patricia Westerhold, Sun City West, Ariz. (51.4% owners)

Facilities: AM: 1510 khz, 500 w day; FM: 95.3 mhz, 3 kw, ant. 300 ft.

Formats: AM: adult music of the '40s, '50s and '60s; FM: MOR

WQDY-AM-FM Calais, Me.

Price: \$925,000 for stock
Buyer: Co-owners Michael P. Goodine, William G. McVicar, Calais; no other broadcast interests

Seller: Daniel F. Hollingdale, Calais; has time brokerage agreement with WALZ(FM) Machias, Me.; has applied to build FM at Machias

Facilities: AM: 1230 khz, 1 kw; FM: 92.7 mhz, 3 kw, ant. 299 ft.

Formats: Both adult contemporary

KHAR(AM)-KBRJ-FM Anchorage

Price: \$900,000 (includes \$400,000 noncompete agreements)

Buyer: Pioneer Broadcasting Co. Inc., Seattle (Matthew N. Clapp, Jr., owner); owns KFQD(AM)-KWFL(FM) and KMXS(FM) Anchorage; is buying KEAG(FM) plus option to buy KKRO(FM) (formerly KPXR) Anchorage (for other

holdings, see "Changing Hands," Oct. 7)

Seller: Alaska Broadcast Communications Inc., Anchorage (Steven L. Rhyner, to be principal); owns KJNO(AM)-KTKU(FM) Juneau, KTKN(AM)-KGTW(FM) Ketchikan and KIFW(AM)-KSBZ(FM) Sitka, all Alaska

Facilities: AM: 590 khz, 5 kw; FM: 104.1 mhz, 55 kw, ant. 62 ft.

Formats: AM: adult standards; FM: hot country

WCBT(AM) Roanoke Rapids-WLGO (FM) Gaston and CP for WXNC(FM) Warrenton, all N.C.

Price: \$638,784

Buyer: MainQuad Inc., Roanoke Rapids (co-owners Daniel Berman, William W. McCutchen III); owns WSMY(AM) Weldon-WPTM-FM Roanoke Rapids

Seller: Johnny Draper, Roanoke Rapids; no other broadcast interests

Facilities: WCBT: 1230 khz, 1 kw; WLGO: 97.9 mhz, 1.35 kw, ant. 488 ft.; WXNC: 107.3 mhz, 150 kw, ant. 492 ft.

Format: WCBT: oldies; WLGO: adult contemporary; WXNC: not on air

KQEN(AM) Roseburg-KKMX(FM) Tri City, Ore.

Value: \$633,605 (\$214,858 for KQEN; \$418,747 for KKMX; merger)

Buyer: Brooke Communications Inc., Roseburg (Patrick A. Markham, president/9.1% owner; William E. Markham Trust, 73% owner); owns KRBS-FM Roseburg

Sellers: ■ KQEN: Markham Broadcasting Inc., Roseburg (Patrick A. Markham, president/owner); no other broadcast interests ■ KKMX: Tri City Communications Inc., Roseburg (Michael J. Markham, president/owner); no other broadcast interests

Facilities: AM: 1240 khz, 1 kw; FM: 104.3 mhz, 5.6 kw, ant. 1,384 ft.

Format: AM: MOR; FM: adult contemporary

50% of KRKY(AM) Granby-KRKM(FM) Kremmling, Colo.
Price: \$250,000 in already-paid expenses for stock
Buyer: Al Martischang, Denver (after transfer, 100% owner); owns KHTH(AM) Dillon, Colo.

Seller: Ron Crider, Silverthorne, Colo.

Facilities: AM: 930 khz, 4.5 kw day; FM: 106.3 mhz, 2.5 kw, ant. 1,050 ft.

Formats: Both country

50% of WKLW-AM-FM Paintsville, Ky.
Price: \$150,000 for stock
Buyer: Alan Burton, Hager Hill, Ky.

Seller: William D. Gibson, Apex, N.C.

Facilities: AM: 600 khz, 5 kw day, 500

w night; FM: 94.7 mhz, 4.9 kw, ant. 731 ft.

Formats: Both adult contemporary

RADIO: FM

KOSJ-FM Nebraska City/Omaha, Neb.

Price: \$5 million

Buyer: Journal Broadcast Group Inc., Milwaukee (Douglas G. Kiel, president; Journal Communications Inc., owner); owns KOSR(AM)-KEZO-FM and KKCD(FM) Omaha; KFFN(AM)-KKHG-FM and KMXX-FM Tucson, Ariz.; KQRC(FM) Leavenworth, Kan.; WSYM-TV Lansing, Mich.; KTNV(TV) Las Vegas, and WTMJ-TV-AM-WKTI(FM) Milwaukee; is selling WSAU(AM)-WIFC(FM) Wausau, Wis.

Seller: Joerg G. Klebe, Newburgh, N.Y.; owns KQTP(FM) St. Marys/Topeka, Kan.; KNCY(AM) Nebraska City/Omaha, KNCY-FM Auburn and KISP(FM) Blair, all Neb.; WGNY-AM-FM Newburgh, and WCKX(FM) London, Ohio; is buying KWIC(FM) Topeka, Kan. Klebe's wife, Irmingard, has applied to build FM at Rosendale, N.Y.

Facilities: 97.7 mhz, 100 kw, ant. 981 ft.

Format: Smooth jazz

Broker: Kalil & Co.

WAKX(FM) Holland/Grand Rapids, Mich.

Price: \$4.1 million

Buyer: Clear Channel Communications Inc., San Antonio (L. Lowry Mays, president); owns or is buying WCUZ-AM-FM, WOOD-AM-FM and WBCT-FM Grand Rapids, Mich.; KTTU-TV Tucson, Ariz.; KLRT(TV) (LMA with KASN-TV), KMJX(FM) and KDDK(FM), all Little Rock, Ark.; KTNO(AM)-KLVE(FM) Los Angeles; KSOL(FM) and KYLZ(FM) San Francisco; WAVZ(AM)-WXCJ(FM) and WELI(AM), all New Haven, Conn.; WAWS(TV) (LMA with WTEV) Jacksonville, WHYI-FM, WBGG-FM, WRTO(FM), WAQI(AM) and WQBA-AM-FM Fort Lauderdale/Miami, WPMI(TV) Mobile, Ala./Pensacola (LMA with WJTC) and WMTX-AM-FM and WRBQ-AM-FM Tampa, all Fla.; WOPA(AM) and WIND(AM)-WOJO(FM) Chicago; KSAS-TV Wichita, Kan.; WHAS(AM)-WAMZ(FM), WWKY(AM)-WTFX(FM), WHKW-AM and intellectual rights to WHKW-FM, all Louisville, Ky.; WQUE-AM-FM and WYLD-AM-FM New Orleans; WFTC(TV) Minneapolis; KLSQ(AM) and KOWA(AM) Las Vegas; WXXA-TV, WZRQ(FM), WQBK-AM-FM and WQBJ(FM) Albany, N.Y.; WGLI(AM), WPAT(AM) and WADO(AM), all New York; WMYK(FM) Moyock and WQOK(FM)* and WNND-FM* Raleigh/Durham, N.C.; WERE(AM)-WNCX(FM) and WENZ(FM) Cleveland; KOKI-TV (LMA with KTFO-TV), KOAS-FM, KAKC(AM)-KMOD-FM, KQLL(AM)

and KOLL-FM, all Tulsa, Okla.; KTOK (AM)-KJYO(FM) and KEBC(FM), all Oklahoma City; WHP(TV) (LMA with WLYH-TV) Harrisburg/Lancaster, WLAN-AM-FM Lancaster and WRAW(AM)-WRFY-FM Reading, Pa.; WPRI-TV (LMA with WNAC-TV) Providence, R.I.; WPTY-TV (LMA with WLMT-TV), KWAM(AM)-KJMS (FM), WDIA(AM)-WHRK-FM, WREC(AM)-WEGR-FM and WRXQ-FM, all Memphis, and WOWI-FM** and WJCD(FM)** Norfolk, WSVY-AM-FM** Portsmouth and WTVR-AM-FM, WRVA (AM)-WRVQ(FM) and WRVH (AM)-WRXL(FM) Richmond, all Va.; and the following Texas stations: KPEZ(FM) and KFON (AM)-KEYI-FM Austin, KUNO (AM)-KSAB-FM Corpus Christi, KICI(AM)-KICI-FM, KMRT(AM)-KDZR-FM and KESS (AM), all Dallas/Fort Worth, KHEY-AM-FM, KPRR(FM), KBNA-AM-FM and KAMA (AM), El Paso, KCYT-FM Granbury, KRTX-FM*** Galveston, KGBT(AM)-KIWW-FM Harlingen, KMJQ(FM), KBXX(FM), KPRC(AM), KSEV(AM), KJOJ-AM-FM*, KLAT(AM), KLTN(FM), KMPQ (AM) and KLTO-FM***, all Houston; KQXX (FM) McAllen, WOAI(AM)-KAJA(FM), KTKR(AM), KQXT(FM), KCOR(AM), KROM-FM and KXTN-AM-FM, San Antonio and KMIA(FM) Winnie, all Tex. *LMA with option to buy; **JSA with option to buy; ***TBA

Seller: Pathfinder Communications Corp., Elkhart, Ind. (John F. Dille III, president/75% owner); for holdings, see "Changing Hands," Sept. 9
Facilities: 96.1 mhz, 50 kw, ant. 492 ft.
Format: Full service

WHRL-FM Albany, N.Y.

Price: \$2,632,500
Buyer: Dame Media Consultants Inc.; owns WGY(AM)-WRVE(FM) Schenectady/Albany, N.Y.; is buying WCMB(AM)-WYMJ(FM) and WWKL(FM) Harrisburg, Pa. (see item, above)
Seller: Regal Broadcasting Corp., Albany (Robert L. Hill, owner); no other broadcast interests
Facilities: 103.1 mhz, 1.45 kw, ant. 405 ft.

Format: NAC

Broker: Kozacko Media Services

KGRI-FM Henderson, Tex.

Price: \$1.3 million for stock
Buyer: Hunt Broadcasting Inc., Englewood, Colo. (co-owners Janice A. and James G. Hunt); owns KJKB(FM) Jacksboro, KIKM-FM Sherman and KDVE(FM) Denison/Sherman, all Tex.
Seller: Chipper Dean, Henderson; owns KWRD(AM) Henderson
Facilities: 99.9 mhz, 7.1 kw, ant. 433 ft.
Format: Country

WNCV(FM) Niceville, Fla.

Price: \$1.26 million cash
Buyer: Holladay Broadcasting Co.

Inc., Fort Walton Beach, Fla. (Clay E. Holladay, president/90% owner). Clay Holladay owns KRVV(FM) Bastrop, La., and WTUX(FM) Meridian, Miss.; 90% of WKSM(FM)-WFTW(AM) Fort Walton Beach and WYZZ(FM) Mary Esther, Fla.; 80% of WDJR(FM) Enterprise, Ala.; has applied to build FMs at Dekalb and Stonewall, Miss.
Seller: Century 100 Broadcasting Inc., Niceville (Robert Lee, VP)
Facilities: 100.3 mhz, 6 kw, ant. 328 ft.
Format: Adult contemporary

KLCX(FM) Indio, Calif.

Price: \$1.231 million (includes \$96,000 noncompete agreement)
Buyer: RM Broadcasting LLC, Palm Springs, Calif. (Robert Rivkin, president/60% owner); owns KPLM(FM) Palm Springs
Seller: Mirage Broadcasting Corp., Palm Desert, Calif. (Andrew Reimer, president); no other broadcast interests
Facilities: 102.3 mhz, 600 w, ant. 587 ft.
Format: Classic rock

WFXS-FM Soddy-Daisy/Chattanooga, Tenn.

Price: \$1,142,500
Buyer: Bloomington Broadcasting Corp., Bloomington, Ill. (Kenneth H. Maness, president); owns WGOW(AM)-WSKZ(FM) Chattanooga; WJBC(AM)-WBNO-FM Bloomington and WBWN(FM) LeRoy, Ill.; WKLQ(FM) Holland and WBBL(AM)-WLAV-FM Grand Rapids, Mich.; WISW(AM)-WOMG(FM) Columbia and WTCB(FM) Orangeburg, S.C., and WOGT(FM) East Ridge, WJCW(AM)-WQUT(FM) Johnson City and WKIN(AM)-WKOS(FM) Kingsport, all Tenn.
Seller: Pye Broadcasting Inc., Dalton, Ga.; owns WNOO(AM) Chattanooga
Facilities: 102.3 mhz, 3 kw, ant. 287 ft.
Format: Classic rock
Broker: Ra-Ad of Trenton Inc.

WFAZ(FM) Thomasville, N.C.

Price: \$925,000
Buyer: WEAM Quality Radio Corp., New Orleans (George H. Buck Jr., president/owner). Buck owns WMGY (AM) Montgomery, Ala.; KEZQ(AM)-KURB(FM) Little Rock and KVLO(FM) Sheridan, Ark.; WYZE(AM) Atlanta and WEAM(AM) Columbus, Ga.; WTIK(AM) New Orleans; WHVN(AM) Charlotte and WIST(AM) Statesville, N.C.; WNAF (AM) Norristown, Pa.; WKXC(FM) Aiken, WSLT(FM) Clearwater, WOLS(AM) Florence, WHYM(AM) Lake City and WAVO(AM) Rock Hill, all S.C.; 85% of WTIK-FM Galliano, La.; 50% of WZGO-AM-FM Portage, Pa.; has interests in WAME(AM) Camden and WHSC-AM-FM

Hartsville, S.C., and WNMX-FM Waxhaw, N.C.

Seller: Hi-Toms Broadcasting Inc., High Point, N.C. (P.A. Thomas, principal); no other broadcast interests
Facilities: 98.3 mhz, 1.68 kw, ant. 429 ft.
Format: Adult contemporary

WAAI(FM) Hurlock and WTDK(FM) Federalsburg, Md.

Price: \$900,000
Buyer: MTS Broadcasting LLC, Cambridge, Md. (Thomas C. Multz, principal); owns WCEM-AM-FM Cambridge
Seller: Apex Associates Inc., Hurlock (Keith A. Mayo, president); no other broadcast interests
Facilities: WAAI: 100.9 mhz, 1.3 kw, ant. 502 ft.; WTDK: 107.1 mhz, 3.9 kw, ant. 408 ft.
Format: WAAI: country; WTDK: '70s
Broker: Oxford Management Inc. (seller)

WAEG(FM) Evans/Augusta and WAEJ(FM) Waynesboro/Augusta, Ga.

Price: \$860,000
Buyer: Davis Broadcasting Inc., Columbus, Ga. (Gregory A. Davis, president/76.3% owner); owns WTHB (AM)-WFXA-FM Augusta, WOKS(AM)-WFXE (FM) Columbus and WAKB(FM) Wrens, Ga., and WCCJ(FM) Harrisburg, N.C.
Seller: Multi-Market Radio Inc., New York (Michael G. Ferrel, president); has joint sales agreement with WCHZ (FM) Augusta; for other holdings, see "Changing Hands," Oct. 7, Aug. 26. Multi-Market is being bought by SFX Broadcasting Inc. (for holdings, see "Changing Hands," Aug. 26).
Facilities: WAEG: 92.3 mhz, 3 kw, ant. 328 ft.; WAEJ: 100.9 mhz, 6 kw, ant. 279 ft.
Format: Both urban contemporary

KQMO(FM) (formerly KZPD) Ash Grove/Springfield, Mo.

Price: \$667,500
Buyer: GMR, MO Inc., Whitefish, Mont. (Frank Copsidas Jr., president/owner); owns KCHZ(FM) Ottawa, Kan.; KTOZ(FM) (formerly KZBE) Pleasant Hope and KHTO(FM) Mount Vernon, Mo. Copsidas also owns CP for KCWX(FM) Columbia Falls, Mont.; 90% of WCHZ(FM) Harlem, Ga.; has applied to build FMs at Hutchinson, Kan., and Brookline, Mo.
Seller: Moon Song Communications Inc., Bangor, Maine (Jerry Evans, principal); is buying WSNV(FM) Howland/Bangor, Maine
Facilities: 104.1 mhz, 3 kw, ant. 194 ft.
Format: Easy listening

WBKW(FM) Key West, Fla.

Price: \$300,000

Buyer: Crain Associated Enterprises Inc., Detroit (Keith E. Crain, VP/49.8% owner); no other broadcast interests
Seller: Televiewers Inc., Tallahassee, Fla. (owners/siblings Bruce B. Timm, Jan B. Timm). Timms also own WGLF (FM) Naples and WANM(AM)-WGLF(FM) Tallahassee. Bruce Timm owns 33.3% of WWLD(FM) Tallahassee.
Facilities: 98.7 mhz, 10 kw, ant. 170 ft.
Format: Classic rock
Brokers: Media Services Group Inc.; Connelly Co. Inc.

WSCA-FM Georgetown, S.C.

Price: \$260,000 cash
Buyer: Carolina Broadcasting Inc., Rockville, Md. (Stanley Karas, president/16.7% owner); owns WCVA(AM)-WCUL-FM Culpepper; is buying WJXY-AM-FM Conway/Myrtle Beach, S.C. Karas is selling his 33.3% interest in WHAP(AM) Hopewell, Va.
Seller: VBX Communications Inc., Georgetown (C.A. Posey, president). Posey owns 30% of WJZS(AM) Orangeburg, S.C.
Facilities: 93.7 mhz, 6 kw, ant. 328 ft.
Format: Classic rock
Broker: Snowden Associates

KIMX(FM) Laramie, Wyo.

Price: \$240,000
Buyer: Montgomery Broadcasting LLC, Cheyenne, Wyo. (David H. Montgomery, manager/51% owner); owns KFBC(AM) Cheyenne
Seller: Long Lines Broadcasting Inc., Worland, Wyo. (co-owners Bruce Long, Karen K. Long). Longs own KWOR(AM)-KKLX(FM) Worland, Wyo.
Facilities: 105.5 mhz, 6 kw, ant. 328 ft.
Format: Adult contemporary

27.5% of KTWB(FM) Sioux Falls, S.D.

Price: \$240,000
Buyer: Lee O. Axdahl, Sioux Falls (currently 27.5% owner). Axdahl has applied to build FMs at Deer River, Minn., and Dell Rapids, Flandreau and Rapid City, all S.D.
Seller: Roanne M. Axdahl, Duluth, Minn.
Facilities: 101.9 mhz, 34 kw, ant. 580 ft.
Format: Country

CP for WYDA(FM) Graceville/Marianna, Fla.

Price: \$175,000
Buyer: BRO Management Inc., Indianapolis (John W. Biddinger, chairman); is buying WTOT(AM)-WJAQ-FM Marianna/Graceville. Biddinger owns 37% of SunGroup Inc. (for holdings, see "Changing Hands," Sept. 23).
Seller: Lina M. Parish, Malone, Fla.; no other broadcast interests

Facilities: 101.7 mhz
Format: Country

KLIS(FM) Palestine, Tex.

Price: \$168,107
Buyer: Nicol Broadcasting LLC, Crockett, Tex. (60% owner; Tom Nicol, president/80% owner); owns KBHT(FM) Crockett and KWBC(AM)-KMBV(FM) Navosota, Tex.
Seller: Excel Broadcasting Inc., Lubbock, Tex. (Benny Judah, owner)
Facilities: 96.7 mhz, 3 kw, ant. 300 ft.
Format: CHR

51% of KUQQ(FM) Milford, Iowa

Price: \$98,000 for stock
Buyer: Campus Radio Co. Inc., Spirit Lake, Iowa (Paul C. Hedberg, president/51% owner); owns KUOO(FM) Spirit Lake. Hedberg owns 70% of KRIB(AM)-KLSS-FM Mason City, 50% of KAYL-AM-FM Storm Lake, 10% of KSOU-AM-FM Sioux Center and 5% of KLGA-AM-FM Algona, all Iowa
Seller: Sharon A. Mayer, Milford; no other broadcast interests
Facilities: 102.1 mhz, 6 kw
Format: Classic rock

KBNU(FM) Uvalde, Tex.

Price: \$54,000 in assumption of debt
Buyer: Horizon Broadcasting Inc., Uvalde (Tim L. Walker, president/33% owner/33.3% owner of seller); has applied to build FM at Leakey, Tex.
Seller: U.S. Ninety West Communications Inc., Uvalde (Tim L. Walker and Stacy L. Walker, each 33.3% owners); is selling KCWM(AM) Hondo, Tex.
Facilities: 93.7 mhz, 3 kw, 300 ft.
Format: Oldies

KWSK(FM) Daingerfield, Tex.

Price: \$27,500
Buyer: OARA Inc., College Station, Tex. (Kenneth R. Reynolds, president/owner); owns KAGG-FM Madisonville, Tex.; has applied to build FMs at Blossom, Linden, Pittsburg and Winona, all Tex. Reynolds also owns KBIL(AM)-KROO-FM Breckenridge, Tex.
Seller: Robworthon Broadcasting, Dallas (Richard Whitworth, Gerald Dalton, Kenneth Shultice); no other broadcast interests
Facilities: 106.9 mhz
Format: not available

CP for WVTW(FM) Charlottesville, Va.

Price: \$25,000
Buyer: Virginia Tech Foundation Inc., Roanoke, Va. (Clifford A. Cutchins III, chairman); owns WVTU(FM) Charlottesville, WVTR(FM) Marion and WVTF(FM) Roanoke, Va.; has applied to build FM at Bristol, Va.
Seller: STU-COMM Inc., Charlottes-

ville (Michael C. Friend, principal)
Facilities: 88.5 mhz

KQSY(FM) Collinsville, Okla.

Price: \$10 plus advance financing
Buyer: Friendship Broadcasting II LP, Dover, Del. (Raymond J. Clatworthy, owner; before deal, 49% owner, after deal, 50% owner). Clatworthy has interest in KCFO(AM) Tulsa, Okla.
Seller: Anthony V. Bono, Spring, Tex. (before deal, 51% owner, after deal, 50% owner)
Facilities: 101.5 mhz, 6 kw, ant. 328 ft.
Format: Not on air

RADIO: AM

WRBD(AM) Pompano Beach, Fla.

Price: \$1.5 million
Buyer: HHH Broadcasting Inc., Boca Raton, Fla. (Howard Goldsmith, president; wife Susan Goldsmith, VP/owner). Goldsmiths own WSBP(AM) Boca Raton, WMLZ(AM)-WJBW(FM) Jupiter and WNNN(AM) Pompano Beach, all Fla.
Seller: WRBD Inc., Jensen Beach, Fla. (Jerry J. Rushin, principal); no other broadcast interests
Facilities: 1470 khz, 5 kw day, 2.5 kw night
Format: Gospel, classic R&B
Broker: Rick Rieke

KDMM(AM) Highland Park/Dallas, Tex.

Price: \$675,000
Buyer: Marcos A. Rodriguez Jr., Irving, Tex.; owns KLTU(FM) Fort Worth/Dallas; controls company that has CP for FM at Haltom City, Tex.; has option to buy KTCY(FM) Pilot Point, Tex.
Seller: Infinity Broadcasting Corp., New York (Mel Karmazin, president); is selling KEWS(FM) Arlington/Dallas, Tex. Infinity is being bought by CBS Radio, which is swapping KTXQ(FM) and KRWW(FM) Dallas/Fort Worth for WHFS(FM) Annapolis, Md./Baltimore/Washington, and swapping KKRW-FM Houston for KRLD-AM Dallas/Fort Worth and Texas State Network. Together, the companies also will own KVIL(FM), KLUV(FM), KRBV-FM and KHVN(AM)-KOAI(FM), all Dallas/Fort Worth. For other holdings, see "Changing Hands," Oct. 28.
Facilities: 1150 khz, 1 kw day, 6 w night
Format: Nostalgia
Broker: Gammon Media Brokers (buyer)

WALR(AM) Atlanta

Price: \$586,000
Buyer: Midwestern Broadcasting Co. Inc., Atlanta (Lewis W. Dickey, president/99.7% owner); owns WWWW(AM) Toledo-wwww-FM Sylvania/Toledo,

Ohio; 79% of WALR(FM) Athens and WCNN(AM) North Atlanta, Ga. Dickey has interest in WNPL-FM Mt. Juliet, Tenn.

Seller: Allied Media of Georgia Inc., Woodstock, Vt. (Roger Amato, principal); no other broadcast interests

Facilities: 1340 khz, 1 kw

Format: Urban contemporary

WRXV(AM) St. Petersburg/Tampa, Fla.

Price: \$409,000

Buyer: Metropolitan Radio Group of Florida Inc., Flower Mound, Tex. (Gary L. Acker, president/owner). Acker owns WTMV(AM)-WBRD(FM) Sarasota, Fla.

Seller: Rolyn Communications, St. Petersburg (Eugene Danzey, principal); no other broadcast interests

Facilities: 1590 khz, 5 kw

Format: Urban contemporary

WFAM(AM) Augusta, Ga.

Price: \$330,000 (includes \$138,000 noncompete agreement)

Buyer: J.J.&B. Broadcasting Inc., Spartanburg, S.C. (Robert L. Wilkins, president/75% owner). Wilkins owns KLVG(AM) Council Bluffs, Iowa, and WSKY(AM) Asheville, N.C.; co-owns WLMR(AM) Chattanooga, Tenn., with wife.

Seller: Family Broadcasters Inc., Greenville, S.C. (J.R. McClure, president). McClure owns KKKK(FM) Odessa, Tex.

Facilities: 1050 khz, 5 kw

Format: Religion

KTIP(AM) Porterville, Calif.

Price: \$312,000 (includes \$12,000 noncompete agreement)

Buyer: Caldwell Broadcasting Co., Reedley, Calif. (co-owners Douglas E. Caldwell and Sandra S. Caldwell); no other broadcast interests

Seller: Double M Broadcasting Inc., Porterville (Monte Moore, president); no other broadcast interests

Facilities: 1450 khz, 1 kw

Format: News/talk

Broker: Exline Co.

WNOZ(AM) Aguadilla/Aguada, P.R.

Price: \$250,000

Buyer: Concilio Mision Cristiana Fuente de Agua Viva Inc., Carolina, P.R. (Rodolfo Font Ruiz, president/33.3% owner); owns WQHA(TV) Aguada and WUJA(TV) Caguas, P.R.

Seller: Nos Inc., Aguadilla (David Ortiz-Anglero, president); no other broadcast interests

Facilities: 1340 khz, 1 kw

Format: Spanish adult contemporary

WAUD(AM) Auburn, Ala.

Price: \$200,000

Buyer: Tiger Communications Inc., Tallahassee, Ala. (Fred Randall Hughley, president); is buying WACQ(AM) Tallahassee-WACQ-FM Tuskegee/Tallahassee and WBIL-FM Tuskegee, Ala.

Seller: Auburn Broadcasting and Communications Co. Inc., Auburn (Francis P. Dillard, president); no other broadcast interests

Facilities: 1230 khz, 1 kw

Format: Beautiful music

KIRS(AM) Sun Valley, Nev.

Price: \$181,500 (includes \$16,500 noncompete agreement)

Buyer: Thomas Aquinas School, Tahoe City, Calif. (Douglas M. Sherman, 25% owner)

Seller: Wagenvoord Advertising Group Inc., Las Vegas (co-owners/spouses David Wagenvoord, Lola L. Wagenvoord); owns 75% of KNRY (AM) Monterey, Calif.; 50% of KWAH (AM) Honolulu

Facilities: 1590 khz, 5 kw day

Format: News/talk

Broker: Exline Co.

WCRY(AM) Fuquay-Varina, N.C.

Price: \$175,000 + new transmitter costs

Buyer: Durham Christian Radio Inc., Norfolk, Va. (L.E. Willis Sr., president/owner). Willis owns Willis Broadcasting Corp., which owns WELS-AM-FM Kinston, N.C. (for complete holdings, see "Changing Hands," Aug. 19)

Seller: Pinehurst Broadcasting Corp., Raleigh, N.C. (Thomas F. Adams Jr., principal); owns WEEB(AM) Pinehurst, N.C.

Facilities: 1460 khz, 5 kw day, 122 w night

Format: News/talk

WRRR(AM) Frederiksted, V.I.

Price: \$165,000 for stock

Buyer: Hugh Pemberton, Christiansted, V.I.

Seller: Richard F. Blom, Frederiksted

Facilities: 1290 khz, .5 kw day, 290 w night

Format: Spanish

KFSB(AM) Joplin, Mo.

Price: \$150,000

Buyer: Ozark Christian College, Joplin (Ken Idleman, president); owns KOBC(FM) Joplin

Seller: Big Mack Broadcasting Inc., Joplin (Jim von Grempe, president/30% owner); owns KJKT(FM) and KSYN (FM) Joplin and KIXQ(FM) and KXDG (FM) Webb City, Mo. (Note: Big Mack in April purchased KFSB, along with Webb City FMs, for \$3.25 million.)

Facilities: 1310 khz, 5 kw day, 1 kw night

Format: Sports

WSSC(AM) Sumter, S.C.

Price: \$100,000

Buyer: Sumter Baptist Temple Inc., Sumter (Eddie Richardson, pastor/11.1% owner)

Seller: Magnolia Media Inc., Columbia, S.C. (Michael A. Switzer, president)

Facilities: 1340 khz, 1 kw

Format: Oldies

WYXE(AM) Gallatin, Tenn.

Price: \$100,000

Buyer: Jon Gary Enterprises Inc., Phoenix (co-owners Gary W. Frank, Jonathan L. Keeton); no other broadcast interests

Seller: B&E Broadcasting of Sumner County Inc., Hartsville, Tenn. (owners Ernie and Elizabeth Ashworth); owns WSLV(AM) Ardmore, Tenn.

Facilities: 1130 khz, 2.5 kw day

Format: Classic country

KHYM(AM) Gilmer, Tex.

Price: \$80,000

Buyer: World Broadcast Network, Houston (Sylvia A. and W. Bernard Smoots, managing directors); no other broadcast interests

Seller: KHYM Inc., Houston (Linda Reed, president); no other broadcast interests

Facilities: 1060 khz, 10 kw

Format: Religion

Broker: John Saunders

KWMC(AM) Del Rio, Tex.

Price: \$50,000

Buyer: Minerva Garza Valdez, Del Rio; no other broadcast interests

Seller: Faz Broadcasting Inc., Del Rio; no other broadcast interests

Facilities: 1490 khz, 1 kw

Format: C&W

WSHP(AM) Shippensburg, Pa.

Price: \$500

Buyer: Cary H. Simpson, Tyrone, Pa.; owns WKBI-AM-FM St. Marys, WTRN (AM)-WGMR(FM) Tyrone and WVFC(AM) McConnellsburg, Pa.; is building FM at McConnellsburg. Simpson co-owns 83.4% of Farm & Home Broadcasting Co., which owns WFRM-AM-FM Coudersport, WNBT-AM-FM Wellsboro and WQRM(FM) Smethport, Pa.; has applied to build FM at Mansfield, Pa.

Seller: Town Radio Inc., Glenshaw, Pa. (Nancy Diane Greiner Yates, 90% owner); no other broadcast interests

Facilities: 1480 khz, 500 w day, 20 w night

Format: Country

—Compiled by Elizabeth A. Rathbun

Radio needs to rethink sales

Panel says creation of station clusters offers new selling opportunities

Radio

By Donna Petrozzello

Although radio groups hope that station clusters will garner a larger share of advertising revenue in their markets, leading media buyers say radio has to refine its selling strategies to attract client dollars from other media.

Karen Agresti, senior vice president and associate media director at Boston-based Hill Holliday Connors Cosmopoulos, says sales teams from station clusters should present radio as a "reach medium" for the marketplace.

"Radio has always been sold as a targeted medium," Agresti says. "If it is sold as a reach vehicle, it can go after newspapers and local television, which have traditionally been sold as reach mediums."

Most media buyers are bullish on the impact that radio station clusters can make on local advertisers. Leslie Sturm, vice president of broadcast at The Media Edge in New York, says that by forming clusters, radio can gain not only audience share but also more attention from advertisers. But she stresses that to do so, radio stations have to be sold "as a collective effort. If you're selling a radio station cluster, you might have a better story to tell to advertisers. Radio has always been sold as an individual

BIG SPENDERS

NEW YORK

In New York, the health-care and airline industries were radio's fastest-growing advertising segments during the first half of 1996, compared with the first half of 1995, as indicated:

Source: Competitive Media Reporting, New York

LOS ANGELES

In Los Angeles, communications and retail advertising posted gains during the same period:

Source: Southern California Broadcasters' Association and Miller Kaplan Arase & Co.

NATIONWIDE

Across the country, radio's leading national advertisers consisted of computer retailers, furniture retailers, television, and automobile oriented businesses.

Source: Competitive Media Reporting

Advertiser	Jan.-June		% chg
	1996	1995	
Health Insurance Plan of Greater N.Y.	\$765,035	\$255,675	+199%
Sheraton Hotel	678,465	83,810	+709%
Northwest Airlines	672,280	140,030	+380%
British Airways	664,755	101,304	+556%
St. Vincent's Hospital of N.Y.	544,765	90,465	+502%
Pacific Bell	\$3.3 mil.	\$1.3 mil.	+60%
Lucky Stores	3.3 mil.	2.7 mil.	+18%
McDonalds	2.6 mil.	2.1 mil.	+19%
So. Calif. Chevrolet	2.1 mil.	1.9 mil.	+9%
Anheuser-Busch	2.1 mil.	1.9 mil.	+9%

Advertiser	Jan.-July 1996
Comp USA	\$11.0 mil.
Levitz	10.6 mil.
Fox TV Entertainment	10.2 mil.
Dodge Dealers	7.3 mil.
Allstate Auto Insurance	6.9 mil.

effort," Sturm says. "Selling a cluster will be a way for radio to offer an alternative to cable TV or newspapers."

Agresti says radio stations in clusters must build on their strengths, such as selling advertisers promotion spots that can run on six or eight stations as opposed to one or two.

"Consolidation can offer clients marketwide opportunities and gives

radio an opportunity to go after money they didn't have before," Agresti says.

Roby Weiner, media manager at Warner Lambert, says radio groups should not only work more collectively to sell the medium to national advertisers, but also provide buyers and clients with better research to show the effectiveness of radio ad campaigns.

"Unless these radio groups find a way to truly impress the national advertising marketplace with inroads in research or creative testing, radio will be hard-pressed to get more money," Weiner says. "They need to prove that radio creative works for advertisers."

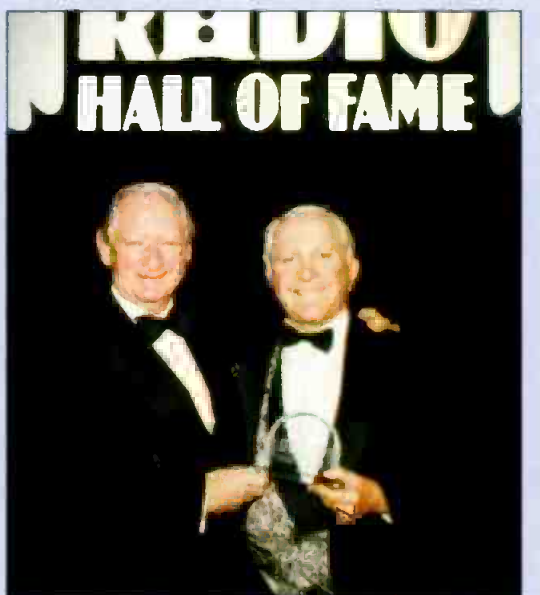
Meanwhile, other buyers are wary that station groups will use their emerging bulk to bully advertisers into paying higher rates for the same product.

Bonita LeFlore, executive vice president and director of local broadcast for Zenith Media of New York, says buyers will not turn more attention to radio clusters "unless there is some kind of incentive."

LeFlore says "radio has to come up with a much stronger marketing story to tell. Owning a mass of stations is not enough to divert money to radio from local newspapers or cable." ■

Honor Roll

The Radio of Hall of Fame of the Museum of Broadcast Communications inducted five new members at ceremonies at the Chicago Cultural Center on Sunday, Oct. 27. This year's ceremonies, hosted by Casey Kasem, were broadcast to more than 60 radio stations. The inductees were Jack Brickhouse, Wolfman Jack, Susan Stamberg, Jerry Williams and FCC Commissioner James Quello (right, shown accepting his award from Ed McLaughlin, president of EFM Media).



Justice lacks radio savvy

Radio chiefs say order forcing ARS to sell stations was 'irrational'

By Donna Petrozzello

Leading radio executives said the decision by Department of Justice officials ordering American Radio Systems to trim its Rochester, N.Y., radio holdings exemplifies the DOJ's "inability to understand" the radio industry.

"The decision by DOJ is an overreaction, and it is an example of an inability to understand this business," said Emmis Broadcasting Chairman Jeff Smulyan.

"This was an irrational decision that will be overturned when we, as an industry, challenge it," said SFX Broadcasting Executive Chairman Robert F.X. Sillerman.

Smulyan and Sillerman censured the DOJ during a panel discussion at the Paul Kagan seminar on the "Future of Radio Acquisitions and Financing," held Oct. 30 at New York's Park Lane Hotel. Also participating on the panel were American Radio Systems co-CEO David Pearlman and Star Media Group President Bill Steding.

Panelists reacted strongly to the latest decree from Justice, which ordered ARS to spin off WHAM(AM) and WVOR-FM, two of the four stations it had in-

tended to buy from the Lincoln Group, and to sell WCMF(AM), which it already owned, within six months.

While ARS has agreed to comply with DOJ's request, Pearlman said the group is "vehemently opposed to the position of the DOJ. We've played totally within the rules, and the FCC approved the deal."

Panelists feared that the decision would disrupt pending acquisitions by other radio groups. Steding contended that the decision was "political" and originated with Vice President Al Gore: "Al Gore is absolutely driving this issue. This is not an issue that will be put down with logical arguments, of which there are many. This is political." He added: "Senator Joe McCarthy would be proud of the way the DOJ is handling its investigation" of the impact of radio group clusters.

Smulyan said that the DOJ's decision was driven by government's desire "not to have another [Tele-Communications Inc. chief] John Malone rise in radio like he did in cable" and dominate the national radio landscape.

"We have to distinguish [radio] from the excesses of the cable industry," Smulyan said. "It's incompre-

hensible that anyone could compare radio, as an industry with seven percent of market advertising revenue, with cable television or the apparel business or any other."

Panelists agreed that radio's top executives need to "educate" DOJ officials. Sillerman said that broadcasters and group owners perhaps have painted radio as too "predictable" an industry to the DOJ. As a result, Sillerman suggested that the DOJ may consider audience and revenue shares as being "locked in stone," which has led them to make inaccurate predictions of radio's potential to dominate local advertising revenue in cluster groups within markets.

"It seems we're setting a precedent that may come back to haunt us," Sillerman said. "It is incumbent upon us to show the DOJ that stations' revenue shares are volatile in a variety of markets."

Steding said that radio needs to show the DOJ how consolidation "increases the public's access to radio programming and increases the quality of programming." But Steding warned that "until radio can get in front of Al Gore and make a political argument that makes sense, this won't go away." ■

R I D I N G G A I N

Mornings with 'The Greaseman'

Westwood One Entertainment is rolling out comic Doug "The Greaseman" Tracht as a syndicated morning show. Westwood has signed WTLK-FM Jacksonville, Fla., as a morning drive affiliate, according to Westwood One Entertainment President Greg Batusic. Tracht's four-hour show of comic bits and song parodies has earned mixed reviews in different markets. He has enjoyed solid ratings during morning drive on WZGC(FM) Atlanta, but struggled at WXRK-FM New York, where the show aired in the evening and was dropped when the station changed from classic rock to alternative rock. Tracht launched his career in Jacksonville hosting morning drive on WAPE-FM. In addition to WTLK and WZGC, Tracht is

heard in morning drive on WBNK(FM) Christianburg, Va.; WNSX(FM) Poughkeepsie, N.Y., and KBZS(FM) Grand Junction, Colo., according to Westwood.

Dolphins jump to WQAM

In one of the largest broadcast rights deals in South Florida radio history, sports/talk WQAM(AM) Miami wrested rights to Miami Dolphins games through the 2001-02 seasons from the team's former radio flagship, WIOD(AM) Miami, which has broadcast the games since 1966, when the team was formed.

WQAM reportedly will pay \$35 million over five years for rights to three South Florida teams—the Dolphins, Marlins and Panthers—according to Miami radio sources. WQAM has been the exclusive radio outlet for the Marlins and Panthers since their inception.

WQAM has refined the format to air primarily sports since its purchase by Beasley Broadcasting in March.

KEWS debuts eclectic talk

Infinity Broadcasting's KEWS(FM) Dallas last week introduced a diverse mix of talk shows, headlined by morning talent Don Imus. The talk smorgasbord on KEWS, which switched to the format from all news earlier this year, includes psychologist Dr. Joy Browne, financial advisers Ken and Daria Dolan, comedians Don Geronimo and Mike O'Meara of *Don & Mike*, liberal Tom Leykis, *Love Line* with Dr. Drew Pinsky and Adam Carolla and the weekend edition of Bob Grant's show. The lineup is expected to shift to KDFX(AM) Dallas after Infinity closes on its pending purchase of KDFX and trades KEWS to Salem Communications.—DP

Taking stock of Malone message

When the TCI chief executive talks, people listen, but analysts give mixed reviews to plan for boosting company's value

By Price Colman

Analysts welcomed John Malone's presence and showmanship at the Bear Stearns conference in Phoenix (B&C, Oct. 28), but reviews of his underlying strategy for reviving TCI were mixed.

True, Malone's remarks—"It's kind of fun to be Darth Vader again," for instance—were crowd pleasers and gave the stock a temporary boost, lifting it one dollar from a five-year low, to \$12.625.

But the euphoria was short-lived. By midweek, the stock had retreated to \$12.

Investors and analysts loyal to TCI and Malone continue to maintain that the stock has probably hit bottom, or close to it, and is definitely a bargain.

But judging from the stock's downward movement and continued high trading volume, few appear to be heeding their own counsel.

It may be that they, like Malone, have a message to deliver. "I think the market is saying, 'OK, great. It's good to hear John Malone speak in public,'" said Ted Henderson of Janco Partners in Denver. "But I think this is an environment where you can't afford to be wrong. He made some global statements that addressed real concerns about debt, cash flow, new revenue streams.... I think it is good news along those lines. The man is too smart to stand in front of that crowd and make statements that are easily measured and not deliver."

Malone's strongest statement, and the one most easily measured, is that TCI will generate \$750 million—\$1 billion in free cash flow in 1997.

"I think that is the main thing that has turned [the stock] around," said

"Most people are still Malone believers. But there's a lot of skepticism this time. The attitude on cable stocks is they haven't done well the last couple of years. Investors really need some good news."

***Jessica Reif,
Merrill Lynch analyst***

Dennis Leibowitz of Donaldson Lufkin & Jenrette. "There clearly has been a shift in strategy. I think people had to think through what that meant, whether it was a sign of financial difficulty or a logical strategy. In the last week, more have come to believe it's a strategy."

That strategy, in a nutshell, is to rein in capital expenditures by slowing the rate of system upgrades and taking a more deliberate approach to launching new products.

"What he's saying is that the information superhighway will come to some locales more slowly than previously anticipated," said Chuck Kersch of Neidiger/Tucker/Bruner in Denver.

And that itself is troubling to some analysts. "I remain unconvinced that this is the best long-term plan for shareholders," said one analyst who requested anonymity. "So much of the value is built on leveraging broadband across three services. To pull back from that

and put everything into digital may help the core business, but make it tough to justify the historic trading multiples. Companies that stick with a video-only strategy could be headed down into multiples in the four, five, six range."

At its current \$12 price, TCI is trading at a value of only about seven times cash flow.

The quandary TCI faces is obvious: The company can hasten expansion into the promising new business areas—namely digital cable, Internet service and telephony—by spending lots of money. But spending that money erodes debt ratings, making it more expensive to borrow money for expansion.

(TCI appeared to be hastening its expansion into digital cable last week with the announcement it was restructuring its cable operations [see story, page 58] in part to help speed the introduction of its ALL TV digital service.)

For the time being, it seems, Malone and TCI appear to be damned if they do and damned if they don't.

Malone has long employed the strategy of not being a pioneer. Let the other guys take the arrows in the back, as DLJ's Leibowitz puts it. That may have worked to the investment community's satisfaction in the past, but now Malone is short an arrow or two because he isn't leading the charge.

TCI, perhaps because of Malone's commanding and charismatic personality, has tended to polarize investors, who either love it or hate it. At current stock prices, the lovers are in the minority.

About the only thing more troubling than the love-hate relationship is uncertainty. Mystery may be great for cable programming, but it's anathema in

financial markets. Even true believers are concerned that they're getting insufficient information on key elements, such as the cost of digital boxes like the one Malone trotted out at the Bear Stearns conference or the monthly subscription cost for ALL TV.

At the Bear Stearns conference, Malone alluded to a price of less than \$20 a month for ALL TV, but that did little to assuage analysts' hunger for information.

"They haven't shared the price of the [digital] box," said one analyst who attended the confab. "Some of the portfolio managers felt that [Malone] was a little cavalier based on the fact that they have lost billions of dollars in their portfolios. He was kind of like, 'Tough break, you're big boys.' That's true, but it's still hard when the market keeps setting new highs."

Then there were preliminary third-quarter numbers outlined in a press release one analyst characterized as

"hopelessly confusing."

In the release, TCI acknowledged an internal loss of 70,000 subscribers for the quarter, discounting the 1.8 million subs it gained with the Viacom acquisition. But the real loss is probably closer to 300,000, based on conservative projections that the company should have gained about 230,000 subscribers by extending its cable plant to pass more homes.

Rate increases, the impact of DBS and seasonal declines may account for some of that loss. Merrill Lynch analyst Jessica Reif suggested an additional factor.

"Last year, they paid their salespeople a \$25 million-\$30 million bonus for signing up subscribers," she said. "As it turns out, a lot of them were poor subscribers and they were taken off the system."

Like Leibowitz, Henderson and Kersch, Reif sees no fundamental problem with TCI's financial condition and

expects to see improvements in results, starting with the fourth quarter.

Her current projections show modest double-digit cash-flow growth for the past three months, a marked improvement over what she calls 1% underlying cash-flow growth for the third quarter.

Meanwhile, she's trying to gauge the Malone-is-back factor and what it means for the future.

"When he speaks, everybody listens," Reif said. "Most people are still Malone believers. But there's a lot of skepticism this time. The attitude on cable stocks is they haven't done well the last couple of years. Investors really need some good news."

"There's real value here. They're not going out of business. It's a question of what's going to make the stock go up, such as subscriber growth, better fourth quarter financials and a strog rollout for digital video. "There's got to be some good news somewhere." ■

TCI groups cable operations

Says it will help speed deployment of ALL TV digital service

By Price Colman

TCI Communications has restructured its cable operations in an effort to group like systems and implement new product launches accordingly.

The move separates TCI's cable company into three groups. "This organization allows us to strongly focus on the differing individual needs of each system group and to take further advantage of advances in our terrestrial digital television program," said Brendan Clouston, president of TCI Communications, in an official statement. "This new organization will help us deploy ALL TV faster. It will also help us devise winning strategies for categories of systems that have common business, regulatory and operating environments."

Group A will consist of larger cable systems in urban and metropolitan markets, including Denver, Seattle, Portland, Ore., San Francisco's Bay Area, and Chicago. The group encompasses systems with advanced analog networks that are preparing to offer advanced services such as ALL



Barry Marshall



Marvin Jones



Barbara Mowry

TV digital cable, @Home Internet access and People Link by TCI wireline telephone service.

TCI officials estimate that about 30% of its systems, primarily those in Group A, have upgraded systems.

Barry Marshall, currently vice president of TCI cable operations, will be president of Group A.

Group B includes smaller, more dispersed systems employing standard coaxial cable as the main infrastructure. Such systems can accommodate TCI's ALL TV digital cable offering without the need for expen-

sive upgrades. The digital service can also offer Internet access by using cable's broadband capacity and cable modems as the downstream Internet link and traditional telephone copper twisted-pair as the upstream link. Cable industry veteran Marvin Jones, formerly of Liberty Media Corp. and United Artists Cable, will serve as president of Group B.

Group C consists of TCI's primary new-service launch markets, namely Hartford, Conn., Arlington Heights, Ill., and Fremont-Sunnyvale, Calif. They are the markets TCI has identi-

fied as the sites where it will offer new services in an integrated package as opposed to individual offerings.

TCI is offering People Link telephone service commercially and recently launched a final test of ALL

TV in Hartford. In addition, @Home is commercially available in Fremont-Sunnyvale.

Barbara Mowry, currently senior vice president of customer satisfaction, will be president of Group C.

Details of the restructuring, such as management and organizational changes and where individual systems fit into the new structure, will be forthcoming, a TCI spokesperson said. ■

MCA, Viacom back in court

Bronfman, Redstone tell their sides of story

By Jim McConville

Finally squaring off in Chancery Court last week, Viacom Chief Sumner Redstone and Seagram head Edgar Bronfman Jr. painted different pictures of their joint partnership of USA Networks.

In the third week of their court battle, Bronfman described Viacom as a bad business partner that breached its USA Networks agreement and paid more attention to its own cable networks than those owned by the partnership. In contrast, Redstone depicted Viacom as a loyal partner that helped rather than hurt the alliance.

In addition, Bronfman told the court that MCA would be "strategically disadvantaged" if it were to sell its 50% ownership of USA Networks to partner Viacom Inc. He said MCA's 50-50 partnership of USA Networks with Viacom is invaluable to MCA's TV programming interests and that it originally had no intention of selling its share. "We have no other cable network," said Bronfman. "It is a very important outlet for the programming that we produce."

Taking the stand for two hours Wednesday afternoon (Oct. 30), Redstone testified that Viacom has been a benefit rather than a hindrance to MCA in their USA partnership.

Redstone, the first of 18 Viacom witnesses expected to testify, said Viacom would "have been fools to harm USA Networks" in response to Bronfman's comments the day before that Viacom had favored its wholly-owned MTV Networks over its 50 percent stake in USA Networks.

Redstone testified that Viacom had gained USA Network satellite transmission carriage overseas and had helped USA improve its ad sales.

Redstone also testified that he hadn't had any indication that MCA

had a serious problem with their USA partnership until MCA filed its suit in April.

The suit was almost resolved two weeks ago, when the companies tentatively agreed to divide up USA Networks in an out-of-court settlement, but talks ended abruptly Oct. 25 when the sides reportedly couldn't agree to a deal that would reduce the capital gains impact on MCA parent Seagram.

Viacom was going to pay an estimated \$1.45 billion to MCA for its half of cable network USA. MCA would also have gotten Viacom's half of Sci-Fi Channel (it already owns the other half), bringing MCA's total deal value to \$1.7 billion. Industry analysts put the overall value of USA Networks at \$3 billion-\$4 billion.

Most analysts say the deal would have been in both networks' best interests. MCA was reportedly going to use the money to buy other cable networks while Viacom planned to use its independence to revamp USA's programming and marketing strategies.

USA Network, launched in 1989, has some 67 million subscribers. Sci-Fi Channel, launched in 1993, has slightly over 30 million subs.

Bronfman maintained that MCA's strategy from day one has been to buy Viacom's share of USA Networks. Last March he proposed that MCA buy Viacom's half of the partnership or divide its assets, with MCA getting USA and Sci-Fi going to Viacom. Bronfman said Viacom Chairman Sumner Redstone had agreed to consider the deal if MCA would pay



Seagram's Edgar Bronfman (l) and Viacom's Sumner Redstone gave the court differing views of their troubled partnership.

Viacom \$5 billion.

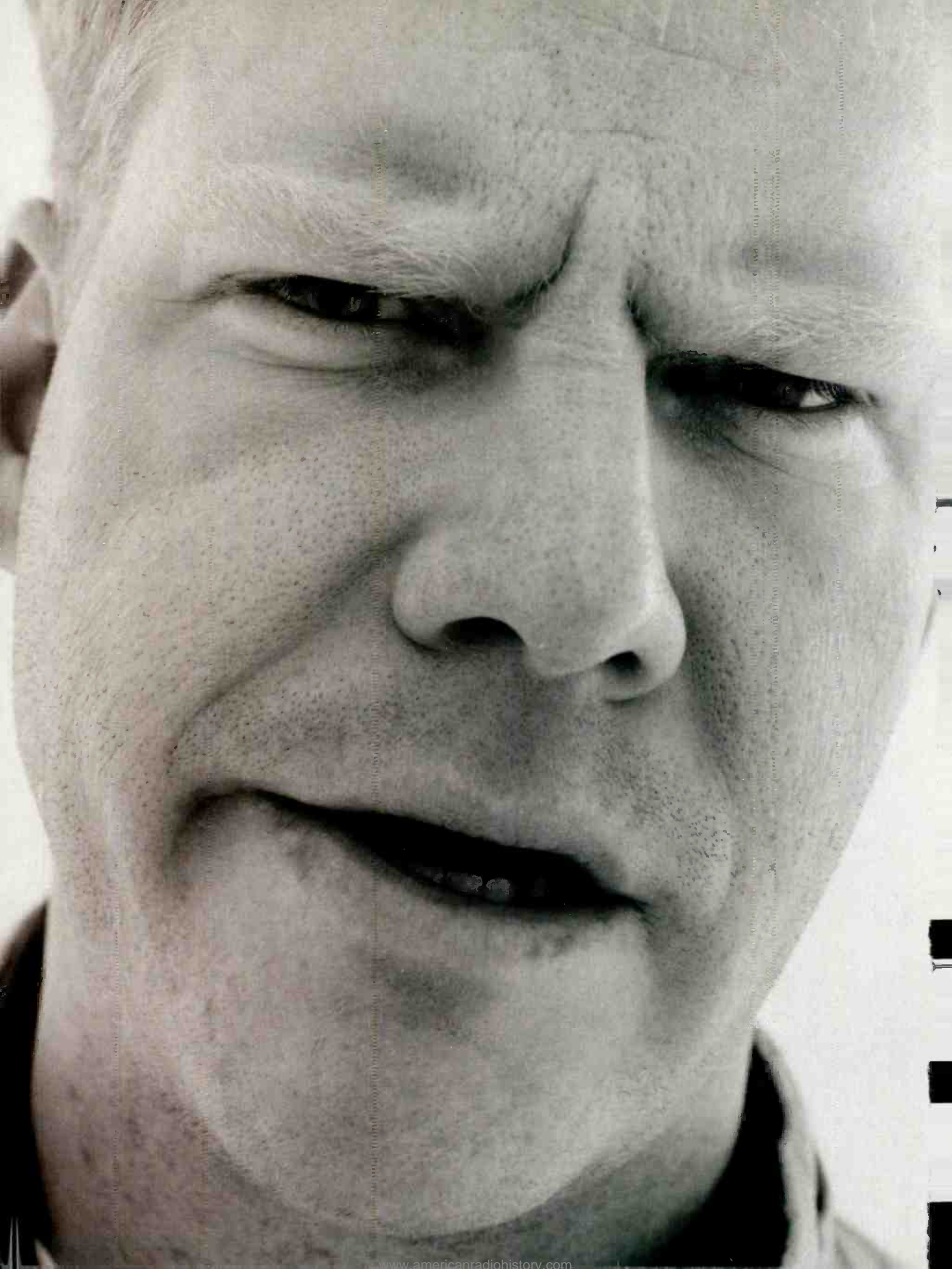
MCA had said that Viacom must abide by an agreement signed by Paramount Pictures that barred it from starting any cable networks outside of their USA Networks partnership, begun in 1981. Paramount is now a subsidiary of Viacom.

In its court papers, Viacom claims its purchase of Paramount in 1995 renders their USA Networks agreement. However, MCA last week produced witnesses and documentation that it said proved the agreement was always meant to be enforced, even after the Paramount sale.

Bronfman testified that Viacom's launch of Nick at Nite's TV Land last April hurt MCA's cable strategy and limits the future growth of their USA Networks partnership. He said the launch violates their USA partnership agreement and should trigger a buy/sell provision to force Viacom to sell its USA Networks share.

Talks earlier this year between MCA and Viacom to solve their partnership differences quickly deteriorated into a bitter dispute, Bronfman said, leading to Seagram filing a breach-of-contract lawsuit last April.

Bronfman said Seagram originally



“Would I watch a 24-hour sports news network from ESPN?

Yes.

Would I like getting scores and highlights all the time?

Yes.

Would I call my cable operator to get ESPNEWS?

Yes.

Would I dance the Macarena to get ESPNEWS ?

Never.”

-Tom Miller, *Time Warner Cable subscriber*



The 24-hour sports news network from ESPN. Coming November 1st.

Northeast (860) 585-2479. Southeast (860) 585-2479. Central (312) 228-5800. Rocky Mountain (303) 740-8940.
Western (310) 358-5300. Special Markets: CT (860) 585-2616. NY (212) 916-9200. Our website: espnetsportszone.com

planned not to sue Viacom over TV Land if Viacom would release former Viacom CEO Frank Biondi from his one-year noncompete clause, which prevented him from joining MCA. Viacom fired Biondi last January.

But Bronfman said Redstone forced MCA's hand by trying to extract more concessions, including MCA signing a blanket waiver of the partnership's provision that bars the two companies from launching cable networks that would

compete with its USA Networks.

Seagram never agreed to allow Viacom to start other cable networks, Bronfman said. He refuted Viacom's court papers that say he gave Redstone and General Counsel Philippe Dauman oral consent for Viacom to start additional MTV networks in exchange for the right to hire Biondi as chairman of MCA.

During cross-examination, Viacom attorneys tried to undermine Bronf-

man's testimony that TV Land would hurt USA Networks by pointing to Seagram properties Cineplex Odeon and United Cinemas International, which directly compete with each other overseas.

Bronfman replied that he had no objection to competition when there is no written agreement prohibiting it, as is the case in the USA Networks partnership. ■

BellSouth buys Atlanta wireless system

Latest, but likely not last, in series of wireless buys for telco

By Michael Katz

In a move to combat US West's Atlanta-based cable provider, MediaOne, BellSouth has agreed to purchase Wireless Cable of Atlanta for \$43.5 million in stock.

Wireless Cable of Atlanta now serves only 9,000 households in the Atlanta area, but has line of sight to about 900,000 homes, which constitute approximately 80% of all households within a 35-mile radius of downtown Atlanta.

The purchase price, which translates to roughly \$39 per line-of-sight home, is well above the standard \$28 in the average wireless system purchase.

"They did pay a premium above previous direct comparables," says Alex Brown analyst James Boyle. However, "even at that level it's a relative bargain for them and what they will eventually

do with it. They need it as a near-term, cost-effective way to get into video."

But BellSouth denies that it paid a premium for the Atlanta system. "This is a business where there are many factors going into how good a deal [is]," says John Hartman, vice president of BellSouth Wireless Cable. "We believe that at \$39 per line of sight it is in a very reasonable range...given the market and opportunity the market presents."

Under the agreement, BellSouth will swap 0.5 share of its stock for each share of Wireless Cable of Atlanta. BellSouth closed trading Oct. 30 up 1/4, to 40 7/8 a share, while Wireless Cable of Atlanta closed down 1 1/4, to 17 1/4.

Industry sources say that the price BellSouth paid for the system could be a bargaining wedge for wireless cable operator American Telecasting Inc., which is being purchased by US West.

The sources say there is a sticking point in the ATI-US West negotiations because US West considers ATI's asking price too high. The BellSouth purchase may help ATI justify its price tag.

The purchase marks a trend of strategic moves into wireless cable by BellSouth, which earlier this year won wireless cable licenses in New Orleans for \$12 million after former owner Continental Wireless Cable Television Inc. went into receivership.

BROADCASTING & CABLE reported in September that BellSouth will buy National Wireless Holdings Inc.'s South Florida cable television unit for \$48 million in stock, which includes its Miami-area assets.

BellSouth is expected to continue to buy wireless cable systems in the RBOC's nine-state region, and additional Florida systems may be in its sights.

"They bought one house in New Orleans, a second house in Miami, and now they bought a third house in Atlanta," says Boyle. "Probably the next one to go would be [ATI]'s major-market Florida cluster, which they are probably not emotionally attached to."

Hartman wouldn't comment on the possibility of purchasing ATI's Florida systems, but he wouldn't rule it out either. "We're looking at our top 30 markets, and clearly ATI has some of those," he says. "If the price was right and the combination of wireline and digital MMDS opportunities made economic sense, we would be interested in exploring a deal with anyone in the top 30 markets." ■

ESPNEWS carriage deals



ESPNEWS has signed carriage agreements with MSOs Marcus Cable and Adelphia Communications that guarantee the all-sportsnews network an estimated 1.5 million subscribers at

launch on Nov. 1. The MSOs join a modest list of smaller cable systems including Susquehanna Cable, committed to carrying the network. Other charter affiliates include DBS operator EchoStar and C-band operators Superstar and Netlink. So far ESPNEWS and rival sports network CNN SI (to be launched Dec. 12 by Time Warner/Turner) have found signing carriage deals few and far between. CNN SI to date has commitments from DBS operator Primestar Partners (1.45 million) and a group of C-band operators that give it another million subs. As of last week, neither network had signed the nation's top six major MSOs, which represent some 37.5 million cable subs.

—JM

H E A D E N D I N G S

Lifetime signs Denise Austin

Lifetime Television has signed fitness expert Denise Austin to present *Denise Austin's Daily Workout* in an all-new half-hour original daily fitness show to premiere on Lifetime beginning Jan. 6 at 7:30 a.m.

C-SPAN sides with TW

C-SPAN has lent its support to Time Warner Cable in its legal battle with New York City over use of the city's public access channels. In an amicus curiae brief filed last week in U.S. District Court, C-SPAN supported Time Warner's effort to get a permanent injunction to stop the city from using the channels to air commercial cable news networks Bloomberg Television and Fox News Channel (FNC). "In the opinion of C-SPAN, the attempts of the New York City government to override Time Warner's decision concerning the carriage...of Fox Network News [sic] and Bloomberg Information Television represents a dangerous intrusion

of government control and violates Time Warner's First Amendment rights of free speech as well as the Cable Act of 1984."

Two veteran nets pass 70 million subs

ESPN and USA Network have passed the 70 million-subscriber mark, according to the November 1996 Nielsen Media cable universe estimates. ESPN, owned by Disney's CapCities/ABC, launched in September 1979. USA Networks, launched in 1980, is a 50-50 partnership of Viacom and MCA Corp.

Amsterdam tributes

MTV Networks Nick at Nite and TV Land will pay tribute to Morey Amsterdam, who died Oct. 28. Nick at Nite will preempt its regular programming Nov. 4 for a two-hour block of *The Dick Van Dyke Show*, the '60s sitcom in which Amsterdam appeared as Buddy Sorrell. Nick at

Nite's TV Land was already slated to air a special on Amsterdam's work in *The Wonders of TV Land* last Saturday (Nov. 2).

Primestar Partners to carry Food, Court

DBS operator Primestar Partners plans to add TV Food Network and Court TV early next year. The channels are two of an estimated 50 networks the dish satellite operator says it will add with the 1997 first-quarter launch of its GE-2 satellite.

Operation TNT Veterans Day special

TNT will weigh in this year with another "Operation TNT," a two-day Veterans Day movie special. Culled from Turner's MGM/UA film vault, TNT will air "A Bridge Too Far" and "The Bridge at Remagen" on Nov. 10 and "The Devil's Brigade," "Kelly's Heroes" and "The Dirty Dozen" on Nov. 11.

TMC gets original fare

In branding move, greater distinction to be drawn between TMC and co-owned Showtime

By Jim McConville

Showtime Networks Inc. will add original programming to its co-owned premium service, The Movie Channel (TMC), starting next March.

TMC will premiere 25-30 original movies next year, averaging two or three a month. Showtime's combined two-network original-movie budget will be "north" of \$200 million next year, compared with \$175 million this year.

"We've fixed Showtime, but we've never done anything about TMC," says Jerry Offsay, president of programming for Showtime Networks.

The move will give TMC and Showtime more consistent programming, he says. The lighter original-movie fare and series will be earmarked for TMC, and more serious programs will go to Showtime.

"We can in effect develop two different brands of programming," says

SHOWTIME



Offsay. "You can have a consistent expectation of what you're going to get on Showtime and TMC, as opposed to having a thriller one week followed by an original drama like *Bastard out of Carolina* the next."

Offsay says TMC's original programming ultimately may migrate to Showtime, but an exact time frame has not been set.

Showtime Networks also plans to

move some of Showtime's current original series, including *Roger Corman Presents* and a Showtime thriller movie series based on Jack Higgins's novels, to TMC.

The moves fit into Showtime's original programming strategy, launched in 1993. Since then, Showtime has stepped up its production of original movies, producing a dozen in 1993, 15 in 1994 and 40 last year, with budgets ranging from \$2.5 million to \$5 million.

Showtime will boost its own original programming this year from its current 30% originals to 45%-50%. Offsay says Showtime has 50 projects in the works and will triple the number of original dramatic series next year.

Hollywood unintentionally has opened the door for cable networks to produce original movies. Offsay says. "The studios' abandonment of the small theatrical motion picture has given all of us a wealth of material." ■

TCI, Jones swap systems

TCI gets Denver; Jones, Maryland

By Price Colman

In a widely anticipated move, Tele-Communications Inc. and Jones Intercable have swapped cable systems in Maryland and Colorado. The systems serve almost 52,000 subscribers.

For TCI, which picked up 26,000 Jones subscribers in and near Denver, the deal marks a final step in forming one of its larger clusters. TCI now has about 436,000 subscribers in the Denver market.

For Jones, the swap enlarges its Maryland-Washington cluster to more than 400,000 subscribers. The deal also marks the end of an era for Jones. The nation's eighth-largest cable company will no longer have a

system presence in Colorado, where Glenn Jones launched the business nearly 30 years ago.

"It was the only viable option for Jones," said Chuck Kersch of Neidiger/Tucker/Bruner in Denver. "Rather than maintaining systems here in Colorado—where your heart and corporate headquarters are located—from a pure business standpoint, it makes sense to add to the cluster in the Washington-Baltimore-Virginia area."

Financial terms of the transactions are confidential, the companies said. Under the industry benchmark of



\$2,000 per subscriber, the first deal would be worth roughly \$36 million. In the latest deal, Jones acknowledged that it will receive an undisclosed amount of cash. Based on the 300-subscriber difference, Jones could pick up about \$600,000.

Cable companies often prefer system swaps, when possible, because they limit their tax liability.

Jones intends to keep its corporate headquarters in suburban Denver, a spokesperson said. Glenn Jones recently bought the remaining acreage in the industrial park where the headquarters is located and eventually plans to expand operations there.

The swap is the second Jones-TCI deal in a little more than a month. In September, Jones sold several managed limited partnerships encompassing about 18,000 subscribers in metro politan Denver to TCI. Jones has been under financial and contractual pressure to liquidate its limited partnerships. Jones intends to sell virtually all its limited partnerships, including an attractive cluster in the competitive hotbed of suburban Chicago. TCI, which has a large cluster in the Chicago area, has indicated its interest in Jones's Chicago systems.

Although TCI has larger system clusters—including Seattle and San Francisco's Bay Area—Denver represents an important market for the nation's largest MSO. It was the site of TCI's market test of Viewer Controlled Television (VCTV) with US West and AT&T, home to corporate headquarters and a probable second-phase launch site for such new services as digital cable, data delivery and telephone service. In addition, recent reports have named Denver as one of the cities where Sprint Spectrum—the Sprint, TCI, Comcast, Cox and Continental partnership—will launch PCS service early next year. ■

Intro TV bows out

Liberty Media Corp.'s short-lived cable network sampler channel Intro TV will go dark Dec. 31, the victim of channel capacity constraints and poor carriage outside of TCI systems (B&C, Oct. 28).

Intro TV, launched in September 1994 as TV! Network, was designed to be a "network of networks," featuring full-length programming from smaller nets or start-up channels seeking exposure they hoped to transform into carriage.

"It was a chance for those networks to get a trial run when there was not much space for them anywhere else," said Liberty spokeswoman Vivian Carr. The 15-person staff of Intro TV, 100% owned by Liberty, will continue working until year end. Liberty is attempting to find positions for them elsewhere in the organization, Carr said.

TCI's chief executive, John Malone, two weeks ago told analysts and major investors that the nation's largest MSO intends to improve its financial picture and reduce debt by cutting costs and restraining capital expenditures. Intro TV's demise was not specifically linked to that refocusing, said Carr. She declined to disclose the costs associated with starting and running Intro TV, but said, "It wasn't a big-ticket item for Liberty or TCI."

"It's very tough in this market to start a new network," said Carr. "If you look at other uses for that analog channel...they can probably use it more advantageously than for a homegrown net that didn't have big prospects for growth. There were some hard choices that had to be made and this was one of them," she said. "It was a well-executed network for what it was."

Carr said it appears unlikely that Liberty might attempt to restart Intro TV when channel capacity and economics permit, but she did not rule out the possibility. "We know how to do it now," she said. "I suppose if someone decided there was a need" the network could be restarted. —PC

Brazil gets Sky

Sky Entertainment Services finally launched its 40-channel DTH service in Brazil on Oct. 30, and aims to boost its channel offering to 140 in 1997. The service, operated by NET, a joint venture of Brazil's Globo, News Corp. and TCI, aims to have 2 million subs in Brazil in five years and expects Brazil's pay-TV penetration to reach 30% (11.5 million subs) of total TV homes by 2006. NET already has secured four transponders on PanAm-Sat's PAS-3 and 12 transponders on PAS-6, which is scheduled to launch by year's end. Sky has ordered 100,000 set-top decoders from UK-based Pace Micro Technology to meet initial demand. Brazilian subscribers will need a 60 cm dish and decoder box, priced at R\$40 (\$37) per month. Channels exclusive to Sky are Multishow, GNT, SporTV, GloboNews, Canal Fox, Fox Sports Americas and Fox Kids. Non-exclusive channels at launch were Telecine, Telecine 2, CNN, Cartoon Network, TNT, ESPN International, USA, Teleuno, CBS/Telenoticias, Travel Channel, TV Eco, Telehits, TVE, TV Senado, TV Sweepstake, Shoptime, RAI, TV Cultura, Discovery Channel, Canal Rural, NHK, RTP1, Bloomberg, CNT and Deutsche Welle.

Canal+ cleans up

France's Canal+ pay-TV service has been busy stockpiling an arsenal of U.S. feature films in preparation for competition from digital rival Television Par Satellite (TPS), due to launch in France in December. Last week, Canal+ signed a long-term exclusive theatrical pay-TV and short-term exclusive pay-per-view deal with MCA Inc.'s Universal Pictures and a long-term,



'Murder She Wrote' will appear on French DTH.

exclusive pay and PPV deal with Columbia TriStar. The MCA deal marks the first PPV deal in Europe for the studio. Under the agreement, the studio will develop Universal branded channels for Canal+'s DTH platform Canalsatellite. The first to launch will be an action/adventure/mystery channel that will draw on both local and MCA fare such as *Columbo*, *Magnum*, *P.I.* and *Murder, She Wrote*. The Columbia TriStar agreement, understood to be for five years, will give the pay-TV channel and PPV service, Kiosque, access to such movies as "Sense and Sensibility," "Jumanji" and "Legends of the Fall" one year after theatrical release.

BSkyB plans PPV movie service

It looks as if the UK's BSKyB will launch an analog PPV service, Sky Box Office, late this year. MCA confirmed

that it has held talks with BSKyB about supplying programming. UK MSO Videotron says it will carry the PPV movie service in the evenings, seven days a week, and that customers wanting to order movies will have to use a remote control and a touch-tone phone. BSKyB is planning a PPV broadcast of the Tyson vs. Holyfield heavyweight boxing bout on Nov. 9.

DF1, Premiere in legal spat

Germany's pay-TV battle looks set to be played out in court. Two of Premiere's shareholders—Canal+ and Bertelsmann—have filed a lawsuit against the Kirch Group, Premiere's other shareholder, demanding DM35 million (\$23 million) in compensation. Canal+ and Bertelsmann are claiming that Kirch is damaging Premiere by broadcasting the same premium movies on Kirch's DF1 digital platform. An injunction brought by Premiere had succeeded in preventing DF1 from broadcasting premium movies for two weeks, but the injunction recently was overturned.

ARD, ZDF plan digital platform

German public broadcasters ARD and ZDF are gearing up to launch a four-channel digital DTH bouquet by the end of 1997, despite continuing cash shortages. ZDF confirmed that the venture has one Ku-band transponder on Astra 1G. ARD and ZDF are talking with manufacturers about a design for a proprietary decoder. The decoder would be significantly cheaper than Kirch Group's d-box, on the market for just under \$600, although the d-box would be able to receive the service.

MCA eyes Poland?

CLT-Ufa's new Polish cable and satellite channel RTL-7 is expected to launch in Poland on Dec. 6, and a U.S. group may take a 50% stake in the service, according to a CLT-Ufa spokesperson. Sources say MCA/Universal is negotiating an output deal with RTL-7 and may well take an equity stake. MCA said it had nothing to announce at this time.

Cableuropa plans cable bid

Spanish cable operator Cableuropa plans to bid for franchises covering 4 million homes in the upcoming national cable tender process and is seeking international partners, according to company sources. Cableuropa has a license to operate a trial of 40,000 homes in Barcelona area by way of CTC, its joint venture with US West. CTC likely will bid for a full franchise there, about 500,000 homes. Cableuropa has similar licenses for 1.2 million homes in 11 cities.

BBC, Flextech alliance productive

The BBC and UK cable programmer Flextech are planning a new music channel, One-TV, that will be modeled on BBC's Radio One programming and targeted at 15-24-year-olds. Other channel ideas include Showcase, which will feature comedy and drama; Horizons, a documentary





and current affairs channel; Style, a lifestyle channel; Arena, a cultural service; Learning; Sports Entertainment Network, and BBC Catch-Up

TV, where viewers can see programs they may have missed.

TW raises cash for cable

Time Warner Cable has secured an undisclosed amount of bank debt from a consortium of European banks for construction of its Rhone Vision Cable franchise in France. Time Warner's French operation, Cite Reseau, holds a Rhone Vision Cable license with local partners and hopes to start construction in January. Cite Reseau hopes to have 1 million franchise homes in the next two to three years. Lead banks in the consortium are Banque Paribas and NatWest Markets.

TVNZ looks for partners

New Zealand's public broadcaster, TVNZ, is considering taking on equity partners for production units TVNZ Natural History and South Pacific Pictures, according to Chris Anderson, TVNZ CEO. TVNZ co-produces natural history programs with Discovery, National Geographic, Turner, PBS, BBC, NHK and RAI. Anderson also said TVNZ would like to increase its 16.3% stake in New Zealand pay-TV service Sky TV.

Channel premieres

The Cartoon Network was scheduled to launch a 10-hour program block on New Zealand's Sky TV pay service on Nov. 1. A full 24-hour TNT & Cartoon Network channel will launch in 1997.

Viacom's MTV Europe is being distributed in South Africa via Multi-Choice's DStv DTH package. Eventually MTV plans to launch a tailored version of the service for South Africa.

Japanese conglomerate Mitsui will handle airtime sales for NBC's international satellite channels in Japan. Mitsui already has sold airtime to several major Japanese companies, including Toyota and NEC.

—By Debra Johnson
& Nicole McCormick

50

PEOPLE'S CHOICE Top Cable Shows

Following are the top 50 basic cable programs for the week of Oct. 21-27, ranked by rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. rating is of 97 million TV households.

Program	Network	Time (ET)	HHs. (000)	Rating		
				Cable	U.S.	Share
1. NFL/Bufalo @ New England	TNT	Sun 7:58p	5,664	8.2	5.8	12.8
2. Rugrats	NICK	Wed 7:30p	3,155	4.6	3.2	7.6
3. Rugrats	NICK	Mon 7:30p	2,682	3.9	2.7	6.1
4. Rugrats	NICK	Thu 7:30p	2,579	3.8	2.7	6.5
5. Doug	NICK	Thu 7:00p	2,468	3.6	2.5	6.7
5. Hey Arnold	NICK	Wed 8:00p	2,430	3.6	2.5	5.5
7. Rugrats	NICK	Sun 10:00a	2,379	3.5	2.5	9.6
7. Doug	NICK	Wed 7:00p	2,362	3.5	2.4	6.1
7. Hey Arnold	NICK	Mon 8:00p	2,354	3.5	2.4	5.1
10. Doug	NICK	Mon 7:00p	2,261	3.3	2.3	5.6
10. NASCAR/Dura-Lube 500	TNN	Sun 2:00p	2,205	3.3	2.3	6.8
10. World Champ. Wrestling	TNT	Mon 8:00p	2,303	3.3	2.4	5.1
13. Rugrats	NICK	Fri 7:30p	2,173	3.2	2.2	6.0
13. Secret World of Alex Mack	NICK	Tue 7:30p	2,162	3.2	2.2	5.2
15. Aaahh!!! Real Monsters	NICK	Sun 10:30a	2,138	3.1	2.2	8.7
15. Secret World of Alex Mack	NICK	Thu 8:00p	2,148	3.1	2.2	4.9
17. Movie: "Halloween"	USA	Sat 5:00p	2,068	3.0	2.1	6.4
17. Secret World of Alex Mack	NICK	Tue 8:00p	2,023	3.0	2.1	4.4
17. World Champ. Wrestling	TNT	Mon 9:00p	2,067	3.0	2.1	4.2
20. My Brother and Me	NICK	Sun 7:00p	1,987	2.9	2.0	4.6
20. Adventures of Pete & Pete	NICK	Sun 6:30p	2,006	2.9	2.1	4.8
20. The Ren & Stimpy Show	NICK	Sun 11:00a	1,949	2.9	2.0	7.8
20. Doug	NICK	Tue 7:00p	1,950	2.9	2.0	5.1
20. NFL Primetime	ESPN	Sun 7:00p	2,052	2.9	2.1	4.8
25. Are You Afraid of the Dark	NICK	Sun 6:00p	1,920	2.8	2.0	4.8
25. Looney Tunes	NICK	Sun 9:00a	1,909	2.8	2.0	8.1
25. Tiny Toons Adventures	NICK	Wed 6:30p	1,911	2.8	2.0	5.3
28. Rocko's Modern Life	NICK	Sun 11:30a	1,872	2.7	2.0	7.5
28. Doug	NICK	Fri 7:00p	1,869	2.7	2.0	5.5
28. Tiny Toons Adventures	NICK	Thu 6:30p	1,842	2.7	1.9	5.4
28. Rocko's Modern Life	NICK	Wed 5:30p	1,811	2.7	1.9	6.1
28. Are You Afraid of the Dark	NICK	Wed 5:00p	1,874	2.7	1.9	6.9
28. Tiny Toons Adventures	NICK	Mon 6:30p	1,819	2.7	1.9	4.9
28. America's Funniest Videos	TBS	Sun 6:30p	1,877	2.7	1.9	4.6
28. Movie: "Top Gun"	TBS	Sat 8:05p	1,899	2.7	2.0	4.6
36. WWF Wrestling	USA	Mon 8:57p	1,817	2.6	1.9	3.6
36. Aaahh!!! Real Monsters	NICK	Sun 7:30p	1,782	2.6	1.8	4.0
36. Rugrats	NICK	Sat 8:30a	1,763	2.6	1.8	9.8
36. Tiny Toons Adventures	NICK	Fri 6:30p	1,762	2.6	1.8	5.6
36. Clarissa Explains It All	NICK	Wed 6:00p	1,762	2.6	1.8	5.4
36. Tiny Toons Adventures	NICK	Tue 6:30p	1,803	2.6	1.9	5.1
36. NFL Countdown	ESPN	Sun 11:30a	1,837	2.6	1.9	7.3
36. National Geographic Explorer	TBS	Sun 7:00p	1,794	2.6	1.8	4.0
36. Movie: "Rain Man"	TBS	Sat 10:20p	1,809	2.6	1.9	5.2
36. Family Matters	TBS	Wed 6:35p	1,807	2.6	1.9	5.3
46. Movie: "Child's Play III"	USA	Sun 4:00p	1,710	2.5	1.8	4.8
46. Adventures of Pete and Pete	NICK	Sun 12:00p	1,728	2.5	1.8	6.8
46. Are You Afraid of the Dark	NICK	Fri 5:00p	1,684	2.5	1.7	6.5
46. Rocko's Modern Life	NICK	Mon 5:30p	1,673	2.5	1.7	5.4
50. Unhappily Ever After	WGNC	Sun 9:00p	974	2.4	1.0	3.5

Sources: Nielsen Media Research, Turner Research

Broadcasting & Cable's **Telemedia**

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

Week®

Interactive

Another shake-up at AOL

New pricing announced, former MTV boss Pittman brought in

By Richard Tedesco

America Online moved to an unlimited monthly access model last week and brought in former MTV boss Robert Pittman to head AOL Networks in its revamped corporate structure.

The troubled online service hopes that Pittman's record of success in other companies will transfer to AOL to reverse its sagging stock price and subscriber losses.

AOL also said it would abandon a controversial accounting practice in which it recorded marketing costs as capital expenses and amortized them over two years. As a result, the company took a huge charge, writing down expenses it has not yet amortized.

In pricing changes, AOL will now offer users unlimited use of its content and Internet access for \$19.95 per month. Members who pre-pay for one year get a \$17.95 monthly rate. That lowers to \$14.95 per month if they pay in advance for two years. New members who already have Internet access pay \$9.95 for unlimited AOL access.

The sudden pricing move suggested a less than sanguine atmosphere at the Dulles, Va.-based commercial online service. "I think AOL is really getting forced into this," said John Robb, Internet analyst for Cambridge, Mass.-based Forrester Research. "Everybody else has pretty much set the



AOL hopes Pittman is the man to put it back on top.

standard on what Internet access should cost, and AOL has been suffering huge churn."

The arrival of Pittman was variously viewed as the pre-

lude to a partnership or, at the least, a way to improve AOL's profile with a media executive reputed to have a magic touch. "It's high-profile talent," observed Mary Doyle, senior analyst at Link Resources.

An animated Pittman, who most recently was chief executive at Century 21 and an AOL board member, immediately alluded to his storied past as MTV honcho during the press conference announcing all the changes at AOL early last week. "I've seen this movie before, I've been here," Pittman said. "This is a development that's very similar to what was happening in the cable business in the '80s."

Instead of traditional TV viewing shifting from the

broadcast networks to cable, Pittman said consumers are now shifting from TV to more interactive pursuits. And AOL, he declared, is "uniquely positioned" to benefit from what he termed a "mass-market phenomenon" away from TV.

So as Pittman takes over at the newly formed AOL Networks, Ted Leonsis, who had directed AOL Services Co., now heads up AOL Studios, its program development arm which includes AOL Greenhouse. "You're seeing a much more aggressive America Online," said Steve Case, AOL chairman. "AOL in one fell swoop is trying to meet the needs of the mainstream and also address the concerns of Wall Street."

That will make it a much less profitable AOL in the short term, as one result. Case was, in part, alluding to the company's decision to take a onetime hit of \$385 million in marketing costs against earn-

PointCast, WavePhore, create subscription service

PointCast Inc., which has already blazed a trail with its Web-based service, will try to ignite a subscription business over intranets in partnership with WavePhore Inc.

The key to PointCast's new initiative is the OneCast: a combination of public news broadcast over the Internet via PointCast, internal company news and business-to-business broadcasts. The idea is to offer a customizable service similar to what PointCast now offers on the Internet, but deliver it to desktops in corporate environments using WavePhore's proprietary satellite or FM wireless packet-switched data broadcast network.

The Pro-Server software it is developing for this new service is supposed to be available during first quarter 1997. The Pro-Server will make use of information from the more than 600 sources WavePhore handles in its business-to-business services.

The service will be priced competitively with existing premium content services, according to Jaleh Bisharat, PointCast vice president of marketing, who declines to be more specific. "The premium service will run alongside the PointCast service and the internal newscasts," Bisharat says. "Every time something happens, it flashes on your screen in a headline."

A second product, Lotus Domino.Broadcast, also will be introduced during the first quarter next year. This service will integrate content residing on the Lotus Domino Web server and the PointCast I-Server with content being managed on Lotus Notes. Users could create Domino applications to search for updates on specific information relevant to the user's business needs. The PointCast I-Server, itself a relatively new product, sells for \$995.

—RT

ings, with an additional \$75 million probable for the current quarter.

AOL has backed off its recent projection of hitting 10 million subscribers by next summer. Last week, Case said the goal was to hit 10 million

subs by the end of next year; the company declines to be specific about its approximate 7 million-sub mark now, claiming only that it will top that number next month.

Meanwhile, a spokesperson for Disney Online deflected

questions about reported talks between that company and AOL about a possible partnership: "The World Wide Web is a wide open space, and we're talking to everybody."

To preserve its corner of that space, Link's Doyle suggests

that new revenue streams, such as advertising and transactions, must arise. "I don't see where the revenue's going to come from in the near term," she says.

It may tax even the visionary-ary Pittman to see that far. **TMM**

Network Computing

Microsoft, Intel and Sun advance NC visions

Will there be consumer network computers within two years?

By Richard Tedesco

Network computing got more intense last week, as Microsoft Corp. and Intel Corp. tried to steal the spotlight from Sun Microsystems as Sun debuted its JavaStation computer.

The Microsoft/Intel announcement was in the conceptual realm, putting their considerable weight behind an initiative to develop a NetPC reference platform. Formerly eschewing the NC concept of a computer device with reduced functionality, the two companies are now encouraging development of simpler computing devices that derive their power from central computing servers.

Microsoft claims the marked shift in its position is simply intended to comply with its customers' requests. "We're moving forward to respond to customer need," said Phil Holden, product manager for Windows 95 and Windows NT. "We've been focusing on cost of ownership for a long time."

Indeed, that cost of ownership could go down considerably, based on the NC pro-

totypes that arch-rival Sun demonstrated in New York last week, with price tags of \$742 for its basic JavaStation model and \$995 for one equipped with a computer keyboard, mouse and 14-inch color monitor. But the idea behind Sun's simpler approach includes a flexibility that would permit the machines to run on a variety of different chips and operating systems.

And Sun's conceptualizing goes well beyond the classic corporate environment into the realm of cable TV applications. Cable operators could use Java to create their own branded content on their systems. "We think Java is going to start building compelling applications that have animation and video," said Doug Ehrenreich, Sun director of market strategy and technologies for telecommunications and the cable industry.

Sun is talking to set-top makers about embedding Java chip sets in consumer devices that would enable the set-top to perform PC-related functions apart from controlling the TV. The set-top would have in-



Sun's JavaStation debuted last week.

telligence as a "stateless" type of device, according to Ehrenreich, and could accommodate online commerce functions or permit users to partly configure their own viewing environment in preference to proscribed viewer menus.

On the other end of the system scale, Sun already is working with BT (British Telecommunications) on billing and operations applications using Java, and Sun's approach is being evaluated by major MSOs here, including Tele-Communications Inc. and Jones Intercable. The basic idea remains the same as the one Microsoft and Intel are now rushing to endorse: reduce the cost of computer systems with less costly devices that perform basic PC tasks.

"We've identified a need to reduce management costs," said Microsoft's Holden, calling the Microsoft/Intel announcement "phase one" of what he claims has been an ongoing effort. But that dynamic duo's NetPC would rely on Microsoft Windows programs and Intel processing to accomplish functions. The initial specifications call for a Pentium processor with 100 mhz or better, 16 mb memory, a range of modems and compatibility with Windows and Windows NT operating systems.

"I think for Microsoft it was hedging its bets and they had no alternative," said Jo-An Couche, principal analyst of telecommunications services for Dataquest. "Intel really is in a no-lose position doing this."

Sun will begin to ship its JavaStation units in February 1997, with specs for memory scaling from 8 mb to 64 mb, accompanied by its new Netra servers, ranging from \$7,695 to \$200,000 in price.

Each camp has lined up companies that support its approach. Sun announced

S-A set to debut dataXcellerator

Just as cable's data delivery business is beginning to get real, Scientific-Atlanta last week staked its initial claim with its dataXcellerator, intended for first quarter '97 deployment.

S-A is looking to undercut current modem prices with the data box, delivering it at a cost of \$259, with a \$199 tag per unit for 50,000-unit deals. The company had no deals or trial deployments to report last week. It's the first in a line of modems S-A plans to introduce.

The slightly lower cost is for a modem with a slightly lower throughput rate, 1.2 mbps, than that of current models from LANcity and Motorola. The box also will contain an analog 28.8 kbps to insure compatibility with customers' PCs.

The company is making its dataXcellerator bandwidth-efficient, requiring only 3 mhz rather than the standard 6 mhz. "Our new modem is designed so that, in many cases, operators can add data access services without affecting the current channel lineup," said Thomas Steipp, S-A vice president and general manager of high-speed data systems.

S-A also claims lower headend costs attached to its data box, with system management provided by Hewlett-Packard and servers from Sun Microsystems. —RT

WRAL-TV broadcasts football over 'Net

WRAL-TV Raleigh, N.C., became the first TV station to broadcast widely a sports event via the Internet, offering the Atlantic Coast Conference football game between Duke University and the University of Maryland late last month.

Robert Deakin, general manager of the Interpath Marketing Group at WRAL-TV parent Capitol Broadcasting, said that earlier Internet sports-event broadcasts required equipment beyond the normal PC-modem configuration and that this was the first accessible by the typical PC user.

More than 6,000 hits were registered at the WRAL-TV Web page where the game (won by Maryland, 22-19) was broadcast, according to John Conway, managing editor for the Website. Deakin said there were more than 25,000 software downloads from Palo Alto, Calif.-based video facilitator VDOnet Corp. (the game could also be seen at Duke's and VDO's sites).

Deakin said there were no surprises in the quality of the

broadcast and that the station was satisfied.

Conway agreed. "People told us that the quality was not as great as commercial television," he conceded. "The frame rate was slower, about five-to-seven frames per second, and it had kind of a jerkiness to it."

The five-to-seven frames per second was for 28.8 kbps modems. Modems with only 14.4 kbps speed got one frame per second, according to WRAL-TV.

"But we've gotten e-mail from as far away as Italy and Scotland, where people had some interest in the ACC," Conway said. "There may be places on the net where they could get the score of the game, but there was nowhere else they could get the play-by-play."

That, said Conway, is the essential value of the web broadcast at this time. While technically not up to television video standards, the game nonetheless serves as a reasonable substitute in an area where the game is not broadcast. Through this kind of broadcast, "we can offer an entire game—or an entire newscast—to someone who's left the area but maintains an interest."—DT

plans to make the Navio Navigator, based on the Netscape Navigator, its Internet standard browser for non-PC devices. Sun cited Oracle Corp. and IBM among those creating Java applications. The Microsoft/Intel NetPC is supported by Dell Computer, Digital Equipment

Corp., Gateway 2000 and Packard Bell.

Both announcements last week follow IBM's announcement of its NC development plans.

Outside the business environment, advent of a consumer NC is not far off. Sun sees the possibility by sometime in

1997. And industry observers see such devices as viable consumer options. "I think there's more opportunity in the consumer market than in the business market," said Couche. "This is an obvious thing to do and a relatively low-risk thing to do." TM

THE SWEET SMELL OF SUCCESSSM

DON TOMAS[®]

Move up to perfection with the 6 1/2" x 44 ring Don Tomás, preferred and savored by those uncompromising leaders of men who strive for excellence. Hand-crafted for those same men who insist on fine watches, fine wine, fine coffee, fine food and, above all, fine cigars. Accommodates your most discriminating taste and relished by smokers with sophisticated tastes everywhere.

MY INTRODUCTORY OFFER TO NEW CUSTOMERS

7 Don Tomás cigars for \$15.00; Regular Retail \$25.00.



America's Oldest Mail Order Cigar Company. Est. 1915

© 1995, Thompson & Co., Inc.

DON TOMAS[®]
SPECIAL EDITION

THOMPSON CIGAR CO.

P.O. Box 31274 • Tampa, FL 33633-0537 • Dept. T261

Send me 7 Natural wrapper, Don Tomás cigars (#66256) for \$15.00 + \$3.95 shipping. (Florida residents add 6% sales tax + appropriate county tax. ONE OFFER PER CUSTOMER)

My Name _____

My Street Address _____ Apt. # _____

City _____ State _____ Zip _____

Daytime Phone # (_____) _____

\$18.95 Enclosed, Charge to my VISA MasterCard AmEx Discover

Signed _____

Credit Card No. (Print All Digits) _____ Exp. Date _____
OFFER EXPIRES 4/97 • OFFER NOT AVAILABLE TO MINORS • OFFER GOOD ONLY IN THE USA

1-800-237-2559 Dept.-T261 Fax: 813-882-4605

Analyst offers Web advice

Rea tells television stations how to take advantage of the 'Net

By Jessica Sandin

TV stations that don't look at the World Wide Web as a money-making opportunity are just wasting their time, says Jim Rea.

Not every TV station needs a Website, says Rea, publisher of multimedia analysts Teleweb Publishing, which has issued the report *The Television Broadcaster's Website*. Those who undertake a site should take it seriously, he says, because a poor effort is worse than none at all.

TV stations that create a Website also "need to create an environment in the online world that is a comprehensive extension of their on-air world," says Rea. They should combine their business objectives with the capabilities of the online world—whether those objectives relate to programing promotion, ad sales or rental of production facilities—and set the same standards for themselves online as they do on-air. This means updating content, keeping links reasonable, and

taking advantage of their broadcast experience—and their airwaves—to make the venture financially viable.

Those who are not ready to make the effort a good Website requires should perhaps reconsider and spend their money elsewhere, since a bad Website can damage a station's brand name. Broadcasters are known for variety and activity, so "what kind of message does [a static, boring Website] give to your audience?" Rea asks.

To succeed with a Website, the content has to be such that people visit and revisit. Rea suggests connecting closely with local issues, making sure that the site provides useful information that cannot be accessed easier elsewhere, and using links carefully.

To draw viewers to the Web, broadcasters should apply their skills at attracting and retaining an audience. Too many TV station sites, Rea says, are "nothing but a bunch of exits." Look for the "strategic advantage of links," he advises. Should an ABC affiliate link visitors to the MSNBC

site? Rea cites McGraw-Hill's ABC-affiliate KGTV(TV) San Diego for its news links to related stories on the ABC site and to McGraw-Hill publication *Business Week*. They're "linking only to people in the family," he says.

Experience with advertising gives broadcasters an advantage in making money on the Internet. Since ratings are in an early, non-standardized phase—which makes determining the value of an ad difficult—a TV station can offer clients an extra ad at its Website as a value added to its broadcast advertising.

The principal purpose of many TV station Websites has been to promote programing, but the broadcasts, in turn, can promote a good Website, creating what Rea calls "interaction loops" plus a powerful brand name.

Rea also believes that broadcasters should pay more attention to merchandising as a source of revenue. Today, PBS Websites have far more merchandise than do commercial TV sites, an offshoot of their fundraising expertise. Catalogue sales are highly profitable, Rea notes, and there's no reason broadcasters shouldn't add this revenue stream to their businesses.

Other possible sources of online revenue are to exploit station's graphic design talent and experience and offer design services, or partner with Internet service providers for cross-promotional deals. **TW**

CAUGHT UP IN THE WEB

Advertise your company's Website address and logo in Telemedia Week.

Cost: \$400 b&w
\$580 color

Formatted Size: 1 column x 4"

Price includes typesetting of listing.

TELEMEDIA WEEK

ISSUE DATE: NOVEMBER 25, 1996
AD CLOSE: NOVEMBER 15, 1996

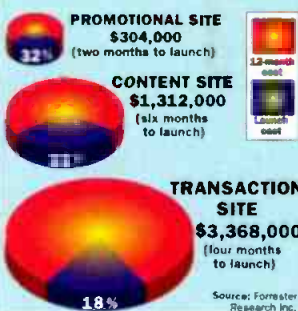
Anto nette Fasulo	Sandra Frey	Doris Kelly
212-337-7073	212-337-6941	202-659-2340
FAX 212-206 8327	FAX 202 429-0651	

Errata

In the Oct. 28 special report on Websites, TV Food Network was incorrectly identified as Food TV; the correct Website

TOTAL WEBSITE COSTS

Launch vs. ongoing



address for Arts & Entertainment Network is www.aetv.com; the correct phone number for Pam Snook of NBC is (212) 664-2756, and the company's Website designer is NBC Interactive/ Avalanche (pam.snook@nbc.com); NBC is the owner of the *Days of Our Lives* Website, designed by NBC Interactive/Avalanche and for which Mike Mannarino is the contact (mike.mannarino@nbc.com); a picture of the *Inside America's Courts* Website was incorrectly printed in the space allotted for the photo of Court TV's Website, and a chart that ran on page 36 with two incorrect dollar figures appears correctly above.

Technology

November 4, 1996

Make headlines make deadlines



Serving the news journalist

Clipbox™ means journalists can view and even edit video alongside text on their own terminals.

Serving the news director

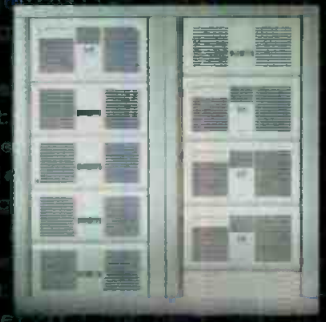
Clipbox means instant running order changes, graphics integration, re-edits, playout, re-cues, skips and freezes.

Serving the news engineer

Clipbox means total integration with news and automation systems - and high reliability, low maintenance.

Serving the news editor

Clipbox means powerful, interactive non-linear picture and sound editing with pen and tablet.



CLIPBOX™

The world's most advanced video server



Call our 24 hour Clipbox Hotline now: 1 800 21E 0051 Ext.455

Quantel Inc., 28 Thorndal Circle, Danvers, CT 06820 Tel: (203) 656 3100 Fax: (203) 656 3659 <http://www.quantel.com>

ABC adds processing power for elections

Also will use Orad virtual set for exit-poll information

By Glen Dickson

Although ABC News will be using Orad's virtual set to help correspondent Lynn Sherr display demographic information about Election '96 votes, that represents only a slice of ABC's Silicon Graphics computing power.

The network will operate nine SGI Onyx supercomputers for its election coverage (it owns four and is leasing five more for Tuesday night). Two will be dedicated to the Orad virtual set, three will be working with Discreet Logic Frost 3-D animation software to produce real-time vote tabulation maps and projected winner boards, and the remaining four will be busy rendering other animations.

The SGI computers will interface with ABC's new "Sandbox" room, a



ABC's 'Sandbox' room (above) will handle number-crunching on election night.

SGI Onyx supercomputer will render real-time graphics.

data distribution and monitoring facility jammed with Hewlett-Packard Pentium computers and 30 NEC monitors. The Sandbox, which also will do

number-crunching for ABC Sports in the future, will serve as a bridge between the real-time polling results from Voter News Service (VNS) and the graphics capability of the SGIs.

"The challenge is integrating the 3-D technology with the information technology," says Stu D'Allessandro, senior systems engineer for ABC broadcast operations and engineering.

To make life easier for its graphics operators in the Sandbox, ABC has designed "shotboxes"—customized keyboards and touchscreen displays that allow the information being pumped into the Pentiums to be translated immediately into on-air graphics.

The VNS data also will be built into offline "virtual stacks"—a four-sequence graphic effect. When a state is won, the viewer will see a graphic board with the vote tally,



TI unveils digital chip set

Texas Instruments today (Nov. 4) introduces an integrated silicon chip set for use in DSS (digital satellite) and DVB (digital video broadcasting) set-top boxes.

According to TI Marketing Manager Randall Ostler, the new chips are part of TI's strategy of targeting its digital signal processing (DSP) technology to specific markets. While TI doesn't yet offer a chip for domestic MPEG-2 cable

transmission, Ostler says the new chip can easily be adapted for that application (both the DSS and the DVB transmission standards include MPEG-2 compression).

"We saw more of a consumer drive for DSS and DVB," Ostler says of the first two DSP products.

Like other semiconductor manufacturers, TI is seeking to cram as much functionality as possible on a single silicon chip to keep down the overall price of the dig-



ital set-top. The company's AV7000 chip architecture integrates the CPU and transport functions, audio/video decompression and graphics overlay functions of the set-top with its NTSC/PAL video encoder to reduce three components to one. The TI architecture consolidates the memory banks of the system into a single 16 mbit synchronous DRAM.

The chip also integrates an ARM RISC 40 mhz processor and graphics accelerator to improve the graphics performance of the box for multimedia applications. "The goal is to have a computer-like display capability on the TV," Ostler says.

Although TI is not divulging any orders for the new chips, the company says its development allies include set-top manufacturers RCA, Scientific-Atlanta, Sony and Pace.

—GD

2:19 AM. Almost ready to wrap a fifteen hour online session when your client decides he wants to move some scenes around.

post production

The V.I.P. Solution



Relax. Now you can have the same flexibility in online as offline. The Lightworks V.I.P.[™] editing system combines the power of Profile[™] PDR digital storage technology and the intuitive interface of a Lightworks editing system to bring you the ideal non-linear editing solution.

With four-channel digital source access and control of your external resources (DVE, audio mixer, CG, switcher, etc.), the Lightworks V.I.P. system lets you expand your online capabilities dramatically. And you can keep your existing equipment in place.

For more information about the V.I.P. system and a host of other Tektronix post-production solutions, call 800-998-3588 Dept. 502.

Or visit our Web site at www.tek.com/VND

Have you talked to Tektronix?

Tektronix

then a complicated SGI graphic map effect of a searchlight beam descending onto the state. ABC then will shift to a large projection wall to track the progress of candidates Clinton and Dole across the 50 states. The state will start to grow and change to red or blue, and the viewer will see a graphic board with a bar graph showing the change in electoral votes.

The four-sequence effect will be driven by Matrox DigiSuite nonlinear editors, which have been modified with a video card into functional "video

servers." These Matrox video servers also will be used to generate a preview output from the SGI machines so that directors can see what the graphics look like before the SGI plays them to air.

To bolster its non-real-time graphics capability, ABC has purchased four Quantel Picturebox "Triples" from Quantel, that will be networked with existing Paintboxes and Hal Express units via Quantel's Picturenet system. The new Quantel equipment also will be able to handle the graphic overload if another big news story breaks tomor-

row night.

As for the Orad virtual set, ABC is still undecided about whether to end its beta trial after election night or purchase the system for long-term use.

"We definitely have an interest," says Elliott Reed, ABC vice president of post-production and special programs for broadcast operations and engineering. "It's a matter of deciding whether it's financially prudent. There's a lot of benefit to the technology, but we'd have to be sure we [were] getting our money's worth out of it." ■

NewsMaker lands cable sales

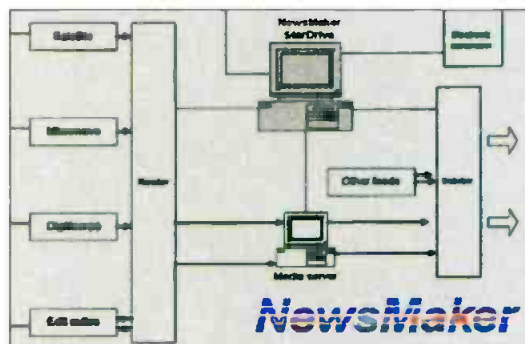
Telenovelas and Time Warner choose StarDrive automation system

By Glen Dickson

NewsMaker's StarDrive automation system has been purchased by CBS Westinghouse's Telenovelas and Time Warner's New York One News to drive new server-based digital playback systems.

Telenovelas will replace its Sony LMS tape system, which now plays back all of the channel's taped programming and interstitials, with either a Tektronix Profile or an ASC Virtual Recorder disk-based playback system by year's end.

"NewsMaker will be automating the system, switching the routers and inserting the Chyrons," says Mike



An outline of how the StarDrive automation system fits into a disk-based playback architecture.

Bock, Telenovelas director of operations and engineering.

New York One also is on the verge of picking a server to replace its four-year-old Sony LMS. According to Harlan Neugeboren, New York One director of operations and engineering, the tape

system is used so heavily by the 24-hour cable news network that "it's costing us money" in maintenance costs. So New York One will be migrating to a server to air all of its edited packages and interstitials.

"The nice thing about StarDrive is that it's transparent to the user, so the producers won't see any change," Neugeboren says.

The network considered using a video server as a cache to the LMS, Neugeboren says, but decided that a cache architecture didn't provide enough versatility for news: "We like the flexibility of changing an event to air—right now with tape, we change up to 90 seconds to air. This will give us the flexibility of changing the playlist very quickly, with a window of 10 to 15 seconds."

New York One is talking to server candidates Tektronix and ASC about building a computer board to take its edited material on DVCPRO tape into the server, uncompress it, then compress it in Motion-JPEG for storage and playback on the server. The network still is looking for a nonlinear editing solution that will be faster than its current tape-to-tape modus operandi, Neugeboren says.

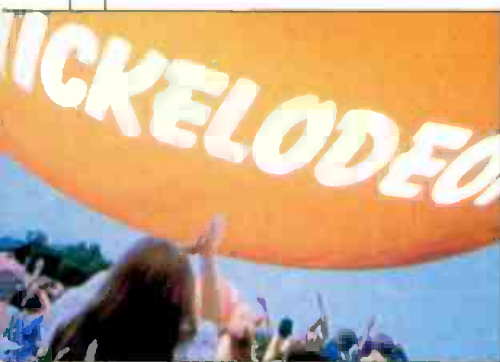
Since StarDrive uses the Windows NT operating system, Neugeboren thinks the new automation software will integrate well with New York One's Chyron character generators in the future (Chyron has announced Winfinite, or Windows NT support, for its products). That will allow New York One reporters to easily add Chyron character generator keys to their edited packages, instead of inserting them manually. ■

Floating promo

Celefex Animation and Design, New York, did the animation work for a Nickelodeon cross-channel advertising spot, part of a campaign for the network's new fall lineup. In the spot, a large orange ball with the Nickelodeon logo expands, floats over children's heads and becomes a backdrop for footage of upcoming programming. Celefex used Prism animation software to create the CGI balls and other effects such as shadows on the children. Then the animated elements were composited with live-action footage using a Discreet

Celefex handled the animation for this Nickelodeon promo.

Logic Flint; Flint also was used to blend two scenes together into a single snap zoom. "We realized after the fact that the visual impact of the growing ball would be more effective without a cut," says Celefex President Dean DeCarlo. "Using Flint and some motion-blurring effects, we were able to combine two scenes and composite it with a single scene of the growing ball and make the whole thing work." —GD



Vyvx sued for wrongful termination

Two former employees allege company demanded unfair drug testing

By Glen Dickson

Fiber and satellite capacity giant Vyvx is being sued by two former Global Access employees who allege that they were fired for refusing to provide hair samples for drug testing.

The lawsuit, filed by Kathleen Sohar and Dennis Werner in Suffolk Superior Court in Boston against Global Access Telecommunications Services, Vyvx Inc. and Vyvx President Del Bothof, alleges that after Vyvx bought Global Access last May, Vyvx ordered all employees to submit hair and urine samples for drug testing. The hair samples, 180 strands from three locations on the head, were to be used both for "drug

testing and for medical research purposes," according to the suit, which also claims that Vyvx wanted to have hair testing legalized in its home state of Oklahoma.

Sohar, Global Access's manager of international services, and Werner, its satellite operations supervisor, agreed to provide the urine samples but refused to provide the hair samples, citing grounds of privacy, and were subsequently fired, says the suit. According to the suit, hair samples can be used for genetic testing that would reveal confidential genetic defects and susceptibility to inherited diseases; the suit says that when the hair samples were collected, they were labeled with employees' names and Social Security numbers.

The suit also alleges that Bothof told employees that "as far as I am concerned, the only reason that anybody would not want to give us hair is because they are a hard-core drug user."

After Sohar and Werner were notified of their termination, Vyvx issued a memo saying that the company had decided to discontinue its hair testing policy, the suit also says.

Vyvx declined to comment directly on the lawsuit, saying that it has yet to receive formal notification of it or the document itself. In a statement, Vyvx spokesman Rex Daugherty said that "all drug testing is and has always been confidential and for internal use only" and that "Vyvx is fully in its rights to conduct testing in this manner." ■

Cutting Edge

By Glen Dickson

Sky Entertainment Services, the Latin American DTH alliance of Glcbo, Televisa, News Corp. and TCI, has licensed Macrovision's pay-per-view copy-protection technology for use in its digital satellite network. Under the agreement, Sky Entertainment Services will use Macrovision copy protection (which allows viewers to view but not record PPV programs) in its satellite uplink centers and in the digital set-top boxes used by consumers to receive its compressed video signals.

Crawford Communications, Atlanta, this month will launch The Film Group, a new specialty film post-production boutique. The 7,000-square-foot facility will feature a state-of-the-art film processing laboratory and a transfer

room with the Philips BTS Spirit DataCine, the high-speed film scanner developed by Philips and Eastman Kodak that can digitize film at up to 24 frames per second.

KIRO-TV, the UPN affiliate in Seattle, has purchased a full complement of **Tekniche** digital interface products for its new all-digital control room, scheduled to go online this month. "Our new control room is all-digital; therefore, we need to address the fact that many sources still are analog and must be converted to digital," says KIRO-TV Chief Engineer Paul Polzin. The Tekniche package includes a full range of Genesis equipment with several 6017 digital decoders, over a dozen 6040 RGB-to-analog component converters and 6015 component-to-serial

digital converters, more than 50 6021 digital/analog distribution amplifiers and a DX120 digital encoder.

Communications Engineering Inc. provided turnkey design and engineering services to

audio and video control room and post-production; an edit suite, and an announce booth. "The facility incorporates a small studio with a chromakey wall suitable for two sets as well as two post-production rooms



Communications Engineering Inc. designed and engineered Deutsche Welle's new technical facility in Washington.

Deutsche Welle for the German TV group's move to a larger technical facility in Washington. CEI handled electrical power specification; HVAC systems specification; acoustic design; transmission system design for VHF, C/Ku-band and DBS; feed room design; a studio stage with

and one control room that features the Pinnacle Alladin DVE technology," says Dave Giblin, CEI senior managing engineer. The Deutsche Welle outlet provides material for overseas German nationals as well as U.S.-related news and information.

Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED SALES

Sales Manager. Motivated, impassioned Sales Manager needed for Universal Broadcasting's WVNJ-1160 AM. We have brought back such greats as Ted Brown, Mike Prelee and Jim Lowe to our Big Band format. If you can organize and motivate your sales department to achieve sales excellence and wish to reap the benefits of the lucrative Bergen County, NJ market, we would like to hear from you. Reply to confidential fax at (212)348-5254. EOE.

Radio Sales Management opportunity of a lifetime! Looking for a management position to grow with? Are you an aggressive, street smart, top marketing consultant with some management exposure? Been trampled by recent buyouts? Group operator is looking for two very goal oriented, selling Sales Managers for 2 FM's in Northeast PA each with staffs of RMA's and RMM's. Great salary, list, override, bonus plan, health/dental plan, 401K, plus more. Come grow with us at Shamrock Communications. Call Mike Patterson, GSM at (717)961-1842 and fax resume (717)346-6038 for a confidential interview. Equal Opportunity Employer.

Local Sales Coordinator for four station group in 150+ Southeast rated market. Strong inventory management skills and local sales ability needed. Send resume including cover letter with sales philosophy and salary requirements to Box 00971 EOE.

Cat Country 102 and The Fox 95.1 has an opening in Advertising Sales. If you have sales experience, are highly motivated, self-disciplined and have the desire to be the best in your field, please send your resume to: Human Resource Manager, Cat Country and Fox 95.1, P.O. Box 250210, Montgomery, AL 36125-0210. Equal Opportunity Employer. M/F.

HELP WANTED TECHNICAL

Satellite Operations. National Public Radio seeks a Systems Technical Center (STC) Technician to operate the STC Transmission and Traffic Facility. Responsible for attending to urgent distribution division scheduling and operations requirements outside normal business hours; operate NPR's transportable uplink and other remote transmission equipment. 1) 2 years college or equivalent experience required. 2) Broadcast engineering experience. 3) Knowledge of computer I/O terminals. 4) Knowledge of standard audio testing practices, operations and procedures. 5) Knowledge of automated audio switching and RF transmission systems. 6) Valid driver's license and excellent driving record. Send cover letter stating salary requirements and resume to: Fax (202)414-3047. National Public Radio, Human Resources Department #215, 635 Massachusetts Avenue, NW, Washington, DC 20001. NPR is an Equal Opportunity Employer.

Group Chief Engineer. Experience in directional AM, high power FM, audio, STL, downlink and LAN systems. SBE Certification preferred. Excellent benefit package. Resume to: John Ramsey, KCLD, P.O. Box 1458, St. Cloud, MN 56302.

Engineering Assistant. Paxson Communications of Jacksonville has an opening for an Assistant Engineer for a six radio station complex. Applicant should have at least an Associate's degree in Electronics, a minimum of three years experience in radio broadcast engineering and should be capable of handling any emergency from the studio site to the transmitter sites. Computer knowledge a plus. No phone calls please. Send resume to: Richard Clemons, Chief Engineer, Paxson Communications, 8386 Baymeadows Road, Suite 107, Jacksonville, FL 32256. EOE.

Electronics Maintenance Engineer in Athens, GA. Five years experience in direct support of an FM radio station including both studio and transmitter. Proven experience in digital audio editing system installation, operation and maintenance. An FCC General Class Radiotelephone license is preferred. An SBE certification at least at the Broadcast Engineer level with radio endorsement is preferred. Experience in support of remote audio recording and live broadcasting is preferred. Two years electronics training either military or technical institute diploma. Experience in radio station automation systems and satellite delivered programs systems is preferred. The primary duties include routine and corrective actions needed to support the studio and transmitter portions of an FM radio station. This includes work with digital and analog recording systems, satellite reception equipment, audio mixing boards and digital audio editing systems based on a PC. RF equipment to be supported includes a 5KW FM transmitter along with a low power translator and microwave STL. Additional duties included audio support of a television production and satellite uplink operation. Duties in television will be expanded over time to include satellite uplink operations. Excellent benefits package. \$26,200 Annual Salary. Please send resume to J. McGaughey, Room 179, Georgia Center for Continuing Education, The University of Georgia, Athens, GA 30602-3503 and EEO/AA Institution.

HELP WANTED NEWS

Sports Reporter/Anchor. WBAL Radio is seeking a creative, aggressive person with a sense of humor and showmanship who can cover, report and comment on sports. This individual must be able to do it all...including interviewing, editing and script writing. Candidates should have experience in "on air" sports reporting including sportscasts and sports talk shows. "Scoreboard readers" need not apply. Send resume and examples of work to: Jeffrey Beauchamp, WBAL Radio, 3800 Hooper Avenue, Baltimore, MD 21211. EOE. Women and minorities are encouraged to apply.

SITUATIONS WANTED MANAGEMENT

GM/GSM. 14 years small/medium market management experience. Excellent sales background, exceptional training/people skills. Will relocate. Jim 815-758-6292.

SITUATIONS WANTED TECHNICAL

Chief. Former Chief Boston, Miami, Houston. FCC General. Ham. PC literate. Nondrinker. Gottesman, 88 Oliver Drive, Warner-Robins, GA 31088-5912. (912)922-0916.

SITUATIONS WANTED NEWS

Sports Zone - Energetic young sportstalk team looking for station. We entertain, not recite stats. College degrees. Two years experience. Play-by-play. Chris (704)864-2073. Josh (704)825-7936.

London/Europe Radio Correspondent. Own central London office/studio. Offers lively, relevant coverage for U.S. operation. Fax U.K. (171)836-7204.

BUSINESS OPPORTUNITIES

Moscow Russia Successful Women's Radio Station seeks 25% stock investor: \$2.75 million. Interesting and profitable opportunity for media/telecommunications groups seeking entrance into Russian market. Principals only. Dugan Group at 860-868-2240.

TELEVISION

HELP WANTED MANAGEMENT

Wanted: EOE in small market in NW needs Station Manager with strong local sales background, ability to recruit, hire, train and motivate a must. Send confidential resume and salary requirements to Box 00937.

Group Operator is seeking an experienced General Manager. Must have proven record in successful station management, and experience in sales (both national and local). Experience with a winning news operation vital. Big three network relationship a strong plus. Excellent people skills, a strong work ethic, team building and strong leadership qualities are a must. Please respond to Box 00973 EOE.

Creative Services Director. Manage the station's Creative Services Department. Must be able to coordinate, write, produce, edit and supervise production of client commercials and special station video productions; schedule and assign EFP, studio, station and art projects. Must have multi year experience in commercial video production. Send resume to Clyde Anderson, KAIT-TV, P.O. Box 790, Jonesboro, AR 72403. No phone calls please. EOE.

HELP WANTED SALES

Traffic Manager. LIN Television's NBC affiliate, WOOD TV8 in Grand Rapids, which is the leading station in the 38th market needs a smart, aggressive Traffic Manager. Candidate must have the ability to work in a very detailed environment and have excellent communication skills as it relates to logs and inventory. Qualifications include a minimum of three years experience and thorough knowledge of Bias. Ability to direct team and good pre-planning skills, also important. Interested candidates should submit a resume to: General Sales Manager, WOOD TV8, 120 College Avenue, S.E., Grand Rapids, MI 49503.

Traffic Assistant. Responsible for order entry, pre-log, avail manipulation and copy. Must have 3-5 years TV traffic experience and 1-2 years PC BIAS experience. College degree helpful. If qualified, please send or fax resume to: Human Resources Department, WB361, One Monroe Place, Atlanta, GA 30324.

Technical Sales Opportunity. Odetics, an innovator in automated video library systems for the broadcast industry, is seeking an experienced Technical Sales Support Executive to assist our sales force in preparing and presenting sales proposals. The ideal candidate has extensive experience supporting technical product sales, customer interface and oral and written presentations in the broadcast television industry. Salary commensurate with experience; excellent benefits including gym, pool, and cafeteria. Call Ron now at (714)780-7818, fax resume to (714)780-7999 or e-mail to lkk@odetics.com

Senior Account Executive: Great list, great FOX station. Handle the largest agency in town, some regional business in Chicago, and some Mom and Pop! Good pay, quality of live, opportunity for growth advancement. EOE. Send resume to Human Resources Manager, KLJB-TV, 937 East 53rd Street, Davenport, IA 52807.

National Sales Manager. WKCF-TV, WB affiliate in Orlando, FL is looking for a person who, knows the difference between selling and servicing, and leading and managing. If you know the difference, and you want to work with a dynamic sales team in a growing station, reply now! Submit resume to: Human Resources Manager/NSM, 602 Courtland Street, Suite 200, Orlando, FL 32804. No phone calls or walk ins.

National Sales Manager. KATU, Portland, Oregon, strong ABC affiliate in the 24th market is seeking a National Sales Manager. We're looking for an applicant with three to four years of experience to direct all activities of our National Rep firm including sales, marketing and positioning. Will also work with rates, managing station share of business and some aspects of inventory control. Qualified applicants send resume and cover letter to: Mindy Davis, Human Resource Manager, KATU, 2153 NE Sandy Boulevard, Portland, OR 97232. EOE.

Local Sales Manager: Great opportunity for the right person! KLJB-TV, FOX 18 in the Quad Cities, seeks a strong, creative leader who will motivate, teach and close themselves, when necessary. Good pay, quality of life, opportunity for growth advancement. EOE. Send resume to Human Resources Manager, KLJB-TV, 937 East 53rd Street, Davenport, IA 52807.

KRCG-TV, CBS Affiliate & News Leader in Missouri's Capitol City seeks dynamic LSM with 3-5 years of Sales experience. Excellent communication skills, strong selling, new business development & computer knowledge required. If you're a team player looking to lead a staff to the next level send your resume to: General Manager, KRCG-TV, P.O. Box 659, Jefferson City, MO 65102. EOE.

Local Sales Manager: WFAA is adding a second Local Sales Manager to better serve the Dallas/Ft. Worth marketplace. The right person for the job is a dynamic and aggressive leader with a proven track record as a Local Sales Manager. The individual must be solutions oriented and a great motivator. A thorough knowledge of qualitative data, specifically Stowell Data, and its use at the client level is a must. Please send resume to Nick Nicholson, Director of Sales and Marketing, WFAA, 606 Young Street, Dallas, TX 75202. No phone calls please. Application deadline is 11/22/96. An EOE.

Local Sales Manager. U.S. Broadcast Group is looking for a Local Sales Manager in Johnstown, PA to lead the efforts of FOX affiliate, WWCP-TV. If you are looking to be a part of a dynamic and growing team that has the tools to compete, and you're an aggressive proven leader with the skills to grow revenue, use your creativity in developing strong promotions, and you have the ability to work with people, staff and clients, then send us your resume. Send to: Mark Distler, General Sales Manager, WWCP-TV FOX 8, 1450 Scalp Avenue, Johnstown, PA 15904. Equal Employment Opportunity.

KETV, an ABC affiliate in Omaha, NE, has an immediate opening for General Sales Manager. Applicant must have previous Sales Management experience. This position is responsible for training, sales development, and maintaining rate and revenue leadership in a competitive market. Send your resume and past sales development history to KETV, Attn: Phyllis Ned, GM, 2665 Douglas Street, Omaha, NE 68131. No phone calls please. Minorities and women are encouraged to apply. EOE.

Join one of the fastest growing broadcasting companies in the country! Sinclair Communications Inc. has an outstanding opportunity for a proven Account Executive in the Birmingham, Alabama area. The winning candidate must possess the following qualities: a dedicated work ethic with a desire to create new business, ability to negotiate ratings as well as rates, experience with qualitative research and Tvscan, major agency and new business experience. Send your resume to Sandra Stewart, L.S.M., WABM/WTTO-TV, 651 Beacon Parkway West, Suite 105, Birmingham, AL 35209.

Account Executive. Person with a minimum 2 years broadcast sales experience to maintain existing account list and develop new accounts. The job requires knowledge of competitive media and the ability to communicate effectively through verbal and written presentations. Strong organizational abilities required to coordinate promotions, special events and a disciplined sales plan. Must have committed work ethic. Reliable transportation necessary. Independent TV sales experience a plus. Agency and new business track record a must. Computer and research skills preferred. Send resume to: HR Department, PO Box 668400, Charlotte, NC 28266.

Growing television group is seeking energetic, highly motivated individuals for sales management positions in the Pacific Northwest. Local sales background a must. Applicants with experience in new business development, key account growth, sales training and a strong command of both quantitative and qualitative research are preferred. An Equal Opportunity Employer. Please forward cover letter and resume to Box 00980 EOE.

General Sales Manager - Great opportunity in medium size midwest market at affiliate with excellent ownership and benefits. Responsibilities include local/national sales, TV traffic, research, and commercial production. Must have strong leadership, interpersonal organizational, computer and business development skills. Five years sales management experience preferred. Qualified candidates should submit resume and cover letter to Box 00972. Equal Opportunity Employer.

Account Executive. WFTS TV 28, the ABC affiliate in Tampa has an opening for an experienced television AE. Qualified candidates should possess strong presentation skills and have a working knowledge of NSI ratings, market research and TVScan or similar computer programs, with 3-5 years experience preferred. A proven track record with Advertising Agencies as well as developing direct business is a must. Send resumes to WFTS TV 28, Human Resources, 4045 North Himes Avenue, Tampa, FL 33607. No phone calls please. EOE.

Account Executive. Premier full-service production/post-production facility in Philadelphia market seeks a highly motivated, organized, experienced sales person. Base salary plus commission. If you possess excellent client and communication skills, send resume to (Fax 609-482-6911). Please no phone calls! SHOOTERSinc, 2428 Route 38, Suite 302, Cherry Hill, NJ 08002. Attn: Ray Carballada.

Account Executive: Looking for a dynamic seller with at least 1 year broadcast or related sales experience. Must be assertive, organized and determined to win. Strong people skills and the ability to develop new business a plus. Please respond in writing to: Cecil E. Thomas, General Manager/VP, inTV of Houston, KTFH-TV 49, 256 N. Sam Houston Pkwy. East, Suite 49, Houston, TX 77060. Paxson Communications is an Equal Opportunity Employer.

WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?

Send resume/tape to:
 Box-----,
 245 West 17th St.,
 New York, New York 10011

HELP WANTED MARKETING

Marketing Coordinator. This position requires a highly motivated and creative individual. Experience in media promotions and related college degree preferred. Must have working knowledge of Microsoft Office and possess excellent written, organizational and communication skills. Please send resume and cover letter to Bill Friedman, c/o KSMO UPN62, 10 East Cambridge Circle Drive, Suite 300, KCKS 66103 or fax (913)621-4703. EEO. M/F.

HELP WANTED TECHNICAL

Our Technical Maintenance Department is seeking a self-starting individual with an Associate degree in Electronics Technology and five years current experience in electronics maintenance of broadcast equipment for a position as **Maintenance Technician**. A strong background in edit suite systems and digital video tape machine is required. General First Class FCC license desirable. Must be competent in operations, troubleshooting, general repairs (down to the component level), installation and construction of state-of-the-art broadcast equipment including digital electronics, microprocessors, and computer controlled equipment. Ability to work in a fast-paced environment and meet multiple deadlines required. PBS offers a salary commensurate with experience and an outstanding benefits package in an excellent work environment. Please send a letter of interest, resume, and salary requirements to:



Attn: Lanie Odium
1320 Braddock Place
Alexandria, VA 22314

PBS is an Equal Opportunity Employer.

**WE PLACE
CHIEF ENGINEERS**



KEYSTONE INT'L, INC.
16 Laffin Road, Suite 900
Pittston, PA 18640. USA

Fax 717-654-5765 • Phone 717-655-7143
E-Mail: keyjobs@keystone.microserve.com

Hands-on, experienced television Studio Engineer to repair of videotape and other studio equipment to component level. Resume, salary to: Jerrell Kautz, CE, WCBI-TV, Box 271, Columbus, MS 39701, Fax 601-329-1004, E-Mail: jkautz@wcbi.com

Top 50 market is seeking dynamic hands-on Chief Engineer. Must be qualified in all areas of television broadcast engineering and maintenance of transmitter and studio equipment. Ideal candidate must possess excellent leadership, organizational, technical and communication skills. Send resumes with salary history to Box 00975 EOE.

Senior Maintenance Engineer. Progressive, group owned South Florida television station is seeking a Senior Maintenance Engineer capable of component level trouble shooting of all broadcast equipment. UHF transmitter and/or computer experience helpful. Send resumes to Cliff Thomas, Director of Technical Operations, WPBF-TV, 3970 RCA Boulevard, Suite 7007, Palm Beach Gardens, FL 33410. Phone calls welcome. EOE.

Maintenance Technician. WPLG, a Post-Newsweek station, has an immediate opening for an experienced Maintenance Technician in Miami, Florida. Responsible for installation, maintenance and troubleshooting of videotape, switching, microwave and terminal equipment. FCC license and/or SBE certification desirable. Send resume to Nancy Bowser, WPLG, 3900 Biscayne Boulevard, Miami, FL 33137.

TV Engineer II. KLVX-TV, Channel 10, Las Vegas, NV seeks applicants for broadcast, ITFS, MATV, CATV, and maintenance engineering. Examples of essential tasks: operate, install, maintain, and repair video/audio signal distribution, transmission, and reception equipment. The successful applicant must be a team player, able to function independently and with co-workers, creative, and deadline sensitive. Quals: HS graduate or equivalent (i.e. GED, college, technical/trade school transcript, foreign equivalent, etc.); AS in Electronic Engineering or two years formal technical training courses from an accredited school, plus two years experience in the repair and maintenance of TV broadcast equipment; or four years experience in the repair and maintenance of TV broadcast equipment; valid FCC Commercial General Class Radiotelephone Operator (RTO) License or valid FCC Restricted RTO permit. Submit detailed resume to Madelyn Barnum, KLVX-TV, 4210 Channel 10 Drive, Las Vegas, NV 89119 or Fax to 702-799-5586. Resumes must be postmarked/received by 8/23/96. After screening for technical qualifications, screening packets will be mailed to competitive applicants. Starting salary: \$32,947. KLVX-TV is an Equal Opportunity Employer.

Lubbock CBS affiliate is looking for an Assistant Chief Engineer. RF and VHF transmitter experience is essential, along with a background in production, news, and studio maintenance. Computer hardware/software skills a must. At least four (4) years experience in commercial television maintenance. FCC license required. Send cover letter, resume and salary history to Chief Engineer, KLBK-TV, 7400 South University Avenue, Lubbock, Texas 79423. Fax: 806-748-2250. KLBK-TV encourages minority employment and training and is an Equal Opportunity Employer. Pre-employment drug testing is required.

Engineer. Roscor Corporation, a world leader in communication systems engineering and integration, has unique opportunities for engineers with solid background in television systems, transmission systems and satellite communications systems design. Opportunities require applicants to travel and/or live abroad. A minimum of 5 years experience and engineering degree are required. Send resume to Roscor Corp., 1061 Feehanville Drive, Mt. Prospect, IL 60056, of fax them to 847-803-8089, to the attention of V. Schwantje.

Chief Engineer for our South Texas television and radio stations. Must have strong UHF and microwave experience as well as computer systems and studio equipment skills. Group operator...great community...weather and lifestyle. Call Jerry Larsen, GM (512)575-2500. EOE.

Engineer - Assistant Chief. Minimum 7 years experience with UHF transmitters and studio maintenance. Must be able to troubleshoot to component level. Capable of computer maintenance and operations. SBE certification and FCC license a plus. Send resume to Bob Hardie, c/o KSMO UPN62, 10 East Cambridge Circle Drive, Suite 300, KCKS 66103 or fax (913)621-4703. EEO. M/F.

Chief Engineer Assistant. Immediate opening for experienced Engineer. Must have a minimum of three years experience in broadcasting maintenance, including systems trouble shooting, repair of studio video and audio equipment and computer systems. FCC General Class license or SBE certification is desired. Excellent wage/benefit program. Respond with resume to Chief Engineer, KAUZ-TV Channel 6, P.O. Box 2130, Wichita Falls, Texas 76307. KAUZ-TV is a Benedek Broadcasting Corporation station and an Equal Opportunity Employer.

Assistant Chief Engineer. Immediate opening for a experienced Engineer. Must have a minimum of three years experience in broadcasting maintenance, including systems trouble shooting, repair of studio video and audio equipment and computer systems. FCC General Class license or SBE Certification is desired. Excellent wage/benefit program. Respond with resume to: Chief Engineer, KAUZ-TV Channel 6, P.O. Box 2130, Wichita Falls, Texas 76307. KAUZ-TV is a Benedek Broadcasting Corporation station and an Equal Opportunity Employer.

Assistant Chief Engineer. Immediate opening at WUTV/FOX 29 for a qualified candidate with a minimum of 4 years experience. Your RF skills and UHF transmitter experience are essential to assist in completion of new Harris transmitter and transmission plant. Strong background in broadcast television maintenance/installation and computer hardware/software skills is required. Experience with Grass Valley switchers and Panasonic MII a plus. FCC General Class License and/or SBE Certification is preferred. Send cover letter and resume to WUTV/FOX 29 Human Resources, 951 Whitehaven Road, Grand Island, New York 14072. No phone calls please. Women and minorities are encouraged to apply. EOE.

Broadcasting & Cable

To place your **CABLE** ad in
Broadcasting & Cable call
Sandra Frey at (212) 337-6941



Found It!
Now
use
it.
Call
today!

HELP WANTED NEWS

PRODUCER-DIRECTOR

Creative, versatile, & experienced self-starter to direct Baltimore's best newscast. Minimum 3 years prior major-market newscast experience with fast-paced, graphics-intensive programs. Strong conceptualization and visualization skills. College degree preferred. Linear & non-linear editing experience a plus.

Tape and resume (No Calls Please)
To: Emerson Coleman
Director Of Broadcast Operations
WBAL-TV
3800 Hooper Ave.
Baltimore, MD 21211
EOE



WRITER/PRODUCERS

WRITER/PRODUCER -- If you understand hard news. If you can crank out product and still drive the message home. If you can write and have an eye for great graphics . . . let us take a look at your tape. WSOC-TV needs a writer/producer in its Creative Services Department. Must have 2-3 years news promotion producing experience. WSOC is a top-rated ABC affiliate in the 28th market and owned by COX. Send resume and demo to: Bonnie Barclay, Creative Services Director

TOPICAL NEWS PROMOTION PRODUCER

-- WSOC-TV is looking for a strong tease writer with a promotional background and a nose for News. This person will work in the News Department, directly with the News staff on daily promotional opportunities including sweeps promos and proof of performance spots. If you're a go-getter, then please send tape, resume and writing samples of your work to: Deb Halpern, Executive Producer

WSOC-TV
1901 N. Tryon Street
Charlotte, NC 28206



Fax your classified ad to
Broadcasting & Cable
(212) 206-8327

NEWS 12, the nation's first 24-hour regional news operation, has, full time, part time and temporary, opportunities in the Westchester and Connecticut areas. We are seeking experienced television professionals for the following positions:

PHOTOGRAPHERS/EDITORS
PRODUCERS
ASSOCIATE PRODUCERS
PRODUCTION ASSISTANTS

If you work well in a fast-paced, deadline-driven environment, have a flexible schedule with availability for nights, weekends and holidays, then send your resume and non-returnable tape to:

PO Box 999-PC, Woodbury, NY 11797.
We are an equal opportunity employer.



We have all the toys - including helicopter and satellite truck. We want an aggressive Reporter who knows how to use them. We've had several stories this year that made national news. It's a great opportunity in a market that doesn't often have reporter openings. But, we need you fast - rush your tape on VHS preferably - resume and cover letter to: Michele Gors, News Director, WOWK-TV, 555 5th Avenue, Huntington, WV 25701. EOE. No phone calls.

WFTX-TV in the Ft. Myers/Naples market is seeking a Producer for it's 10:00 pm A.P. award winning newscast. College degree and two years experience preferred. The successful candidate will be a leader and *Foxified*. Send non-returnable tape and resume to: WFTX-TV, Mark Pierce, 621 SW Pine Island Road, Cape Coral, FL 33991. We are an Equal Opportunity Employer.

Univision: El Grupo de Estaciones de Univision busca reporteros, productores, fotógrafos, y editores con experiencia. Las posiciones de reporteros y productores requieren excelente conocimiento del Español hablado y escrito. Conocimiento del Español es también preferente para otras posiciones. Envíe video y curriculum vitae a Univision, PO Box 45073, Los Angeles, CA 90045-5073. EOE.

Top 50 Big 3 is looking for a creative, aggressive News leader who can leverage resources and develop a winning team of news people. If you can motivate and coach, relentlessly pursue the best on-air product without automatically throwing money at it, lead with a strong news vision, take charge of our young staff to provide and create exciting, relevant TV news, then you should respond to this. Are you a leader, visionary, trainer? Can you bring the best out of people? Please send us resumes, tapes, whatever you think will convince us to Box 00970 EOE.

Television News Reporter. WESH-TV, a Pulitzer Broadcasting Station, located in Orlando, Florida (22nd market) is seeking a News Reporter. Applicants must have previous on-air experience reporting television news. Candidates should be self-starters with strong newswriting and visual story telling abilities. Live reporting experience required. Send resume and non-returnable tape to Ken Ericson, Assistant News Director, WESH-TV, P.O. Box 547697, Orlando, FL 32854. No phone calls! An Equal Opportunity Employer.

Television News Weekend Anchor/Reporter. WESH-TV, a Pulitzer Broadcasting Station, located in Orlando, Florida (22nd market) is seeking a Weekend Anchor/Reporter. Applicants must have 3-5 years previous experience in reporting and anchoring television newscasts. Must be able to anchor, report and write. The applicant must also make public appearances representing the station. Send resume and non-returnable tape to Russ Kilgore, News Director, WESH-TV, P.O. Box 547697, Orlando, FL 32854. No phone calls! An Equal Opportunity Employer.

TV News Producer: Looking for a lifestyle change? We're looking for a top-notch producer with big market experience but fed up with big market problems. We are a southern small market station with *all* the toys, *great* benefits, *competitive* salaries, *supportive* management/owners. We're *not* looking for the latest BurnOut but someone who knows how a first rate show should come together with writing, showcasing and creativity. We need someone with a positive attitude and a passion for the business, who can coach, lead one of the finest newsroom staffs in the nation, and who can take an already excellent newscast to a new level. This is a smoke-free and drug-free workplace. EOE. Please send all resumes with a cover letter to Box 00978 EOE.

Producers Wanted: Southeast medium market needs two newscast producers who want to put their personal creative stamp on what the viewers see. You have to be a journalist with good news sense. You have to like to push the envelope, trying new ways of communicating and setting your newscast apart from the competition...and all of this with Viewer Benefit in mind. If you have these qualifications, send your tape and resume to Bart Swenson, Assistant News Director, WTLV-TV, 1070 East Adams Street, Jacksonville, FL 32202.

Producer/Director. WOOD-TV has an opportunity for a versatile, experienced Producer/Director to join our production staff. Naturally, qualified candidates will be expected to direct our number one rated, fast-paced newscasts. Most days, you'll do an hour at noon and another thirty minutes at five-thirty. In addition to our newscasts, there'll also be opportunities to direct news and various non-news special events. From time to time, you'll be expected to produce a program, as well. Can you edit? We've got a Sony Digital Beta suite, an Avid Media Composer 4000 and an Avid MCEexpress, all available for you to spend some time piloting. Chyron Infitit!, Pinnacle Still-Store. Dual-channel Abekas. SNG and multiple live capabilities. If all this looks interesting to you and you like the idea of being at the best station in the 38th market, send your resume with references and non-returnable aircheck with director track to: Patrick Linehan, Production Manager, WOOD-TV, 120 College Avenue, SE, Grand Rapids, MI 49503. WOOD-TV is an Equal Opportunity Employer.

Primary Anchor search is underway for a creative, highly competitive Southeast medium market. The person chosen will join a very successful 6 and 11pm team that's looking for the last piece of the puzzle. Our anchors aren't lead-in and tag readers. We want someone who wants to be involved in the development of our product and who likes to be showcased as a primary reporter of important information, not just the set-up person for the reporters. If you're a newsroom leader, a team player, and someone who wants to be involved in the community you want to send a tape and resume to Kevin Brennan, News Director, WTLV, 1070 East Adams Street, Jacksonville, FL 32202.

Photographer/Live Truck Operator: TV news Photojournalist with 3-4 years experience. NPPA standards, live truck experience a must and a great attitude. Send resume and tape to: Scott Livingston, WBFF-TV, 2000 W. 41st Street, Baltimore, MD 21211. No phone calls please. EOE.

Newscast Producer: NewsChannel 11, the ABC-owned station in Raleigh-Durham, NC, needs a utility line producer willing to learn our style and grow within our system. Qualified applicants have two years experience line producing newscasts in small or medium size markets; understand and appreciate the use of video and graphics in show production; are never married to a rundown; can handle live, breaking news coverage; and love deadline pressure. Strong writing skills are a must. We want news producers, not show stackers. You will produce every show we put on the air, so flexibility is very important. We do a lot of live shots and put a premium on high story count shows. Hard workers and team players do well with us. A degree in journalism or a related field is desired but not required. Send non-returnable tape and resume to: Mark Casey, News Director, NewsChannel 11 ABC, 411 Liberty Street, Durham, NC 27701. EOE. No phone calls!

News Director: Highly desirable 100+ market in NW. Organized news professional and motivated people person. Teacher and team builder who can involve and inspire "young" staff. Must be hands-on, product-oriented. We're lean so it's hard but gratifying work. Experienced ND or exceptional Exec Prod. Send letter, resume, salary history, references, and non-returnable tape of your product by 11/15/96 to Brian Benschoter, GM, KMTR NBC 16, 3825 International Court, Springfield, OR 97477. No calls. EOE.

Meteorologist/Reporter. NBC affiliate is seeking a special communicator for a dynamic weekend weathercast with absolute state-of-the-art equipment and general assignment reporting during the week. You must have one to two years commercial television news experience in both areas. Non-returnable tape and resume to News Director, WFMJ-TV, 101 West Boardman Street, Youngstown, OH 44503.

General Assignment Reporter. WAFF TV, the NBC affiliate in Huntsville, Alabama, is looking for a General Assignment Reporter. Please send a tape and resume to: Frank Volpicella, News Director, WAFF TV, 1414 North Memorial Parkway, Huntsville, AL 35801. Absolutely no phone calls. WAFF is an Equal Opportunity Employer and encourages applications from women and minorities.

Morning News Anchor/Reporter. Southeast, mid-market station needs a personable morning news anchor who can deliver no-nonsense news coverage in a pleasant and inviting style. We need a solid journalist who understands that viewers need to be comfortable with the news anchors they invite into their homes. We have a tradition of strong news coverage. We need the bright, morning personality to go with it. After you finish the morning news, you'll hit the streets for some hard news reporting. Qualified applicants will be great video storytellers who work well in a fast-paced, hard-edged news environment. We put a premium on live reporting and teamwork. Candidates should have three to five years experience anchoring and reporting in mid to large markets and a very strong work ethic. A college degree in journalism or a related field is preferred. Send non-returnable tape/resume to Box 00977 EOE.

FOX 30 WAWS-Jacksonville seeking top notch news staff. Looking for the best. Anchors, reporters, sports anchors, weekday, weekend, weather anchor, meteorologist preferred. Executive Producer, Assignment Manager, Chief Photographer, producers, photographers, editors with 3 years experience in each field. Looking for newscast director as well as weekend newscast director of live newscast. We want to build a great news team. Send resume and tape (VHS preferred) to News Director, WAWS FOX 30, 8675 Hogan Road, Jacksonville, Florida 32216. No phone calls please. Clear Channel Television, Inc. is an Equal Opportunity Employer.

Assignment Editor needed for group-owned medium-market station. Strong editorial judgement, full knowledge of ENG and SNG, exceptional logistical skills, the ability to calmly lead under pressure, and a wealth of good story ideas. If you have at least one year's TV news desk experience, a Bachelor's degree, strong people-management and time-management skills and an interest in joining an outstanding broadcast news organization, rush a list of your greatest accomplishments on the desk, resume and references to Box 00979 EOE.

Assignment Editor. KNTV, the ABC affiliate in San Jose, California, has an immediate opening for a News Assignment Editor. Applicants must have at least two years experience working on a TV news assignment desk. This position requires excellent organizational, logistical and people skills. Must work effectively with reporters, photographers and producers under newsroom and deadline pressures. We're looking for a creative idea person who's aggressive on news coverage. A working knowledge of San Jose, the San Francisco Bay Area and California issues is desirable. Send resume and cover letter to: Terry McElhatton, News Director, c/o Teresa Aquino, Personnel Director, KNTV-TV, 645 Park Avenue, San Jose, CA 95110. EOE.

A.H. Belo's KOTV, honored by the RTNDA as having the best newscast in Texas and Oklahoma, is looking for the ideal producer: someone who has outstanding editorial judgement and great writing and logistical skills, manages time and crises well, and works amicably with the assignment desk, reporters, photographers and other staff. Must have four-year degree and at least one year fulltime commercial TV newscast producing experience. Rush resume, tape and references to: Robert Cohen, Assistant News Director, KOTV, 302 South Frankfort, Tulsa, OK 74120.

NBC News affiliate has it all! The lifestyle in this top-70 market offers a comfortable and fun atmosphere - attractive to families and career-oriented professionals. The company combines state-of-the-art facilities with a team-player philosophy. We are seeking: *Primary Anchor.* Candidates are required to have the anchor experience and strong journalistic/reporting credentials needed for a top-70 market. *10 p.m. Producer* to create newscasts with pace and style. Great writing and leadership abilities are essential. 2+ years of producer experience required. *Photojournalists* to shoot and edit on Beta, and some digital, equipment to complement our existing staff of top-notch video professionals. 2+ years of shooting and editing experience required. Send resume, tape, references and letter stating position preference to: Personnel, WGBA NBC 26, P.O. Box 19099, Green Bay, WI 54307-9099. EOE.

HELP WANTED PROMOTION

Sports production company is looking for producers in the New York tri-state area with a minimum of 5 years promotions producing experience. Skill must focus on writing and conceptualizing. Familiarity with 3D graphics, field production, post production and film production also a must. A sports background isn't essential, but a plus. Please send resume and tape to Box 00983 EOE.

Promotions Writer/Producer. Candidate must have strong writing skills and be able to produce daily episodics, series and image promotions. Must have minimum 2-3 years experience with the creativity and drive to dominate a highly competitive market. Computer editing experience required. Knowledge of Grass Valley, Abekas, Impact, Dubner and Betacam systems preferred. Send resume and reel to: Emily Oman, c/o KSMO-TV, 10 East Cambridge Circle Drive, Suite 300, Kansas City, KS 66103. EOE. M/F.

Promotion Director. Seeking strong promotion person with writing/producing credentials. Will also assist in areas related to sales and news. Knowledge of Odetics System is a plus. Degree in advertising or marketing or prior related experience in television a +. Send tape and resume to Mike Brooks, WHOA-TV, 3251 Harrison Road, Montgomery, AL 36109. No phone calls please. EOE.

Creative Copywriters/Promotions Producers. Spanish language TV network based in S. Florida is seeking a Senior Writer/Promotion Producer. Capable of creating great concepts and powerful copy. Assignments will range from episodic promos to multi-media image campaigns. Must be a team player. Editing and Cube experience a definite plus. Send resume, demo tape and salary requirements to Box 00976 EOE.

**Fax your classified ad to
Broadcasting & Cable
(212) 206-8327**

HELP WANTED RESEARCH

Research Director. KMCL TV, NBC San Antonio, TX has an immediate opening for a Research Director. Great opportunity to come to one of America's most unique cities. Applicants should have a strong background in all aspects of television research including, Nielsen ratings analysis, TV Scan, qualitative (Scarborough), Micro-node, CMR, etc. Experience in creating ratings estimates, client presentations and collateral materials is essential. Strong written and oral presentation and computer skills are critical. Send resume to Kevin Donohue, General Sales Manager, KMOL TV, PO Box 2641, San Antonio, TX 78299. Equal Opportunity Employer.

HELP WANTED PRODUCTION

TV Producer with on-air presence. Must be able to develop interesting story ideas for weekly magazine, direct EFP, interview subjects, write and narrate first-rate scripts; edit video tape; and host in-studio. Minimum two years experience required. Preference given to applicants with studio directing experience. Send resume to Executive Secretary, WVPT-TV, 298 Port Republic Road, Harrisonburg, VA 22801 by November 22. No phone calls. EOE.

TV Producer. "AM Live" the top rated news/tabloid oriented morning talk show seeks creative producer with lots of energy and great new ideas. Candidate must be long on experience with excellent booking skills and news background with an eye for the long shot news-making guest, and the persistence to make it happen. Writing, videotape editing and computer skills a must. Forward a complete resume with salary requirements, show ideas and a non-returnable video tape of previous work (no calls) to Charles Bradley, Director of Programming and Operations, WPVI-TV, Suite 400, 4100 City Avenue, Philadelphia, PA 19131. EOE.

Sports Production company seeks a writer for its weekly network magazine show. You must possess at least three years television experience, preferably in sports, along with computer proficiency, a strong editorial background, the ability to work well under pressure, creativity, and a sharp sense of humor. Send resume and writing samples to Box 00982. Equal Opportunity Employer.

Graphic Artist: WCBD-TV is looking for a Creative Graphic Artist with the imagination and talent to translate ideas into art. Candidate must be able to create graphics for news, and commercial production. Working knowledge of computer graphics, ArtStar, Macintosh, and Chyron is a plus. Send resume and non-returnable tape to WCBD-TV, P.O. Box 879, Charleston, SC 29402. M/F. EOE. Final applicants drug screened.

Editor/Engineer. Production facility seeking experienced Editor/Engineer for live broadcast and production in high profile fast-paced environment. Avid editing a must. Skills to troubleshoot and maintain video/audio equipment essential. Computer knowledge, experience in range of broadcast equipment including, Sony field/studio gear, GVG 100, Pinnacle Alladin Avid MCXpress, BVE 900. Personable. Self-motivated. Send resume, tape, salary requirements to "Director" 619 Hart Senate Building, Washington, DC 20510.

Design Director CBS Chicago. WBBM TV Chicago, CBS O&O is looking for an experienced Design Director to head up our award winning design team. We are a very graphic intensive television station, and we need someone who is creative, aggressive, and ready to take charge. This person will head up a staff of 7 artists, and will report directly to the director of advertising and promotion. V-series Hal and Harriet, Classic, and Quadra 950 Mac. We have the tools! 3-5 years experience a big, big plus! Hurry, don't wait. We want this position filled by the November book! Send resume and reel to: (No phone calls) Lori Terwell; Director, Advertising and Promotion; CBS Chicago; 630 North McClurg Court; Chicago, IL 60611.

Commercial Producer-WUNI-TV 27, Boston's Univision affiliate, seeks a full-time, bilingual Producer/Director. We're looking for a creative, energetic team player who has a thorough understanding of commercial production and is capable of dazzling promotional strategies. Applicant must have commercial shooting and editing experience and live production experience (2 years). Spanish fluency and translation skills a must. College degree preferred. Send resume with salary history and demo reel to: WUNI-TV 27, 33 Fourth Avenue, Needham, MA 02194; Attn: M. Godin. No phone calls please. EOE.

Art Director. KJRH-Channel 2 (Scripps Howard station) is seeking an innovative and energetic Art Director to join our team! Candidate must be able to develop, maintain, design, and supervise all on-air, animation, and print projects. Excellent design skills and knowledge of latest equipment including Silicon Graphics, Mac, and Quantel Paintbox a plus! Minimum 3 years broadcast, design, and animation experience. Send resume and tape to Lori Doudican, KJRH, PO Box 2, Tulsa, OK 74101. No phone calls please. KJRH is an Equal Opportunity Employer.

Graphic Vision... If you are a strong graphic designer and possess very imaginative and creative, out there ideas, my client may have interest. We seek a manager of graphic and creative services for one of the most creative sports and entertainment companies today. This role supports TV, magazine, on-line services, pay per view promos and merchandise. All areas cross over. Should have ability to deal with talent in a collaborative fashion. To find out more, mail or fax resume in confidence to the nationally known retained search firm: Morgan/Webber, Inc., Attn: Steven M. Lavender, 5510 Merrick Rd., Massapequa, NY 11758/Fax: 516-799-5233.

HELP WANTED HOST

Producer/Host. Established weekly public affairs program with strong following seeks new host who can also produce periodic documentaries for progressive public television station. Requires proven on-air presence and interviewing skills, 5 years experience, Bachelor's degree. Very competitive salary, good insurance, vacation, retirement. KACV-TV is licensed to Amarillo College. Send resume and tape to Personnel Office, P.O. Box 447, Amarillo, TX 79178. EOE.

HELP WANTED PROGRAMMING

TV 30 in a vibrant, rapidly expanding Northern Illinois market is looking for a TV Producer/Editor. If you have TV production experience and are looking to advance in your career, TV 30 has a unique employment opportunity for the right person. Send resume to TV 30, Pam Nelson, 1 Broadcast Center, Plano, IL 60545. EOE

SITUATIONS WANTED PROGRAMMING

AS A SENIOR TALENT I ATTRACT ALL AGE VIEWERS



My experience includes: TV-Radio-Cable Producer-Host, General Manager Ed Still ENTERTAINER, Kiddie-Adult TV Shows, Stand-Up Comic, Seminar Speaker, Dancing, Singing, Acting, Crime Shows, Puppeteering, Cartoons, Fund Raising, TV Sales, Writing, Syndicable, Any Market. (954)972-6661

PROGRAMMING SERVICES



National Weather Network

Your own on-air meteorologist via satellite. 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.

RESUME TAPES

Career Videos prepares your personalized demo. Unique format, excellent rates, coaching, job search assistance, free stock. Great track record. 847-272-2917.

VIDEO SERVICES

In Washington, D.C. Friendly and professional ENG and EFP crews. SP Betacam packages, Avid Editing and rentals. Montage Production Ltd. 202-393-3767.

Great Britain. Trained in America; working in London. For all your video production needs in the U.K. Sam Green TV. 44-171-722-0998.

Los Angeles: Experienced ENG and EFP crews. New SP Betacam packages. Spooner Productions, INC. 800-776-6637.

CABLE

HELP WANTED TECHNICAL

Chief Engineer: National cable network seeking qualified individual for Chief Engineer position. Responsibilities include engineering, maintenance and tape operation of all digital post production facility; broadcast operations and design and project management. Requires 5 years of managerial/supervisory experience in broadcast operations and hands-on experience in technical maintenance of broadcast video, audio and automation equipment. Ability to generate production and broadcast system designs. Attention to detail in design, execution and documentation of systems and individual components. Autocad experience a plus. Please send resume and salary history to: Chief Engineer DC-47, P.O. Box 4917, Englewood, CO 80155. Drug test and interview required for successful candidate. EEO/MF.

HELP WANTED RESEARCH

Research Manager: TNN: The Nashville Network part of the Gaylord Entertainment family has an immediate opening for an experienced research professional. This individual will design, develop and analyze research to be used in making programming strategy decisions. Qualified candidates will have a degree in computer science or a related field, a minimum of three years research experience, thorough understanding of statistical analysis and methodologies and a thorough working knowledge of personal computer and multiple database and spreadsheet applications. Please send resume and cover letter including salary history to: Communications Group HR Attn: PS, 2806 Opryland Drive, Nashville, TN 37214, or fax information to 615-896-5750. EOE.

HELP WANTED SALES

**RARE OPPORTUNITY
CABLE TELEVISION
LICENSES AVAILABLE**

Become a Cable System Affiliate and air children's award-winning, non-violent educational programming. Children's Cable Network (CCN) is seeking experienced sales oriented individuals who want to earn a six figure income. Home based with fantastic growth potential. Exclusive territories and training provided. Investment of \$35k - \$125k required. Partial financing available! **Call Now!!! 1-888-868-4226**

Tropical booming Pacific Rim location. Direct Sales Manager with 5 years experience. Highly motivated, aggressive professional needed. Long term opportunity. Excellent wage, incentive and benefit package. Provide resume and compensation history. Contact: Ric Novak, Tropic Isles Cable TV Corp., 530 West O'Brien Drive, Agana, Guam 96910 or fax (671)477-7341.

Tropical booming Pacific Rim location. Advertising Sales Manager with 5 years experience. Highly motivated, aggressive professional with proven track record. Long term opportunity. Excellent wage incentive and benefit package. Provide resume and compensation history. Contact: Ric Novak, Tropic Isles Cable TV Corp., 530 W. O'Brien Drive, Agana, Guam 96910 or fax (671)477-7341.

FOR SALE

Southern California resort area AM/FM combo. Opportunity for sales oriented owner/operator.
**Call Media Services Group, Inc.
(415) 289-3790**

HELP WANTED PRODUCTION

Managing Producer: National Cable Network seeking qualified individual for Managing Producer. Responsible for planning, production, scheduling of all on-air promotional and interstitial materials. Requires extensive varied production and post-production experience. Excellent writing and concept organization. Managerial and communication skills. Ability to manage and work under deadline pressure. Prefer 3-5 years experience in television management including advertising and promotion and/or experience in media, public relations, community relations, public affairs, sales promotion, and research. Please send resume with VHS tape of production and/or promotion work and salary history to: Managing Producer DC-38, P.O. Box 4917, Englewood, CO 80155. Drug test and interview required for successful candidate. EEO/MF.

Producer: National Cable Network seeking qualified individuals for two producer positions. Responsible for origination of on-air material for entertainment oriented premium movie channel. Requires superior creative, producing and writing skills for promotion, festivals, trailers, and special features. Must have a minimum of 3 years experience producing entertainment promotion and interstitial segments and 3 years experience in promotions at a broadcast station, network or program supplier. Ability to handle multiple projects and firm deadlines. Please send resume with VHS tape of production and/or promotion work and salary history to: Producer DC-39, P.O. Box 4917, Englewood, CO 80155. Drug test and interview required for successful candidate. EEO/MF.

Art Director/Print: National Cable Network seeking qualified individual for Art Director/Print position. Responsible for creative direction of the Print Design Department including trade and consumer advertising for multiple networks. Requires proven experience at managing a print design department with strong conceptualization skills. Minimum of 5 years experience as an Art Director. Superb interdepartmental and interpersonal skills. Experience in design of motion picture advertising preferred. Portfolio samples upon request. Please send resume and salary history to: Art Director/Print DC-43, P.O. Box 4917, Englewood, CO 80155. Drug test and interview required for successful candidate. EEO/MF.

Managing Producer: National Cable Network seeking qualified individual for Managing Producer. Responsible for planning, production scheduling of all on-air promotional and interstitial materials. Requires extensive and varied production and post-production experience and experience in advertising and promoting children's television programs. Excellent writing and concept organization. Managerial and communications skills. Ability to manage and work under deadline pressure. Prefer 3-5 years experience in television management. Experience in media, public relations, community relations, public affairs, sales promotion, and research a plus. Please send resume with VHS tape of production and/or promotion work and salary history to: Managing Producer DC-44, P.O. Box 4917, Englewood, CO 80155. Drug test and interview required for successful candidate. EEO/MF.

ALLIED FIELDS

HELP WANTED INSTRUCTION

EDMUND F. AND VIRGINIA BALL CHAIR IN TELECOMMUNICATIONS

**Ball State University
Muncie, Indiana**

The Department of Telecommunications seeks applications or nominations for a unique Chair endowed by Edmund F. and Virginia Ball. The Chair is designed to attract nationally and internationally recognized professionals and/or scholars in the areas of audio, video or film applied arts, including radio, television, motion pictures, and corporate communication. This position is available August 22, 1997. Minimum qualifications: bachelor's degree with extensive professional experience and recognition as an authority or practitioner in the field.

The successful applicant will be awarded a professorship for a minimum of one year, renewable to five years. Responsibilities of the endowed chair include teaching two classes per semester on a ten-month contract, being a resource for the campus and larger community served by the university, and delivering one public lecture, workshop, or seminar each semester.

The Department of Telecommunications has a distinguished regional and growing national reputation and is part of the new College of Communication, Information, and Media. The college is the ninth largest in the nation, comprising the Departments of Telecommunications, Journalism, Speech Communication, and Information and Communication Sciences. The Department of Telecommunications serves more than 800 majors and minors and includes 15 full-time faculty members as well as adjuncts.

Address application packet (letter of application, resume, and official transcript), nominations, or queries to: Steve Bell, Chair, Department of Telecommunications, Ball State University, Muncie, IN 47306. Review of applications will begin November 18, 1996, and continue until the position is filled.

Ball State is an Equal Opportunity, Affirmative Action Employer and is strongly and actively committed to diversity within its community.

The School of Journalism and Broadcasting at Oklahoma State University is seeking an advertising professional with teaching experience and a master's degree, preferably a doctorate, beginning in August 1997. The qualified candidate should be versatile enough to teach courses in our public relations sequence as well as beginning and advanced advertising. Skills in multimedia and the ability to teach in other media areas, including our graduate program in mass communications, are a strong plus. Strong working relationships with professional organizations and student ad club are necessary. The salary for this tenure track Assistant/Associate Professor is highly competitive. Please submit vita, transcripts and names, addresses and telephone numbers of three reference to Dr. Maureen J. Nemecek, Chair, Personnel Committee, School of Journalism and Broadcasting, 206 Paul Miller Building, Oklahoma State University, Stillwater, OK 74078-4053. (405)744-8282. E-mail questions to osusb@okway.okstate.edu. Applications due December 15, 1996, or until filled. Oklahoma State University is an ADA/EEO/AA employer. Women and minority candidates are encouraged to apply.

HELP WANTED SALES

Account Executive - New York: SRDS, a major publisher of media information, is seeking a seasoned and aggressive professional to join our growing Sales Department on the Television, Radio and Interactive Sources. The ideal candidate will possess 5-7 years of proven success in broadcast/cable advertising sales, excellent written/oral communication skills and the ability to develop new business and to enhance relationships with current and potential customers. A solid understanding of Broadcast/Cable marketplace is essential. Excellent organizational, planning and follow-through skills a must. Proven prospecting skills required. A growing knowledge of the Interactive marketplace and on-line advertising is desired. Please mail/fax resume to: SRDS, Attn: Human Resources, 1700 Higgins Road, Ste. 500, Des Plaines, IL 60018-5605. Fax: 847-375-5002. e-mail: tmphms@srds.com. EOE M/F/D/V.

EMPLOYMENT SERVICES

JOBPHONE
Inside Job Openings, Nationwide
PRESS ① Radio Jobs, updated daily
 ② Television Jobs updated daily
 ③ Hear "Talking Resumes"
 ④ To record "Talking Resumes" and employers to record job openings
 ⑤ Entry level positions
1-900-726-JOBS
\$1.00 per min. JOBPHONE. NEWPORT BEACH, CA

*** RESUMES ***
Professionally Prepared
1-800-414-0286
 Serving the Broadcasting Industry since 1988
 24 hour turnaround

PROFESSIONAL JOBS
WITH ENTERTAINMENT COMPANIES
 BROADCAST & CABLE TELEVISION, DISTRIBUTORS,
 MOTION PICTURE, POST PRODUCTION & MORE
 Entry to senior level jobs nationwide in ALL fields
 (news, sales, production, management, etc.).
 Published biweekly. For subscription information:
(800) 335-4335
In CA, (818) 901-6330.
Entertainment Employment Journal™

Just For Starters: Entry-level jobs and "hands-on" internships in TV and radio news. National listings. For a sample lead sheet call: 800-680-7513.

Entry Level Only! Employment Assistance for TV News and Sports Reporters. Lead service, talent marketing and demo tapes. 13th year. MCS. 619-788-1082.

BUSINESS OPPORTUNITIES

Want to make your broadcast property more successful? We are consultants with over 62 years professional experience in full-power TV, LPTV, radio, newspaper and advertising agency businesses. We've owned, managed, constructed LPTV and radio stations in top 25 market. We can take you from CP to air. Need help with sales? We've taught sales and marketing at major universities and colleges. We can hire and/or train sales staff for you. To see if you can make your station more successful, please call Lee Jackson or Dave Romerhaus...(317)722-4359. Jackson, Romerhaus, Inc.

Station Owners/Managers: If you own a radio or TV station you can add \$50,000.00 to your bottom line. Call Phillip Trout, Radio Connection 1-800-301-2323.

INVESTOR OPPORTUNITIES

Investors Wanted: Washington D.C. based radio and television show is looking to expand its projects and creative development. Call 301-299-8456 and speak to Henny Hoskam.

FINANCIAL SERVICES

Loans By Phone: Lease/finance new or used broadcasting equipment. Flexible payment plans. Flexible credit criteria. Call Jeff Wetter at Flex Lease, Inc. 800/699-FLEX.

EDUCATIONAL SERVICES

On-camera coaching: Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Resumes. Critiquing. Private lessons with former ABC News correspondent. 914-937-1719. Julie Eckhart, ESP.

WANTED TO BUY EQUIPMENT

Used videotape: Cash for 3/4" SP, M2-90's. Betacam SP's. Call Carpel Video 301-694-3500.

FOR SALE EQUIPMENT

CLEARLY PRUDENT.
 For video duplication, demos, audition reels, work tapes, our recycle! 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.

Equipment for Sale: IBM System/36 - 5362 mainframe with an IBM 9332-200 extended memory. Terminals not included. Best offer. Call Pat Ziegler at 605-361-5555.

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

FLORIDA RADIO & TV
 AM/FM gulf Coast w/upside \$395K
 FM Class C 50 kw Coast Resort \$1.3M
 AM/FM E. Coast Resort (Jax.mkt) \$1.7M
 UHF Network, Full-Power Price Call
HADDEN & ASSOC.
 PH 407-365-7832 FAX 407-366-8801

Northeastern Pennsylvania - 1,000 W - Non-Directional station with all equipment included. Call for details. Lutz Agency (717)784-2223.

Central Georgia adjacent FM-FM combo; West Texas attractive combo, FM upgradable. Florida Atlantic coast fulltime AM; Mayo Communications Inc., 813-971-2061.

Call Sandra Frey at (212) 337-6971

CABLE ADVERTISERS!
SPECIAL RATES!!





SECURITY INVESTIGATION MANUAL

As a private citizen, law enforcement personnel, or student, if you are looking for the right how-to-manual or book in security and investigation, the SECURITY INVESTIGATION MANUAL is for you! The most comprehensive book of its kind. You will find valuable information explaining the principles, rules, and documents crucial to proper security and investigation.

This book also serves as a reference guide for individuals employed in the criminal justice field. This including policing, criminology, courts, corrections, criminal law, and security management.

Table of contents including: Credit Card Investigation, Shopping Services, Missing Person Investigation, Undercover Investigation, Security, and much more. Professional Press; paperback; 6" X 9"; 152 pages; ISBN Number 1-57087-194-9; Library of Congress Catalog Number 95-71032; Price: \$20.00 plus \$4.00 postage and handling.

ORDER FORM

Please send me a copy of the SECURITY INVESTIGATION MANUAL - Enclosed is \$20.00 plus \$4.00 postage and handling.

NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

DEE SECURITY SERVICES, INC., P.O. BOX 31438, CINCINNATI, OH 45231
Tel.:(513)931-1872 Fax.:(513)931-1873

Broadcasting & Cable

Classifieds

Order Blank (Fax or Mail)

CLASSIFIED RATES

Display rate: Display ads are \$187 per column inch. Greater frequency rates are available in units of 1 inch or larger.

Non-Display rates: Non-Display classified rates (straights) are \$2.10 per word with a minimum charge of \$42 per advertisement. Situations Wanted rates are \$1.15 per word with a minimum charge of \$23 per advertisement.

Blind Boxes: Add \$30.00 per advertisement

Deadlines: Copy must be in typewritten form by the Monday prior to publishing date.

Category:	Line ad <input type="checkbox"/>	Display <input type="checkbox"/>
Ad Copy: _____		

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 or Sandra Frey

FAX NUMBER: 212-206-8327

BROADCASTING & CABLE'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING & CABLE, Classified Department, 245 West 17th Street, New York, NY 10011. For information call Antoinette Fasulo at (212) 337-7073 or Sandra Frey at (212)337-6941.

Payable in advance. Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must be in writing by either letter or Fax (212) 206-8327. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

Deadline is Monday at 5:00pm Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will run if all information is not included. No personal ads.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement. Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$2.10 per word, \$42 weekly minimum. Situations Wanted: 1.15¢ per word, \$21 weekly minimum. Optional formats: Bold Type: \$2.45 per word. Screened Background: \$2.60, Expanded Type: \$3.20 Bold, Screened, Expanded Type: \$3.65 per word. All other classifications: \$2.10 per word, \$42 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD etc., count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$187 per inch. Situations Wanted: \$93.50 per inch. Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: \$30 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such are returned to sender. Do not use folders, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (number), c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011

Confidential Service. To protect your identity seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then, enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting & Cable Magazine, at the address above.

For the Record

<http://www.broadcastingcable.com>

"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.

OWNERSHIP CHANGES

Granted

Torrington, Conn. (BAL-960913EG)—Consumer Service Radio Inc. for WSNQ(AM) 610 khz: involuntary AOL to John J. O'Neil Jr., trustee in bankruptcy. *Sep. 27*

Lyons, Ga. (BTC-961001GE and BTCH-961001GF)—Thompson Broadcasting Co. Inc. for WBBT(AM) 1310 khz and WLYU(FM) 100.9 mhz: involuntary transfer of control from Harry H. Thompson Jr., deceased, to Harry H. Thompson III. *Oct. 18*

Moses Lake, Wash. (BTCH-960930EF)—KWIQ Radio Inc. for KWIQ-FM 100.3 mhz: involuntary transfer of control from Frances L. Lawrence, deceased, to Gerald Eugene King, executor. *Oct. 15*

Moses Lake North, Wash. (BTC-960930-EE)—KWIQ Radio Inc. for KWIQ(AM) 1020 khz: involuntary transfer of control from Frances L. Lawrence, deceased, to Gerald Eugene King, executor. *Oct. 15*

NEW STATIONS

Permit canceled, call letters deleted

Hartford, Mich. (BPH-870820MB)—American Indian Broadcast Group Inc. for FM at 103.7 mhz, ERP 3 kw, ant. 100 m. *Oct. 15*

Concord, N.H. (BP-860328AG)—Concord Broadcasting Associates for WNHA(AM) 1140 khz, ERP 10 kw, TL: Baker Rd. and Everett Turnpike Bow. *Sep. 27*

Dismissed

Addison, Ala. (BPH-950307MA)—Abercrombie Broadcasting for FM at 105.7 mhz, ERP 6 kw, ant. 100 m. *Sep. 20*

Addison, Ala. (BPH-950308MD)—New Life Broadcasting for FM at 105.7 mhz, ERP 6 kw, ant. 100 m. *Sep. 20*

Addison, Ala. (BPH-950309MH)—Eugene G. Hutchens for FM at 105.7 mhz, ERP 2.5 kw, ant. 157 m. *Sep. 20*

Estes Park, Colo. (BPH-950525MS)—Hambric Associates for FM at 102.1 mhz, ERP 6 kw, ant. -93 m. *Sep. 30*

Baldwin City, Kan. (BPED-940804MB)—Nationwide Inspirational Broadcasting for FM at 90.5 mhz, ERP 1.26 kw, ant. 78 m. *Oct. 9*

Lake Arthur, La. (BPH-950118MC)—Edward J. Prendergast Sr. for FM at 107.3 mhz, ERP 25 kw, ant. 100 m. *Oct. 3*

Center Moriches, N.Y. (BPH-870415KS)—Friendship Communications Ltd. for FM at 96.1 mhz, ERP 3 kw, ant. 299 ft, 1700 ft. S of intersection to Rte. 27 and Speonk-Riverhead Rd. *Oct. 7*

Nashville, N.C. (BPED-950511MB)—Eternal Lamp Inc. for FM at 99.7 mhz, ERP 4.3 kw, ant. 117.7 m. *Oct. 18*

Nashville, N.C. (BPH-950509MF)—Nash Broadcasting Co. for FM at 99.7 mhz, ERP 6 kw, ant. 91 m. *Oct. 18*

Nashville, N.C. (BPH-950510MF)—Lisa Jane Joyner for FM at 99.7 mhz, ERP 6 kw, ant. 100 m. *Oct. 18*

Nashville, N.C. (BPH-950512MC)—Big Mountain Broadcasting for FM at 99.7 mhz, ERP 5.13 kw, ant. 106 m. *Oct. 18*

Nashville, N.C. (BPH-950511MM)—Tom Campbell for FM at 106.9 mhz, ERP 3 kw, ant. 143 m. *Oct. 18*

Athens, Ohio (BPH-950130MD)—William E. Bennis IV for FM at 95.9 mhz, ERP 6 kw, ant. 100 m. *Sep. 23*

Athens, Ohio (BPH-950130MG)—The Radio Group Partnership for FM at 95.9 mhz, ERP 5.1 kw, ant. 102.3 m. *Sep. 23*

Athens, Ohio (BPH-950206ME)—Esq. Communications Inc. for FM at 95.9 mhz, ERP 6 kw, ant. 100 m. *Sep. 23*

Athens, Ohio (BPH-950206NA)—Nelsonville TV Cable Inc. for FM at 95.9 mhz, ERP 6 kw, ant. 100 m. *Sep. 23*

Athens, Ohio (BPH-950207MC)—Robert Lampert for FM at 95.9 mhz, ERP 6 kw, ant. 100 m. *Sep. 23*

Mabton, Wash. (BPH-950105MA)—Bogart-Funk Enterprises Inc. for FM at 98.7 mhz, ERP 1.14 kw, ant. 220 m. *Sep. 30*

Returned

Pollock Pines, Calif. (BPED-960118MM)—American Educational Broadcasting for non-commercial educational FM at 89.9 mhz. *Oct. 21*

Mesquite, Nev. (BPH-960826MF)—Virgin River Broadcasting Inc. for FM at 97.5 mhz. *Sep. 25*

Las Vegas, N.M. (BPH-960905MF)—Sangre de Christo Broadcasting Co. Inc. for FM at 96.7 mhz. *Sep. 27*

Endwell, N.Y. (BPH-960826MC)—Educational Media Foundation for FM at 107.5 mhz. *Sep. 25*

Longview, Tex. (BPH-960807MC)—Sandra B. Powley for FM at 97.3 mhz. *Sep. 25*

Granted

Addison, Ala. (BPH-950303MC)—Newman Family Partnership for FM at 105.7 mhz, ERP 6 kw, ant. 100 m. *Sep. 20*

Selma, Ala. (BPED-960111MH)—American Family Association for non-commercial educational FM at 91.1 mhz. *Oct. 21*

Estes Park, Colo. (BPH-950612MI)—Trail Broadcasting Co. Inc. for FM at 102.1 mhz, ERP 6 kw, ant. -254.4 m. *Sep. 30*

Dahlonega, Ga. (BPED-950530MC)—Georgia Public Telecommunications Commission for FM at 89.5 mhz, ERP 3 kw, ant. 140 m. *Oct. 9*

Mount Vernon, Ill. (BPED-950131MA)—Illinois Bible Institute Inc. for FM at 89.7 mhz, ERP 6.2 kw, ant. 150 m. *Oct. 10*

Ottawa, Kan. (BPED-940401MA)—Ottawa Christian Radio Inc. for educational FM at 90.5 mhz, ERP .250 kw, ant. 57 m. *Oct. 9*

Lake Arthur, La. (BPH-950118MD)—G. Dean Pearce for FM at 107.3 mhz, ERP 25 kw, ant. 100 m., 2.1 km SE of Hayes on Hwy 14. *Oct. 3*

Pentwater, Mich. (BPH-950531ME)—Bay View Broadcasting Inc. for FM at 103.1 mhz, ERP 3 kw, ant. -8 m. *Sep. 27*

Petoskey, Mich. (BP-960311AA)—Stone Communications Inc. for AM at 750 khz. *Oct. 9*

Natchez, Miss. (BPED-960304MA)—American Family Association for non-commercial educational FM at 91.1 mhz. *Oct. 21*

Missoula, Mont. (BPED-9551130MA)—Faith Communications Corp. for FM at 91.1

BY THE NUMBERS

BROADCAST STATIONS

Service	Total
Commercial AM	4,906
Commercial FM	5,285
Educational FM	1,810
Total Radio	12,001
VHF LPTV	561
UHF LPTV	1,211
Total LPTV	1,772
FM translators & boosters	2,453
VHF translators	2,263
UHF translators	2,562
Total Translators	7,278

Service	Total
Commercial VHF TV	559
Commercial UHF TV	622
Educational VHF TV	123
Educational UHF TV	240
Total TV	1,544

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

mhz, ERP 1 kw, ant. 622.1 m. *Oct. 21*

Hastings, Neb. (BPED-951120MG)—Hastings College for FM at 90.1 mhz. ERP 1.5 kw, ant. 89 m. *Oct. 9*

Alfred, N.Y. (BPH-950202MB)—Pembroke Pines Elmira Ltd. for FM at 101.9 mhz, ERP 1.28 kw, ant. 213 m. *Sep. 30*

Center Moriches, N.Y. (BPH-870331MV)—Radio Center Moriches for FM at 96.1 mhz, ERP 3 kw, ant. 85 m., off Eastport Manor Rd., Manorville, N.Y. *Oct. 21*

Nashville, N.C. (BPH-950511MJ)—Mainquad Communications Inc. for FM at 99.7 mhz, ERP 6 kw, ant. 100 m. *Oct. 18*

Athens, Ohio (BPH-950123MA)—Christian Faith Broadcast Inc. for FM at 95.9 mhz, ERP 6 kw, ant. 100 m. *Sep. 23*

Linden, Tex. (BPH-951204MA)—Oara Inc. for FM at 99.3 mhz, ERP 10 kw, ant. 91 m. *Oct. 21*

Palacios, Tex. (BPH-950821MC)—John H. Wiggins for FM at 99.7 mhz, ERP 50 kw, ant. 101 m. *Oct. 21*

Pecos, Tex. (BPH-950621MB)—Ronald W. Latimer for FM at 97.3 mhz, ERP 100 kw, ant. 192 m. *Oct. 2*

Mabton, Wash. (BPH-950105MC)—First Love Ministries Inc. for FM at 98.7 mhz, ERP 6 kw, ant. 100 m., 361 W. Monroe. *Sep. 30*

Filed/Accepted for filing

Mobile, Ala. (BPCT-960920WX)—Television Capital Corp. (Marietta I. Feltner, president/20% owner, 415 E. 37th St., Ste. 39G, New York, NY 10016) for TV on ch. 61, ERP 5,000 kw, ant. 298 m., US Rte 1, 3.2 km NE of Malbis, Ala. *Sep. 20*

Fairbanks (BPCT-960917KG)—Jeremy Lansman and Carol Schatz (4320 Sunstone Circle, Anchorage, AK 99516) for TV on ch. 13, ERP 50.1 kw, ant. -1 m., 455 Third Ave. Lansman and Schatz own 51% and 41.5% respectively of KYES(TV) Anchorage. *Sep. 17*

Seward, Alaska (961007AA)—Northern Television Inc. (August G. Hiebert, chairman/.0552% owner, 1007 West 32nd, Anchorage, AK 99503) for AM at 1240 khz, ERP 1 kw. Northern Television owns KXLR(FM), KCBF(AM) and KTVF(TV) Fairbanks and KNIK(FM), KBYR(AM) and KTVA(TV) Anchorage. *Oct. 7*

El Dorado, Ariz. (BPET-960920KK)—Lamb Broadcasting of Arkansas Inc. (Charles Reed, president, 701 Parkwood Dr., West Monroe, LA 71291) for noncommercial educational TV on ch. 30, ERP 5,000 kw visual, ant. 367 m., .3 km WSW of intersection of res 2 and 15, Farmerville, La. *Sep. 20*

Flagstaff, Ariz. (BPET-961001KK)—Arizona Educational Broadcasting Foundation Inc. (Mildred Stewart, president, 4327 Emory, El Paso, TX 79922) for TV on ch. 16, ERP 5,000 kw visual, ant. 455 m. *Oct. 1*

Bishop, Calif. (BPCT-960919KZ)—Gary M. Cocola (706 W. Herndon Ave., Fresno, CA 93650) for TV on ch. 20, ERP 195.4 kw, ant. 928 m., Silver Canyon, 20 km E of Bishop. *Sep. 19*

Brawley, Calif. (BPET-960920WU)—The Board of Trustees, California State University for San Diego State University (Pete Wil-

son, president, 5500 Campanile Dr., San Diego, CA 92182) for noncommercial educational TV on ch. 26, ERP 5,000 kw visual, ant. 468 m., Quartz Peak Area. *Sep. 20*

Livingston, Calif. (BPED-961002MA)—Educational Media Foundation (Richard Jenkins, president, 1425 N. Market Blvd., Ste. 9, Sacramento, CA 95834) for noncommercial educational FM at 88.3 mhz, ERP .025 kw, ant. 45 m., 8 km S of Livingston. EMF owns FMs in Magalia, Garberville, Chowchilla, Santa Rosa and Kingsburg, all Calif., and an AM in Tigard, Ore., and has applied to build FMs in Klamath Falls, Cheryville and Winchester, all Ore.; Westminster, Colo.; Endwell, N.Y.; Tucson, Ariz., and Fairmead, Redding and Fountain Hills, all Calif. *Oct. 2*

Redding, Calif. (BPET-960920WN)—Northern California Public Television (Scott L. Smith, trustee, 1601 Belvedere Rd., 204 E. West Palm Beach, FL 33406) for noncommercial educational TV on ch. 16, ERP 700 kw, ant. 867 m., Bonanza King Lookout, 46.5 km NW of Central Valley, Calif. *Sep. 20*

Lakewood, Colo. (BPED-960929MD)—Colorado Christian University Inc. (Leroy Green, chairman, 180 S. Garrison, Lakewood, CO 80226) for noncommercial educational FM at 88.1 mhz, ERP .125 kw, ant. 292 m., 855 Colorow Rd., 40 km SW of Golden, Colo. The applicant owns KWBI(FM) Morrison, KJOL(FM) Grand Junction and KDRH (FM) Glenwood Springs, and has applied for FM in Pueblo, all Colo. *Sep. 29*

Pueblo, Colo. (BPCT-960920YN)—Zavaletta Broadcasting of Pueblo (Peter M. Zavaletta, general partner, 844 Central Blvd., Ste. 380, Brownsville, TX 78520) for TV on ch. 26, ERP 5,000 kw visual, ant. 388 m., .95 mi. S of kcsj tower. *Sep. 20*

Crystal River, Fla. (BPET-960919LB)—Board of Regents, State of Florida, acting for and on behalf of the University of Florida (200 Weimer Hall, University of Florida, Gainesville, FL 32611) for TV on ch. 39, ERP 723 kw, ant. 151 m., 3.2 km SW of intersection of SRs 480 and 581, 31.5 km SE of Crystal River. *Sep. 19*

Palatka, Fla. (BPCT-960917KI)—The Pentecostal Revival Association Inc. (Dolly M. Harrell, president/25% owner, Rte. 4, Box 1506, Palatka, FL 32177) for TV on ch. 63, ERP 20.4 kw, ant. 101 m., 1.8 km E of SR 19, 8.8 km SW of Palatka, Fla. *Sep. 17*

Palatka, Fla. (BPCT-960920WY)—Compassionate Friends Educational Network Inc. (Nathan Price, president/50% owner, 279 Kerry Ct., Altamonta Springs, FL 32714) for TV on ch. 42, ERP 5,000 kw visual, ant. 123 m., corner of Hwy 207 and San Juan Rd., St. Augustine, Fla. *Sep. 20*

Panama City, Fla. (BPED-960923MC)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for noncommercial educational FM at 91.7 mhz, ERP 2.7 kw, ant. 92 m., 12425-A Middle Beach Rd. Family owns WALN(FM) Carrollton and WAKD(FM) Sheffield, Ala.; WDFX(FM) Cleveland, WQST-AM-FM Forest and WAFR(FM) Tupelo, Miss.; KCFN(FM) Wichita and KBUZ(FM) Topeka, Kan.; has CPs for FMs

in Selma and Ozark, Ala.; St. Martinville, La.; Hattiesburg and Natchez, Miss., and Clovis, N.M., and has applied for noncommercial FMs in Bentonville, Des Arc, El Dorado, Fayetteville and Forrest City, all Ark.; Americus, Dublin and Waycross, all Ga.; Flora, Kankakee, Kewanee and Pana, all Ill.; Manhattan, Salina and Independence, Kan.; Mount Sterling, Ky.; Westdale, La.; Muskegon, Mich.; Corinth, Duck Hill, Laurel and McComb, all Miss.; Kennett and St. Joseph, Mo.; Hubbard, Neb.; Ahoskie and Fayetteville, N.C.; Shelby and Steubenville, Ohio; Ada, Ardmore, Durant, Stillwater and Weatherford, all Okla.; Reedsport, Ore.; Dillon, S.C.; Clarksville, Hohenwald, Lake City and Shelbyville, all Tenn.; Del Rio, Gatesville, Huntsville, Nacogdoches, Victoria and Odessa, all Tex.; Charles City, Va., and Gillette, Wyo., and is selling an FM in Mount Morris, Ill. *Sep. 23*

Folkston, Ga. (BPED-960924ME)—Okefenokee Educational Foundation Inc. (Jack R. Mays, director/trustee, Box 1448, Kingsland, GA 31548) for FM at 91.3 mhz, ERP .6 kw, ant. 98 m., US Hwy 301, 5 km N of Folkston. *Sep. 24*

Gibson, Ga. (BPH-960916ME)—Joe Ranke (966 Athol Ave., Aiken, SC 298-6202) for FM at 94.3 mhz, ERP 3 kw, ant. 90 m., E of SH 80, 3 km N of Gibson. *Sep. 16*

Wallace, Idaho (BPH-960916MD)—Alpine Broadcasting Ltd. (Scott Parker, owner, P.O. Box 2936, Sun Valley, ID 83353) for FM at 100.7 mhz, ERP 82 kw, ant. 82 kw, Goose Peak, 5 km NW of Burk, Idaho. *Sep. 16*

East St. Louis, Ill. (BPED-960924MA)—New Life Evangelist Center Inc. (Lawrence W. Rice Jr., president, 1411 Locust St., St. Louis, MO 63103) for noncommercial educational FM at 89.7 mhz, ERP .25 kw, ant. 10 m., 422 St. Louis Ave. The applicant owns KNLC(TV) St. Louis and KNLJ(TV) Jefferson City and KMRF (FM) Marshfield, all Mo., KTCN(FM) Eureka Springs, Ark., and has applied for FMs in New Bloomfield, Marshfield, Van Buren, Potosi and Cedar Hill, and TVs in Eureka Springs, all Mo., and Pittsburg, Kan. *Sep. 24*

Kankakee, Ill. (BPET-960920WE)—On-Line Public Educational Network for the 21st Century Inc. (Thomas W. Cohen, president, 1701 K St., NW, Ste. 800, Washington, DC 20006) for noncommercial educational TV on ch. 54, ERP 5,000 kw, ant. 106.8 m., 240 E. Marsile, Bourbonnais, Ill. OPEN21 has applied for TVs in Los Angeles; Waldorf, Md.; Ann Arbor, Mich.; St. Louis, Mo.; Columbus, Ohio; Fort Worth; Nashville, and Vancouver, Wash. *Sep. 20*

Wichita, Kan. (BPET-960920KJ)—(BPET-960724KX)—Oral Roberts University (Richard R. Roberts, president, 7777 South Lewis Ave., Tulsa, OK 74171) for noncommercial educational TV on ch. 42, ERP 1,302 kw visual, ant. 302 m., 14613 W. 53rd St. N., Colwich, Kan. Oral Roberts owns KMMU-TV and has applied for TVs on ch. 39, Tuscaloosa, Ala.; ch. 15, Wichita, Kan.; ch. 41, Lake City, Fla.; ch. 34, Senatobia, Miss.; ch. 34, Kansas City, Mo.; ch. 48, Omaha, and ch. 63, Tulsa, Okla. *July 24*

Waldorf, Md. (BPET-960920WB)—On-Line Public Educational Network for the 21st

Century Inc. (Thomas W. Cohen, president, 1701 K St., NW, Ste. 800, Washington, DC 20006) for noncommercial educational TV on ch. 58, ERP 5,570 kw, ant. 217 m., 5.8 km E of Waldorf reference point. OPEN21 has applied for TVs in Los Angeles; Kankakee, Ill.; Ann Arbor, Mich.; St. Louis, Mo.; Columbus, Ohio; Fort Worth; Nashville, and Vancouver, Wash. *Sep. 20*

Ann Arbor, Mich. (BPET-960920WC)—On-Line Public Educational Network for the 21st Century Inc. (Thomas W. Cohen, president, 1701 K St., NW, Ste. 800, Washington, DC 20006) for noncommercial educational TV on ch. 58, ERP 2,880 kw, ant. 88 m., .9 km E of Superior Rd., Superior, Mich. OPEN21 has applied for TVs in Los Angeles; Kankakee, Ill.; Waldorf, Md.; St. Louis, Mo.; Columbus, Ohio; Fort Worth; Nashville, and Vancouver, Wash. *Sep. 20*

St. Louis, Mo. (BPET-960920WD)—On-Line Public Educational Network for the 21st Century Inc. (Thomas W. Cohen, president, 1701 K St., NW, Ste. 800, Washington, DC 20006) for noncommercial educational TV on ch. 40, ERP 813 kw, ant. 130.8 m., Reavi's Barracks Rd. and Ave. H, Lemay, Mo. OPEN21 has applied for TVs in Los Angeles; Kankakee, Ill.; Waldorf, Md.; Ann Arbor, Mich.; Columbus, Ohio; Fort Worth; Nashville, and Vancouver, Wash. *Sep. 20*

Beaufort, N.C. (BPED-950928MD)—American Family Association for noncommercial educational FM at 88.5 mhz, ERP 1 kw, ant. 55 m. Application reinstated. *Oct. 7*

Columbus, Ohio (BPET-960920WG)—On-Line Public Educational Network for the 21st Century Inc. (Thomas W. Cohen, president, 1701 K St., NW, Ste. 800, Washington, DC 20006) for noncommercial educational TV on ch. 56, ERP 2,510 kw, ant. 198.5 m., 766 Twin Rivers Dr. OPEN21 has applied for TVs in Los Angeles; Kankakee, Ill.; Waldorf, Md.; Ann Arbor, Mich.; St. Louis, Mo.; Fort Worth; Nashville, and Vancouver, Wash. *Sep. 20*

Nashville (BPET-960920II)—On-Line Public Educational Network for the 21st Century Inc. (Thomas W. Cohen, president, 1701 K St., NW, Ste. 800, Washington, DC 20006) for noncommercial educational TV on ch. 42, ERP 2,000 kw, ant. 373.5 m., 1406 Old Hickory Blvd., 8 mi. S of Nashville. OPEN21 has applied for TVs in Los Angeles; Kankakee, Ill.; Waldorf, Md.; Ann Arbor, Mich.; St. Louis, Mo.; Columbus, Ohio; Fort Worth and Vancouver, Wash. *Sep. 20*

Fort Worth (BPET-960920WF)—On-Line Public Educational Network for the 21st Century Inc. (Thomas W. Cohen, president, 1701 K St., NW, Ste. 800, Washington, DC 20006) for noncommercial educational TV on ch. 31, ERP 502 kw, ant. 252.1 m., .4 km W of 3900 Barnett St. OPEN21 has applied for TVs in Los Angeles; Kankakee, Ill.; Waldorf, Md.; Ann Arbor, Mich.; St. Louis, Mo.; Columbus, Ohio; Nashville, and Vancouver, Wash. *Sep. 20*

Vancouver, Wash. (BPET-960920WE)—On-Line Public Educational Network for the 21st Century Inc. (Thomas W. Cohen, president, 1701 K St., NW, Ste. 800, Washington,

DC 20006) for noncommercial educational TV on ch. 14, ERP 2,190 kw, ant. 378.1 m., 211 NW Miller Rd., Portland, Ore. OPEN21 has applied for TVs in Los Angeles; Kankakee, Ill.; Waldorf, Md.; Ann Arbor, Mich.; St. Louis, Mo.; Columbus, Ohio; Fort Worth, and Nashville. *Sep. 20*

Hurricane, W.Va. (950524MF)—Hurricane Bible Church for FM at 91.1 mhz, ERP 1.5 kw, ant. 91.4 m. *Sep. 26*

FACILITIES CHANGES

Dismissed

Vernon Hills, Ill. (BP-960606AA)—Polnet Communications Ltd. for WNVF(AM) 1030 khz: add nighttime service, change TL. *Oct. 9*

Breaux Bridge, La. (BPH-960214IC)—Schilling Distributing Co. for KFTE(FM) 96.5 mhz: upgrade from class C3 to C2, change ant. to 150 m., ERP to 50 kw. *Oct. 10*

Bel Air, Md. (BP-960730AF)—New Harford Group Inc. for WHRF(AM) 1520 khz: change TL, ant. system. *Oct. 21*

Cuba, Mo. (BMPED-950703MF)—Mo River Christian Broadcasting Inc. for KGNN-FM 90.3 mhz: change ERP of 16.5 kw, ant. to 123 m., TL to 1 mi. SW of Leasburg, Mo., on W. Springfield Rd. *Oct. 10*

Atlantic City (BP-960809AA)—Allan B. Mendelsohn as court-appointed trustee for WUSS(AM) 1490 khz: change TL, power. *Oct. 10*

Andrews, S.C. (BPH-960606IA)—Georgetown Broadcasting Co. for WGTN-FM 100.9 mhz: change ERP to 25 kw, ant. to 100 m. *Oct. 10*

Granted

Birmingham, Ala. (BMPED-950830IC)—Briarwood Presbyterian Church for WLJR(FM) 88.5 mhz: change ERP to .2 kw, ant. to 190 m., TL. *Sep. 24*

Headland, Ala. (BPH-960111IW)—Chattahoochee Broadcast Associates for WBCD(FM) 105.3: change ERP to 5.1 kw, ant. 221 m. *Oct. 10*

Pine Hill, Ala. (BMPH-960528IF)—Autaugaville Radio Inc. for FM at 96.7 mhz: change ERP, ant., class. *Oct. 21*

Gilbert, Ariz. (BPH-960520IA)—Rainbow Broadcasting Inc. for KBZR(FM) 103.9 mhz: change ERP, ant., TL. *Sep. 26*

Dunnigan, Calif. (BPH-960322IH)—Pacific Spanish Network Inc. for KQSC(FM) 105.5 mhz: change structure height, ant., TL, class, ERP. *Oct. 2*

Hanford, Calif. (BMPH-960524IB)—Rolando Collantes for KGEN-FM 94.5 mhz: change structure height, TL, ant., ERP. *Oct. 3*

Oakland, Calif. (BP-960213AB)—Pacific FM for KDIA(AM) 1310 khz: change power, ant. system. *Oct. 9*

Orange, Calif. (BP-910429AG)—Children's Radio of Los Angeles Inc. for KPLS(AM) 830 khz: change city of license to Orange-Huntington Beach, increase power to 23 kw/50 kw and make changes in ant. system. *Oct. 3*

San Diego (BPH-960215IA)—San Diego Lotus Corp. for KFSD-FM 94.1 mhz: change ant. *Oct. 9*

San Francisco (BMP-960524AB)—Oro

Spanish Broadcasting Inc. for KIQI(AM) 1010 khz: change power, ant. system. *Sep. 25*

Simi Valley, Calif. (BP-960117AB)—Valley Radio 670 for KWVK(AM) 670 khz: change power. *Oct. 9*

Denver (BPCT-960711KK)—McGraw-Hill Broadcasting Co. Inc. for KMGH-TV ch. 7: change ant. *Sep. 30*

Durango, Colo. (BP-960723AC)—Four Corners Broadcasting LLC for KIUP(AM) 930 khz: change TL, power. *Oct. 4*

Callahan, Fla. (BMP-960523AB)—Circle Broadcasting of America Inc. for WELX(AM) 1160 khz: change TL, ant. system. *Oct. 9*

Melbourne, Fla. (BP-960517AA)—City Broadcasting Co. for WMMB(AM) 1240 khz: change power. *Sep. 23*

Miami (BPCT-960503KF)—Channel 39 License Inc. for WOZL(TV) ch. 39: change ERP to 5,000 kw visual, ant. to 276 m., TI to 1255 NW 219th St. *Oct. 7*

Sebring, Fla. (BPH-960709IB)—Outback Broadcasters Inc. for WYMR(FM) 105.7 mhz: change ERP, ant., TL, frequency, class. *Oct. 21*

Savannah, Ga. (BPED-950901MI)—Savannah State College for WHCJ(FM) 90.3 mhz: change ant. to 70.3 m., TL. *Oct. 4*

Savannah, Ga. (BP-960821AA)—Phoenix Broadcast Partners Inc. for WSGA(AM) 1400 khz: change power, ant. system. *Sep. 27*

Winder, Ga. (BPED-950131MZ)—Bible Broadcasting Network Inc. for WYFW(FM) 89.5 mhz: change ERP to 6 kw. *Oct. 9*

Harvey, Ill. (BP-960510AA)—Mariner Broadcasters Inc. for WBEE(AM) 1570 khz: change ant. system. *Sep. 13*

Kewanee, Ill. (BPH-960422IL)—Viriden Broadcasting Corp. for WJRE(FM) 93.9 mhz: change structure height, ant., TL, ERP, frequency. *July 26*

Moline, Ill. (BPET-960328KE)—Black Hawk College for WOPT-TV ch. 24: change ERP to 1200 kw visual, ant. to 275.9 m., TL to US Hwy 150, 2.1 km S of Orion Rd. *Oct. 10*

Mount Vernon, Ill. (BPED-950131MA)—Illinois Bible Institute Inc. for FM at 89.7 mhz, ERP 6.2 kw, ant. 150 m. *Oct. 10*

Des Moines, Iowa (BMPH-950809ID)—Midwest Radio Inc. for KKDM(FM) 107.5 mhz: change ant. to 220 m. *Oct. 15*

Emporia, Kan. (BMPH-960829IF)—Michael D. Law for KGZF(FM) 99.5 mhz: change ant., TL. *Oct. 21*

Fort Knox, Ky. (BP-960410AD)—Cross Country Communications Inc. for WBUL(AM) 1470 khz: change community of license from Fort Knox to Shepherdsville, Ky., TL, power, studio location, ant. system. *Oct. 15*

Paducah, Ky. (BMPED-960705IA)—Christian Businessmen's Association Inc. for WGCF(FM) 89.3 mhz: change structure height, ant., TL. *Sep. 30*

Tallulah, La. (BPH-951025IZ)—Sharing Inc. for KBYO-FM 104.5 mhz: change class to C3. *Sep. 30*

Funkstown, Md. (BP-960418AA)—WPVG Inc. for WPVG(AM) 1160 khz: change TL, ant. system. *Oct. 17*

For the Record

Albert Lea, Minn. (BPH-960530ID)—Communications Properties Inc. for KPFI(FM) 94.9 mhz: change ERP to 3.5 kw, ant. to 92 m., class to A. *Sep. 25*

Grand Marais, Minn. (BMPH-960723IC)—Eclectic Enterprises Inc. for wxxz(FM) 95.3 mhz: change ERP to 100 kw, ant. to 213 m. *Aug. 15*

University, Miss. (BPH-960319IG)—Student Media Center of the University of Mississippi for WUMS(FM) 92.1 mhz: change ERP, ant. *Oct. 10*

Great Falls, Mont. (BPH-960401IA)—Staradio Corp. for KLFM(FM) 92.9 mhz: change structure height, ant., TL. *Oct. 4*

Missoula, Mont. (BP-960625AD)—Sunbrook Communications Inc. for KGRZ(AM) 1450 khz: change TL. *Oct. 7*

Sidney, Mont. (BMPH-960917IA)—Charles L. Scofield for KTHC(FM) 95.1 mhz: change ERP to 100 kw, ant. to 219 m. *Oct. 4*

Minetto, N.Y. (BMPH-960124IB)—Robert J. Raide for WKRH(FM) 106.5 mhz: change ERP, TL, ant. supporting structure. *Oct. 7*

Salisbury, N.C. (BPED-960607ME)—Victory Christian Center Inc. for WQGR-FM 93.3 mhz: change transmitter location, ant. *Oct. 17*

Upper Arlington, Ohio (BPH-960607IJ)—Citicasters Co. for WLLD(FM) 98.9 mhz: change ERP, ant., add directional ant. *Sep. 26*

Lawton, Okla. (BPH-960607II)—Klaw Broadcasting Inc. for KZCD(FM) 94.1 mhz: change class, frequency. *Oct. 9*

Okmulgee, Okla. (BMPCT-960613KF)—Channel 44 of Tulsa Inc. for KGLB-TV ch. 44: change ERP to 5,000 kw visual, ant. to 277 m., TL to 6.8 km SW of Mounds, Okla., and 4.8 km W of alternate Hwy 75. *Oct. 10*

Salem, Ore. (BP-960530AA)—Willamette Broadcasting Corp. Inc. for KSLM(AM) 1390 khz: change TL, studio location, night power, ant. system. *Sep. 27*

Allentown, Pa. (BP-950911AB)—Commodore Media of Pennsylvania Inc. for WAEB(AM) 790 khz: increase nighttime power to 1.5 kw. *Oct. 7*

Philadelphia (BP-960306AB)—Pennsylvania Media Associates for WFIL(AM) 560 khz: change TL, ant. system. *Oct. 10*

Villanova, Pa. (BPED-960126ME)—Villanova University for wxvu(FM) 89.1 mhz: change transmitter site, ERP to .100 kw, ant. to 85 m. *Oct. 4*

Wilkes-Barre, Pa. (BP-950705AC)—LB Radio Corp. for wyck(AM) 1340 khz: change city of license to Plains, Pa., reduce power to .810 kw, make changes in ant. system, change TL to 3.8 km E of center of Wilkes-Barre. *Oct. 18*

York, Pa. (BPCT-960724KK)—Channel 43 License Inc. for WPMT(TV) ch. 43: change ERP to 5,010 kw visual, ant. to 417 m. *Oct. 10*

San German, P.R. (BMPED-950530IG)—West Coast Broadcasting for wzgx(FM) 91.7 mhz: change ERP to .22 kw, ant. to 133 m., TL to 2.6 km SE of San German. *Oct. 2*

Providence, R.I. (BMP-960529AC)—North American Broadcasting Co. Inc. for WALE(AM) 990 khz: change ant. system. *Sep.*

Custer, S.D. (BMPH-960731IC)—Mount Rushmore Broadcasting Inc. for KAWK(FM) 105.1 mhz: change ERP, structure height, TL, ant. *Oct. 3*

Colonial Heights, Tenn. (BMPH-960424IE)—Murray Communications for WLJQ(FM) 105.9 mhz: change site, class to C3, ERP to 1.50 kw, ant. to 395 m. *Oct. 15*

Kingsport, Tenn. (BP-960730AC)—Appalachian Educational Communications for WKCV(AM) 1090 khz: change TL, ant. system. *Oct. 21*

Nashville (BP-960214AA)—WNQM Inc. for WNQM(AM) 1300 khz: change power. *Oct. 7*

Oliver Springs, Tenn. (BMPH-960322IK)—Charles E. Phillips for wxvo(FM) 98.7 mhz: change TL. *Oct. 3*

Coleman, Tex. (BPH-960416ID)—Coleman County Broadcasters Inc. for KSTA-FM 107.1 mhz: change class to C3. *Sep. 26*

Dallas (BPCT-960118KI)—KXTX of Texas Inc. for KXTX-TV ch. 39: change ERP to 5,000 kw visual, ant. to 512 m., TL to 3900 Harry Hines Blvd., Cedar Hill, Tex. *Oct. 7*

Howe, Tex. (BPH-960703IA)—Metro Broadcasters-Texas Inc. for KHVI(FM) 95.3 mhz: change structure height, ant., ERP. *Oct. 17*

Liberty, Tex. (BP-950912AA)—Arthur Liu for KPXE(AM) 1050 khz: change city of license to Brookshire, Tex., change TL to W of Brazos River bridge with frontage along IS-10 W and bordering Brazos River, relocate main studio to transmitter site, make changes in ant. system. *Sep. 27*

Olney, Tex. (BPH-960201MB)—Dave Gary for FM at 97.5 mhz, ERP 50 kw, ant. 88 m. *Oct. 7*

Pittsburg, Tex. (BPH-960830IB)—Gray Communications for KXAL-FM 103.1 mhz: change ERP, TL. *Oct. 15*

Seabrook, Tex. (BMPH-960320IC)—KRTS Inc. for KRTS(AM) 92.1 mhz: change ERP 100 kw, ant. 299 m. *Sep. 25*

Charlotte Amalie, V.I. (BPH-960625ID)—St. Croix Wireless Co. Inc. for WVGN(FM) 105.3 mhz: change ERP, ant. *Oct. 7*

Farmville, Va. (BP-960826AA)—Colonial Broadcasting Co. Inc. for WFLO(AM) 870 khz: change ant. system. *Oct. 15*

Farmville, Va. (BPH-960806IC)—Colonial Broadcasting Co. Inc. for WFLO(AM) 870 khz: change ERP to 50 kw, ant. to 150 m. *Sep. 30*

Roanoke, Va. (BMPH-960528IE)—Cavalier Communications LP for WRDJ(FM) 104.9 mhz: change ERP, ant., TL. *Oct. 15*

Rocky Mount, Va. (BP-960208AB)—WYTI Inc. for WYTI(AM) 1570 khz: change power, TL, studio location, ant. system. *Oct. 7*

Saltville, Va. (BMPH-960814IF)—106.1 Inc. for FM at 106.1 mhz: change ERP to 3 kw, ant. to 10 m. *Sep. 25*

Seattle (BMPCT-920311KE)—North Pacific Int'l Television Inc. for KHCV(TV) ch. 45: change ERP to 78.5 kw visual, ant. to 304 m., TL to Columbia Seafirst Ctr., 701 5th Ave. *Oct. 7*

Seattle (BPH-960530IE)—Orca Radio Inc. for KWJZ(FM) 98.9 mhz: change ERP to 58 kw, ant. to 714 m. *Oct. 18*

Balsam Lake, Wis. (BMPH-961004IZ)—Thomas Beschta for FM at 104.9 mhz: change ERP, ant., TL. *Oct. 15*

Neenah-Menasha, Wis. (BP-960321AA)—Odon Communications Group I LP for WNAM(AM) 1280 khz: change power. *Oct. 15*

Nekoosa, Wis. (BMPH-950905IE)—Berry Radio Co. for wxec(FM) 93.9 mhz: change class from A to C3, ERP to 25 kw, ant. to 100 m. *Sep. 26*

Accepted for filing

Carrollton, Ala. (960918IM)—American Family Association for WALN(FM) 89.3 mhz: change structure height, ant., TL, ERP, frequency, class. *Sep. 18*

Nome, Alaska (960924AA)—Catholic Bishop of Northern Alaska for KNOM(AM) 780 khz: change power. *Sep. 24*

Lake Village, Ark. (BPH-960927IA)—Delta Radio Partners for KDTL(FM) 103.2 mhz: change class from A to C3. *Sep. 27*

Osceola, Ark. (BP-960223AB)—Newport Broadcasting Co. for KOSE(AM) 860 khz: change city of license. *Oct. 9*

Pine Bluff, Ark. (960927MB)—American Family Association for KANX(FM) 91.1 mhz: change structure height. *Sep. 27*

Fresno, Calif. (BPCT-960919KE)—Trans America Broadcast Corp. for KAIL(TV) ch. 53: change ERP to 5,000 kw visual, ant. to 574 m. *Sep. 19*

Grass Valley, Calif. (BMPH-960906ID)—Wade Axell for KJFA(FM) 99.3 mhz: change structure height, ant., TL. *Sep. 6*

Kings Beach, Calif. (BPH-960926IA)—Kidd Communications for KHWG(FM) 107.7 mhz: change class from C3 to C2. *Sep. 26*

Salinas, Calif. (BMPH-960930ID)—Villamil FM Radio for FM at 97.9 mhz: change ERP, structure height, ant., TL. *Sep. 30*

San Francisco (BPCT-960920KE)—Pacific FM Inc. for KOFY-TV ch. 20: change ant., to 473 m., ERP to 5,010 kw visual. *Sep. 20*

Grand Junction, Colo. (BP-961007AC)—MBC Grand Broadcasting Inc. for KNZZ(AM) 1100 khz: make changes in night ant. system. *Oct. 10*

Gunnison, Colo. (BPH-960911IC)—E. Terrell Weiss for KVLE(FM) 102.3 mhz: change class from A to C3. *Sep. 11*

Avon Park, Fla. (BPH-960913ID)—Casey Communications Inc. for WWOJ(FM) 106.3 mhz: change class from A to C3. *Sep. 13*

Crystal River, Fla. (BPH-960912IC)—ECI License Co. for WKTK(FM) 98.5 mhz: change TL. *Sep. 12*

High Springs, Fla. (BMPCT-960920KF)—Budd Broadcasting Co. Inc. for WGFL(TV) ch. 53: change overall height of tower to 293 m., ant. to 278 m., ERP to 5,000 kw visual. *Sep. 20*

Live Oak, Fla. (BPH-960918IB)—Day Communications Inc. for WOHL-FM 98.1 mhz: change ant. *Sep. 18*

Miami (BPET-960918KF)—The School Board of Dade County for WLRN-TV ch 17: change ERP to 5,000 kw visual. *Sep. 18*

—Compiled by Jessica Sandin

Given up on radio

EDITOR: Your Oct. 7 stories about possible FCC actions against indecent radio programming brought forth a conclusion to consider—radio has lost its reason to exist.

Looked at on the whole, you have music programming that is derivative, imitative and conservative. Stations might as well air one nationwide, satellite-fed music program per format. It sounds like they do now anyway.

In terms of talk radio, the gist is a self-inflated, controversial host with edge-of-the-path views riling listeners with too much free time and too little sense.

Radio host/DJs seem to be either extremist and rude talk show hosts and sex therapists or obnoxious, middle-aged comedian wannabes locked in arrested adolescence as they confuse profanity with creativity.

Last, we have the indecent, the offensive and the obscene. When all else fails, appealing to the most crass is the last chance for some personalities and owners to make a buck. Face it, what career would the likes of a Howard Stern have if he wasn't such a fool? None in broadcasting.

Radio? I don't listen to it anymore. It serves me no purpose other than to remind me how low some will go to make a buck. I hope the FCC finds its long-lost teeth and hands out some fines that will hurt and takes back some licenses that were soiled.—*G.D. Roberts, Nashville*

LPTV plea

EDITOR: As a reader of BROADCASTING & CABLE for more than 30 years, I have seen almost every broadcast-related subject covered. There has been no coverage given, however, to a

very real and pressing problem that stands to put hundreds of broadcast stations out of business.

I refer to the FCC's digital television proceeding whereby each full-power TV station will be assigned a second channel (for DTV use). In preparing to assign these channels, the FCC did not even consider if a licensed low-power television station was operating on the channel in question. I was told by an FCC official that, for purposes of DTV allocation studies, low-power television stations didn't exist! Imagine being told that a business into which you've invested your life savings and time is expendable!

The FCC hides behind a literal rule that LPTV stations are "secondary" to full-power stations. Over 1,700 LPTV stations are on the air and have been existing being "secondary" to full-power TV stations, meaning that an LPTV cannot cause interference to a full-power station. The problem arises when the FCC creates a new service (first known as high-definition TV, now digital TV) and tries to use the "secondary" status nomenclature to bump over 40% of all operating LPTVs off the air. The FCC carefully tries to avoid calling DTV a new service, preferring to call it an extension of existing service to try to avoid the legalities of this problem.

With the recent release of the Sixth Further Notice of Proposed Rulemaking on this matter, the FCC's proposed DTV allocation table will displace hundreds of LPTV stations (including mine in Fort Lauderdale—TV-27, on air since 1989).

After working closely with the Community Broadcasters Association on political lobbying of Congress and the Senate relating to our coming demise, the FCC is now asking us how to solve the problem *that it created!* The FCC spent time and money devising the scheme to give full-power stations a second channel, without charging them a penny for it and now we little guys (LPTV) are supposed to solve our problem on our own?

This tack is blatantly unfair and is an example of the discrimination the LPTV industry has faced for years, not even being able to achieve "must-carry" status like our full-power brothers.

This proceeding threatens to kill the LPTV industry and cause enormous monetary damage to hundreds of small business ventures (most mom-and-pop built-and-operated) across America. These LPTVs represent the perfect example of "localism" that the FCC used to treasure in other proceedings. Many small communities will lose their only local TV station; others will lose their TV translator on which they viewed a full-power station that could not be received well otherwise. All for what? Does anybody really want digital TV except the FCC and the networks? Has a survey ever been taken to determine the feasibility of this new scheme? Will the public buy the more expensive sets? Do most smaller-market full-power stations want the expense of providing digital TV when NTSC is working just fine? Can the small full-power stations even afford to spend the millions of dollars required for DTV?

What I see here is the cart before the horse. I contend the vast majority of small-market full-power stations don't want DTV and the public isn't crying out for it either. This all started years ago when the Japanese developed their high-definition TV and some U.S. officials felt we might be left behind if we didn't do the same. Their thinking was wrong then and it's still wrong now. Except now, after having spent a lot of time and money developing it, we're going to have it whether we want it or not.

From what I've seen, we could make some improvements to our NTSC system that would give improved picture quality without the need for mass destruction of hundreds of ongoing businesses (LPTV) and the jobs they created.

On the other hand, this whole mess is directly or indirectly related to Congress's grab for money (as the government discovers it is bankrupt). They want to auction off every bit of spectrum they can grab to the highest bidder to try to save the sinking ship from the trillions of dollars of debt they ran up over the last several years. Let them auction off something else and leave our working, free, over-the-air television broadcast system alone.—*Rodger Skinner, LPTV station owner, skinner@paradise.net*

**Help us help you
get your magazine
delivered on time**

If you are now receiving BROADCASTING & CABLE via hand delivery, your issue should arrive before 8 a.m. each Monday. If not, please call **800-554-5729** prior to 9:45 a.m. for a same-day replacement copy.

PROFESSIONAL CARDS

du Treil, Lundin & Rackley, Inc.
A subsidiary of A.D. Ring, PA
240 North Washington Blvd.
Suite 700
Sarasota, Florida 34236
(941) 366-2611
MEMBER AFCEE

CARL T. JONES CORPORATION
CONSULTING ENGINEERS
7901 YARNWOOD COURT
SPRINGFIELD, VIRGINIA 22153
(703) 569-7704
MEMBER AFCEE

LOHNES AND CULVER
CONSULTING RADIO ENGINEERS
8309 Cherry Lane
Laurel, MD 20707-4830
(301) 776-4488
 Since 1944 Member AFCEE

COHEN, DIPPELL AND EVERIST, P.C.
CONSULTING ENGINEERS
1300 "L" STREET, N.W. SUITE 1100
WASHINGTON, D.C. 20005
(202) 898-0111
Member AFCEE

Technical Broadcast Consultants, Inc.
Transmission Specialists
TV (NTSC & ATV) STL Microwave / FM
"The Engineer's Engineer"
P.O. Box 97262 - Raleigh, NC 27624
Tel / Fax (919) 846-2976

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Box 280068
San Francisco, California 94128
 707/996-5200
202/396-5200
e-mail engr@h-e.com

CARL E. SMITH CONSULTING ENGINEERS
AM FM TV Engineering Consultants
Complete Tower and Rigging Services
"Serving the Broadcast Industry for over 50 Years"
Box 807 Bath Ohio 44210
(216) 659-4440

 **Denny & Associates, PC**
Consulting Engineers
PH 202 452 5630
FX 202 452 5620
Member AFCEE EM info@denny.com

E. Harold Munn, Jr., & Associates, Inc.
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

Mullaney Engineering, Inc.
Consulting Telecommunications Engineers
9049 Shady Grove Court
Gaithersburg, MD 20877
301-921-0115
Member AFCEE

HATFIELD & DAWSON
CONSULTING ENGINEERS
4226 SIXTH AVE N.W.
SEATTLE, WASHINGTON 98107
(206) 783-9151 Facsimile (206) 789-9834
MEMBER AFCEE

F.W. HANNEL & ASSOCIATES
Registered Professional Engineers
911 Edward Street
Henry, Illinois 61537
(309) 364-3903
Fax (309) 364-3775

 **COMMUNICATIONS TECHNOLOGIES INC.**
BROADCAST ENGINEERING CONSULTANTS
Clarence M Beverage
Laura M Mizrahi
P.O. Box #1130, Marlton, NJ 08053
(609) 985-0077 • FAX: (609) 985-8124


C.P. CROSSNO & ASSOCIATES
CONSULTING ENGINEERS
P O BOX 180312
DALLAS TEXAS 75218
TELECOMMUNICATIONS (FCC FAA)
CHARLES PAUL CROSSNO P E
(214) 321-9140 MEMBER AFCEE

 **JOHN FX BROWNE & ASSOCIATES**
CONSULTING ENGINEERS
BLOOMFIELD HILLS Broadcast • Cable
810-642-6226 • Wireless •
WASHINGTON Member AFCEE
202-293-2020

D.C. WILLIAMS, P.E.
Consulting Radio Engineer
Member AFCEE
Post Office Box 1888
Carson City, Nevada 89702
(702) 885-2400

Cavell, Mertz & Perryman, Inc.
Engineering, Technology & Management Solutions
10300 Eaton Place, Suite 450
Fairfax, VA 22030
(703) 591-0110 (202) 332-0110
FAX (703) 591-0115

YOUR CARD HERE
Call:
(202) 659-2340

 **Radio/Tv Engineering Company**
"Serving Broadcasters over 35 Years"
Consultants Norwood J Patterson, Pres.
1416 Hollister Lane Los Osos, Ca 93402
Ph (805) 528-1996 & Fax (805) 528-1982

Tiner Communications Service
• RF & Structural studies to include DTV on existing towers
• Factory authorized DIELECTRIC
Ross Shelton, Western Region (916) 477-9401
Bob Piano, Eastern Region (954) 771-7095

SERVICES

BROADCAST DATABASE
dataworld
MAPS
Coverage Terrain Shadowing
Allocation Studies • Director es
PO Box 30730 301-652-8822
Bethesda MD 20814 800-363-5754

NATIONWIDE TOWER COMPANY
ERECTOR - DISMANTLES - ANTENNA - RELAMP
ULTRASOUND - STRUCTURAL ANALYSIS - PAINT
INSPECTIONS - REGUY - ENGINEERING
P.O. BOX 130 POOLE, KY 42444-0130
PHONE (502) 533-8800 FAX (502) 533-8044
24 HOUR EMERGENCY SERVICE AVAILABLE

DSI
RF Systems, Inc.
• Remote Camera Systems
• Transmitter and Studio Installation
• Microwave and Satellite
Engineering and Installation
908-563-1144 24A World's Fair Drive
Somerset, NJ 08873

 **Stainless, Inc.**
New Towers, Antenna Structures
Engineering Studies, Modifications
Inspections, Erection, Appraisals
North Wales, PA 19454
215 699-4871 FAX 699-9597

Shoolbred Engineers, Inc.
Structural Consultants
Towers and Antenna Structures
Robert A. Shoolbred, P.E.
1048 Morrison Drive
Charleston, SC 29403 • (803) 577-4881

 **LDL COMMUNICATIONS, Inc.**
RF DESIGN & INSTALLATION SPECIALISTS
LARCAN/LARCANT-TC TRANSMITTERS
ALAN DICK ANTENNAS & COMBINERS
LEBLANC TOWER SYSTEMS
650 South Taylor Avenue, Louisville, CO 80027
TEL: 303-665-8000 FAX: 303-673-9900

 Phone 916-383-1177
Fax 916-383-1182
ANTENNAS / RF SYSTEMS
• Antennas UHF/VHF/FM • Rigid Line
• Combiners FM & UHF • Waveguide
COMPLETE SYSTEM SOLUTIONS
e-mail jampro@ns.net http://www.jampro.com

FIRE • FLOOD • QUAKE
 **VIDEOTAPE**
Decontamination
Rejuvenation
Restoration
800-852-7732
DISASTER RECOVERY

TOWER NETWORK SERVICES
 Dallas (817) 561-9992
Atlanta (770) 386-9991
Fort Lauderdale (954) 771-7*80
Serving You Since 1969

 **KLINE TOWERS**
DIVISION OF KLINE IRON & STEEL CO. INC.
Towers, Antenna Structures
Engineering & Installation
P. O. Box 1013
Columbia, SC 29202
Tel: 803-251-8000 Fax: 803-251-8099

PROFESSIONAL/SERVICES DIRECTORY
52 weeks - \$70 per insertion
26 weeks - \$85 per insertion
13 weeks - \$100 per insertion

Datebook

THIS WEEK

- Nov. 6-7**—"Managing Change in an Evolving Industry," course presented by *Women in Cable & Telecommunications*. Penn State Great Valley Campus, Philadelphia. Contact: Molly Coyle, (312) 634-2353.
- Nov. 7**—10th annual *Achievement in Radio Awards*. Downtown Marriott, Kansas City, Mo. Contact: Deanne Jepson, (816) 561-0175.
- Nov. 7**—Local sales advertising conference presented by the Chicago chapter of *Women in Cable & Telecommunications*. Suparossa's, Chicago. Contact: Katie Elenz, (708) 524-9455.
- Nov. 7-8**—"Cable 101: Past, Present and Future," course presented by *Women in Cable & Telecommunications*. Scientific-Atlanta offices, Norcross, Ga. Contact: Molly Coyle, (312) 634-2353.
- Nov. 7-8**—U.S. Hispanic Media Conference, presented by the *National Hispanic Academy of Media Arts & Sciences*. Park Hyatt Century City, Los Angeles. Contact: Herik Venegas, (212) 249-1345.
- Nov. 7-10**—National Conference of Student Electronic Media, presented by the *National Association of College Broadcasters*, Providence, R.I. Contact: Kristine Hendrickson, (401) 863-2225.
- Nov. 8**—31st annual Gabriel Awards banquet and presentation, presented by *Unda-USA*. Wyndham Northwest, Itasca, Ill. Contact: Sue West, (513) 229-2303.
- Nov. 8-11**—101st *Audio Engineering Society* convention. Los Angeles Convention Center, Los Angeles. Contact: (212) 661-8528.
- Nov. 9**—10th annual *Achievement in Radio Awards*, Signature Grand Hotel, Miami. Contact: Sandra Lundgren, (954) 485-4718.

NOVEMBER

- Nov. 11**—*Broadcasting & Cable* 1996 Hall of Fame Dinner. Marriott Marquis, New York City. Contact: Steve Labunski, (212) 213-5266.
- Nov. 12**—10th annual *Achievement in Radio Awards*. Adam's Mark Hotel, Philadelphia. Contact: Bonnie Laserna, (610) 341-6050.
- Nov. 13**—HRTS Newsmaker Luncheon featuring women showrunners, presented by the *Hollywood Radio and TV Society*. Beverly Wilshire Hotel, Beverly Hills, Calif. Contact: (818) 789-1182.
- Nov. 14**—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.
- Nov. 14**—10th annual *Achievement in Radio Awards*. Grand Hotel, Atlanta. Contact: Wanda Privit, (404) 350-9800.
- Nov. 14-15**—"Winning with Conflict Resolution and Negotiation," course presented by *Women in Cable & Telecommunications*. TCI, Denver. Contact: Molly Coyle, (312) 634-2353.
- Nov. 14-15**—U.S. Hispanic Media Conference, presented by the *National Hispanic Academy of Media Arts & Sciences*. Radisson Empire Lincoln Center, New York City. Contact: Herik Venegas, (212) 249-1345.
- Nov. 15**—*IRTS Foundation* newsmaker luncheon featuring Bob Callahan, Steven Dinetz, Scott Ginsburg and Bob Sillerman. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.
- Nov. 15**—18th annual CableACE Awards presentation (non-televized categories), presented by the *National Academy of Cable Programming*. The Ebell Club, Los Angeles. Contact: Scott Broyles, (202) 775-3629.
- Nov. 15**—"An Evening with Larry King & Friends," presented by the *Larry King Cardiac Foundation*. The Four Seasons Hotel, Washington. Contact: Janet Donovan, (202) 822-9318.
- Nov. 16**—18th annual CableACE Awards presentation (televized categories), presented by the *National Academy of Cable Programming*. The Wilmett Theater, Los Angeles. Contact: Scott Broyles, (202) 775-3629.
- Nov. 16**—"Kids' TV: Around the World in a Day,"

screening presented by the *American Center for Children's Television*. School of the Art Institute, Chicago. Contact: David Kleeman, (847) 390-6499.

Nov. 17-19—*National Association of Broadcasters* European radio operations seminar. Cavalieri Hilton, Rome, Italy. Contact: (800) 342-2460.

Nov. 18—*Federal Communications Bar Association* Northern California chapter luncheon featuring Susan Ness. San Francisco Marriott, San Francisco. Contact: Paula Friedman, (202) 736-8640.

Nov. 18-20—Midwest Telecommunications Exposition, presented by the *Ohio Telephone Association*, the *Indiana Telecommunications Association* and the *Telephone Association of Michigan*. Grand Wayne Center, Fort Wayne, Ind. Contact: (517) 482-4166.

Nov. 20—10th annual *Achievement in Radio Awards*. Four Seasons Hotel, Boston. Contact: Tara Lagomarsino, (617) 762-4747.

Nov. 20—"Kids' TV: Around the World in a Day," screening presented by the *American Center for Children's Television*. Goethe House, New York City. Contact: David Kleeman, (847) 390-6499.

Nov. 21—*Federal Communications Bar Association* luncheon featuring Ervin Duggan, followed by the 7th annual Charity Holiday Auction. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

Nov. 22—*Association for Maximum Service Television* 10th annual ATV update. ANA Hotel, Washington. Contact: (202) 861-0344.

Nov. 23-Dec. 15—5th annual International Children's Television Festival, presented by the *Museum of Television & Radio*, New York City. Contact: (212) 621-6600.

Nov. 26—"Worldwide Television Summit: The View from the Top," followed by the International Emmy Awards gala, presented by the *International Council of the National Academy of Television Arts and Sciences*. New York Hilton, New York City. Contact: Linda Alexander, (212) 489-6969.

Nov. 26—International Press Freedom Awards dinner, presented by the *Committee to Protect Journalists*. Waldorf-Astoria, New York City. Contact: Kari Corwin, (212) 465-9344.

DECEMBER

Dec. 3-4—3rd annual *NIMA International* Pacific Rim Conference. Grand Hyatt Hotel, Hong Kong. Contact: Chris Ourand, (202) 289-6462.

Dec. 5-6—"Competition in Local Telco & Cable Markets," presented by the *Strategic Research Institute*. Loews L'Enfant Plaza Hotel, Washington. Contact: 1-800-599-4950.

Dec. 5-7—MIP'Asia International Film & Programme Market, presented by the *Reed Midem Organisation*. Hong Kong Convention and Exhibition Centre, Hong Kong. Contact: Madeline Noel, (203) 840-5301.

Dec. 5-8—2nd annual *International Teleproduction Society* VIP engineering retreat. Hyatt Pier 66, Fort Lauderdale, Fla. Contact: (212) 629-3266.

Dec. 6-8—*Association for Education in Journalism & Mass Communication/Association of Schools of Journalism & Mass Communication* winter meeting. Atlanta Hilton & Towers, Atlanta. Contact: (803) 777-2005.

Dec. 7—*The Caucus for Producers, Writers & Directors* annual awards dinner. Jimmy's Restaurant, Los Angeles. Contact: David Levy, (818) 843-7572.

Dec. 8-9—InterAmerica Link, Pan-Latin American pay-TV conference presented by *Global Exposition Holdings*. Marriott Hotel, Miami. Contact: (713) 342-9826.

Dec. 10—24th annual *PaineWebber* Media Conference. McGraw-Hill Bldg., New York City. Contact: Christiana Woods, (212) 713-2445.

Dec. 10—Fourth annual DBS Briefing, presented by *Global Exposition Holdings*. Melia Castilla Hotel, Madrid. Contact: (713) 342-9826.

Dec. 10—New Revenue Roundtable, presented by *CTAM*. Hyatt Regency Alicante, Anaheim, Calif. Contact: (703) 549-4200.

Dec. 11-13—The Western Show, presented by the *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif. Contact: (510) 428-2225.

Dec. 12—10th annual *Federal Communications Bar Association* FCC Chairman's Dinner. Grand Hyatt Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

Dec. 12-13—14th annual Telecommunications Policy and Regulation Conference, sponsored by the *Federal Communications Bar Association* and the *Practising Law Institute*. Grand Hyatt Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

Dec. 18—*International Radio & Television Society Foundation* Christmas benefit. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

Dec. 19—Electronic data interchange (EDI) workshop for network cable TV buyers and sellers, presented by the *Electronic Commerce Committee*. Offices of Price Waterhouse, New York. Contact: Elizabeth Carr, (212) 258-8163.

JANUARY 1997

Jan. 9-11—*Society of Cable Telecommunications Engineers* conference on emerging technologies. Opryland Hotel Convention Center, Nashville. Contact: (610) 363-6888.

Jan. 9-12—*Electronic Industries Association/Consumer Electronics Manufacturers Association* international winter consumer electronics show. Las Vegas Convention Center, Las Vegas. Contact: Cynthia Upson, (703) 907-7674.

Jan. 12-13—*Association of Local Television Stations* (formerly *INTV*) 24th annual convention. New Orleans Convention Center, New Orleans. Contact: Angela Giroux, (202) 887-1970.

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.

Jan. 15—*Federal Communications Bar Association* luncheon featuring Debra Lee, president/CEO, BET Holdings. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

Jan. 15-16—19th annual International Sport Summit, trade show and conference presented by *E.J. Krause & Associates*. Marriott Marquis Hotel, New York City. Contact: Jim Rice, (301) 986-7800.

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.

March 24-27—SBCA Las Vegas '97 Satellite Show, presented by the *Satellite Broadcasting and Communications Association*. Las Vegas Convention Center, Las Vegas. Contact: (800) 654-9276.

March 26—*International Radio & Television Society Foundation* Gold Medal Award dinner honoring Bob Wright. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

APRIL 1997

April 4-7—*Broadcast Education Association* 42st annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5354.

April 7-10—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

JUNE 1997

June 4-7—PROMAX & BDA '97 conference & exposition, presented by *PROMAX International* and *BDA International*. Navy Pier Convention Center, Chicago. Contact: (310) 788-7600.

June 12-17—*20th Montreux International Television Symposium and Technical Exhibition*, Montreux Palace, Montreux, Switzerland. Contact: (800) 348-7238.

Major Meeting dates in red
—Compiled by Kenneth Ray
(ken.ray@b&c.cahners.com)

Dishing out expertise

The banking, publishing, movie, television and sugar industries all have at least one thing in common.

Andy Paul has lobbied issues for all of them. And now the Satellite Broadcasting & Communications Association of America's (SBCA) senior vice president is putting his Washington know-how to work for an industry that boasts the fastest-selling new consumer electronics product in history.

"All of a sudden, this industry has become a full-fledged competitor," Paul says, citing the growth of DBS and estimates that satellite TV subscribers now number in the 6 million range.

Paul says such numbers have brought new attention to his group and the industry it represents. Once limited to the smaller business of big, backyard dishes, the SBCA in recent years has added the DBS business to its area of interest.

Now the group finds itself championing the causes of a fast-growing player in the video business, and Paul says the success is making for some new work in Washington.

"The bigger you get, the more exposed you become," he says. "There's pressure both at the FCC and in the Congress to start complying with things that, say, cable or off-air broadcasters have to do."

He cites the requirement that DBS operators set aside up to 7% of their channel capacity for noncommercial educational or informational programming. The U.S. Court of Appeals in Washington this year upheld the requirement, and FCC Chairman Reed Hundt has pointed to it as the type of clear public interest requirement he would like to see television broadcasters meet.

"Obviously, how that's done is a problem," Paul says of the public interest rule. "We have to see how that works out."

Paul points out that 7% of a 24-hour television day would mean more than 90 minutes each day if the requirement were applied on a per-channel basis. "When you think of it in that context, it sort of takes on a different perspective," he says.

Paul is no stranger to different perspectives, having covered a range of Washington issues from obscure banking regulations to television's impact on the general public.

He launched his Washington career in 1965 after leaving the U.S. Army as a captain. After a stint with the National Association of Home Builders, Paul first worked



"The satellite business is really television. If you don't tailor this whole thing to the consumer, then you're going to lose."

Andrew Robert Paul

Senior vice president, Satellite Broadcasting & Communications Association of America, Alexandria, Va.; b. Aug. 14, 1938, New York City; AB, Dartmouth College, 1960; MA, Georgetown University, 1965; association executive, National Association of Home Builders, Washington, 1965-68; manager, government and international affairs, Motorola Inc., Washington, D.C., 1968-75; director of government relations, Paramount Communications, Washington, D.C., 1975-90; current position since 1990; m. Britt-Marie Hagelbrant, Feb. 6, 1988.

on telecommunications issues in 1968 as the government affairs manager for Motorola Inc. There he visited FCC officials with proposals for the first cellular phones and urged the commission to reallocate UHF channels to the new service.

More communications lobbying came with Paul's next job as the Washington representative for Paramount Communications. There he got a taste of the TV industry's battle over financial interests and syndication rules as well as a variety of other television, publishing and film industry issues.

"My work with Paramount taught me all about software," says Paul, who moved from Paramount to the SBCA in 1990. Paul says his SBCA job has given him a chance to combine his TV software experience with the technical knowledge he picked up at Motorola. And he stresses that the technical aspects of satellite TV do not change the industry's core business.

"The satellite business is really television," he says. "If you don't tailor this whole thing to the consumer, then you're going to lose."

Others in the home satellite business applaud Paul's work. "The satellite industry owes him a lot," says SBCA President Charles Hewitt. "He really has made a difference."

"He could be a diplomat," says United Video Vice President of Government Relations Kim Koontz Bayliss, adding that Paul has gone from transcribing information by hand to two-way satellite communications. "He has this incredible array of experience in telecommunications."

Paul says the DBS industry now has a window of opportunity to take advantage of its digital transmission technology. "The window is between now and the time that the telephone companies or the cable companies are fully digitized."

The business's move from niche industry to big business comes as it approaches its 20th anniversary, Paul says. He dates the home satellite business's origins to 1976, when current SBCA Chairman Taylor Howard built a C-band receiving dish in his backyard to pull signals down from HBO.

"That started it all," Paul says.

He says he plans to stay at the SBCA. "I like the aspect of representing television," Paul says. "There are just so many issues involved. I'm glad I got into it, even if it [was] accidental."

—CM

Fates & Fortunes

BROADCAST TV

Appointments at WFR(TV) Freeport, Ill.: **Lynn Stoyer**, GM, WLKY(TV) Louisville, Ky., joins as director, sales; **Dave Vanore**, staff meteorologist, WINK-TV Fort Myers, Fla., joins as chief meteorologist; **Rose Davis**, local sales manager, KHQA-TV Quincy, Ill., joins in same capacity.

Appointments at WTVX(TV) West Palm Beach/Fort Pierce, Fla.: **Suzanne Stevens**, anchor, KIDK(TV) Idaho Falls, Idaho, joins as weekday news anchor, *News at 10*; **Chris Schenck**, associate producer, PBFNews, named weekday producer, *News at 10*; **Shay Brainard**, associate producer, WTVT(TV) Tampa, Fla., joins as associate producer.



LaMay

Roger LaMay, news director, WTXF(TV) Philadelphia, named VP/GM.

Shelly Maxwell, executive producer, Later Today Television News Group, MGM Studios, joins WNAB(TV)

Nashville as VP, programming.

Sean Walleck, account executive, KCTV(TV) Kansas City, Mo., joins KMCI(TV) Lawrence, Mo., as local sales manager.



Bromstad

Angela Bromstad, director, mini-series and motion pictures for television, NBC Entertainment, Burbank, Calif., named VP.

Adam Levy, team manager, New World Sales & Marketing, New

York, joins KDFW-TV and KDFI-TV Dallas as national sales manager.

PROGRAMING

Appointments at Fox Broadcasting Co., Beverly Hills, Calif.: **Mark Lipps**, VP, Central U.S. program sales, Rysher Entertainment, Dallas, joins as VP, network distribution; **James Neely**, manager, affiliate promotion, named associate director, affiliate sports promotion;

Partnership between industry and academe

The Broadcast Education Association, comprising professional and academics in radio and television, convened in Los Angeles on Oct. 12 for its semi annual meeting. The association's



mandate: to educate tomorrow's electronic-media professionals. Board members (top row, l-r): Alison Alexander, Univ. of Georgia; Lew Klein, NATPE; Norman Feisethal, Temple Univ.; Suzanne Williams, Trinity Univ.; Don Godfrey, Arizona State Univ.; Jerry Zumwalt, Corsicana, Tex.; Rebecca Lind, Univ. of Illinois at Chicago; Fritz Leigh, Arizona State Univ.; Jane Coleman, WITF Inc.; (bottom row, l-r): Joe Foote, Southern Illinois Univ. at Carbondale; Louisa Nielsen, BEA executive director; Norman Pattiz, president, BEA; Roger Hadley, Oklahoma Baptist Univ.; Norman Medoff, Northern Arizona Univ.

Diana Wilkin, VP, network distribution, West Coast, named VP, network distribution and cable operations.



Bacon

Leslie Tobin Bacon, senior VP, motion picture sales, Columbia TriStar Television Distribution, Los Angeles, named senior VP/GM, London, Columbia TriStar International Television.

Steve Nurkin, senior director, operations, Kinnevik Media Properties Ltd., New York, named VP.



Matloff

Rubin

Shapiro

Appointments at Rysher Entertainment, Los Angeles: **Jeff Matloff**, VP, theatrical business and legal affairs, named senior VP, business and legal affairs; **Barbara Rubin**, VP/department head, business and legal affairs, Spelling Television Inc., joins as senior VP, television business and legal affairs; **Julie Shapiro**, director, television business and legal affairs, named VP.

Scott Sassa, president, Turner Entertainment Group, and board member, Turner Broadcasting System and executive committee, joins Andrews Group (unit of MacAndrews & Forbes Holdings that manages entertainment properties), New York, as president/COO.

RADIO

Mike Kaplan, promotions director, WPST(FM) Trenton, N.J., named assistant program director/music director.

Barry Levin, sales manager, WNNX(FM) Atlanta, joins WZGC(FM) there as general sales manager.

Judy Gilliard, VP/GM, KPSI-AM-FM Palm Springs, Calif., joins Westwood One Radio Networks, Valencia, Calif., as Midwest regional manager, affiliate relations.

Dave Kerr, sales manager, WLUP-FM/W MVP(AM) Chicago, joins WKQI(FM) Detroit/Oak Park, Ill., as general sales manager.

Appointments at Fisher Radio Seattle: **Tony Miner**, director, operations, Metro Networks, Seattle, joins KVI(AM) there as program director; **Heidi Copes van Hasselt**, general ledger accountant, KOMO-TV Seattle, joins as business manager.

Appointments at ABC Radio Networks, New York: **Merrilee Cox**, director, news programming, and executive producer, feature unit, named GM, programming; **Chris Berry**, director, news and programming, WBBM(AM) Chicago, joins as GM, operations.

Bob Cannella, GM, WJJC(AM) Elmhurst/Chicago, Ill., joins KRMS(AM)/KYLK(FM) Osage Beach, Mo., in same capacity.

CABLE



Wise

Appointments at Discovery Networks U.S.: **Ferna Sherman**, senior manager, commercial operations, Discovery Channel and The Learning Channel, Bethesda, Md., named director; **Robert**

Wise, VP, acquisitions, development and production management, named senior VP, operations and administration, and deputy to the president of Discovery Networks U.S.

Appointments at Home Shopping Network, St. Petersburg, Fla.: **Michael McMullen**, international business consultant, joins as president, international division; **Barbara Ambrecht**, president, Ambrecht Assoc., joins as VP, benefits and compensation; **Patrick Gates**, VP/divisional merchandise manager, softlines and cosmetics, named senior VP, programing.

Colleen Fahey Rush, partner/associate director, research, J. Walter Thompson, New York, joins VH1 there as VP, research and planning.

Dan Melchers, VP/GM, Hearst Interactive, joins Cablevision Systems Corp., Woodbury, N.Y., as director, new media marketing.

ADVERTISING/MARKETING



Harary

Dan Harary, senior VP, The Lippin Group, Los Angeles, joins Asbury Communications (advertising/marketing/public relations company formed by consortium of post-production companies), Hollywood, as president.

Lewis de Seife, director, marketing and promotions, Jami Marketing Services, joins CRN International, Hamden, Conn., as director, trade marketing.

Appointments at Evergreen Sales and Marketing Services Inc., Daytona

Morey Amsterdam 1909-1996

Morey Amsterdam, 87, best remembered as wisecracking comedy writer Buddy Sorrell on the 1960's *Dick Van Dyke Show*, died in Los Angeles on Oct. 28 after a heart attack. Amsterdam's death ended a show business career that spanned nearly three-quarters of a century and included not only comedy but also music. He had just returned from a cabaret tour when he was taken to Cedars-Sinai Medical Center following his heart attack.

Amsterdam entered vaudeville in the early 1920s and became successful as a cello-playing comedian and comedy writer. Among the performers for whom he wrote were Will Rogers and Fanny Brice. Frequently referred to as "the human joke machine," he reputedly kept thousands of jokes stored in his memory, and could recall one at the mention of any subject.

He was one of television's pioneer performers, appearing on many early comedy and game shows and hosting his own program, *The Morey Amsterdam Show*, in 1948. With Jerry Lester, he hosted *Broadway Open House*, a late-night show considered a forerunner of *The Tonight Show*. But it was the classic *Dick Van Dyke Show* for which Amsterdam will be best remembered. The character Buddy Sorrell's practical jokes, running commentary on marriage to a woman named Pickles, and especially his abuse of Richard Deacon's hapless producer/star's brother-in-law Mel Cooley provided some of television's funniest moments. The fame that Amsterdam achieved on that show defined the remainder of his career. He would often join former *Van Dyke* co-star Rose Marie on shows like *The Love Boat*, or chat with talk show hosts about what it was like to work on the *Dick Van Dyke Show*.

The son of a classical musician, Amsterdam himself was trained in music and wrote the lyrics to a song that would become a hit in the 1940s for the Andrews Sisters, "Rum and Coca-Cola."

—DT

Beach, Fla.: **Jeff Lorello**, VP, operations, named COO; **Jake Scully**, general sales manager, named VP, telemarketing operations; **Pat Bishop**, director, affiliate marketing, The Golf Channel, joins as VP, marketing and business development.

DEATHS

Rich Adams, 53, journalist, died Oct. 29 at Sibley Memorial Hospital, Washington. He had thrombotic thrombocytopenia, an autoimmune connective-tissue disorder. Adams was editorial director at WUSA(TV) Washington from 1975 to 1991. At WUSA he produced *Agronsky & Company*, a weekly news analysis program, and won several awards for outstanding TV editorializing. In the '60s Adams worked for Voice of America as a writer/producer. He later joined WTOP-AM-TV Washington as a correspondent, then went to National Public Radio, where he was a news editor. He returned to WTOP in 1974 as assistant news director. Adams is survived by his wife, Sherry; two children, and his mother.

Jason Bernard, 58, actor, died in Hollywood Oct. 18 of a heart attack. Bernard appeared in such television series as *Cagney & Lacey*, as Deputy Inspector Marquette; *High Perform-*

mance, as Fletch, and *Herman's Head*, as the boss, Mr. Bracken. He also played a part in the made-for-TV movie *Wilma*.

Leon Lewis, 81, radio personality, died Oct. 27 at St. Luke's Hospital, New York, after a long illness. Lewis began his broadcasting career as director, news and public affairs, at WLIB(AM) New York. He moved to WMCA(AM) New York, where he was best known as the all-night host of *The Leon Lewis Show* and greeted each caller with "Hello, my friend." Lewis stayed at WMCA for more than 10 years.

Robert W. Vaughan, 62, radio station owner, died Oct. 23 at his home in Alamogordo, N.M. Vaughan owned KZZX-FM/KINN(AM) Alamogordo. He is survived by his wife, Vera; three children, and his mother.

Paul Cassidy, radio host, died Oct. 30 of complications during heart surgery. Cassidy was the weekend morning show host at WGY(AM)/WRVE(FM) Schenectady/Albany, N.Y. He had been with the station group since 1977 as on-air talent, music director and program director. Cassidy is survived by his wife and two daughters.

—Compiled by Denise Smith
e-mail: d.smith@b&c.cahners.com

Facing pressure from analysts to make a deal, **Emmis Broadcasting Corp.** came through last Friday. It agreed to pay \$42.5 million for WKBO-AM-FM and WKKX-FM St. Louis from Zimmer Radio Group. Emmis already owns KSHE-FM there. Until now, Indianapolis-based Emmis had not bought any stations this year, although it had promised to be a buyer under deregulation. But the acquisition announcement didn't help Emmis' stock price, which declined a bit more sharply than other radio stocks last week (see story, page 10). Emmis fell 75 cents last Friday, to close at \$35.50. A week earlier Emmis had reached \$42.25.

Republican National Committee Chairman Haley Barbour sent a letter to network executives asking them not to project winners in individual states based on exit polls or precinct analysis until most of the polls close in that state. He also asked that they refrain from projecting a winner in the presidential race while polls are still open in the West. To do so would be "an irresponsible

BT wants to buy MCI

MCI Communications Corp. late Friday confirmed that it is in talks with British Telecommunications Plc about a merger and could have an agreement as soon as today (Nov. 4).

Analysts say the deal, in which BT apparently would acquire the 80% of MCI stock it does not already own, could be worth as much as \$22 billion with MCI shares valued at \$40 each.

If the deal comes to pass, it could smooth the way for cable giant Tele-Communications Inc.'s involvement in the News Corp./MCI ASkyB DBS venture, one analyst said.

MCI chief executive "Bert Roberts is willing to let TCI in, but he's not willing to give up his 50 percent interest in ASkyB," said the source, who requested anonymity. "Now, all of a sudden, Roberts is going to be out or he's going to have a boss telling him what to do. If BT says give TCI a one-third interest in ASkyB, he'll give him a third."

An FCC spokesperson said the FCC would need to make a public interest determination to allow a foreign entity to own more than 25% of a DBS license. —PC

and damaging course," he wrote.

Justice Clarence Thomas last week rejected the FCC's request to overturn an appeals court's decision to stay FCC pricing rules on local telephone "interconnection." The commission resubmitted its request to Justice Ruth Bader Ginsburg while long-distance companies submitted their own request to overturn the

stay to Justice John Paul Stevens.

Infinity Broadcasting Corp. has elected not to accept advertising promoting the sale or use of hard liquor on its radio stations. Previously, Infinity had delegated that decision to individual station managers. Infinity President Mel Karmazin said: "I have stated in the past my personal view that the broadcast media, like print, should

have the right to advertise all legal products, and Infinity's voluntary decision to refuse to accept hard-liquor advertising is fully consistent with that philosophy. In this particular circumstance, however, Infinity happens to believe that promoting hard-liquor advertising is not appropriate."

Jean MacCurdy, president of Warner Bros. Television Animation, has added oversight of the Hanna-Barbera animation studio to her responsibilities in wake of the Time Warner-Turner Broadcasting System merger. Fred Seibert, H-B's president for the past four years, has left the company. MacCurdy, who oversees the WB network's Kids' WB! slate, spent four years as an H-B vice president in the mid-1980s.

SFX Broadcasting may soon become one of the radio companies probed by the Department of Justice. During a panel discussion at a Paul Kagan radio seminar in New York last week, SFX Executive Chairman Robert F.X. Sillerman said he planned to meet with DOJ officials on Nov. 8 regarding their questions about the Witchi-

Sprint sets PCS rollout

Sprint Spectrum LP says it will roll out its personal communication service (PCS) to nearly all of its projected 60 major markets by mid-1997, with the first 15-20 markets to be operational by the end of this year, says company spokesman Tom Murphy. Sprint's all-digital PCS system, Sprint PCS, will use higher radio frequencies than existing cellular phone service to provide a menu of wireless communication services. The company now operates PCS service to 100,000 subscribers in the Baltimore/Washington area.

Sprint PCS, a partnership of Sprint Corp. and cable MSOs Tele-Communications Inc., Cox Communications and Comcast Corp., has licenses to provide PCS services in 33 major trading areas. Sprint has raised approximately \$5.1 billion through credit

agreements with Chase Manhattan Bank (\$2 billion) Lucent Technologies (\$1.8 billion) and Northern Telecom (\$1.3 billion).

The agreements, along with a \$750 million public debt offering completed in August and some \$4.2 billion in equity from Sprint PCS's four partners, give the group roughly \$10 billion in capital to construct its nationwide PCS system. Murphy says the company's vendor credit agreements will be used to buy system equipment and services from Lucent Technologies and Nortel.

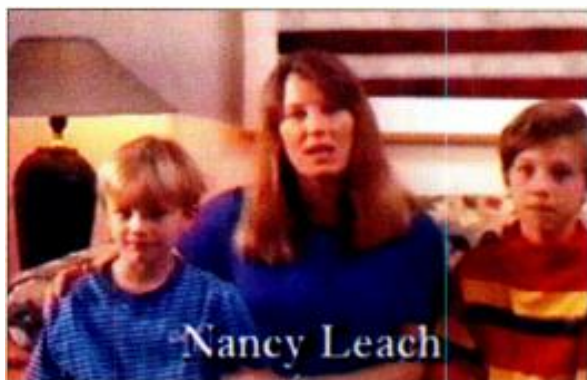
Sprint just opened a \$90 million PCS technology and network management center south of Sprint's Kansas City, Mo., corporate headquarters. The facility will serve as nerve center to monitor its PCS wireless service. —JM

ta, Kan., market, where SFX controls KRZZ-FM, KKRD(FM) and KNSS(AM).

Westinghouse/CBS officials apparently have surrendered almost 4,000 boxes of printed documents to Department of Justice officials investigating the proposed merger of Westinghouse/ CBS with Infinity Broadcasting. By comparison, the DOJ requested some 1,400 boxes during its review of the Time Warner/Turner Broadcasting System merger.

In response to complaints that Mike Tyson's fights are over before the microwave popcorn is finished popping, **Cablevision Systems Corp. will sell the Nov. 9 Mike Tyson-Evander Holyfield bout on a per-round basis.** The sixth-largest MSO will charge viewers \$9.95 for each completed round up to a maximum of \$49.95. If the fight goes less than five rounds, therefore, viewers will not have to pay the full fare. Tyson has not gone beyond five rounds since a 12-round decision over Donovan Rudduck in 1991—his last fight before going to prison. Using a formula based on past performance and expectations for the event, Cablevision is paying Showtime a flat fee, instead of the \$27.50 per buy being paid by other cable systems for this event.

Viacom reported that its third-quarter cash flow (earnings before interest, taxes, depreciation, amortization) increased 6%, to \$701 million, compared with \$663 million for the same



Nancy Leach, wife of House Commerce Committee minority counsel David Leach, appeared on Washington-area television last week in this commercial for Virginia's Democratic Senate candidate, Mark Warner, who is opposing Republican incumbent John Warner. "I used to think John Warner was doing an OK job," the Leach spot says in part. "Then I read about him taking hundreds of thousands in special interest money." Leach, who appears with sons Willy, 5, and Alex, 8, was picked for the role because she is a Democratic activist and a so-called soccer mom.

period last year. Viacom, which owns Paramount Pictures, Showtime Networks, Blockbuster Video and MTV Networks, reported net earnings of \$102 million, up 30.8% from \$78 million last year. Viacom posted revenue of \$3.35 billion, up 13.6% over \$2.95 billion in 1995. Now embroiled in a lawsuit with USA Networks partner MCA Corp., Viacom reported that its MTV Networks group registered third-quarter revenue of \$349 million and cash flow of \$149 million, both 27% increases over 1995. For nine months ended Sept. 30, Viacom reported cash flow of \$1.62 billion, down 4.1% from \$1.69 billion, and revenue of \$8.89 billion, up 6.9% over \$8.31 billion. Viacom's nine-month net earnings were \$1.43 billion, compared with \$173 million in 1995, reflecting the company's \$1.304 billion gain from its third-quarter sale of

its cable systems to TCI. Viacom stock closed Friday at 35, up 2 3/8.

German telco Deutsche Telekom has pulled the plug on Europe's largest \$26.5 million—interactive TV trial to 4,000 homes in Stuttgart because the technology is not up to snuff. Alcatel SEL, the German arm of

France's Alcatel-Alsthom, delivered a set-top box on Oct. 15, but Deutsche Telekom says there are problems with the technology. It's not yet clear what those problems are, but Alcatel was expected to make an announcement on Nov. 4.

Eyemark Entertainment has teamed with Sports Illustrated Television to develop a weekly series based on the monthly magazine *Sports Illustrated for Kids*. Like the magazine, launched in 1989, the educational TV series will emphasize the importance of education, family values and good sportsmanship. *Sports Illustrated for Kids* may be syndicated by Eyemark, but it is also being shopped to network and cable outlets. Eyemark and CBS also have worldwide distribution rights.

FCC Commissioner **James Quello** was honored at the 11th Annual John Bayliss Media Roast at New York's Waldorf-Astoria Hotel on Oct. 30.



Drawn for BROADCASTING & CABLE by Jack Scumid

"No—it's not the end of our fiscal year but it is the end of our cash flow!"

Printed in the U.S.A. Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Teletesting* introduced in 1945. *Television* acquired in 1961. *Cablecasting* introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Broadcasting & Cable* introduced in 1993. *Broadcasting & Cable* is a registered trademark of Reed Elsevier (Nederland) B.V., used under license. *Telemedia Week* is a registered trademark of Reed Elsevier Inc. Reg. U.S. Patent Office.

Cahners

Broadcasting & Cable (ISSN 0007-2028 (GST #123397457)) is published weekly, except at year's end when two issues are combined, by Cahners Publishing Co., 245 West 17th St., New York, NY 10011. Cahners Publishing Co. is a division of Reed Elsevier Inc., 275 Washington St., Newton, MA 02158-1630. Bruce A. Barnet, President and Chief Executive Officer, Jackie A. Daya, Vice President and Chief Financial Officer, Neal Vitale, Group Vice President. *Broadcasting & Cable* copyright 1996 by Reed Elsevier Inc. All rights reserved. *Broadcasting & Cable* is a registered trademark of Reed Elsevier Properties Inc., used under license. Periodicals postage paid at New York, NY, and additional mailing offices. Canada Post International Publications Mail Product (Canada Distribution) Sales Agreement No. 0607533. Postmaster, please send address changes to *Broadcasting & Cable*, PO Box 6199, Torrance, CA 90504-0399. Rates for non-qualified subscriptions, including all issues USA, \$117; Canada, \$149 (includes GST); Foreign Air, \$320; Foreign Surface, \$169. A reasonable fee shall be assessed to cover handling costs in cancellation of a subscription. Back issues except for special issues where price changes are indicated, single copies are \$7.95 US, \$10 foreign. Please address all subscription mail to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. Microfilm of *Broadcasting & Cable* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, MI 48106 (1-800-521-0600). Cahners Publishing Co. does not assume and hereby disclaims any liability to any person for any loss or damage caused by errors or omissions in the material contained herein, regardless of whether such errors result from negligence, accident or any other cause whatsoever.

Incorporating The Fifth Estate TELEVISION Broadcasting

Best laid plans

Nine months after passage of the Telecommunications Act of 1996, the new landscape looks remarkably moribund from here. All the competition that was to ensue from the most ambitious rewriting of communications law has yet to occur. Cable hasn't begun to scratch the surface of telephony, the field it so desperately sought to enter. The telephone companies' biggest entry into TV has been the purchase of cable companies. Everybody is anxious to get into long distance, but no one wants to compete for the local exchange services.

And remember all those arguments about two wires into the home? This page opposed that concept at every opportunity. It didn't make sense then (for example, requiring telcos to invest over \$300 billion to lay wires parallel to cable's) and it doesn't make sense now.

That's not to say that competition won't come along, but it's sure going to be a while. And by then today's marketplace may be unrecognizable.

What's that old cliché? The more things change the more they stay the same?

Everybody loses

On June 17, this page put a shot across the bow of the distilled spirits industry, warning against its recklessness in seeking to place television advertising for its wares. Our cautionary editorial went unheeded; Seagram, the major manufacturer at issue, has now persuaded at least four stations to take its ads.

This can only lead to disaster, of greater or lesser degree. There is no chance on Earth that Congress is going to allow hard-liquor advertising on the broadcast media. Indeed, the lease on life that beer and wine advertising presently enjoys is tenuous at best. Nearly every new Congress entertains legislation to withdraw the privilege. The most likely result of

stirring up this hornet's nest will be to have beer and wine advertising thrown off the air while booze remains denied. Only the cynical suggest that's what Seagram really wants.

We recognize the First Amendment implications involved in this dilemma and yet we choose to be unequivocal. We think it's more important to concentrate on the undoubted First Amendment rights of broadcasters not to accept liquor advertising than the lesser and arguable commercial speech rights of Seagram to sell its products on the air. If Seagram has the greater good in mind, it will cease and desist.

Less power to you

The FCC is ratcheting up its indecency enforcement. Last month the commission fined Infinity-owned wvgo(FM) Richmond, Va., for a Howard Stern broadcast about which it had received a complaint. So far, so good (or bad if you believe the FCC shouldn't be the national content police). But FCC officials are planning to extend the fine to other Infinity markets where no complaint was lodged. By taking the same tack it did with its \$1.7 million fine on Infinity, the commission is heading back into troubling waters.

Central to both the Miller test for obscenity and the similar test extended to the broader category of indecent speech by both the FCC and the Supreme Court is the "community standards" test, which recognizes that what plays in New York may not in Peoria. To hold, as the FCC has, that a single complaint from one market justifies chilling speech in other markets where no complaint was lodged ignores the local-standards test and makes the FCC's content regulation a one-size-fits-all affair that walks, talks and smells like censorship and runs afoul of constitutional speech protections.

While giving the FCC power to regulate obscene and indecent broadcasts, the Communications Act says quite clearly that "nothing in this act shall be understood to give the commission the power of censorship over the radio." The FCC has misread its marching orders.

Donald V. West, editor/senior vice president

Washington 1705 DeSales Street, N.W. Washington, DC 20036
Phone: 202-659-2340 Editorial Fax: 202-429-0651

Harry A. Jessell, executive editor

Mark K. Miller, managing editor

Kira Greene, assistant managing editor (special projects)

John S. Eggerton, assistant managing editor

Dan Trigoboff, senior editor

David R. Borucki, art director

Kim McAvoy, contributing editor

Elizabeth A. Rathbun, **Chris McConnell**,
assistant editors

Heather Fleming, **Michael Katz**, staff writers

Rick Higgs, systems manager

Denise P. Smith, **Kenneth R. Ray**, graphic artists

New York 245 West 17th Street, 10011; 212-645-0067; Fax 212-337-7028

Stephen McClellan, bureau chief

Rich Brown, associate editor (cable)

Richard Tedesco, assistant editor (Telemedia Week)

Donna Petrozzello (radio), **James McConville**,

Glen Dickson (technology), staff writers

Los Angeles 5700 Wilshire Blvd., Suite 120, 90036;

213-549-4100; Fax 213-937-4240

Cynthia Littleton, assistant editor

Lynette Rice, staff writer

Denver 28310 Pine Dr., Evergreen, CO 80439;

303-670-4124; Fax 303-670-1082

Price Colman, bureau chief

Broadcasting & Cable

The Newsweekly of
Television and Radio
Founded 1931

<http://www.broadcastingcable.com>

Richard Vitale, vice president, operations and planning

Dan Hart, group controller

Michael Borchetta, circulation director

Sharon Goodman, director of manufacturing
and distribution

Louis Bradfield, distribution director

Charles M. Colfax, production manager

212-463-6558; Fax 212-463-6563

Eric Peterson, production assistant

Jane Rogers, vice president, research

Gillian Lewis, research director

Circulation Inquiries

Broadcasting & Cable: 800-554-5729

Broadcasting & Cable Yearbook: 800-521-8110

Sol Taishoff, Founder and Editor (1904-1982)

Lawrence B. Taishoff, Chairman Emeritus

Peggy Conlon, publisher

New York 212-337-6940; Fax 212-337-6947

Randi T. Schatz, director of special projects

Millie Chiavelli, director of cable advertising

Robert Foody, director of technical advertising

Yvonne Pettus, account executive

Joan Miller, executive secretary

Estrella Diaz, executive assistant

Antoinette Fasulo, classified advertising manager

Doris Kelly, telemarketing salesrepresentative

Sandra Frey, classified advertising representative

Classified 212-337-7073; Fax 212-206-8327

Los Angeles 213-549-4113; Fax 213-937-5272

Gary Rubin, national marketing director,

director of syndication advertising

Craig Hitchcock, account executive

Chuck Boikcom, account executive,

technology/cable sales,

Walnut Creek, CA 510-210-0814; Fax 510-210-0823

Kathleen Shuken, administrative assistant

Barbara Wise, director of creative services

Yukari Media (Asia): 81 6 956 1125;

Fax 81 6 956 5015

London Paramount House, 162-170 Wardour St., W1V3AT;

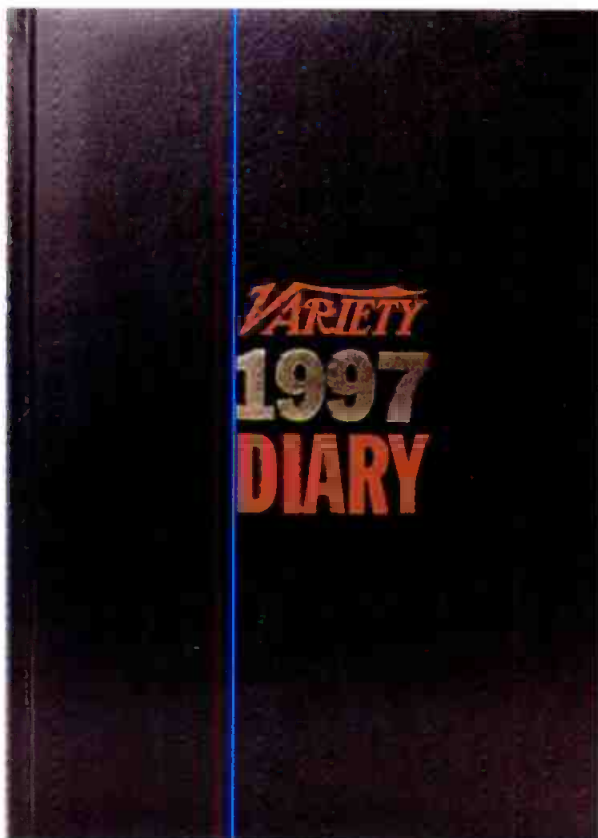
44-171-437-0493; Fax 44-171-437-0495

Meredith Amdur, **Debra Johnson**, international editors

Jennifer Montefiore, BCC (United Kingdom & Europe);

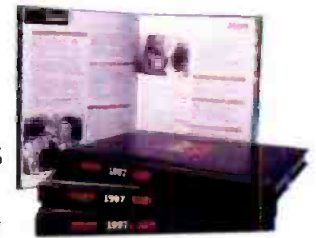
44 171 437 0493; Fax 44 171 437 0495

Bring some variety into your daily life.



Announcing the Limited Edition Variety 1997 Desk Diary.

This handsome, leather-bound daily diary is filled with important dates that no one in the entertainment world should be without. Now, you'll never miss any of the major U.S. and European awards, festivals or markets.



The Variety Desk Diary is a valuable reference guide to names and addresses of producers, distributors, sales companies, film and TV companies. It also includes a listing of all time top grossing films, TV ratings around the world, and a comprehensive guide to Cannes, Venice, MIFED and other events. Imagine having this important information at your fingertips to bring some variety into your daily life for the low price of only \$19.95.

The 1997 Variety Desk Diary, makes a great gift as well. Complete and return the

order form today,

and remember this special rate of \$19.95, a savings of 33% off the regular price

You can also order

by phone. **1-800-362-8433.**

Outside the U.S. call: 310-978-6912 or fax: 310-978-6901.



YES! Please accept my reservation for the VARIETY 1997 DESK DIARY for the low price of \$19.95—33% savings. Supplies are limited, so order today!

Number of Copies _____ x \$19.95 = \$ _____
 For each copy add \$4.95 (U.S.), \$9.95 (outside U.S.) for shipping and handling.
 NY and CA residents add applicable sales tax.

Name _____

Company _____ Suite/Fl. _____

Address _____

City _____ State _____ Zip _____ Country _____

Payment Enclosed Bill Me

Please Bill My: American Express VISA Master Card

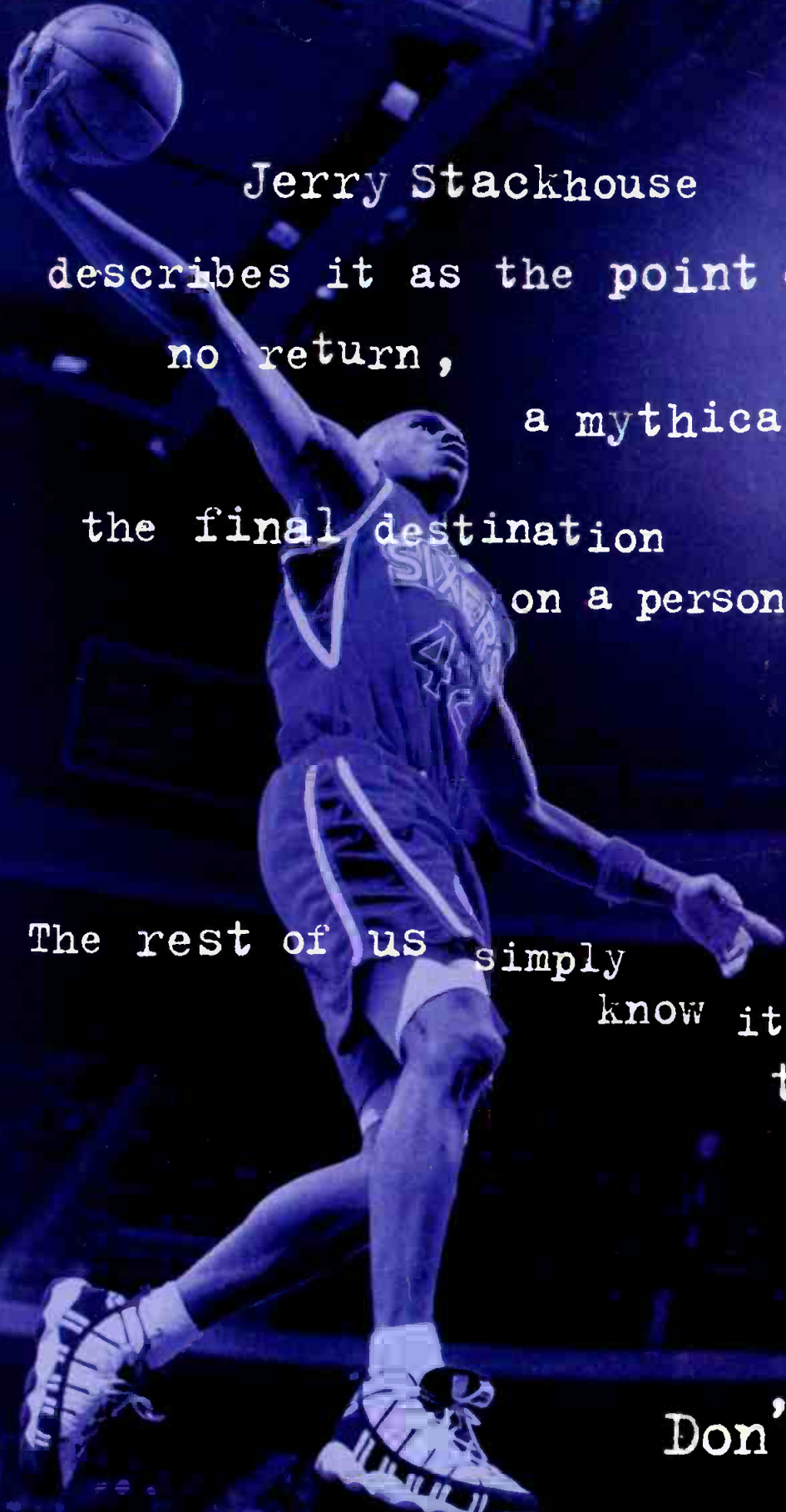
Acct # _____ Exp. Date _____

Signature _____

Please allow 6-8 weeks for delivery. Acceptance of the VARIETY 1997 DESK DIARY also registers you to receive future Diaries automatically. The charge for next year's Diary will be \$29.95 plus \$4.95 (U.S.), \$9.95 (outside U.S.) shipping and handling.

Send your order to:
 VARIETY 1997 DESK DIARY, PO BOX 7820, TORRANCE, CA 90504-9220

G7BD1



Jerry Stackhouse
describes it as the point of
no return,
a mythical place,
the final destination
on a personal journey.

The rest of us simply
know it as
two points.

Don't miss
a game.

The NBA every Tuesday,
Wednesday and Friday night.

