

MAR 11

\$3.95

# Broadcasting Cable

The Newsweekly of Television and Radio

Vol. 126 No. 11 65th Year 1996 A Cahners Publication

## SPECIAL REPORT:

### 1995's \$8 billion Station Trading Boom Is Only the Beginning

### Infinity, Clear Channel Star in Record Radio Week

## WESTWARD HO

### The Museum of Television & Radio's Grand Design in Beverly Hills

MT&R President  
Robert Batscha

\*\*\*\*\*3-DIGIT 591  
BC075184 AUG96 REG570\*\*CR39  
JOHN C JOHNSON  
KTVQ-TV  
979 NEPTUNE BLVD  
BILLINGS, MT 59105-2129

TOP OF THE WEEK / 5  
BROADCASTING / 25  
CABLE / 63  
TECHNOLOGY / 77

OVER ~~50%~~ SOLD IN JUST

60%

68%

D O N ' T B E L E F T

These station groups have already seen the light: CHRIS-CRAFT •

# STRANGE

T O N I

The Phenomenal



Chris-Craft Television Productions, Inc.  
United Entertainment Group, Inc.

©1996 Rysher Entertainment, Inc. All rights reserved.

[www.americanradiohistory.com](http://www.americanradiohistory.com)

~~FOUR~~ WEEKS!

*Five*

*Six*

I N T H E D A R K !

RENAISSANCE • RIVER CITY • LIN • ABRY • ARGYLE • CLEAR CHANNEL

# UNIVERSE

G H T

D a i l y N e w s m a g a z i n e



# Fast Track

Must Reading from  
BROADCASTING & CABLE  
March 11, 1996

## TOP OF THE WEEK

**Radio's mega-week** Infinity Broadcasting last week made the largest-ever radio-only station buy, while Clear Channel Communications bought U.S. Radio and racked up a record number of radio stations for its portfolio. The rush to consolidate under deregulation is expected to continue unabated. / 5

**Waiting for upfront** Expect a correction in this year's network prime time upfront markets after two years that were good for networks and costly for advertisers. And it could be a softer upfront this year, network sales executives say. / 9

**TCI rates going up** In the wake of rate increases by other top MSOs, TCI is raising rates at about half its systems around the country. The increases will average 15%-20% in some key clusters, notably Northern California and Denver. / 12

**Senate budgeteers co-opt auction issue** The Senate Budget Committee has jumped the gun on plans by the House and Senate commerce committees to hold hearings on spectrum auctions. Its hearing is scheduled for this Thursday. / 20



George and Alana are splitting again this time from their low-rated morning talk show. / 17

## BROADCASTING

**CBS savors weekly win** Paced by a combination of specials, stunts and regular series, CBS has notched its first weekly win since November 1994. "We have miles to go," cautions CBS Entertainment President Leslie Moonves. / 26



Warner Bros. predicts that 'Friends' will smash 'The Cosby Show's' off-net sales record. / 26

**'Dateline' goes for four** *Dateline NBC* expands to its fourth night this Sunday against CBS powerhouse *60 Minutes*. Although a win is not expected, time period improvement is. / 30

**Network radio ratings slump continues** Network radio listenership has declined for the second consecutive survey period, RADAR 52 reports. Nine of the industry's 14 networks have lost audience share. / 38



## COVER STORY

### Toys in the broadcast attic

For 21 years the history of the Museum of Television & Radio has been one milestone after another. Next week the museum dedicates its new West Coast edifice, completing a bridge between the creative and business communities on both coasts. In an interview, museum president Robert Batscha

describes the ever-renewing vision behind the institution. Cover photo by Rick Falco/Black Star / 22

## SPECIAL REPORT: STATION TRADING 1995

**\$8 billion bull loose in station market** 1995 will be remembered as the year that TV and radio station sales boomed, with group buys leading the pack. More than \$8 billion worth of sales were reported last year. / 40

**Cable trading: A big deal** Consolidation among cable systems has put control of 60% of the country in the hands of the top four MSOs. As in the broadcast industry, "consolidation is going forward at a dramatic rate," one broker says. / 42

## CABLE

**AT&T may call** Buying access from cable and wireless cable system operators may be a way for AT&T to proceed with its plan to offer local phone service in all 50 states. / 64

## Telemedia Week

### Netscape slashes software price

The price of Netscape's Internet server software has dropped by \$200. Like Microsoft, Netscape is appealing to novices, saying the software is easy to use. / 74

## TECHNOLOGY

**News Corp. ditches Intelsat** News Corp. has killed its contract with Comsat for satellite capacity on the Intelsat system. The satellite was destroyed after launch last month. / 78

|                      |     |                        |     |
|----------------------|-----|------------------------|-----|
| Changing Hands ..... | 36  | Fates & Fortunes ..... | 98  |
| Classified .....     | 81  | In Brief .....         | 100 |
| Closed Circuit ..... | 101 | Network Ratings .....  | 34  |
| Editorials .....     | 102 | Washington Watch ..... | 21  |



# Radio's Mega-Week

In largest radio deal ever, Infinity buys 12 stations for \$410 million, raising its total to 46; Clear Channel picks up 13 for \$140 million, giving it 52 stations

By Donna Petrozzello and Elizabeth Rathbun

**R**adio's rush to consolidate set new records last week, when more than a half-billion dollars changed hands in just two station deals.

Infinity Broadcasting Corp. made the largest-ever radio-only deal, buying 12 stations owned by Granum Holdings LP. The \$410 million price supersedes the record radio-only purchase, set last year: Chancellor Broadcasting Co.'s \$395 million merger with Shamrock Broadcasting Inc. (see "Special Report," page 40).

Also last week, Clear Channel Communications Inc. paid \$140 million for U.S. Radio's 13 stations, plus options to purchase five others. Counting several recent deals it has made, Clear Channel's portfolio would balloon from 39 radio stations to 52. Including local marketing and joint sales agreements, the company actually would

have 64 stations, spokesman Randall Mays says. That's more than any other group, "but you never know [how long that record will last] with how things are proceeding," he says.

Together, the Clear Channel and Infinity deals add up to \$550 million. Both are subject to FCC approval.

Infinity's purchase would vault it from 34 stations to 46, including six FMs (from four) in Dallas; four FMs (from three) in Baltimore/Washington; four FMs (from two) in Boston (see chart, page 8), and two FMs (from one) in Atlanta.

Infinity's and Clear Channel's records beg to be broken. With the Telecommunications Act of 1996 in place, radio groups are buying each other at a rapid—and costly—pace. They're taking advantage of the lifting of national ownership caps and the easing of local caps. Now, a broadcaster can own up to eight stations in large markets, but no more than five of a kind, FM or AM.

Other radio mega-deals inspired by the Telecommunications Act were Jacor's \$774 million acquisition of Citicasters Inc. on Feb. 12 and its Feb. 5 buy of Noble Broadcast Group Inc. With the Noble buy, Jacor became the first company to hit the new limit of eight holdings, in Denver.

Infinity's purchase of Granum illustrates the consolidation trend that deregulation has inspired, says media analyst Drew Marcus of Alex. Brown & Sons. Dallas and Boston will go "from a competitive [market] model to an oligopolistic one," he says.

Or as Granum President/CEO Herb McCord says: "It's really become impossible for [Granum] to compete against the largely publicly traded radio companies for buying stations." Granum is a privately owned subsidiary of investment partnerships Kohlberg Kravis Roberts & Co. LP and Granite Equity Partners.

Clear Channel's purchase of U.S.

## RADIO POWERHOUSES



**Infinity Broadcasting Corp.**  
**NYSE: INF**

With its purchase of Granum's 12 radio stations, Infinity's radio holdings will swell to 46 stations, with significant clusters in Dallas/Fort Worth, Baltimore/Washington and Boston. Group is best known as home of talk personality Howard Stern. The New York-based group strayed outside radio for the first time last month, purchasing an outdoor-advertising firm.

**1995**  
Revenue: \$325.7M  
Income: \$54.5M  
Earnings Per Share: \$.79

Mel Karmazin  
President/CEO

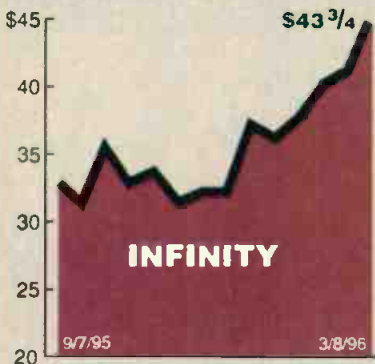


Chart source Bloomberg Business News

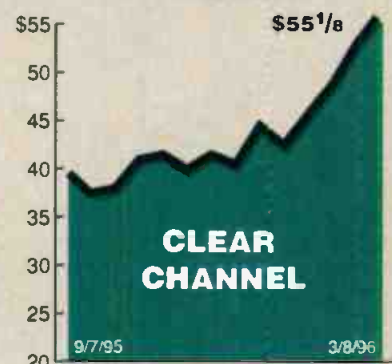


**Clear Channel Comm. Inc.**  
**NYSE: CCU**

Upon completing the acquisition of U.S. Radio's 18 stations, San Antonio, Tex.-based Clear Channel will become the nation's largest radio group. It will own 52 stations and control 12 others through local marketing and joint sales agreements. Its biggest radio cluster is in Houston where it has six stations. It also owns 10 TV stations and six TV translators.

**1995**  
Revenue: \$283.4M  
Income: \$32M  
Earnings Per Share: \$.91

Lowry Mays  
President/CEO



AVAILABLE

AVAILABLE

A CONSTANT C PRODUCTION,  
AN AMBLIN TELEVISION PRODUCTION  
IN ASSOCIATION WITH WARNER BROS. TELEVISION.

# ER



# THE FALL '98

**Telepictures**  
DISTRIBUTION

A Time Warner Entertainment Company  
New York (212) 636-6340 • Los Angeles (818) 684-5728  
Chicago 312 450-2611  
© 1998 Warner Bros. All Rights Reserved



Radio, however, does little to advance the San Antonio-based group's station clusters. Clear Channel has no existing radio holdings in seven of U.S. Radio's eight markets. Clear Channel adds stations only in Houston, where it grows to three FMs and three AMs.

"Clear Channel's deal makes a little less sense," one radio broker says. "It's more random." Infinity/Granum, however, is a "real good fit.... It lines 'em right up" for market consolidation.

With radio and TV prices running high, industry analysts and brokers say Infinity got a good deal, even though it paid 16-17 times Granum's estimated 1995 cash flow of \$25 million.

The deal will be financed with Infinity's debt, which is about three times the company's earnings before interest, depreciation, taxes and amortization.

"His debt-equity ratios are high, but nobody seems to care," the radio broker says of Infinity President/CEO Mel Karmazin. "They have basically made money on everything they've bought." Infinity's buying spree is expected to continue.

Marcus calls the Infinity/Granum marriage "a perfect fit." He points to Infinity's strong presence in Dallas and Boston. The company now could command up to 30% of radio ad revenue in Dallas and 25% in Boston, he says.

News of the deals also pleased the stock market. Infinity's stock rose from trading at 41 7/8 last Monday (March 4) to 43 3/4 last Friday, a 52-week

## Clusters are born

The action is hot in radio, where deregulation is encouraging consolidation—and market clustering. Here's where groups are bulking up with at least four FMs:

| Market                | Owner                         | Total no. stations |
|-----------------------|-------------------------------|--------------------|
| Dallas/Fort Worth     | Infinity Broadcasting Corp.   | 8: 6 FM, 2 AM      |
| Denver                | Jacor Communications Inc.     | 8: 4 FM, 4 AM      |
| West Palm Beach, Fla. | Fairbanks Communications Inc. | 8: 4 FM, 4 AM      |
| Boston                | Evergreen                     | 7: 5 FM, 2 AM      |
| Chicago               | Evergreen*                    | 7: 5 FM, 2 AM      |
| Baltimore/Washington  | Infinity                      | 7: 4 FM, 3 AM      |
| Wichita, Kan.         | Triathlon Broadcasting Co.    | 7: 4 FM, 3 AM      |
| Spokane, Wash.        | Triathlon                     | 7: 4 FM, 3 AM      |
| Fort Lauderdale/Miami | Paxson Communications Corp.   | 6: 4 FM, 2 AM      |
| Cincinnati            | Jacor                         | 6: 4 FM, 2 AM      |
| Tampa, Fla.           | Jacor                         | 6: 4 FM, 2 AM      |
| Boston                | Infinity                      | 4 FM               |
| Raleigh, N.C.         | SFX Broadcasting Inc.         | 4 FM               |

\*FCC waiver granted Dec. 1995

high. Clear Channel's price rose from 52 last Monday to 55 1/8, another 52-week high.

Speculation was that Infinity would sell its three new stations in Orlando, which Arbitron ranks as the nation's 39th market. And the company must divest itself of one of its six FMs in Dallas to meet the new cap of five-of-a-kind per market.

Meanwhile, FCC commissioners adopted two orders easing their radio and TV ownership rules to comply with the deregulation law. Besides owning up to eight stations in the largest market,

the law allows a broadcaster to own seven radio stations (four of a kind) in markets with 30-44 radio stations; six stations (four of a kind) in markets with 15-29 stations, and five (three of a kind) in markets with 14 or fewer stations. In any case, no broadcaster may own more than half the stations in a market.

U.S. Radio Chairman/CEO Ragan Henry had been casting for a new owner for U.S. Radio since last September. The diversity of U.S. Radio's holdings meant that Henry "had a lot of trouble selling that company," the broker says.

Reached Feb. 16 for an update on his

## Who will make the next move?

Last week's mega-deals reignited speculation about what radio groups will be next to cash in on the superheated market.

Brokers and analysts say companies backed with venture capital and limited partners are the most likely to give in to Infinity, Clear Channel and other acquisitive groups.

And topping the list of such companies is Radio Equity Partners. The Norwalk, Conn.-based limited partnership has 20 stations (15 FMs and five AMs). It is controlled by George Sosson and backed largely by equity investors affiliated with General Electric.

Crescent Communications of Greensboro, N.C., which is two-thirds owned by Media/Communications Partners II LP of Boston, is also ripe, experts say. Crescent owns nine stations, primarily in Southwestern markets.

Media/Communications is also a principal investor in Los Angeles-based OmniAmerica Communications Inc. Last year, OmniAmerica sold three stations to Cit-

icasters after a merger agreement fell through. Brokers think OmniAmerica is ready to sell its other eight stations.

Speculation continues to surround Gannett, which picked up 11 more radio stations in its acquisition of Multimedia last year. "This story is in its third year of being circulated, and guess what?" a Gannett spokesperson said. "Gannett is still in radio."

Brokers cite two other public companies as potential sellers: EZ Communications, whose stock, analysts say, has generally underperformed Wall Street projections, and Heftel Broadcasting Corp., a major Spanish-language broadcaster with 18 stations. (Clear Channel already owns 20% of Heftel.)

Other privately held companies seen as sellers include Marlin Broadcasting Inc., owner of three classical FMs in major markets; Tele-Media Broadcasting Co., owner of five AM and eight FM stations largely in Pennsylvania and Rhode Island, and Fuller-Jeffrey Broadcasting, which owns 12 stations. —DP



plans, Henry said he had pulled the stations off the market: "We decided we should be a buyer, not a seller." He did not return a telephone call seeking comment on the sale of his stations.

Clear Channel sees U.S. Radio "as an excellent complement to our existing station group," President/CEO Lowry Mays said in a statement. "It gives us the ability to get into a lot of new, good markets [with stations] that already have exciting strategic positions and fantastic local management in place," Randall Mays adds.

Also alluring was the price for the group: It amounts to less than 10 times trailing cash flow, he says. Clear Channel plans to remain "acquisitive in all of our markets," as long as prices are right, he says.

Henry will stay on as chairman of U.S. Radio. ■

## Infinity, Stern renew their vows

Although busy adding radio stations, Infinity Broadcasting's Mel Karmazin also has locked in what he may consider his company's number-one asset—talk show mega-star Howard Stern.

Infinity signed Stern to a new five-year contract that calls for the company to continue syndicating his show and lend support to his efforts to expand his radio empire. The company is expected to help launch "The Howard Stern Radio Network," 24 hours a day of syndicated radio talk that Stern intends to assemble and introduce later this year.

Infinity will back the 42-year-old talk show host in a national campaign to sign new affiliates for his weekday show, says Stern's agent, Don Buchwald. Sources say Infinity and Stern hope to air in no fewer than 200 markets nationally; the show is now syndicated to 22 markets.

Stern said he would "love to be on in every market in the country. My philosophy is [that], if you're not with me, then you're against me, and to be against me is not a real good idea because I think we've got a successful show here." —DP



Stern plans a 24-hour talk network.

# Network upfront may be slow

*A correction may be in the cards for the upcoming advertising buying season*

By Steve McClellan

The two most recent network prime time upfront markets, during which the bulk of advertising dollars are committed for the upcoming television season, have been good for broadcast networks and costly for advertisers.

This year, ad agency executives say, expect a correction. And network sales executives do not rule out a softer upfront market.

The form a correction would take, if it were to occur, remains to be seen and may not affect the money available for network advertising during the 1996-97 season. For the current season, upfront and scatter markets combined will bring in almost \$6.6 billion.

Almost all buyers and sellers of advertising time agree that the networks will not achieve or even approach the average 25% cost-per-thousand (CPM) viewer price increases of last year's upfront, which totaled \$5.5 billion-\$5.6 billion.

Many in the business also think that advertisers will spend less in the upfront and more in the scatter market in the 1996-97 season. This season, advertisers put more money than usual (a little over 80%, by most accounts) in

### Past upfront spending

| Year | \$(billions) | % change |
|------|--------------|----------|
| 1995 | \$5.5        | 25%      |
| 1994 | \$4.4        | 18.9%    |
| 1993 | \$3.7        | 2.8%     |
| 1992 | \$3.6        | 2.9%     |
| 1991 | \$3.5        | (19.5%)  |

the upfront market, after being stung by 40%-50% increases in the scatter market for the 1994-95 season.

Typically, advertisers place some 70% of their network dollars in the upfront and reserve 30% for scatter; agency executives say the split next season may be closer to those norms. "This year clients were looking for a hedge against inflation, but next year I think you'll see a lot of clients play it more cautiously," says Helen Tocheff, of Zenith Media.

Media buyer Paul Schulman agrees. "It looks like it will be well below where it was a year ago," he says of the pool of money for the coming upfront. And more money will be put in scatter. CPM rates, he says, will depend on how much smaller the upfront pool is: "If it's a billion dollars smaller, there could be no increase at all or a decrease. If it's a few hundred million,

there could be a single-digit increase."

At NBC-TV, Larry Hoffner, president of advertising sales, says that no one can predict the size of the market. "It wouldn't surprise me," he says, if advertisers react to this year's results by holding back more dollars for the scatter market. Hoffner does not expect the huge CPM increases seen this year, but given NBC's performance this season, he expects an uptick.

ABC-TV's Marvin Goldsmith, president, advertising sales, told an audience at a forum held last week by the Association of National Advertisers in New York that this year's network upfront could surpass last year's record-setting \$5.5 billion market. He pointed to the healthy national economy and strong scatter market this season (although it was not as strong as last year's) as good signs.

BBDO media buying chief Arnie Semsy said historical patterns for markets following Olympics/election years and years with huge CPM hikes suggest an upcoming upfront that will post no better than a 5% increase and could decline. Adding to the downward pressure will be a slowing economy and a disappointing network season with few hits and continued ratings erosion, he said. ■

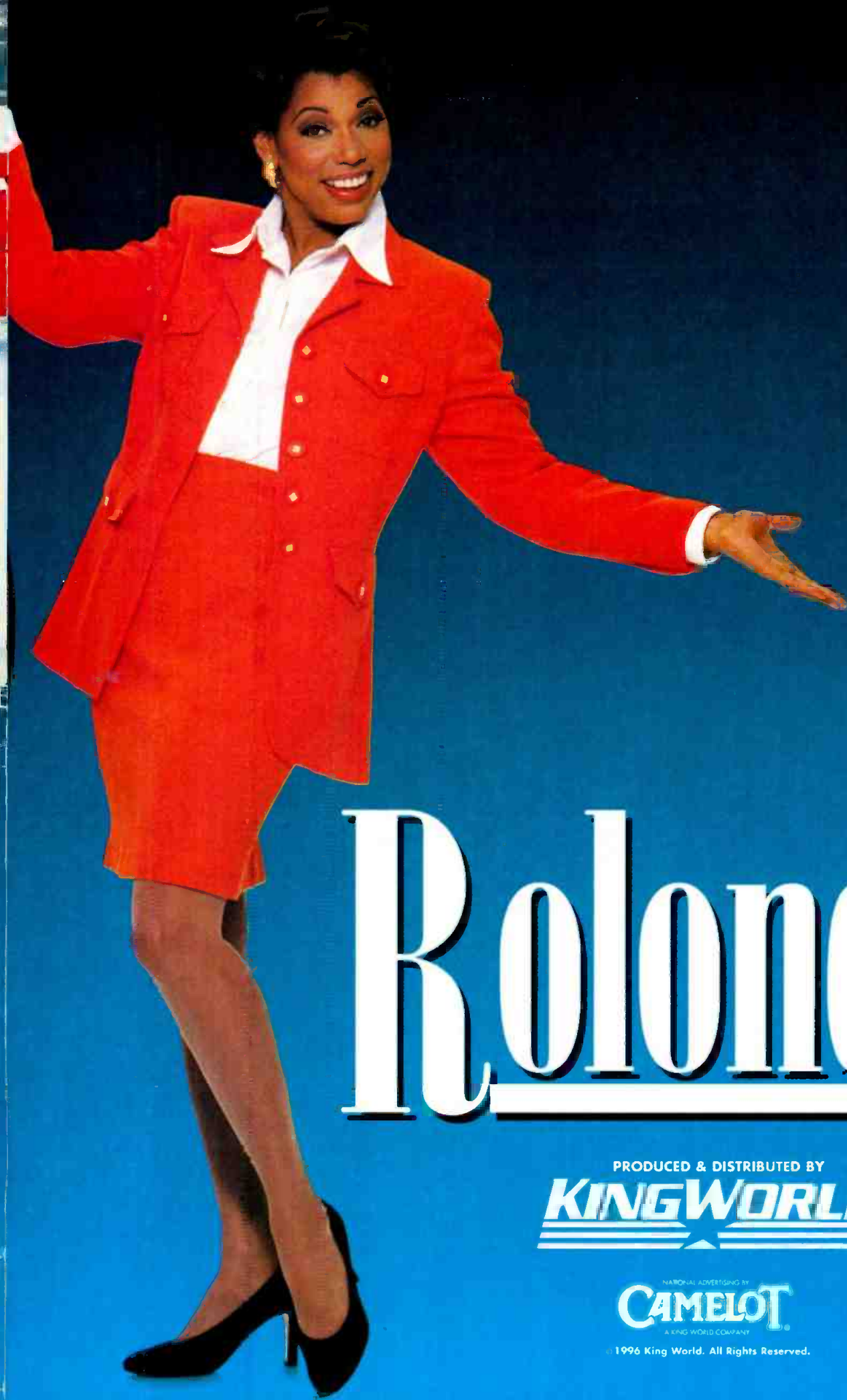
**FIRM**



**GO**

**'96-'97**





# Rolonda<sup>®</sup>

PRODUCED & DISTRIBUTED BY

**KINGWORLD**

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

© 1996 King World. All Rights Reserved.

# TCI boosts rates 15%-20%

Increases will affect half its systems; 'one-shot' deal to cover improvements, inflation

By Jim McConville

**C**able giant Tele-Communications Inc. is raising rates at about half of its systems around the country, averaging 15%-20% hikes in some of its key clusters.

TCI, the nation's largest MSO (13.3 million subscribers), plans to impose the hikes starting June 1. TCI executives last week would not say exactly how many subscribers would be affected by the latest round of rate hikes or what impact the added revenue is expected to have on the company's bottom line. Wall Streeters say the company likely will provide estimates at a scheduled meeting with analysts next month.

"Basically, it's a one-shot aberration," says TCI spokeswoman LaRae Marsek. She says the hike covers "two years of programing improvements and up to three years of inflation that TCI has not included in its rates."

## ESTIMATED RATE INCREASES IN DENVER AND SURROUNDING AREA

| Location                       | Combined Basic/Expanded Rate |          |         |        |
|--------------------------------|------------------------------|----------|---------|--------|
|                                | Current                      | Increase | New     | % chg  |
| 1. Denver/Glendale             | \$18.85                      | \$4.00   | \$22.85 | +21.2% |
| 2. Boulder                     | \$20.05                      | \$4.00   | \$24.05 | +19.9% |
| 3. Wheat Ridge                 | \$19.70                      | \$4.00   | \$23.70 | +20.3% |
| 4. Douglas County              | \$19.80                      | \$3.83   | \$23.63 | +19.3% |
| 5. Suburbs                     | \$20.75                      | \$4.00   | \$24.75 | +19.2% |
| 6. Aurora, Lakewood, Edgewater | \$20.75                      | \$5.50   | \$26.25 | +26.5% |

Source: Rocky Mountain News

Monthly rate hikes in TCI's home state—Colorado—will run as high as \$5.50 (from \$20.75 to \$26.25) for subscribers in certain areas who choose an "expanded basic" package of channels that includes most of America's most-watched cable networks.

Expanded basic customers, which make up the bulk of TCI's subscribers, will pay on average an extra \$3 per month for the package. On the low end of the scale, "basic" subscribers who

receive just a handful of broadcast stations and less popular cable networks will see their monthly bill increase an average \$1.14 a month.

The rest of TCI's systems, typically unregulated systems in small rural markets, already passed on rate increases to consumers last February.

TCI's latest round of rate hikes comes in the wake of rate increases by other top multiple system cable operators. Time Warner and

Continental, the nation's second- and third-largest MSOs, on Jan. 1 introduced rate hikes under their so-called social contracts with the FCC.

Time Warner's increases typically ranged from roughly \$2 per subscriber per month to about \$3; the company's 1 million New York City customers saw their monthly standard cable service fee rise from \$12.10 to \$15.32.

TCI, with cable systems in 48 states, has major franchise clusters in Denver,

## TCI: Raising prices by the book

TCI will take advantage of the FCC's new rate adjustment forms to implement its pricing plan.

The company last week filed about 500 of the "1240 forms" with local franchising authorities. Instituted by the commission last fall, the forms allow cable companies to adjust their rates once a year to reflect inflation and increases in "external costs," including programing costs, copyright fees and FCC regulatory fees.

The forms permit cable companies to estimate cost increases that will occur during the year ahead, a system the FCC implemented to allow the firms to recover costs more quickly. If the companies guess wrong in estimating their costs, a "true up" clause requires them to later decrease their rates for overestimations and increase them for underestimations.

TCI filed the forms with local franchising authorities to increase rates on the basic service tier. Local franchising authorities will be able to review and reject the proposed increases if they find them unreasonable, FCC officials say. Commission rules require cable operators to file the forms 90 days before the planned rate change.

To raise rates on the extended basic tier (which generally includes such channels as ESPN, MTV and



CNN), operators can file 1240 forms with the FCC, which regulates the cable programing tier. Those forms are not due until 30 days before a planned rate increase on the extended basic tier, and TCI has not yet filed them with the FCC.

Any cable subscribers wanting to complain will have to wait until the FCC irons out its new cable rules. Subscribers previously could file complaints with the FCC, but the 1996 Telecommunications Act bars the commission from accepting rate complaints

directly from subscribers.

The commission instead can accept the complaints only from the franchising authorities, which in turn may not file them unless they receive subscriber complaints within 90 days of a rate increase.

Just how many complaints the franchising authority must receive before complaining to the commission is unclear. Commission officials say they may address the issue in a cable reform rulemaking slated for this quarter.

"For the average consumer, there's not a whole lot that can be done," says Bradley Stillman, telecommunications policy director for the Consumer Federation of America. "This is the reason we were unhappy with eliminating the consumer's ability to complain." —CM



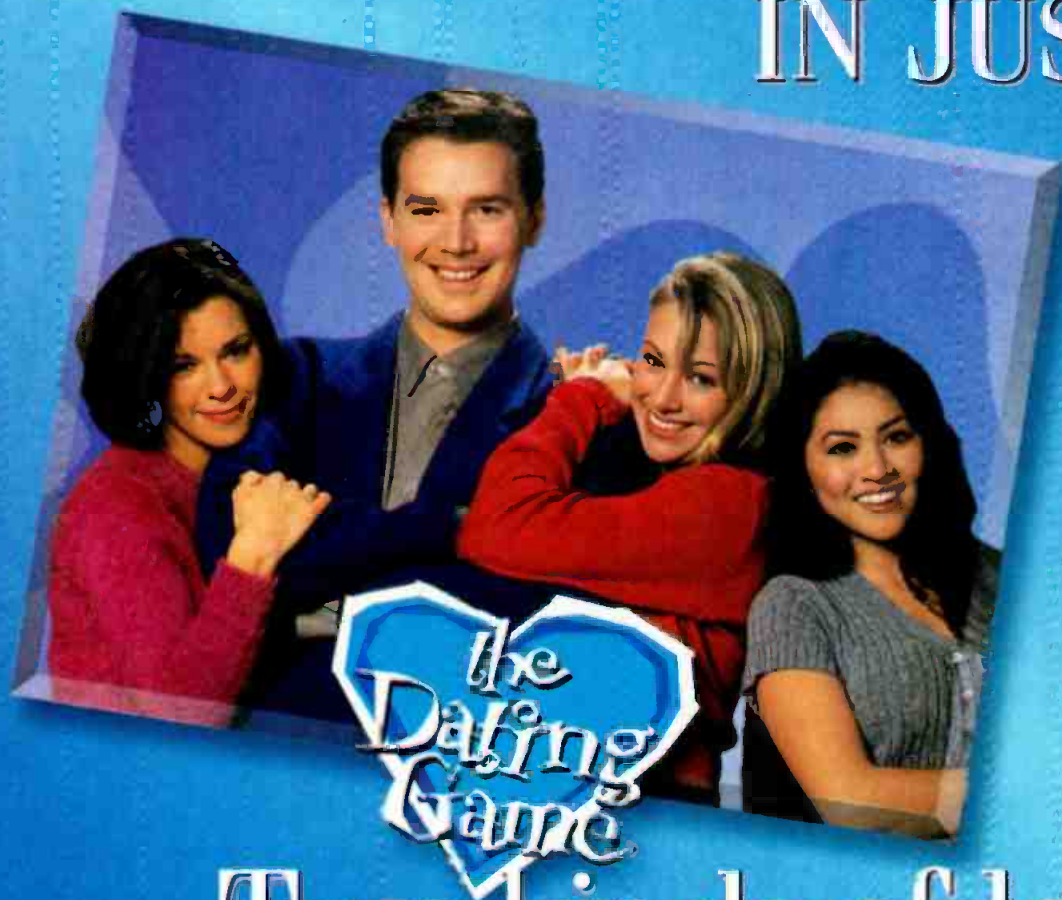
America's  
favorite  
couple is  
getting back  
together...



# The Dating/Ne

# 880%

IN JUST 6



## Two kinds of love.



# Newlywed Hour

# SOLD!

## 3 WEEKS.



# All kinds of laughs.

COLUMBIA TRISTAR



TELEVISION DISTRIBUTION  
TELEVISION ADVERTISER SALES  
© SONY PICTURES ENTERTAINMENT COMPANY



San Francisco, Chicago, Dallas, Houston, Pittsburgh, Seattle, St. Louis and Washington. TCI plans to change its rates yearly, rather than quarterly.

For most industry experts, TCI's rate hikes come as no surprise. "They're taking whatever room they have to raise the rates within the FCC guidelines," says John Aronson, analyst for the Yankee Group.

"Rate hikes will be very much heavily loaded toward the second half of the year," says analyst Melissa Cook of Prudential Securities. "TCI and every cable operator out there has to think like a regular utility, and if there is an allowed rate hike they should take it. At some point, we will get to the situation where there is enough competition that the whole issue of rates will be governed more by what the consumer

is willing to pay than by what the FCC tells them they can charge."

Sharon Ambrust, analyst for Paul Kagan & Associates, says the rate increase may also be a case of TCI taking advantage of its current lack of price competition.

TCI isn't the lone MSO raising system rates, says Ambrust, who cites Time Warner, Continental and Cox as having recently gained FCC rate increases under the 1992 Cable Act.

"What they're doing is getting inside a window where the competition isn't as keen," Ambrust says. "The only competition right this minute is direct broadcast satellite [DBS], which hasn't really underpriced cable services by any stretch."

Two major regions impacted by TCI's rate hikes are Northern California and

TCI's own corporate backyard, Denver.

In the San Francisco Bay area, where a TCI cable bill now averages \$24-\$30, rates will climb an average 15%, or \$3-\$5 more each month. Increases will affect about 500,000 subscribers in Northern California, where TCI operates some 100 cable franchises.

In Denver, where TCI recently completed an estimated \$150 million system rebuild, TCI of Colorado rates are set to increase an average 21% and up to 26% on one system. Subscriber bills will rise between .64 and \$5.50 a month. The increase comes on top of a 5% hike in basic rates last January.

TCI's rate increases may give DBS makers impetus to go after cable subscribers in those markets. "It obviously gives [DBS] a stronger position," says Ambrust. ■

# Scrambling rules on hold

*Court issues restraining order, allowing Playboy and Spice to challenge provisions*

By Chris McConnell

**C**able operators last week won temporary relief from the Telecommunications Act's adult-channel scrambling provisions days before the new rules were to take effect.

A U.S. District Court in Delaware placed a temporary restraining order on the new scrambling rules. The rules, adopted by the FCC earlier in the week, require cable operators to scramble the audio and video of "sexually explicit" programming channels so that nonsub-

scribers cannot receive them. Failing that, the operators would be barred from delivering the adult channels between 6 a.m. and 10 p.m.

The commission adopted the 6 a.m.-10 p.m. ban as an interim measure while it sought comment on a permanent rule. The commission based the interim rule on the 6 a.m.-10 p.m. indecency "safe harbor" rules in broadcasting.

The new scrambling rules were to have taken effect March 9, but Playboy Entertainment Group and Spice Networks convinced the Delaware court to

put the rules on hold while they challenge the provisions. The companies maintain that the rule singles them out while allowing other cable programming channels to occasionally run similar fare.

"Playboy doesn't oppose scrambling," says Robert Corn-Revere, a communications lawyer representing Playboy Entertainment Group. "Let's just do it on the same basis as everyone else."

Corn-Revere and others also point to the cost of compliance. Because the law calls for audio scrambling as well as video scrambling, cable operators would have to replace customer set-top units with boxes carrying the audio-scrambling capability to comply.

"There's really no way to get that technical capability in place in 30 days," says Wesley Heppler, a Washington cable lawyer.

The case next goes before a three-judge panel of the Delaware court, which will hear arguments on granting a preliminary injunction. The court last week had not set a date for the arguments, but sources following the case predict that judges will hear the case within a month. The Telecommunications Act provides that any decisions by a three-judge district court that the scrambling provisions are unconstitutional will be directly appealable to the Supreme Court. ■

## MCI/News Corp. orders broadcast satellites

MCI and News Corp. have placed a \$400 million order with Space Systems/Loral to build and launch two high-power satellites for their DBS joint venture. The satellites will occupy the 110 degrees west orbital slot, which MCI won with a \$682.5 million bid in January's DBS auctions. MCI/News Corp. hopes to launch one bird in late 1997, the other in early 1998.

The Loral order casts some doubt on speculation that Tele-Communications Inc. will join the MCI/News Corp. DBS venture. TCI has two Loral satellites near completion, but only 11 available channels at the 119 degrees west slot, considered to be too few to launch a DBS service.

TCI's Dave Beddow declined comment on the company's DBS plans, saying only that "we have several options that we are exploring."

Telesat Canada's Ted Ignacy "wouldn't confirm or deny" reports that TCI is negotiating to sell its satellites to Telesat Canada and then lease back transponder capacity. But, he said, Telesat Canada, which is in line for Canadian DBS channels, is interested in a U.S. DBS partner. "We can put DBS satellites in space, and we have a place to put them." —GD



# Rysher calls halt to 'George & Alana'

Cites time period squeeze; new talk show failures mount

By Cynthia Littleton

**A**nother talk show bit the dust last week as Rysher Entertainment gave up the fight to renew its low-rated morning strip *George & Alana* for a second year.

*George & Alana* will stop production at the end of the month, but original episodes will run through the end of May. The hour strip, co-hosted by actor George Hamilton and his ex-wife Alana Stewart, has averaged a 1.4 national Nielsen household rating since its premiere last September.

Rysher officials blamed the show's demise on the time period squeeze in top markets brought on by the growing number of alliances between syndicators and major station groups.

"While there continues to be strong demand [for *George & Alana*] in markets 50 and below, we are caught in a marketplace that is being driven by group deals in the larger markets," said Ira Bernstein, Rysher's president of domestic distribution.

*George & Alana* was designed to compete for a slice of the *Live with Regis & Kathie Lee* audience, but viewers never warmed up to the "happily divorced" Hollywood couple. The show averaged a .6 rating with women 18-49 and a .8 with women 25-54.

Nonetheless, Hamilton is said to have scored high marks in focus group tests and other market research. Sources close to Hamilton, whose production company owned a stake in *George & Alana*, say the actor may reteam with Rysher on a new TV project, possibly a late-night vehicle.

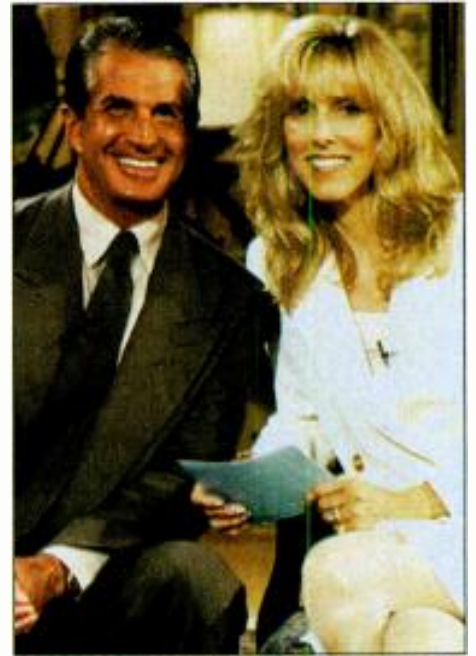
With the departure of *George & Alana*, this season's tally of fallen freshman talkers has hit the half-dozen mark: Buena Vista Television's *Danny Bonaduce* and *Stephanie Miller*, Twentieth Television's *Gabrielle*, Tribune Entertainment's *Charles Perez* and Warner Bros.' *Carnie*.

The end of Hamilton and Stewart's TV union heightens the scrutiny of the three struggling survivors—New World Entertainment's *Mark Walberg*, Columbia TriStar Television Distribution's *Tempestt* and Turner Program Services' *Lauren Hutton And...* Distributors of the three low-rated shows

say they will decide about year two after examining the national results from the February sweeps.

While *George & Alana* was an exception, industry observers blame this season's high casualty rate on the sheer glut of new talk shows trying to capitalize on *Ricki Lake*'s success with young adults. But the February sweeps indicate that the established shows were buoyed by the flood of new faces in daytime.

*Oprah Winfrey* remains the queen of talk, enjoying a 90% lead over its nearest competitors, *Jenny Jones* and *Montel Williams*, both of which averaged a 4.7 Nielsen household rating in the first four weeks of the February sweeps. Rounding out the top five were *Lake*, with a 4.2, and *Sally Jessy Raphael*, with a 4.1.



Audience attraction to the 'happily divorced' couple failed to grow.

## White House hosts kids TV rally

Hundt joins Al and Tipper Gore, Hillary Clinton and public interest groups at V-chip victory celebration

By Christopher Stern

**T**he White House held a pep rally last Monday for approximately 100 children's TV advocates, who celebrated the television industry's decision to implement a content ratings system and encouraged public interest groups to keep up the pressure on broadcasters to produce more educational programming for kids.

The meeting was hosted by Vice President Gore; his wife, Tipper, and First Lady Hillary Clinton. Also attending was FCC Chairman Reed Hundt.

The White House urged the kids TV advocates to keep the issue of children's television programming at the forefront of the public agenda, according to several sources who attended the meeting. "It was really part of [the Clinton administration's] ongoing effort to put this issue out

there," said one source.

The March 4 meeting came on the heels of the Feb. 29 White House summit attended by 30 of the most powerful executives in the entertainment world. The media moguls also announced on Feb. 29 that the television industry would adopt a content ratings code based on the system now used by the movie industry.

Among the 80 groups invited to last week's White House meeting were Action for Children's Television, American Center for Children's Television, Casey Journalism for Children and Families, Center for Media Education, Center for Research on the Influences of Television on Children, Center for Study of Commercialism, Children's Television Workshop, National Alliance for Non-Violent Programming, National Coalition on Television Violence and National Foundation to Improve Television.



“DO WE NEED

A LARGE POWERFUL

INVESTMENT BANK,

OR DO WE NEED AN

INDUSTRY SPECIALIST?”

*“Yes.”*





*IN A PERFECT WORLD THERE WOULD BE NO COMPROMISE. INVESTMENT BANKS WOULD PROVIDE LARGE-SCALE DISTRIBUTION CAPABILITY AND HIGHLY FOCUSED INDUSTRY SPECIALIZATION. UNFORTUNATELY, MOST OF THEM FALL INTO EITHER ONE CATEGORY OR THE OTHER — PROVIDING YOU WITH HALF A SOLUTION.*

At Prudential Securities we believe half a solution is no solution at all. So we start by assembling a team of senior level bankers and research analysts with knowledge and experience specific to your industry, your company and the investors who follow them. Functioning with industry specialization, this team is committed to the design, implementation and execution of your transaction. And they remain involved — with senior leadership intact — through implementation and after.

It's at this stage that we become the large and powerful investment bank. Relying on one of the largest institutional and retail distribution networks in the financial world, we can implement your transaction with speed and impact.

*TO FIND OUT MORE ABOUT AVOIDING COMPROMISE, CALL THE TELECOMMUNICATIONS & MEDIA GROUP. IN N.Y., CHARLES DIAO, 212-778-3101 OR JAY GROSSMAN, 212-778-3111. IN L.A., MICHAEL BURNS, 310-996-2929.*

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

**Prudential Securities** 

THE LARGE INVESTMENT BANK, THE SPECIALIST INVESTMENT BANK.™

# Senate Budget Committee co-opts auction issue

*Steals thunder from Commerce; schedules hearing this week*

By Christopher Stern

**A**turf war is brewing between the Senate Budget and Commerce committees over spectrum auctions.

The Budget Committee has scheduled a hearing on broadcast spectrum auctions for this Thursday, jumping the gun on plans by both the House and the Senate commerce committees to hold a series of spectrum hearings of their own.

"The fact that the Senate Budget Committee is holding a hearing is a concern to us," said Democratic Senate Commerce Committee staffer John Windhausen, adding: "We cannot let a backdoor deal take place that we are not part of." Windhausen was speaking as a panelist at a congressional forum last Monday hosted by the National Association of Broadcasters.

Windhausen's remarks echo statements made last month by senators Trent Lott (R-Miss.) and John Breaux (D-La.), who said that any decision on spectrum auctions should be delayed until after the Commerce Committee holds hearings on broadcast spectrum auctions.

The FCC has estimated that the spec-

**"We cannot let a backdoor deal take place that we are not part of."**

**John Windhausen, Senate Commerce Committee staffer**

trum now set aside for digital television could be worth as much as \$70 billion on the open market. The spectrum's high retail value has some budget writers clamoring to put it on the auction block. But broadcasters and some members of the Commerce Committee insist that a digital spectrum sale could lead to the end of free over-the-air television.

The Commerce Committee spectrum hearings were scheduled after Senate Majority Leader Bob Dole (R-Kan.) threatened to hold up the telecommunications bill over the issue of broadcast spectrum auctions. Dole let the bill proceed after receiving a promise from the FCC that it would not grant any advanced television licenses until after Congress had revisited the issue.

Broadcast lobbyists had expected a reprieve until the Commerce Commit-

tee hearings, scheduled for later this month and April. But the Senate Budget Committee caught them off guard with its announcement that it would hold hearings of its own March 14.

The Budget Committee hearing is expected to focus on potential revenue from the sale of broadcast spectrum, said a committee spokesperson. "We are not trying to invade anybody's turf or step on anyone's toes," said the spokesperson, adding: "We are just trying to determine the budgetary impact" of broadcast spectrum auctions. At press time, the only witness on the agenda was a representative of the Congressional Budget Office.

A spokesperson for the Commerce Committee said last week that the two committees have coordinated their efforts: "[The Budget Committee] checked with us, and [their decision to hold a hearing] is fine with us."

But statements by Commerce staffers last week indicate that the two committees are jostling for position over the issue of spectrum auctions.

"What we are going to do with these hearings is get the focus on telecommunications policy and not let the budget numbers drive the discussion," said Republican Senate Commerce Committee staffer Donald McClellan, who also participated in the NAB panel.

McClellan said that any effort to put the spectrum on the auction block would meet with bipartisan resistance on the Senate floor from members of the Commerce Committee. ■

## FCC hears from auction fans, foes

*Speakers offer range of suggestions during en banc hearing*

By Chris McConnell

**F**CC commissioners heard more calls for advanced TV spectrum payments last week as they examined their spectrum management policies.

Speaking at an FCC en banc hearing on spectrum policies, AT&T Wireless Services Vice Chairman Wayne Perry said he sees no reason that the spectrum should not be auctioned, and The Annenberg Washington Program's Henry Geller said the FCC should at least replace broadcasting's public interest obligations with payments similar to cable franchise fees.

"You've really out to let go of it,"

Geller said of the public interest regime. Geller said he does not oppose an auction of the advanced TV spectrum, but he suggested that the commission instead charge broadcasters 2%-3% of their revenue to use the frequencies.

"There would be no [license] renewal based on a showing of public interest, such as compliance with the [Children's Television Act]," Geller said.

He offered his proposal as commissioners discussed a variety of spectrum management issues during the day-long hearing. Much of the hearing covered the issues of spectrum needs of new technologies and ways to preserve adequate frequencies for public safety operations.

But talk turned to ATV auctions when FCC Chairman Reed Hundt opened the day's final session by asking panelists whether the government should auction the digital TV channels.

Arguing against such a prospect was Association for Maximum Service Television (MSTV) representative Jonathan Blake, who predicted that analog broadcasters could "wither away" in 12 years if they are not allowed to shift to the digital channels. Blake also said that an auction of the digital channels might raise only \$1 billion, depending on the conditions placed on the licenses.

Perry countered that spectrum appears to be attracting more money in



# Wireless, wired clash over completing the connection

By Chris McConnell

the commission's auctions.

Blake, however, received some support from Shelley Spencer of American Women in Radio and Television (AWRT). Spencer said an auction of the spectrum would impede efforts of women and minorities to acquire licenses. She also worried that auctions would confuse the public interest obligations now placed on broadcasters.

Hundt asked whether the FCC could impose such obligations even if it does auction the spectrum. James Gattuso of the Citizens for a Sound Economy Foundation responded that the commission could, but should not. "It's simply a system that doesn't work," said Gattuso, who also voiced support for a digital TV spectrum auction.

While arguing against the prospect, broadcasters also made a pitch during the hearing for more electronic news-gathering spectrum. NAB Senior Vice President of Science and Technology Lynn Claudy pointed to congestion in the broadcast auxiliary service band at 2 ghz and said broadcasters should at least win replacement spectrum if the frequencies are devoted to another service.

Claudy also said the commission might find more spectrum to support growing needs of broadcasters and others within federally controlled bands. ■

**C**able and telephone companies last week battled over FCC plans to promote wireless competitors to the telcos.

The commission in December proposed requiring local phone companies and commercial mobile radio service (CMRS) providers to terminate each other's calls at no charge on an interim basis. The "bill-and-keep" system would require telephone companies to deliver at no charge to the wireless provider calls made from wireless phones to wired phones and also would require the wireless systems to reciprocate by delivering at no charge calls made from wired phones to wireless units.

The commission proposed setting the policy as an interim rule while it examines interconnection issues and establishes a long-term policy.

Cable companies and others interested in competing with the telephone companies like the idea. Comcast Corp.,

which in December welcomed the proposal as "the single biggest step the FCC has taken so far to promote local telephone competition," last week said the proposed interconnection system will allow the cellular and PCS providers to compete with local exchange carriers.

"Continuation of the status quo will only stifle the emergence of robust wireless competition," Comcast said.

"Bill-and-keep is the most appropriate interim model for mutual compensation," said Time Warner Telecommunications Holdings. American Personal Communications said the commission should extend the policy to all elements of the communications networks.

Telephone companies countered that they carry more traffic than do the wireless providers and that the proposal is not fair. "An FCC-imposed bill-and-keep policy would unlawfully require [local exchange carriers] to dedicate their property to the termination of CMRS traffic without compensation," BellSouth told the FCC. ■

## The FCC and Continental Cablevision have proposed amending the social contract that the commission approved last summer.

The amendment, which would incorporate cable systems with some 987,000 subscribers that Continental has acquired since the contract's approval, calls for Continental to pay about \$1.7 million in subscriber refunds and would resolve 165 rate complaints. Continental has pledged to invest another \$350 million in domestic system upgrades during the next five years, bringing its total commitment to \$1.7 billion.

The amendment also calls for Continental to provide a free cable connection to public schools located within 200 feet of the activated plant of its cable systems. Comments on the proposed amendment are due April 22.

## The FCC's Audio Services Division has almost cleared the decks of license transfer applications

that accumulated during the government shutdown earlier this year. Speaking at the NAB's State Leadership Conference last week, the division's Linda Blair said that Audio Services acted on 486 applications in February and has disposed of 618 since the shutdown. Also, Mass Media Bureau Chief Roy Stewart said that Blair will be the division's next chief. Blair has been serving as acting chief since October.

## A research group working for the National Association of Broadcasters has been fired after allegedly offering congressional staffers \$150 each to participate in a private discussion of broadcast spectrum auctions.

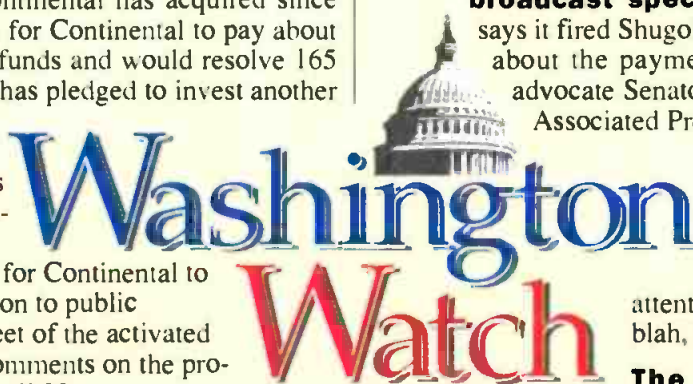
The NAB says it fired Shugoll Research Corp. after hearing about the payment offers. Spectrum auction advocate Senator John McCain (R-Ariz.) told Associated Press last week that the payment

went "way over the line." According to McCain, broadcasting industry officials told him "they were glad it was brought to their

attention and it was never intended, blah, blah, blah."

## The FCC has launched a series of streamlining procedures as part of its efforts to implement the 1996 Telecommunications Act.

Among the time-saving steps: shorter comment and reply periods, a presumption against comment extension requests except "in the most extraordinary circumstances" and a suggestion that parties sharing the same view file joint comments. The commission also said it may impose page limitations on the comments and suggested that those expressing views do so in the written comments rather than relying on ex parte presentations. ■



Edited By Chris Stern

## MT&R in Beverly Hills

# An Attic to Die For

*For 21 years the history of the Museum of Television & Radio has been one milestone after another. Or one monument after another, if you look at it in architectural terms. Next week the museum will dedicate its new West Coast edifice in Los Angeles, a \$14 million, 23,000-square-foot structure designed by Richard Meier that completes a bridge between the creative and business communities on both coasts. MT&R President Robert Batscha describes the ever-renewing vision behind that institution in this interview with BROADCASTING & CABLE editor Don West.*

**How much of the past is within these walls?**

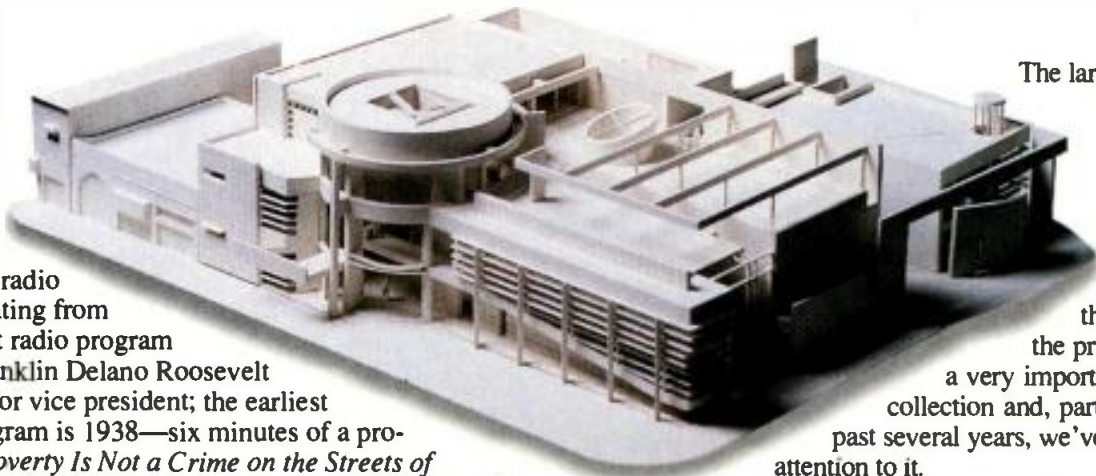
Well, we have a collection of television and radio programming dating from 1928. The first radio program we have is Franklin Delano Roosevelt campaigning for vice president; the earliest television program is 1938—six minutes of a program called *Poverty Is Not a Crime on the Streets of New York*. Somebody just picked up a camera at home and took it off the screen, so there's no sound. Our first official television program was a Toscanini concert in 1949.

The other way to answer your question is to say that whether it be news coverage, beginning with Franklin Roosevelt, to the present, or entertainment, sports or culture in general, the past century has been documented by our collection of 75,000 programs.

So if you study the Second World War, you have to come to the museum because the public heard about the war, and listened to it, through radio. Likewise, if you want to learn about the Vietnam War, you've got to come and see our coverage from the networks. Or the Korean War. And obviously the Gulf War is all here. All the space flights are here. Since we began our collection, all the inaugural addresses are here; all the State of the Union addresses are here.

And then there are all of the comedy programs and the dramatic programs. So when you ask "how much," it's 75,000 hours. Within the bigger picture, it's the 20th century that's here—and how people saw and learned or participated.

**How is radio represented? How is over-the-air television represented? And how is cable represented? Which is the largest collection? And what does the collection tell us about each medium?**



The largest part of the collection is television. We have about 20,000 radio programs, from the beginning to the present. Radio is a very important part of our collection and, particularly in the past several years, we've given a lot of attention to it.

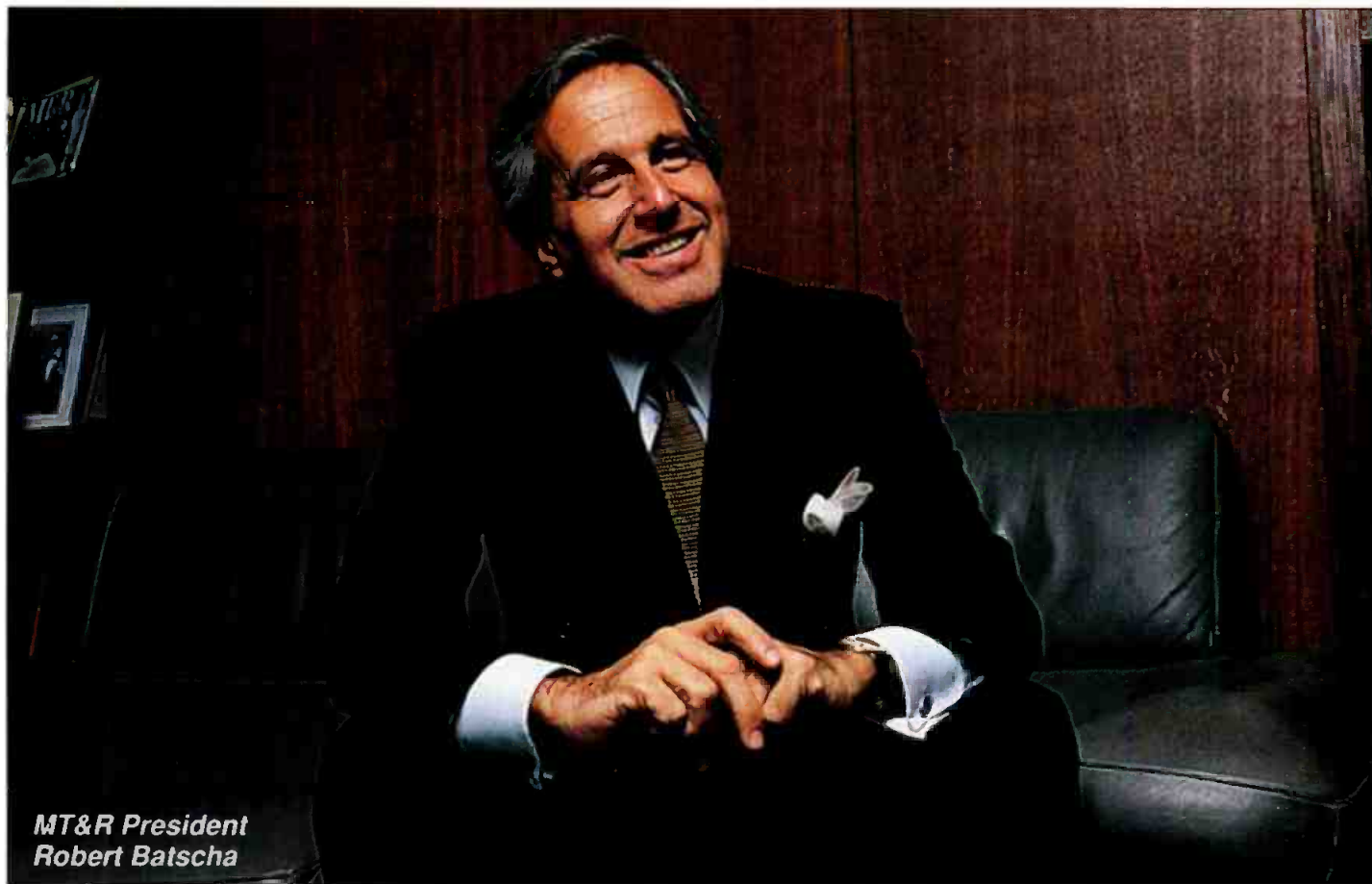
There are two parts of radio that are important to us. One is radio before television; the other is radio after television. We're trying to represent both. We're trying to show people how early radio developed many of the formats you see on television now; how it was a very exciting form of communication; how it was at the core of American society, and things like that. We're also trying to demonstrate how vital radio has continued to be. And we did this two years ago when we did an opening series called "Rock and Roll and Radio." We showed how, over five decades, radio and rock and roll found each other, helped each other develop, and became a very exciting format. We've done this with talk radio as well.

What it tells you is that these media are continually changing. Radio was predicted to die after television came, but it's incredibly vital. What it will be like 25 years from now, who knows?

Television will certainly be different. It isn't what it was 25 years ago. Cable has had an effect on it. It, too, is a dynamic medium. What it tells you is that programming is at the core. Nobody listens to technology or watches technology.

**I find cable a completely different kind of medium than broadcast. There are 24-hour networks. To the extent that there is sex and violence on television, it's principally on**





**MT&R President  
Robert Batscha**

**cable. How is that reflected, if at all, in your collection?**

It is, and it should be. Our definition of television, for the moment, is what is created to be watched in the home. So cable, and all the programming it produces for the home, is very much part of what we're interested in.

Going back to your point on the evolution of cable television: I make the comparison to the mass publication publishing houses and the special interest publication houses. Cable is the latter. What you're effectively seeing with television is the maturing of the medium.

We've begun having conversations at the board level about what our definition of television should be, and one of our board members—and I think he's absolutely correct—thinks that perhaps we should collect Nintendo games. Not that they're television, but they're the artifacts of what television will become.

**How much more can you chronicle before you can't take any more?**

It's not an issue. Let me answer it in a different perspective. I always compare the development of television and radio to the Gutenberg printing press. As you know, that fundamentally changed society, the way we communicate with each other and the way literature was created. And it created a different kind of secular literature.

At some point, 550 years ago, somebody said, "Let's create a public library to preserve all of this material that is being created so that (1) it's preserved and (2) the public continues to have access." In 1976 Bill Paley said, "Let's create a public library for television and radio so that the then-50-year history of those media [will] be preserved and open to the public." So we are effectively the first public

library for these electronic media. And the answer is, it doesn't stop. No library, in 550 years, has stopped collecting books, and we will not stop collecting television and radio programs.

The question of storage is really solving itself. I mean, we used to put our tapes on three-quarter-inch stock. Now they're on digital and are stored outside, or we have these little eight-millimeter cassettes. And we have storage in this building, we estimate, for the next 35 years. But in five years, what is now on 12 shelves is going to be on one shelf.

We estimate that there's somewhere between two and a half and three million hours of television. Can you imagine, then, how many hours of radio there are as well? There's no way that we, as an institution, could collect that amount of material. And within that universe of television plus radio, we have 75,000. That sounds like an enormous amount, given what's available. However, what that 75,000 represents is, hopefully, a thorough collection of the best.

**We want to take advantage of your overview of television and radio to talk about the media. For example, do you feel the best has been done, or the best is yet to be?**

That's a fair question, and it's really part of the core of my philosophy about this institution. Since I've been here, no one in this institution has been permitted to use the phrase "The Golden Age of Television." I find it the most ludicrous phrase imaginable. It was the exciting, creative beginning of television, but it certainly can't have been television's Golden Age. I mean, if you go back to Gutenberg, we have 550 years of the book, and it has yet to have its Golden Age.

Frankly, I think television is getting better and it will continue to get better. What you're seeing is the maturing of this medium. You're seeing more really talented and creative

people going into the media. The difficulty is that we are at a point where television has yet to be recognized for its artistic achievements. But every creative form has at some point been unrecognized.

You know, snapshots became photography because people began to focus on what was really excellent and what was creative. And television is in very much the same early mode. When you think about it, it's one of the few modes of creative expression where people focus on what's bad as opposed to what's good.

I mean, if 10% of the books published each year are good, we're lucky. But nobody questions whether or not the book is a creative form. At best, 10% of the plays written each year are good, but nobody questions whether theater is a creative form, or a vital form, or a great form of expression. Or that it isn't going to have a great creative future.

Yet in television, most of the critics, the press and society focus on the 90% that's terrible, not on the 10% that's excellent. And a significant number of people talk about television, never having watched it.

There's a game I play with those who say, "I don't watch any television" or "There's nothing good on television." I'll tell them, "Take your *TV Guide* or your weekend supplement and, no matter what you're interested in, I guarantee that you will find six hours of programming that you will want to watch every week." Now, it may not be at 8 o'clock on Tuesday. But I guarantee you, whatever your interest, you'll find six hours a week, every week of the year for 52 weeks. That's 24 hours of programming a month. A feature film is two hours long. That's 12 feature films a month. That's 144 feature films a year. I guarantee you, you can't find 12 films, let alone 144, that you want to watch. Yet nobody questions that film is a distinguished, creative medium.

Take *NYPD Blue*. Steve Bochco does 26 hours a year. That's 13 feature films a year. You tell me who does 13 films. And let's suppose only 10 of those feature films are great. Tell me who else does 10 feature films a year. And they say this isn't a creative medium. This is a brilliant creative medium, and I think that's the message that has to get out.

And if you look at the new people coming into television and radio, it's very exciting. When I was in college, I wanted to write the great American novel. Today, they want to write the great American television series.

**At what point do you become electronic? When do you put this online so that I can tap into the collection anywhere?**

The day there are no copyright issues. You see, we don't own any of the programs. The copyright holders give us the programs for use in both New York and Los Angeles and for traveling exhibitions and things like that. But they do not give us copyright.

**And does that mean that it will never happen? You will never be able to do it?**

Ultimately, I think we'll be able to. But let me answer your question in a different way. It's very important for us to have a base in Los Angeles, and to have this museum in Los Angeles, because television's creative community is in both New York and Los Angeles.

When I came here the big challenge was to get the public—and the industry—to understand what a museum is all about. Then the challenge became to add life to the subject and to the institution, and not just be a passive institution.

A second thing we wanted to do was make this a place where the creative community was very much involved. I think it's critical for any institution in the arts to involve its creative people. We did that by doing seminars—some 60 seminars a year here in New York. We do a similar amount in Los Angeles. And then the next step, of course, was—having spent a number of years in the other facility—to create this building and make the collection more accessible.

Then, as soon as we built this facility, it became evident that it would be very valuable to have two facilities: one that was in the heart of this creative community; one that was in the heart of the Los Angeles community.

We opened the doors here a little more than four years ago. Two years after we opened the doors here, the decision was made to move forward to open the museum in Los Angeles.

But the value of having the museum in Los Angeles is not just another public that will have access to the collection, but two points, one for the public and one for us as an institution.

We have three criteria for putting a program into the collection: excellence, historical significance—so we have all the space flights, and the assassinations and things like that—and social impact. If you really want to study American culture over the past century, you come here. What is it that we've laughed at? What is it we've cried at?

Is it a coincidence that *Dynasty* and the Reagan administration paralleled each other for eight years? Or, if you want to study the role of women in American society, look at Lucy, who couldn't get a job. Look at Eve Arden, who was a secretary but ran the office. Look at Marlo Thomas, who was *That Girl*, who had the audacity to want a career before she got married. Look at *Mary Tyler Moore*, who had the audacity not to be married. And look at *Murphy Brown*, who just has audacity.

I was at a meeting not too long ago where I learned that it wasn't until 70 years after the invention of the printing press that the idea of numbering pages was developed. Before that, pages were never numbered. A book was made to fit into a saddlebag so it could be transported. And when it was transported, there might be a note saying, "Please see documentation on page 455." And the reader would count "one, two, three, four, five...."

So if something that simple came 70 years after an invention, we still have 20 years in television before something as simple as numbering pages comes.

And if you want to see the development of this institution, it's the result of some very exciting people who have been on the board, and a chairman like Frank Bennack. And that can't be underestimated.

I mean, when you think that in 20 years, an institution has gone from an idea to a 17-story Philip Johnson building with a 75,000-program collection in New York, to a Richard Meier museum in Los Angeles, it's extraordinary.

It wouldn't have happened without Bill Paley, whose great idea it was. It's evolved since then to the point that we have telephone industry representation on the board. And it's become a kind of watering hole where they come together, talk to each other and exchange ideas in a noncompetitive fashion, and it vitalizes us. We're as good as our ability to tap that spirit and communicate it to the public.

We're trying to catch what's in the air. The brilliance of the Museum of Modern Art is that it caught what was in the air, and everybody said, "Yes. That's it." That's what we're trying to do. ■



# Broadcasting

March 11, 1996

## NOBODY SWEEPS THE GALAXY LIKE BABYLON 5!



# BABYLON 5

### FEB. '96 VS. FEB. '95 TIME PERIOD RATING

|                |      |       |
|----------------|------|-------|
| NEW YORK       | WWOR | +11%  |
| LOS ANGELES    | KCOP | +8%   |
| CHICAGO        | WPWR | +15%  |
| SAN FRANCISCO  | KBHK | +39%  |
| BOSTON         | WSBK | +67%  |
| WASHINGTON, DC | WDCA | +123% |
| DETROIT        | WXON | +3%   |
| ATLANTA        | WATL | +142% |
| HOUSTON        | KTXH | +114% |
| SEATTLE        | KTZZ | +4%   |
| TAMPA          | WTOG | +19%  |
| MIAMI          | WDZL | +88%  |
| PHOENIX        | KUTP | +125% |
| DENVER         | KDVR | +25%  |
| INDIANAPOLIS   | WNDY | +89%  |
| CHARLOTTE      | WFVT | +75%  |
| KANSAS CITY    | KSMO | +8%   |
| W. PALM BEACH  | WTVX | +10%  |

SOURCE: NSI OVERNIGHTS (HHRG)

Babylonian Productions, Inc.

<http://www.tv.warnerbros.com/babylon5>



WARNER BROS.  
DOMESTIC TELEVISION  
DISTRIBUTION

A Time Warner Entertainment Company

©1996 Warner Bros. All Rights Reserved.

# CBS gets boost with weekly win

First first since 1994 on strength of stunts, specials and series

By Steve Coe

**A**fter shocking ABC by finishing second in households during the February sweeps, CBS followed up by stunning all the networks in winning the week of Feb. 26–March 3. Paced by a combination of specials, stunts and regular-series strength, CBS notched its first weekly win since November 21–27, 1994.

Despite the network's sweeps performance and recent weekly win, Leslie Moonves, president, CBS Entertainment, cautioned that "we still have miles to go before we sleep. This is not the be-all and end-all. It's a baby step in the right direction for us."

Moonves' acknowledged, however, that the weekly win following the February numbers comes at a time when the network is in need of good news. "This is a morale boost for us here [at



**"It's a baby step in the right direction for us."**

**Leslie Moonves**

the entertainment division] as well as among the affiliates. It also helps to change the perception. Reports of our death are premature."

In winning the week, which included the last three days of the sweeps, CBS averaged an 11.4 rating/19 share in Nielsen household numbers compared with NBC's 10.6/17, ABC's 9.4/15 and Fox's 7.7/12. The network, which is still looking for ways to woo adults 18–49, finished first among women 25–54 for the week and was a close second among women viewers 18–49.

CBS won four nights outright (Monday, Wednesday, Saturday and Sunday), was edged out for first place on Friday night and placed second on Thursday night. Of the 44 prime time half-hours, CBS captured more than half, with 23, followed by NBC with 16, including one tie, and ABC with 6, including one tie. The 23 half-hours

## 'Friends' in high places

Warner Bros. sales executives may have spoken too soon last year when they predicted that NBC's smash hit *Friends* would become the biggest money-making off-network sitcom of the post-*Cosby* era.

With 45% of the country and all of the top 10 markets cleared, Warner Bros. executives are now confidently predicting *Friends* will shatter even the record set in 1988 by *The Cosby Show*, which raked in an estimated \$650 million in license fees and barter revenue for Viacom during its initial 3 1/2-year cycle.

"It's pacing well north of *Cosby*," says Dick Robertson, president of Warner Bros. Domestic Television Distribution. Recent additions to the *Friends* off-network family include KDAF(TV) Dallas, WKBD(TV) Detroit and WATL(TV) Atlanta.

The FCC gave a boost to Warner Bros.' sales blitz by allowing the prime time access rule to expire in the fall. Big Three affiliates in the top 50 markets have aggressively courted *Friends*, driving up the dollar amount of the bids in those markets and, in turn, raising the floor price for the show throughout the country.

The marketing plan for *Friends*, which bows in 1998, also gives Warner Bros. 7 1/2 minutes of barter time per week, compared with the 5 minutes per week Viacom received when it took the then-unprecedented step of adding barter time to the price tag of an off-network series.

*Friends* already made off-network history in December by racking up its first sales before the show, which revolves around a group of twenty-something room-



'Friends' tastes sales victory.

mates in New York, was halfway through its second network season.

Typically, the off-network sales process doesn't begin until a sitcom reaches its third or fourth season. But *Friends* was scooped up by the Tribune Broadcasting group and three other stations in a move characterized by the buyers as a "preemptive strike" against the competition.

Stations signing on for *Friends* have the option of double-running the show for the first three years of the initial 3 1/4-year license term, which will be extended by nine months for each year the show adds to its network run after the 1997–98 season. The deal also gives stations one barter-free run of the show on weekends.

*Friends* has been guaranteed prime access slots in all of the 22 markets cleared as of last week, which is certain to boost the barter portion of its take beyond the estimated \$100 million generated by *Cosby*. —CL



won by CBS represent the most time periods won by any network this season since the premiere week.

The network's stunting on the Monday night comedies proved successful, with Elizabeth Taylor's appearance on four series boosting the two-hour block to a 14.0/21, with a season record or near-season-record performance for each of the shows. For the night, the network averaged a 13.5/21, its fourth-highest Monday of the season, and led in households and among all key demographic groups.

CBS's presentation of the Grammy Awards on Wednesday, Feb. 28, scored a 14.6/23, winning every half-hour on the night and giving the network its highest-rated Wednesday performance of the season.

The network also got a strong showing from its long-form in February with

the second installments of the four-hour *Gone in the Night* and *Thorn Birds: The Missing Years* averaging a 12.9/20, the highest Tuesday movie numbers of the season.

CBS's showing in February was not limited to specials or stunting, however, as its Saturday lineup continued to pull in workmanlike numbers and confound the other networks.

For the season, CBS has won 21 of the 24 Saturday nights, and Moonves says the network has found the right formula on an otherwise difficult night to program. "Obviously, the biggest surprise is our spectacular Saturday night," consisting of *Dr. Quinn*, *Touched by an Angel* and *Walker, Texas Ranger*. "We've obviously struck a chord with what people want to watch."

CBS also found cause to crow in

dayparts other than prime time. In late night, the network's *Late Show with David Letterman* finished first among 18-49-year-olds during the sweeps, beating NBC's *Tonight Show with Jay Leno* by two-tenths of a ratings point. The network also continued its daytime dominance in households by winning its 365th consecutive week.

As the network's household fortunes continue to rise, Moonves expects the demographic profile of the schedule to improve as well. However, he cautions that any presumptions that the network will chase blindly after the younger viewers is incorrect. "We'll still be the household network for a while," he said. "But we think there will be shifting in the Madison Avenue thinking. We believe the primary demographic will become the adults 25-54, not the 18-49-year-olds." ■

## MCA taps worldwide distribution chief

*In restructuring of TV operations, McNamara is brought in from New World*

By Cynthia Littleton

The new leaders at MCA/Universal last week took the first step toward restructuring the studio's television operations after spending the past few months implementing major changes in the theatrical and music divisions.

In a bid to streamline the TV unit's domestic syndication efforts and boost international sales, New World Entertainment veteran James McNamara was named to the new position of president of worldwide television distribution. McNamara also will oversee production of all first-run programming, bringing the studio's syndication sales and development activities under the watch of one executive for the first time.

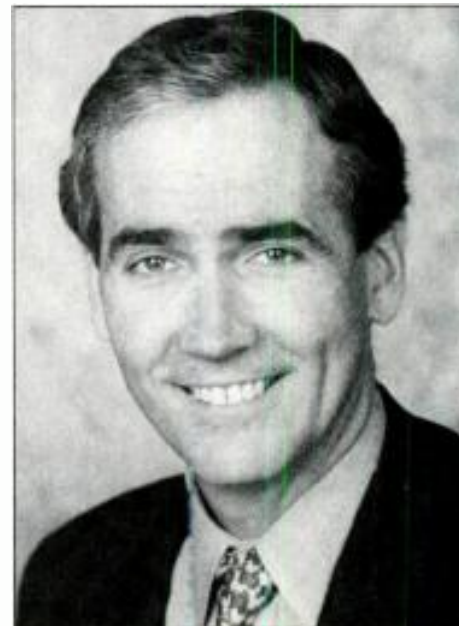
Domestic syndication sales are now overseen by Shelly Schwab, president of MCA Television, while first-run production and development is handled by Ned Nalle, executive vice president of Universal Television. Schwab and Nalle will report to McNamara, along with Colin Davis, president of MCA

TV International.

The new chain of command on the TV side is part of an overall effort to "reposition our company around the world" and focus more attention on the international marketplace, says Greg Meidel, who joined the studio as chairman of the MCA Television Group in January. MCA has been in a period of transition since it was acquired by Canadian beverage giant Seagram Co. last April.

McNamara, who will report to Meidel, was chosen to help Meidel overhaul the TV division partly because of his strong track record in international sales. McNamara helped turn the soap operas *Santa Barbara* and *The Bold and the Beautiful* into prime time hits in France and Italy, among other countries, during his five-year tenure as a senior executive with New World International. McNamara later served as chief executive officer of New World Entertainment from 1991 to 1995.

In recent years, MCA's international sales have been hindered by its troubles in the domestic market. The studio,



James McNamara

home to such TV classics as *Leave It to Beaver*, *Columbo* and *The Rockford Files*, has had a spotty record in network prime time, faring best with such dramas as NBC's *Law & Order*, Fox's *NY Undercover* and CBS's low-rated but critically praised *American Gothic*.

Syndication has been the bright spot in the MCA TV picture during the past year. After launching the high-profile first-run failures *Last Call* and *The Suzanne Somers Show* in 1994, MCA has been credited with helping to revive the moribund action-hour genre with its highly rated first-run hours *Hercules: The Legendary Journeys* and *Xena: Warrior Princess*. ■



# ShoBo

The captain has enlisted his intrepid crew, representing 81% of the country, from legendary groups including:

**TRIBUNE**  
**SINGL-AIR**





# RIVER CITY RENAISSANCE NEW WORLD



ZEN GESNER  
AS SINBAD

Enlist now  
for glory,  
adventure and  
wealth untold!



JACQUELINE COLLEN  
AS MAEVE

Produced by



New York (212) 541 2800  
Los Angeles (310) 656 1100

U.S. Distribution by All American Television, Inc.  
European Distribution (except Scandinavia) by All American Fremantle, Inc.  
Produced in association with All American Television Productions, Inc.



# 'Dateline' goes for four

*NBC executives aren't looking for miracles, just improvement*

By Steve McClellan

**W**hen *Dateline NBC* expands to a fourth night this Sunday (March 17) against *60 Minutes*, no one expects the NBC magazine to topple the venerable CBS powerhouse from its time period perch—least of all NBC executives.

Indeed, David Corvo, the NBC News vice president in charge of prime time programs, says the Sunday edition of *Dateline* will probably place third in the ratings, like most of the NBC shows in the 7-8 p.m. time period in recent years.

It was that track record that prompted NBC Entertainment executives to ask the news division to give it a go on Sunday nights. "I'm excited about this, but it's not like I went into [NBC News President] Andy Lack's office and said please, please let me do a show against *60 Minutes*," says *Dateline* executive producer Neal Shapiro.

But one thing network executives are expecting, almost out of the box, says Corvo, is time period improvement. "We think we can outperform the [NBC] shows that have been there," he says.

That shouldn't be terribly difficult to accomplish. Season to date, NBC has averaged a 5.2 rating and a 9 share in the Sunday 7-8 p.m. slot, compared with a 14.6/24 for CBS and an 11.0/18 for ABC. Meanwhile, *Dateline* has averaged an 11.3/19 this season on Tuesday (second in the time period); an 11.6/18 on Wednesday (first or second in the time period), and a 10.6/18 on Friday (first in the time period).

The tougher question is whether *Dateline* will be the network's best bet in the time period going into next fall. The answer depends partly on how the show performs during the next two months (the network will announce its fall schedule May 13), but also on judgments concerning entertainment shows now in development.

For now, Corvo and Shapiro aren't worried about the numbers so much as getting the staff (which will grow from about 200 to 250 to produce the fourth night) to focus on executing stories well. "We know there's an appetite for news then," as *60 Minutes* has proved for

years, says Corvo. "We can offer another version and give people a choice."

In terms of audience composition, *60 Minutes* skews older than does *Dateline*, just as CBS skews older as a network than does NBC. Shapiro says it's possible that *Dateline* could draw younger viewers to the set who aren't now tuning in.

Going against *60 Minutes* will be a formidable task. But, says Shapiro, "we're a show that has shown surprising strength against tremendous competition," including *NYPD Blue* and

ABC's 9-10 p.m. comedies. "Being up against a tremendous hit show is not new to us."

Although Corvo and Shapiro downplay expectations of the Sunday *Dateline*, *60 Minutes* isn't taking the new competition lightly. Although no slouch in the breaking-news department, the magazine has installed a new producer to focus on breaking-news stories—a focus on which *Dateline* has built its franchise. The CBS show is also scrapping its long summer break and adding a new point-counterpoint segment. ■

## New day for local news

*Daytime newscasts are boosting brand awareness and bottom lines*

By Cynthia Littleton

**A**t the national and local levels, many broadcasters are making long-term investments in daytime news to help boost station identity and the bottom line.

For example, the Chris Craft/United Television group has joined the growing number of TV strategists that see plenty of room for more news in the daytime landscape. Chris Craft's Minneapolis outlet, UPN affiliate KMSP-TV, is gearing up to produce a nationally oriented midday news hour to be carried live at 2 p.m. EST by six of the group's eight stations starting in mid-September.

"News viewers in daytime are underserved, and a lot of advertisers want news," says Stu Swartz, general manager of KMSP-TV. "It's a logical move for us."

At the most recent Fox affiliates meeting, general managers were once again urged to beef up their local news presence. And NBC provided more fuel to the daytime news boom last week with the premiere of its Boston-based news magazine, *Real Life*, carried between 9 a.m. and noon on about 65% of the network's affiliates.

"There's always been a niche for



'Real Life' on NBC

daytime news, but the opportunities have really opened up with talk shows reaching the saturation point with viewers," says Joel Cheatwood, executive producer of *Real Life*.

Although the as-yet-unnamed Chris Craft show is a major financial commitment for the group, Swartz noted that the show will allow each station to get more use out of existing news departments. Breaking with the magazine format favored by most nationally oriented daytime news programs, the Chris Craft show will look more like a network newscast, with the latest headlines fol-



# Our rock in the Granite State.



The votes are in and ABC News declares that the winner is ... WMUR-TV and its owner, Frank Imes. Far more than an affiliate, WMUR was our partner, our host, our rock during primary month in New Hampshire. Thank you.



lowed by in-depth topical features.

While Chris Craft owns the fledgling UPN network and is active in syndication, there are no immediate plans to offer it to other UPN affiliates or pitch it as a first-run property. Network commitments prevent Chris Craft's NBC affiliate in San Antonio and ABC affiliate in Salt Lake City from carrying the show, Swartz said.

New World Entertainment is taking a similar approach by developing an in-house franchise newsmagazine for its 12 Fox affiliates as a 4 p.m. news lead-in. The show, tentatively targeted for a 1997 debut, would be produced locally at each station, with New World Entertainment supplying general interest lifestyle and feature segments.

Industry observers say expanded news coverage is a sign of maturation for the Chris Craft stations and other traditional independents that often cede the local news battle to the more estab-

lished Big Three affiliates.

"Independents can't really afford to stay out of the news business," says Janeen Bjork, vice president and director of programming for Seltel Inc. "News buys account for about one-third of the [advertising] revenue in most markets. Start-up newscasts are a slow, slow build, but it is another way that [broadcasters] can distinguish themselves from cable."

Additionally, the growth of news blocks in the early morning has been driven by changes in the children's TV



WGN-TV Chicago's morning news crew (l-r) Bill Weir, sports anchor, and co-anchors Larry Potash and Sonja Gantt

market. With the rise of the Fox Children's Network and cable's Nickelodeon, broadcasters say the pool of children's advertising dollars in small

SYNDICATION MARKETPLACE

**Games afoot**

Columbia TriStar Television Distribution has cleared its upcoming game show block *Dating/Newlywed Hour* on 160 stations covering 88% of the country. CTTD officials say the younger-skewing shows have drawn interest from Big Three affiliates. New stations on board for revivals of the campy *Newlywed Game* and *Dating Game* include CBS affiliate KOIN(TV) Portland, Ore., ABC affiliate WZZM(TV) Grand Rapids, Mich., and NBC's WGZR(TV) Buffalo, N.Y.

**SeaGull 'Showcase'**

SeaGull Entertainment is said to be preparing a first-run home shopping show for a June launch. SeaGull officials could not be reached for comment, but the *Celebrity Showcase Network* hour strip reportedly blends home shopping pitches with entertainment news, interviews and remote broadcasts from the homes of Hollywood stars. Meanwhile, SeaGull says it has cleared its fall action-hour entry, *Tarzan: The Epic Adventures*, on 86 stations covering 72% of the country, including 28 of the top 30 markets.

**Miss 'Strange Universe'**

No final decision has been made, but former Miss America Leanza Cornett

may become more familiar with the wide world of weird news this fall as co-host of Rysher Entertainment's news magazine *Strange Universe Tonight*. Cornett, a correspondent for *Entertainment Tonight*, and *Hard Copy*'s Alan Frio are the co-hosts on the presentation tape for the show, described as a humorous nightly roundup of bizarre news, tales of the paranormal, strange science and other unusual events making headlines around the globe. Rysher has cleared the half-hour strip, co-produced with the Chris Craft/United

Television group, for a fall start in more than 60% of the country.

**'Oprah' times two**

ABC's Los Angeles O&O has taken a cue from ABC's WLS(TV) Chicago and added a second run of *Oprah Winfrey* in the post-*Nightline* slot. KABC-TV, which runs the top-rated talker at 3 p.m., began airing three-week-old repeats of *Oprah* at 12:05 a.m. last week. In the February sweeps, the show won its 9 a.m. and 11 p.m. time slots for WLS-TV, beating the second half-hours of network late-night warriors Jay Leno and David Letterman by wide margins.

**'Elliott' in Wenatchee**


CBS/Twentieth Television's New York-based talk show *Gordon Elliott* will travel to Wenatchee, Wash., next week for a two-part interview with residents caught up in a bizarre sex-ring scandal. The March 18 and 19 editions of the show will be presented in news magazine-style segments as part of an effort to keep the second-year show fresh by periodically breaking away from the traditional talk show format. Elliott will interview several of the accused ringleaders as well as the police officer who first levied the allegations against a town clergyman in 1994. —CL

**NSS POCKETPIECE**

(Nielsen's top ranked syndicated shows for the week ending Feb. 25. Numbers represent average audience/stations/% coverage.)

|                               |             |
|-------------------------------|-------------|
| 1. Wheel of Fortune           | 13.0/228/99 |
| 2. Jeopardy!                  | 11.0/221/99 |
| 3. Home Improvement           | 9.9/223/97  |
| 4. Oprah Winfrey Show         | 9.4/235/99  |
| 5. Seinfeld                   | 8.1/219/98  |
| 6. Star Trek: Deep Space Nine | 7.3/236/99  |
| 7. Hercules, Journeys of      | 6.7/225/97  |
| 8. Wheel of Fortune-wknd      | 6.5/177/82  |
| 9. Entertainment Tonight      | 6.4/174/95  |
| 9. Home Improvement-wknd      | 6.4/217/96  |
| 11. Simpsons                  | 6.3/186/96  |
| 12. Inside Edition            | 6.2/165/93  |
| 13. Xena: Warrior Princess    | 5.7/202/96  |
| 14. Baywatch                  | 5.5/222/96  |
| 15. Fresh Prince of Bel-Air   | 5.3/162/91  |





Step by Step,  
*our*  
FOOTPRINT  
IS GETTING  
LARGER.

Much larger.  
Because with the recent launch of PanAmSat's PAS-3<sup>SM</sup> satellite, we now offer expanded coverage around the world.

In addition to providing extensive coverage of Europe and Africa, PAS-3 enhances our leadership role in the booming Latin America market.

PAS-3 is also the final step in our four-satellite global system, and we plan to launch four additional satellites by the end of 1997.

What's more, our new state-of-the-art satellite will function as our platform for direct-to-home television services with 24-inch antenna reception in Latin America and Spain.

No wonder the world's leading broadcasters, telecommunications companies and businesses call PanAmSat when they need sophisticated global satellite services.

Especially when they need to make bigger footprints of their own.

 PanAmSat<sup>SM</sup>

PanAmSat is listed on the NASDAQ under the symbol SPOT. © 1996 PanAmSat

**P a n A m S a t ' s   N e w   G l o b a l   V i l l a g e .**

LONDON ♦ SYDNEY ♦ TOKYO ♦ MIAMI ♦ GREENWICH CT. 1•203•622•6664 Fax 1•203•622•9163



and medium-size markets is drying up.

Chris Craft's KPTV(TV) Portland will replace its 6-9 a.m. kids block with news in September, a decision prompted in part by the generally poor quality of syndicated children's programming,

according to program director Marvin Rhodes.

Thirteen months after it replaced an hour of children's programming with news at 7 a.m., Tribune Broadcasting's Chicago flagship WGN-TV expanded its *Morning News* to two hours in January.

"One of the best advantages to an extended morning news is that the format allows you to accent localism in a more casual, usually more upbeat way than you can on a straight-ahead newscast," says Peter Walker, vice president and general manager of WGN-TV. ■

## PEOPLE'S CHOICE: Ratings according to Nielsen, Feb. 26-March 3

| Week 24   | 8.8/14                            | 13.5/21   | 12.1/19  | 8.0/12  | 4.1/6   |
|-----------|-----------------------------------|---|--|---|---|
| MONDAY    | 8:00                              | 63. <i>Second Noah</i> 8.1/12                                       | 10. <i>The Nanny</i> 14.5/22                                   | 40. <i>Fresh Prince</i> 10.0/15   | 82. <i>Star Trek: Voyager</i> 5.6/8                           |
|           | 8:30                              |   | 12. <i>Can't Hurry Lv</i> 13.6/20                              | 45. <i>In the House</i> 9.5/14  |   |
|           | 9:00                              |   | 7. <i>Murphy Brown</i> 15.3/23                                 | 14. <i>NBC Monday Night Movie—Seduced by Madness: The Diane Borchardt Story</i> 13.2/21 | 74. <i>Ned and Stacey</i> 6.5/10                              |
|           | 9:30                              | 50. <i>ABC Monday Night Movie—A Kidnapping in the Family</i> 9.2/14 | 21. <i>High Society</i> 12.6/19                                |   | 77. <i>Ned and Stacey</i> 6.0/9                               |
|           | 10:00                             |   | 21. <i>Chicago Hope</i> 12.6/21                                |   | 91. <i>Nowhere Man</i> 2.7/4                                  |
| 10:30     |                                   |   |  |   |   |
| TUESDAY   | 8:00                              | 13.5/21   | 10.9/17  | 12.2/19   | 8.8/14  |
|           | 8:30                              | 14. <i>Roseanne</i> 13.2/21   | 70. <i>The Wizard of Oz on Ice</i> 7.1/11                      | 27. <i>Wings</i> 11.6/19  | 56. <i>Fox Tuesday Night Movie—In the Line of Fire</i> 8.8/14 |
|           | 8:30                              | 16. <i>Coach</i> 13.0/20  |  | 16. <i>3rd Rock fr/Sun</i> 13.0/20  |   |
|           | 9:00                              | 5. <i>Home Imprvmt</i> 16.1/24                                      | 18. <i>CBS Tuesday Movie—Gone in the Night, Part 2</i> 12.9/20 | 11. <i>Frasier</i> 14.3/21  | 94. <i>Harrison: Cry of the City</i> 2.6/4                    |
|           | 9:30                              | 23. <i>Drew Carey</i> 12.1/19                                       |  | 28. <i>J Larroquette</i> 11.5/18  |   |
| 10:00     | 13. <i>NYPD Blue</i> 13.3/21      |   | 28. <i>Dateline NBC</i> 11.5/18                                |   |   |
| 10:30     |                                   |   |  |   |   |
| WEDNESDAY | 8:00                              | 11.4/18   | 14.6/23  | 9.8/15  | 8.4/13  |
|           | 8:30                              | 36. <i>Ellen</i> 10.5/16  |  | 53. <i>New Visions of the Future</i> 9.0/14   | 43. <i>Beverly Hills, 90210</i> 9.8/15                        |
|           | 8:30                              | 37. <i>Drew Carey</i> 10.3/16                                       |  |   | 71. <i>Party of Five</i> 7.0/11                               |
|           | 9:00                              | 20. <i>Grace Under Fire</i> 12.8/19                                 | 9. <i>38th Annual Grammy Awards</i> 14.6/23                    |   | 89. <i>Sister, Sister</i> 3.1/5                               |
|           | 9:30                              | 34. <i>Naked Truth</i> 10.7/16                                      |  | 30. <i>Law &amp; Order</i> 11.3/19  | 91. <i>The Parent 'Hood</i> 2.7/4                             |
| 10:00     |                                   |   |  | 94. <i>The Wayans Bros.</i> 2.6/4   |   |
| 10:30     | 23. <i>PrimeTime Live</i> 12.1/20 |   |  | 96. <i>Unhap Ever After</i> 2.3/4   |   |
| THURSDAY  | 8:00                              | 6.8/11  | 9.1/15   | 18.5/30   | 7.1/11  |
|           | 8:30                              | 63. <i>World's Fun Vid</i> 8.1/13                                   | 48. <i>Murder, She Wrote</i> 9.3/14                            | 2. <i>Friends</i> 19.5/31   | 71. <i>Living Single</i> 7.0/11                               |
|           | 8:30                              | 61. <i>Before/Stars</i> 8.4/13                                      |  | 6. <i>The Single Guy</i> 16.0/25  | 66. <i>Martin</i> 7.6/12                                      |
|           | 9:00                              |   | 60. <i>Rescue: 911</i> 8.6/13                                  | 1. <i>Seinfeld</i> 21.2/32  | 73. <i>New York Undercover</i> 6.9/11                         |
|           | 9:30                              | 77. <i>ABC Thursday Night Movie—Consenting Adults</i> 6.0/10        | 46. <i>48 Hours</i> 9.4/16                                     | 3. <i>Caroline in/City</i> 18.2/28  |   |
| 10:00     |                                   |   | 4. <i>ER</i> 18.1/31   |   |   |
| 10:30     |                                   |   |  |   |   |
| FRIDAY    | 8:00                              | 9.4/16  | 9.3/16   | 8.8/15  | 7.7/13  |
|           | 8:30                              | 40. <i>Family Matters</i> 10.0/18                                   | 68. <i>Due South</i> 7.3/13                                    | 52. <i>Unsolved Mysteries</i> 9.1/16  | 76. <i>Sliders</i> 6.2/11                                     |
|           | 8:30                              | 46. <i>Boy Meets Wrld</i> 9.4/17                                    |  | 40. <i>Dateline NBC</i> 10.0/17   | 48. <i>The X-Files</i> 9.3/16                                 |
|           | 9:00                              | 53. <i>Step by Step</i> 9.0/15                                      | 37. <i>Sergei Grinkov: Celebration of a Life</i> 10.3/18       | 67. <i>Homicide: Life on the Street</i> 7.4/13  |   |
|           | 9:30                              | 84. <i>Hypernauts</i> 4.4/8   |  |   |   |
| 10:00     | 26. <i>20/20</i> 11.7/21          |   |  |   |   |
| 10:30     |                                   |   |  |   |   |
| SATURDAY  | 8:00                              | 5.9/10  | 11.4/20  | 3.8/7   | 8.2/14  |
|           | 8:30                              | 77. <i>Second Noah</i> 6.0/11                                       | 50. <i>Dr. Quinn, Medicine Woman</i> 9.2/16                    | 98. <i>Larouche Ad</i> 1.8/3  | 69. <i>Cops</i> 7.2/13  |
|           | 8:30                              |   |  | 97. <i>The Nerd</i> 1.9/3   | 59. <i>Cops</i> 8.7/15  |
|           | 9:00                              |   | 25. <i>Touched by an Angel</i> 12.0/21                         | 87. <i>Hope &amp; Gloria</i> 3.4/6  | 61. <i>America's Most Wanted</i> 8.4/15                       |
|           | 9:30                              | 81. <i>Saturday Night at the Movies—Freaky Friday</i> 5.8/10        | 18. <i>Walker, Texas Ranger</i> 12.9/23                        | 86. <i>Home Court</i> 3.9/7   |   |
| 10:00     |                                   |   | 80. <i>Sisters</i> 5.9/11                                      |   |   |
| 10:30     |                                   |   |  |   |   |
| SUNDAY    | 7:00                              | 9.6/16  | 11.0/18  | 9.3/15  | 6.3/10  |
|           | 7:30                              | 55. <i>Am Fun Hm Vid</i> 8.9/16                                     | 7. <i>60 Minutes</i> 15.3/26                                   | 84. <i>Crimes of the Century</i> 4.4/7  | 99. <i>Pinky &amp; The Brain</i> 1.6/3                        |
|           | 7:30                              | 30. <i>Am Fun Hm Vid</i> 11.3/19                                    |  |   | 99. <i>The Parent 'Hood</i> 1.6/2                             |
|           | 8:00                              |   | 30. <i>Cybill</i> 11.3/18                                      | 56. <i>Mad About You</i> 8.8/14   | 74. <i>Fox Movie Special—In the Line of Fire</i> 6.5/10       |
|           | 8:30                              | 65. <i>Lois &amp; Clark</i> 7.9/12                                  | 34. <i>Almost Perfect</i> 10.7/16                              |   | 90. <i>Sister, Sister</i> 3.0/5                               |
|           | 9:00                              |   |  | 30. <i>NBC Sunday Night Movie—Dragon: The Bruce Lee Story</i> 11.3/18                   | 91. <i>Kirk</i> 2.7/4   |
|           | 9:30                              | 39. <i>ABC Sunday Night Movie—Dalva</i> 10.2/16                     | 56. <i>CBS Sunday Movie—Jake's Women</i> 8.8/14                |   | 88. <i>Savannah</i> 3.3/5                                     |
| 10:00     |                                   |   |  | 83. <i>Ned and Stacey</i> 5.4/8   |   |
| 10:30     |                                   |   |  |   |   |
| WEEK AVG  | 9.4/15                            | 11.4/19   | 10.6/17  | 7.7/12  | UPN: 3.4/5; WB: 2.6/4   |
| STD AVG   | 11.0/18                           | 9.7/16  | 12.0/20  | 7.5/12  | UPN: 3.2/5; WB: 2.4/4   |

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



# Talent agents tap newsy niche

Local talent groomed for start-up shows

By Cynthia Littleton

**T**urn on a local TV newscast in any of the top 15 markets and chances are you'll see one of Ken Lindner's clients.

Lindner, a talent agent who spent nine years with the William Morris Agency before opening his own shop in 1989, has carved a niche in the agent business by specializing in clients destined for jobs on news, sports, talk and magazine shows.

Lindner & Associates' client list includes such up-and-comers as NBC's Matt Lauer, CNN's Jim Moret, CBS's Pat O'Brien, *American Journal's* Nancy Glass, *Entertainment Tonight's* Julie Moran, *Extra's* Arthel Neville and talk show hosts Rolonda Watts, Maureen O'Boyle and Charles Perez.

"There's really no other agency that handles the kind of talent [producers] need for start-up shows," says one executive with a first-run magazine strip well stocked with Lindner clients.

"Our advantage is that we try to choreograph careers," says Lindner. "It's not just about finding people jobs. We have a long-term game plan for our clients."

Most of the agency's discoveries are found working in local news. Thanks to the growth of cable and first-run syndication during the past decade, the demand for on-air talent with experience in live TV has never been stronger, Lindner says.

The changing TV landscape also has more rising stars taking nontraditional paths to network platforms. Ken Taylor came to his job as co-host of NBC's upcoming daytime magazine strip, *Real Life*, by way of stints at E! Entertainment Television, VH1 and eventually an anchor spot on WNBC(TV) New York.

The lines between network and syndication will blur this fall for another Lindner client, NBC News's Giselle Fernandez. Fernandez will co-host the new first-run magazine strip *Access Hollywood*, co-produced by NBC, but she also will continue to contribute to *Dateline NBC*, *Today* and the network's nightly newscast.

"Most of what we do for our clients boils down to steering them into the right job and the right vehicle at the right time," says Babette Perry, Lind-

ner's executive vice president of programming. "We don't try to create stars; these people already have the talent when they walk in our door." ■

## Uncle Sam wants you

The Army's Audio Visual division is looking for a few good stations.

Major John Loughlin of the Maryland National Guard, whose other hat (the one without the braid) is vice president for news and public affairs of The Military Channel cable network, is heading a program to supply audio and video of soldiers stationed in Hungary and Bosnia (for Operation Joint Endeavor) free to radio and TV stations.



The footage, including a packaged piece, raw interviews and B-roll, focuses on the daily lives of individual soldiers such as Specialist Ralph Bowen from Orlando, Fla. (pictured above). The stories are being targeted for use in localized feature pieces in newscasts. Loughlin says the division also will follow up on station requests for footage of particular soldiers. For example, WMBD-TV Peoria, Ill., has interviewed the family of a hometown man serving in the Navy in Bosnia and has contacted Loughlin about getting some interview footage of him.

Although there is obvious promotional value for the Army in profiling soldiers, Loughlin points out that the footage is being supplied not only as prepackaged stories but as components to be used as the station sees fit, from a complete feature to "truck rolling" clips to illustrate news stories about the operation.

The audio and video are being produced by 17-person National Guard and reserve units that include a number of broadcast professionals called up, as was Loughlin, for service during the operation.

Stations wanting more information can contact Major Loughlin by fax at 011-49-6221-57-6376.

—JE

SERVING THE BROADCASTING INDUSTRY FOR OVER THIRTY YEARS

*H. B. La Rue*  
*Media Brokers*

9454 Wilshire Blvd., Suite 600  
Beverly Hills, CA 90212  
(310) 275-9266  
Fax (310) 274-4076

500 East 77th Street, Suite 1909  
New York, NY 10021  
(212) 288-0737  
Fax (212) 249-1957

\$270 MILLION IN BROADCAST SALES IN 1995

## Changing Hands

The week's tabulation  
of station sales

### Proposed station trades

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

This week:

TVs □ \$23,975,000 □ 1  
Compos □ \$572,000,000 □ 3  
FMs □ \$115,000,000 □ 1  
AMs □ \$10,000,000 □ 1  
Total □ \$720,975,000 □ 6

So far in 1996:

TVs □ \$339,875,510 □ 17  
Compos □ \$1,332,132,734 □ 64  
FMs □ \$355,407,630 □ 61  
AMs □ \$22,706,412 □ 43  
Total □ \$2,050,122,286 □ 185

### TV

#### WVLA(TV) Baton Rouge

Price: \$23.975 million

Buyer: White Knight Broadcasting Inc., Lafayette, La. (Sheldon H. Galloway, owner); owns KSHV(TV) Shreveport, La., and KAKW(TV) Killeen, Tex.

Seller: Vetter Communications, Baton Rouge (Cyril Vetter, owner)

Facilities: Ch. 33, 5,000 kw visual, 1,000 kw aural, ant. 1,750 ft.

Affiliation: NBC

### COMBOS

WHOO(AM)-WHTQ(FM) and WMMO(FM) Orlando, Fla.; WAOK(AM)-WVEE(FM) Atlanta; WCAO(AM)-WXYV(FM)

Baltimore; WBOS(FM) Brookline/Boston and WOAZ-FM (formerly WSSH-FM) Lowell/Boston, and KRBV-FM Dallas and KHVN(AM)-KOAI(FM) Fort Worth

Price: \$410 million cash

Buyer: Infinity Broadcasting Corp., N.Y. (Mel Karmazin, president); owns

KROQ-FM and KRTH-FM Los Angeles, KOKE-FM San Jose/San Francisco and KFRC-AM-FM and KYCY(FM) San Francisco; WQYK-AM-FM Tampa/St. Petersburg, Fla.; WZGC-FM Atlanta; WUSN-FM and WJJD-AM-WJMX-FM Chicago; WJFK-AM-WLIF-FM Baltimore/Washington; WBCN-FM and WZLX-FM Boston; WYCD(FM), WOMC-FM and WXYT-AM, all Detroit; WFAN-AM and WZRC-AM-WXRK-FM New York; WYSP-FM and WIP-AM Philadelphia; KSNN(FM) Arlington/Dallas and KDMM-AM-KVIL-FM, KLUV-FM and KYNG(FM) Dallas and KXYZ-AM Houston, Tex.; WPGC-AM-FM and WJFK-FM Washington, and producer/distributor Westwood One Inc.; is selling KYCW-FM Seattle

Seller: Granum Holdings LP, New York (Herb McCord, president/CEO); no other broadcast interests

Facilities: WHOO: 990 khz, 50 kw day, 5 kw night; WHTQ: 96.5 mhz, 100 kw, ant. 1,600 ft.; WMMO: 98.9 mhz, 38 kw, ant. 439 ft.; WAOK: 1380 khz, 5 kw; WVEE: 103.3 mhz, 100 kw, ant. 1,022 ft.; WCAO: 600 khz, 5 kw; WXYV: 102.7 mhz, 50 kw, ant. 436 ft.; WBOS: 92.9 mhz, 8.8 kw, ant. 1,100 ft.; WOAZ-FM: 99.5 mhz, 32 kw, ant. 600 ft.; KRBV-FM: not available; KHVN: 970 khz, 1 kw day, 270 w night; KOAI: 107.5 mhz, 25 kw, ant. 1,647 ft.

Formats: WHOO: Unforgettable; WHTQ: classic rock; WMMO: adult contemporary; WAOK: gospel; WVEE: urban contemporary; WCAO: black gospel; WXYV: urban contemporary; WBOS: soft album rock; WOAZ-FM: adult contemporary; KRBV-FM: not available; KHVN: gospel; KOAI: new adult contemporary, smooth jazz

KMJX(FM) Conway and KDDK(FM) Jacksonville/both Little Rock, Ark.; WRAW(AM)-WRFY-FM Reading, Pa.; WDIA(AM)-WHRK-FM Memphis; KHEY-AM-FM and KPRR(FM) El Paso, and 40% of WKKV(FM) Racine/Milwaukee, Wis.; LMAs with options to buy WQOK

(FM) S. Boston, Va./Raleigh, WNND-FM Raleigh and KUOJ-AM-FM Freeport, Tex./Houston; and joint sales agreements with WOWI-FM and WJCD(FM) Norfolk and WSVY-AM-FM Portsmouth, both Va.

Price: \$140 million for stock (merger)

Buyer: Clear Channel Communications Inc., San Antonio (L. Lowry Mays, president); owns WERE(AM)-WNCX(FM) Cleveland; WPMI(TV) Mobile, Ala./Pensacola, Fla.; KTTU-TV Tucson, Ariz.; KLRT(TV) Little Rock, Ark.; WAVZ(AM)-WXC(FM) and WELI(AM) New Haven, Conn.; WHYI-FM and WBGG-FM Fort Lauderdale/Miami, WAWS(TV) Jacksonville and WMTX-AM-FM and WRBQ-AM-FM Tampa, all Fla.; KSAS-TV Wichita, Kan.; WHAS-WAMZ(FM) Louisville; WQUE-AM-FM and WYLD-AM-FM New Orleans; WFTC(TV) Minneapolis; WXXA-TV Albany, N.Y.; KTOK(AM)-KJYO(FM) and KEBC(FM) Oklahoma City and KOKI-TV and KAKC(AM)-KMOD-FM Tulsa, both Okla.; WHP(TV) Harrisburg, Pa.; WPTY-TV Memphis; KPEZ(FM) Austin, KMJQ(FM), KBXX(FM) and KPRC(AM) Houston, KSEV(AM) Tomball/Houston and WOAI(AM)-KAJA(FM), KTKR(AM) and KQXT(FM) San Antonio, all Tex., and WRVA(AM)-WRVQ(FM) and WRVH(AM)-WRXL(FM) Richmond, Va.; is buying WOOD-AM-FM and WBCT-FM Grand Rapids, Mich., and WENZ-FM Cleveland

Seller: US Radio Group Inc., Philadelphia (Ragan A. Henry, chairman, 50.9% owner); owns 40% of WDRZ(FM) Mount Clemens/Detroit

Facilities: KMJX: 105.1 mhz, 79 kw, ant. 1,053 ft.; KDDK: 100.3 mhz, 44.2 kw, ant. 1,369 ft.; WRAW: 1340 khz, 1 kw; WRFY-FM: 102.5 mhz, 19 kw, ant. 807 ft.; WDIA: 1070 khz, 50 kw day, 5 kw night; WHRK-FM: 97.1 mhz, 100 kw, ant. 530 ft.; KHEY(AM): 690 khz, 10 kw; KHEY-FM 96.3 mhz, 100 kw; KPRR: 102.1 mhz, 100 kw, ant. 1,190 ft.; WKKV: 100.7 mhz, 50 kw, ant. 500 ft.

Formats: KMJX: contemporary; KDDK: young country; WRAW: MOR; WRFY-FM: CHR; WDIA: black adult contemporary, news/talk; WHRK-FM: urban contemporary; KHEY-AM-FM oldies; KPRR: CHR; WKKV: hot urban contemporary

KSGS(AM) (formerly KJJO(AM))-KMJZ-FM St. Louis Park/Minneapolis/St. Paul

Price: \$22 million

Buyer: Nationwide Communications Inc., Columbus, Ohio (Steve Berger, president); owns KVMY(FM) Mesa/Phoenix, Ariz.; WOMX-FM Orlando, Fla.; WPOC(FM) Baltimore; KXNO(AM) North Las Vegas-KLUC-FM Las Vegas; WGAR-FM Cleveland; WCOL-

Continues on page 96

The person you describe  
is the person we deliver.



Joe Sullivan & Associates, Inc.  
Executive Search & Recruitment

44210 North Road, Southold, NY 11971  
(516) 765-5050

Broadcasting • Cable • Satellite • Entertainment



# 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<sup>SM</sup>—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-

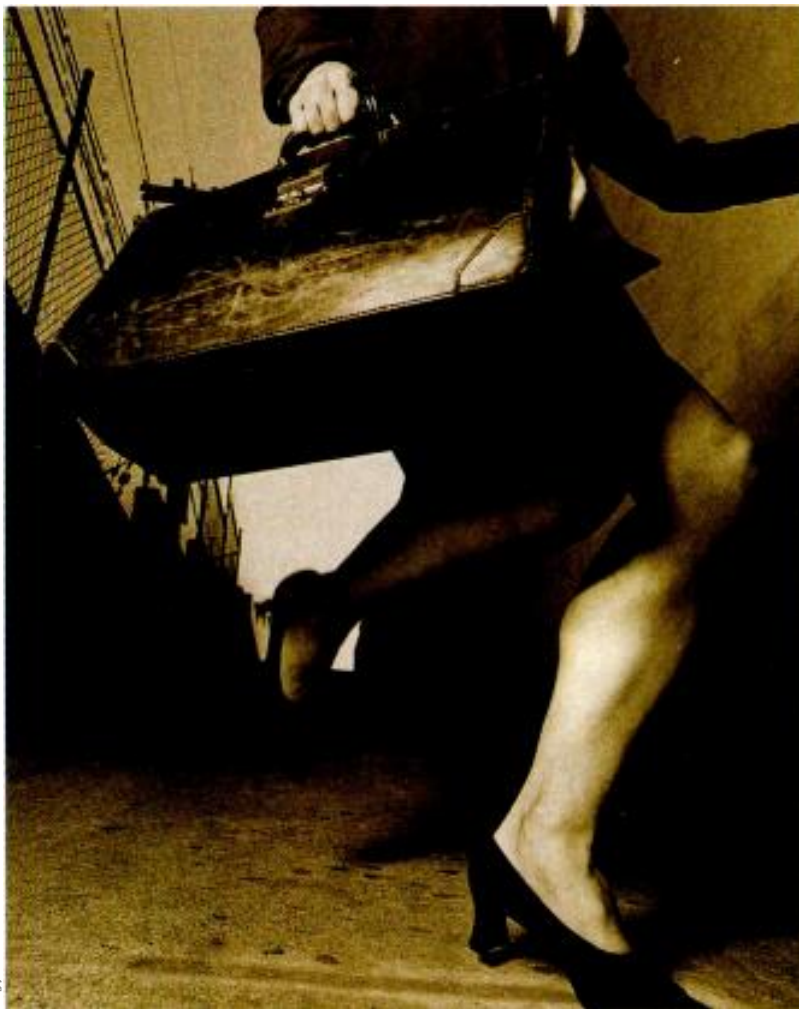
tions, to name just a few.

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.



*Our Ms. Rohde*



INFORMATION, COMMUNICATIONS & ENTERTAINMENT

Good advice whispered here.<sup>SM</sup>

# Ratings slump continues for network radio

Survey shows audiences dwindle for variety of network formats

## Radio

By Donna Petrozzello

For the second consecutive survey period, network radio listenership declined on average across all age groups and national markets, according to the latest RADAR 52 report.

RADAR 52, compiled by Statistical Research Inc. of Westfield, N.J., measured network radio audience shares from April 1995 to October 1995. SRI research found that network radio listening overall declined by 3.1% among listeners 12 and older, by 1.6% among listeners ages 25-54 and by 8.3% among listeners 18-49. By comparison, the RADAR 51 survey last spring found network audience shares down an average 4.2%.

Among the industry's 14 radio networks, nine reported a loss in audience share among listeners 12-plus, but five networks reported gains in 12-plus listeners over spring 1995. Each of the five networks with larger 12-plus audiences in RADAR 52 was adult-oriented.

Specifically, ABC Radio's Platinum, Prime and Galaxy networks, all aimed at adults, showed an increase in 12-plus audience share. Likewise, both

the American Urban Radio Network and the CBS Radio Network showed a larger 12-plus audience share in RADAR 52 over last spring.

However, 12-plus audience share dropped for all Westwood One Radio networks, including adult-oriented CNN+ Network, Variety network and the Westwood One Country network.

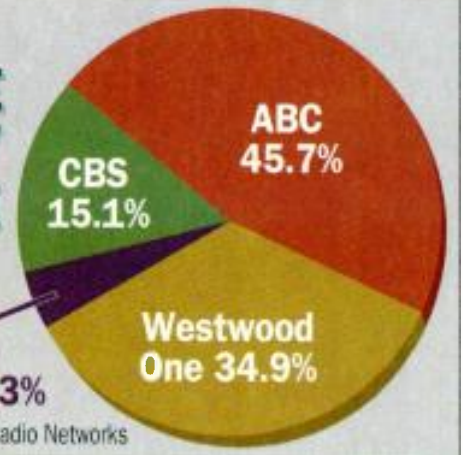
And although networks featuring a young-adult format were the only ones to show audience-share increases in RADAR 51, listenership for all four young-adult networks fell in RADAR 52. Westwood One's young-adult-oriented Source network was hit particularly hard, suffering a 22.6% loss of 12-plus audience in RADAR 52 from RADAR 51.

Likewise, Westwood One's Young Adult network lost 8.8% of its 12-plus audience, according to RADAR 52. By comparison, ABC's young-adult Genesis and Excel networks lost .9% and 7.2% of their 12-plus audience share, respectively, in RADAR 52.

Bill McClenaghan, ABC Radio Networks' senior vice president of research and development, said lower audience shares for the young-adult networks may be the result of fewer station affiliates.

Despite lackluster ratings overall for

**RADAR  
AUDIENCE  
SHARE BY  
NETWORK**  
(LISTENERS 12+)



Source: American Urban Radio Networks

network radio, some networks improved their ratings. ABC's Galaxy network topped the list, gaining 10.6% audience share of listeners 12-plus, and American Urban Radio Networks earned an 8.9% larger 12-plus audience in RADAR 52 over last spring's results.

Other networks showed smaller, yet significant, audience boosts. The CBS Radio Network improved its 12-plus share by 5.6%; ABC's Platinum network 12-plus audience grew by 3.9, and ABC's Prime network 12-plus audience grew by .8%.

In the 25-54 demographic, ABC's Galaxy showed the most improvement by gaining a 12.4% larger audience share in RADAR 52 over last spring. ABC's Genesis, Prime and Platinum networks also increased audience share among listeners 25-54. Only ABC's Excel network lost audience share in the 25-54 age group, dropping by 9.5% in RADAR 52 from RADAR 51 results.

All five Westwood One networks lost audience ages 25-54 in the latest RADAR, with Westwood One's Country network suffering the most significant (23.2%) audience loss among listeners 25-54. The 25-54 audience shares for both CBS Radio networks—CBS Spectrum and CBS Radio—dropped in RADAR 52 by 11.1% and 3.3%, respectively.

In McClenaghan's research of the RADAR 52 survey, he ranked ABC's Prime network first, with an estimated weekly audience of 3.6 million listeners 12-plus. Westwood One's Source network ranked last, with an estimated weekly audience of 716,000, McClenaghan said.

In addition, ABC News veteran commentator Paul Harvey remains the most listened-to personality in network radio, McClenaghan noted, with an estimated 5.3 million people tuning in to his daily newscasts. ■

*How will the new ownership rules impact your business?*

**BIA's  
State of the  
Radio Industry  
1996**

*from the publishers of Investing in Radio and the MasterAccess Radio Analyzer database software.*

For information on ordering your copy of this thought provoking and important study, call

**Jean Giles at BIA Publications, Inc. • 703-818-2425**

Internet: <http://www.biacompanies.com/biahome>



## Ad revenue totals \$11.4 billion for 1995

Radio generated 7% more advertising revenue in 1995 than in 1994 from combined local, national and network advertisers, according to a report compiled by the Radio Advertising Bureau. A recent RAB report places total radio revenue at \$11.47 billion for 1995, up from the \$10.65 billion generated in 1994.

Advertisers invested most heavily in local spots: local revenue totaled \$9.1 billion last year. National ad revenue totaled \$1.9 billion and network revenue totaled \$426.3 million for the year, the report states.

## Westwood One acquires Shadow

Westwood One Inc. has announced the acquisition of Shadow Broadcast Services operations in New York, Los Angeles, Philadelphia and Chicago and has an option to acquire Shadow services in other cities.

Shadow provides regional traffic, weather, sports news and general news to approximately 250 radio and TV stations in nine cities. Westwood One officials did not reveal the purchase price.

## ABC debuts modern-rock format

ABC Radio Networks plans to debut "MR-35," a 24-hour modern rock-based format designed for "thirty-something" alternative rock listeners, network officials say.

ABC Senior Vice President of Programming Robert Hall says MR-35 blends rock artists popular in the late 1970s with current adult alternative artists. Ted Bolton of Bolton Research helped ABC develop the format. MR-35 is the first 24-hour format that ABC has unveiled since 1993, when it launched "Urban Gold," network officials say. MR-35 is scheduled to debut March 25.

## Dahl quits WMVP(AM) Chicago

Citing dissatisfaction with station managers at Evergreen Media Corp.'s sports/talk WMVP(AM) Chicago, morning show host Steve Dahl has quit his airshift after 18 years in the market. In a statement, Dahl said his "presence at WMVP was always a fluke and

a struggle. In a two-day span in 1993, I was transformed from an FM staple to an AM exile."

Dahl criticized management for moving him from talk WLUP-FM to WMVP, a station whose "financial focus" is "not the air talent" but sports programming, Dahl said. He also said that WMVP's AM signal presented "multiple obstacles" in broadcasting his show and selling it to advertisers. WMVP official Doug Stern said that the station had "philosophical differences" with Dahl, but was disappointed at his resignation.

## Evergreen adds O'Keefe

Evergreen Media Corp. has named Kenneth O'Keefe to the new position of executive vice president of operations.

O'Keefe, formerly executive vice president and chief fiscal officer of Pyramid Communications, becomes the first executive principally hired to oversee station management and development of Evergreen's expanded 34-station group.



O'Keefe

## Prudential rates Children's Broadcasting Corp. a buy

Prudential Securities investments initiated coverage of the Children's Broadcasting Corp. with a positive recommendation on its stock. Minneapolis-based CBC syndicates the 24-hour children's radio format "Radio Aahs" to more than two dozen stations nationwide and recently signed New York-area affiliate WJDM(AM) Elizabeth, N.J.

Among its reasons for rating CBC stock a "buy," Prudential noted CBC's partnership with ABC Radio Networks in marketing and sales efforts and CBC's recent secondary stock offering that raised almost \$20 million for the broadcaster. Prudential anticipates that CBC's annual revenue will reach \$12 million by the end of 1996 and \$18 million in 1997. Also, Prudential estimates that CBC will generate \$4 million in positive broadcast cash flow by the end of 1997.

—DP

## BIA Consulting, Inc.

has appraised  
the assets  
of

## Chancellor Broadcasting's

recent  
acquisition  
of the

## Shamrock Broadcasting Radio Stations



- Appraisals • Valuations
  - Due Diligence
  - Business Plans
- Financial Modeling
  - Market Research
  - Litigation Support
- Financial Consulting

## BIA Consulting, Inc.

Thomas J. Buono, Pres/CEO  
William Redpath, VP  
Peter Bowman, VP

14595 Avion Parkway, Suite 500  
Chantilly, VA 22021  
Phone: 703-818-2425  
Fax: 703-803-3299

E-mail:

[consulting@biacompanies.com](mailto:consulting@biacompanies.com)

Internet:

<http://www.biacompanies.com/biahome>

# Special Report

## STATION TRADING 1995

# \$8 billion bull loose in station market

For third year, TV and radio stations change hands in greater numbers for higher prices

### The boom of '95

Total dollars spent on TV and radio stations nearly doubled in 1995 over 1994. Here's how the banner year breaks out:

| Station type | 1994                        | 1995                         | % change (dollars) |
|--------------|-----------------------------|------------------------------|--------------------|
| TVs          | \$2.2 billion (89 deals)    | \$4.74 billion (112 deals)   | +115.45%           |
| Combos       | \$1.8 billion (154 deals)   | \$2.79 billion (213 deals)   | +55%               |
| FMs          | \$838 million (325 deals)   | \$685.68 million (329 deals) | -22.2%             |
| AMs          | \$132.4 million (169 deals) | \$106.76 million (195 deals) | -24%               |
| Total        | \$4.97 billion (737 deals)  | \$8.32 billion (849 deals)   | +67.4%             |

SOURCE: BROADCASTING & CABLE

By Elizabeth Rathbun

**W**ith plans for federal deregulation fueling the market, station sales skyrocketed in 1995. Brokers and owners say it was one of their best years ever, if not the best. During the \$8 billion-plus year, 67% more dollars changed hands than in 1994, according to figures reported in BROADCASTING & CABLE.

And this year is revving up to be even better. With deregulation now law and the presidential election and summer Olympics on tap, brokers expect to top their 1995 records in 1996.

"Ninety-five was equal to the best year I ever had, and '96 is going to be the best year ever," says Gary Stevens, managing director, Gary Stevens & Co. Inc., New Canaan, Conn.

After a record 1995, this year is shaping up to be "probably the best year I'll have in my life," echoes Richard A. Foreman, president, Richard A. Foreman Associates, Stamford, Conn. "People are really turned on about the broadcast industry."

For Media Venture Partners, 1995

was "clearly one of the very best [years] ever. No question about it," says managing partner Brian Cobb of McLean, Va. With deregulation, "we could have a blockbuster year again [in 1996]," or perhaps do even better, he says.

In the boom year of 1995, agreements were reported for sales worth a total \$8.324 billion, 67.4% more than 1994's \$4.97 billion. This high number also marks the third year of increasing station trading since the recession ended in 1992. TV deals showed the biggest increase in 1995, rising more than 115% over 1994.

Meanwhile, although the dollars exchanged for standalone radio stations were down, the market for AM-FM "combos" rose 55%, from \$1.8 billion to \$2.79 billion (see chart, above).

These reported figures might have been even higher, brokers say, except the federal government shut down for about three weeks late last year. As a result, "a lot of deals didn't close in December," Cobb says. Some would-be dealmakers also waited to see if capital-gains taxes would be lowered, he says,

an issue that has not yet been resolved.

The figures also would be higher if they included the year's mega-mergers—Walt Disney Co. and Capital Cities/ABC; Westinghouse Electric Corp. and CBS; and Gannett Co. Inc. and Multimedia. But because these deals involved substantial non-station assets, station prices were not broken out.

### Year of the group

Even without counting history's biggest mergers, 1995 clearly was the year of the group, particularly in radio.

Deregulation is the reason, brokers and owners agree. The new law—expected to be implemented shortly by the FCC—lifts radio's national ownership limits and relaxes its local ownership caps. Now, in a market with 45 or more commercial radio stations, a broadcaster may own eight stations; in markets with 30-44 stations, a broadcaster may own seven; in markets with 15-29, six; in markets with 14 or fewer stations, five. But no one may own more than half the stations in a market.

Television owners had hoped for



deregulation of TV-newspaper crossownership and duopoly rules. Instead, those issues will be considered by the FCC. Meanwhile, owners have to settle for elimination of the 12-station national ownership cap and a change in the coverage limit from 25% of the nation's homes to 35%.

Although President Clinton didn't sign the deregulation bill into law until Feb. 8, radio deals in particular were made in 1995 in anticipation of the changes, brokers say. Television deals are "just now starting to come out of the woodwork because deregulation [for that medium] was so iffy," says TV broker Ted Hepburn of Ted Hepburn Co., Palm Beach, Fla.

### TV prices multiply

Even with that uncertainty, not only did more TV stations sell in 1995 than in 1994, but they went for higher cash-flow multiples. Cash flow reflects operating income before expenses, depreciation and amortization.

"Pent-up demand push[ed multiples] to the limit" in 1995, Hepburn says. While multiples fell during the recession, they have returned to "more normal...some say unreasonable" levels, Hepburn says.

One of the more seemingly "unreasonable" multiples was seen when Tribune Broadcasting Co. paid nearly 30 times cash flow for WB Network affiliate KTTY-TV San Diego, channel 39. WB investor Tribune and competitor UPN Network co-parent United Television bid the price up to \$70.5 million at an auction last August.

Just a few weeks before the KTTY-TV auction, the highest price ever for a UHF was recorded: ITT Corp. and Dow Jones & Co. paid \$207 million for noncommercial WNYC-TV New York, channel 31.

High prices indicate a strategic buy aimed at developing a specific property, says Steven Pruett, senior vice president, Communications Equity Associates Inc., New York. "Nobody has been doing crazy, whacked-out deals."

But Cobb characterizes as "very steep" the year's routine multiples of 11-12 times cash flow, compared with the 9-10 times cash flow that TV stations traditionally have pulled. He expects these high multiples to continue as long as TV stations are in such demand.

And why the demand for TV stations? In one word: revenue. An enter-

prise that makes money is attractive to investors. Advertising "still drives our business," Cobb says. And TV advertising had a good year in 1995. In fact, all forms of broadcast TV revenue rose 3% in 1995, to \$27.9 billion, according to the Television Bureau of Advertising (BROADCASTING & CABLE, March 4).

That 3% sounds modest, but revenue had posted an astounding 15% increase in 1994. With political and Olympics spending slated for this year, TVB's outlook is for accelerated revenue growth in 1996 compared with 1995, but below 1994's pace.

TV stations were so attractive that companies content simply to be owners for a decade or longer jumped back into the market. Allbritton Communications Co. broke a 12-year dry spell, paying more than 13 times cash flow for WHTM-TV Harrisburg, Pa. Hearst Corp. and Freedom Communications also joined the fray, buying TV stations on Florida's west and east coasts.

Station sales slowed in the fourth quarter of the year, however, as the reality of TV deregulation hit and as station revenue softened, Pruett says.

But there are high hopes that the FCC will allow TV duopolies by the end of the year, perhaps with a rule that would allow an owner to have one VHF and one UHF in the same market, says Fred Kalil, vice president, Kalil & Co. Inc., Tucson. "I think it's inevitable. You can just see it [coming] with LMAs [and] joint sales [agreements]."

### Radio renaissance

Meanwhile, 1995 was the year of "the largest group of radio transactions in the history of the world," says Evergreen Media Corp. Chairman/CEO Scott Ginsburg. "Consolidation was perhaps more rapid than anybody could have guessed."

"Radio had a tremendous renaissance in '95," Foreman says. "That's where the consolidation game is really being played," adds Paul Leonard, managing director, Star Media Group, Dallas. "[Nineteen ninety-five] was really a sort of euphoric 12-month period, and that's unusual in any business."

The biggest radio deal of the year also is the third-largest broadcasting deal of the year (see chart, page 42). Chancellor Broadcasting Co.'s \$395 million purchase of Shamrock Broadcasting Inc. more than doubled Chan-

cellor's holdings, from 14 stations to 33.

"Ninety-five was a very good year to be buying radio stations," says Chancellor President/CEO Steven Dinetz. "Today, they're much more expensive." Pending deregulation was an important factor in Chancellor's plans, he says.

Evergreen also kept its eye on telecommunications reform. "With all the uncertainty of where [federal telecommunications] legislation was going...you had to place your bets early," Ginsburg says. So Evergreen placed its bets early and often.

In July, the company agreed to pay \$306.5 million for Pyramid Communications Inc.'s 12 stations. In an earlier deal worth \$243 million, Evergreen bought Broadcasting Partners Inc.'s 11 stations. In about eight months, Evergreen's holdings increased 236.4%, from 11 stations to 37.

The company now is the nation's third-largest in billings, behind Westinghouse's Group W/CBS and Infinity Broadcasting Corp., Ginsburg says.

He attributes the singular year to the "natural growth rate" of the medium, and advertisers' moves from newspaper to radio advertising. Radio, Ginsburg says, "is the perfect way to reach consumers," particularly as more of them move to urban areas and spend more time commuting.

### 'Duopoly lit fuse'

Radio's upturn dates to 1992, when the FCC first allowed duopolies—or "deregulation with training wheels," as Leonard puts it. For the first time, someone could own or control two overlapping FMs or two overlapping AMs in one market. "Duopoly certainly lit the fuse" for trading in 1995, Stevens says.

Anticipation of further deregulation accounted for a slew of sales in the last half of the year, Stevens says. "This is a major shift in the entire ownership structure of the industry," he says of deregulation. When radio groups were limited to owning no more than 20 AMs and 20 FMs, "where's the growth in that?" And without growth, where are the investors?

But actual and anticipated growth in 1995 made for a plentiful money supply, from banks as well as equity investors. "People are tired of 4% yields in money markets," and the stock market's too expensive, Foreman says. "They're looking to put their money in other solid investments," like

radio groups. The industry saw a solid 7% gain in local and national revenue last year, according to the Radio Advertising Bureau.

Duopolies also paved the way for

last year's strategic deals by proving that consolidation saves an owner money, Cobb says. Unproven is whether that holds true with the ownership of four or five stations in one mar-

ket, he says.

**Bigger looks better**

The bigger, the better, Chancellor thinks. Owning "multiple stations in a

# Cable trading: A big deal

*Consolidation among cable systems continues, with 60% owned by top four MSOs*

By Michael Katz

**A**fter years under the shadow of governmental regulation, cable system consolidation soared in anticipation of deregulation offered in the telecommunications act, making 1995 "the year of the big deal," says Tim David, executive vice president of Daniels & Associates. "In 1996 we will continue to see more deals, higher prices and more consolidating, as the frenzy will continue."

Consolidation among cable system owners has put control of 60% of the country's cable systems in the hands of the top four multiple system operators; control of 95% of systems lies with the top 100.

"You'll see supersize cable companies, [because] some of the smaller guys will sell to the medium guys and the medium guys will sell to the big guys," says Rick Michaels, chairman of Communications Equity Associates. "The huge volume of cable system deals shows that consolidation is going forward at a dramatic rate."

The impetus for consolidation is not merely growth, but market concentration, as MSOs cluster their systems in large-market areas. As a result, many small operators with geographically dispersed systems in noncompetitive markets will stay in business, brokers say. "Depending on strategy, a lot of small businesses will survive and maybe even grow," says John Waller of Waller Capital Corp. "The buyers are not just MSOs; there is more diversity now."

One of the year's most significant deals was the sale of Chronicle Publishing systems, with 400,000 subscribers, to TCI. Waller says this was the first of a string of deals in which an

MSO used stock, rather than cash, to buy systems. Stock transactions are considered trades and are therefore tax-free. "Under this strategy, the buyer can grow while adding cash flow, not debt," says Waller. "Two years ago if a seller wanted stock the big companies wouldn't do it, but now they are." Comcast made a similar move when it bought Scripps Howard's systems for almost \$1.6 billion in stock, making it a debt-free deal.

Among the dominant cable brokers, Daniels & Associates handled 40 cable merger and acquisition deals, representing more than 1.8 million subscribers, at an aggregate value exceeding \$3.24 billion. That was up from \$1.8 billion in 1994 and \$752 million in 1993. Communications Equity Associates brokered 28 deals valued at nearly \$227 million. Of Waller Capital's 21 deals totaling \$3 billion, two large deals accounted for \$1.1 billion, and the remaining 19 totaled \$1.9 billion.

But the shopping spree may not last forever. Although more activity is expected, "MSOs will actively and aggressively get their trading done in the next year or two," says Waller. "It's a great market, money is plentiful, debt is easy to raise, but there's not much

for sale anymore."

In the wake of the telecommunications act's passage, 1996 will be an interesting year for cable as telcos get into cable and DBS continues to grow. But when the dust settles, says Waller, MSOs still will be the dominant players in cable. At risk, however, are systems that don't upgrade their facilities, while the competition offers state-of-the-art equipment. "I don't hear any MSOs being scared of the telcos, seeing how slowly they move," says Waller. "But DBS will be a threat to an older and un-updated cable system with lower capacity."

Brokers also say the telecommunications act will give the industry a new look as MSOs and telcos venture into each other's territories. US West made the first move last week with its proposed \$10.8 billion purchase of Continental Cablevision.

Although some brokers do not see telcos as a threat, others point to US West and disagree. "The Baby Bells have made no bones about coming after us, and with someone as large as the Baby Bells, that [is] a threat," says David. "There are people who write them off because they are not as efficient and will be overbuilders, but they should be taken seriously." ■

## The Top 10 System Sales of 1995

| Buyer                     | Seller                                   | Subs    | Estimated price |
|---------------------------|--|---------|-----------------|
| 1. Comcast                | Scripps                                  | 792,500 | \$1.575 billion |
| 2. Continental            | Colony Communications & King Holding Co. | 773,700 | \$1.547 billion |
| 3. TCI                    | Chronicle Publishing                     | 327,100 | \$654 million   |
| 4. Charter Communications | Gaylord Broadcasting                     | 180,000 | \$360 million   |
| 5. TCI/Jones              | Columbia International                   | 189,000 | \$378 million   |
| 6. Time Warner Inc.       | Summit Communications                    | 168,500 | \$337 million   |
| 7. TCI/Multimedia         | TCI/Multimedia                           | 90,000  | \$180 million   |
| 8. FrontierVision         | United Video Cable                       | 88,000  | \$176 million   |
| 9. C-TEC Corp.            | Twin County Cable                        | 75,000  | \$150 million   |
| 10. Continental           | Columbia International                   | 72,000  | \$144 million   |



market [gives radio operators] greater knowledge of, and control over, the radio advertising environment in that market," a recent company prospectus says. Also, administrative, engineering and management costs can be consolidated.

"You can get as big as your management expertise or potential is," Dinetz says. And the sky's the limit, he says: "We've got a long way to go in terms of consolidation" in the radio industry.

But that consolidation will continue

at the expense of single-station or small-group owners, brokers agree. "I regret that [the radio business] is getting more institutionalized," Stevens says. Small owners are simply "out of luck."

"It is sort of sad seeing the passing of the entrepreneur," Leonard agrees. But that was bound to happen as the industry matured, he says.

Instead, look for big owners—TV and radio—to get huge. Expect "major consolidation [to continue] for the next three to five years almost unabated,"

Pruett says.

This already is well under way. Witness the mergers just last week of Infinity and Granum Holdings LP, and Clear Channel Communications Inc. and US Radio Inc. (see story, "Top of the Week"). Brokers also are keeping their eyes on the Big Three networks as well as American Radio Systems Corp., Disney, Paxson Communications Corp., Tribune Co. and Sinclair Broadcast Group.

The busiest markets will continue to be the large and medium-size markets,

## 1995: YEAR OF THE MERGER

*Mergers dominated the list of the 10 costliest TV and radio deals of 1995, with Evergreen Media Corp. gobbling up two other companies and finding itself at both No. 4 and No. 7.*

**1** \$520 million merger of Act III Broadcasting Inc. into ABRY Holdings Inc. Stations involved: WUTV(TV) Buffalo and WUHF(TV) Rochester, N.Y.; WNRW(TV) Winston-Salem/Greensboro, N.C.; WRGT(TV) Dayton, Ohio; WZTV(TV) Nashville; WRLH-TV Richmond, Va.; WVAH-TV Charleston, W.Va.; WTAT-TV Charleston, S.C.

**2** \$402.5 million merger of Outlet Communications into NBC. Stations involved: WCMH-TV Columbus, Ohio; WJAR-TV Providence, R.I., and WNCN-TV Raleigh-Durham, N.C.

**3** \$395 million merger of Shamrock Broadcasting Inc. into Chancellor Broadcasting Co. Stations involved: KMLE-FM Chandler, Ariz./Phoenix; KLAC(AM)-KZLA-FM Los Angeles; KABL-AM and KNEW(AM) Oakland, Calif./San Francisco; KBBG-FM and KSAN-FM San Francisco; KXKL-AM-FM Denver and KZDG(FM) Greeley, Colo./Denver; WFOX-FM Gainesville/Atlanta, Ga.; KFAN(AM)-KEEY-FM St. Paul/Minneapolis; WHTZ-FM Newark, N.J./New York, and WWSW-AM-FM Pittsburgh; is selling WDFN-AM-WWWW-FM Detroit and KTBZ(FM) Lake Jackson, Tex/Houston.

**4** \$306.5 million merger of Pyramid Communications Inc. into Evergreen Media Corp. Sta-

tions involved: WNUA(FM) Chicago; WXKS-AM-FM Medford, Mass./Boston and WJMN(FM) Boston; WHTT-AM-FM and WSJZ-FM Buffalo, N.Y.; WRFX-AM-FM and WEDJ(FM) Charlotte, N.C., and WYXR(FM) and WJZZ(FM) Philadelphia

**5** \$275 million purchase of Alliance Broadcasting LP's stations by Infinity Broadcasting Corp. Stations involved: KFRC-AM-FM and KYCY(FM) San Francisco; WYCD(FM) Detroit; KSNN(FM) Arlington, Tex./Dallas; KYNG(FM) Dallas, and KYCW(FM) Seattle

**6** \$270 million merger of Bissette Broadcasting Corp. into Benedek Broadcasting Corp. Stations involved: WHOI(TV) Peoria/Bloomington, Ill.; WWLP(TV) Springfield/Holyoke, Mass.; WILX-TV Onondaga/Lansing, Mich.; KOSA-TV Odessa/Midland and KAUZ-TV Wichita Falls/Lawton, Tex.; WTRF-TV Wheeling, W.Va./Steubenville, Ohio, and WMTV(TV) Madison and WSAW-TV Wausau/Rhineland, all Wis.

**7** \$243 million merger of Broadcasting Partners Inc. into Evergreen Media Corp. Stations involved: WEJM(AM) Chicago, WEJM-FM Lansing and WVZ(FM) Oak Park, all Ill.; WKQI(FM) Detroit and WDOZ(AM)-WNIC(FM) Dearborn, Mich.; WYNY(FM) Lake Success, N.Y.; WBAV(AM) Charlotte, WBAV-FM Gastonia and WPEG(FM)

Concord, all N.C., and KSXY(AM) Balch Springs, Tex.

**8** \$223.25 million merger of Liberty Broadcasting Inc. into SFX Broadcasting. Stations involved: WHCN(FM) and WMRO(FM)-WPOP-AM Hartford, Conn.; WHFS(FM) Annapolis, Md./Baltimore/Washington; WQSI-AM Frederick, Md./Washington; WXTR-FM Waldorf, Md./Washington; WXVR(FM) Washington; WSNE(FM) Taunton, Mass./Providence, R.I.; WGNA-AM-FM and WPYX(FM) Albany, WTRY-AM Troy/Albany, WBAB(FM) Babylon-WGBB-AM Freeport, WHFM(FM) Southampton, WBLI(FM) Patchogue, all N.Y.; WHJY(FM)-WHJU-AM Providence, R.I., and WMXB(FM) Richmond, Va.

**9** \$207 million purchase of WNYC-TV New York from City of New York by ITT-Dow Jones Television

**10** \$165 million buy of WCTV-TV Thomasville, Ga./Tallahassee, Fla., and WKXT-TV Knoxville, Tenn., from John H. Phipps Inc. by Gray Communications Systems Inc.

**10** \$165 million buy of WBFS-TV Miami and WGBS-TV Philadelphia from Combined Broadcasting by Viacom International Inc.

brokers say. Owners of midsize-market stations must be thinking, "The world is at my doorstep right now," Pruett says.

Prices will increase in medium-sized markets as fewer stations are available in the large markets, where "the prices are way out of kilter," Foreman say.

Small markets are a different animal,

the brokers say. "It's a very specialized business," Stevens says, one that was unaddressed by deregulation.

Cobb foresees fewer transactions and lower prices in 1997, when election and Olympics advertising disappears. That will show up later this year when "people will start worrying about what's happening in '97" and approach

deals more cautiously, he says.

Leonard expects 1997 to be just as strong as the record-setting 1996 he anticipates. However, he admits, "mathematically, that will have to slow down at some point in the future.... We cannot have strong double-digit growth in this industry every year. It's not natural." ■

# The \$1 million-plus club

Following are the planned station transactions worth \$1 million and over that were reported in BROADCASTING & CABLE in 1995. "Mega-mergers" such as Disney and ABC, Group W and CBS, and Gannett and Multimedia are not included. Deals that are known to have died also have been excluded. Entries are in alphabetical order by state, then city.



## Alabama

**WABM(TV) Birmingham**  
**Price:** \$4.5 million **Buyer:** Glencairn Ltd. (Edwin Edwards Sr., president) **Seller:** Development Specialists Inc. (plan trustee for Krypton Broadcasting; William Brandt Jr., president)

**WSWS-TV Opelika/Columbus, Ga.** **Price:** \$1.6 million **Buyer:** Pappas Telecasting Cos. (Harry J. Pappas, president/owner) **Seller:** Genesis Broadcasting Co. Inc. (Richard C. Hilton, president) **Broker:** Gammon Media Brokers Inc.

**WDAU-TV Ozark** **Price:** \$2.5 million **Buyer:** Woods Television Co. LLC (David Woods, president/70% owner) **Seller:** Judah Broadcasting Systems Inc. (Durwood Judah, principal)

**WCFT-TV Tuscaloosa** **Price:** \$20 million **Buyer:** Allbritton Communications Co. (Robert L. Allbritton, executive VP/COO/ president) **Seller:** Federal Broadcasting Co. (Dale G. Rands, chairman/CEO)

## Alaska

**KATN-TV Fairbanks, KIMO-TV Anchorage and KJUD-TV Juneau** **Price:** \$8.3 million (\$1.05 million for KJUD-TV; \$2.1 million for KATN-TV; \$5.15 million for KIMO-TV) **Buyer:** Desert Communications VI Inc. (Samuel Eichenfield, CEO) **Seller:** Cookerly Communications (Thomas Cookerly, court-appointed receiver) **Broker:** Kalil & Co. Inc.

## Arizona

**KWBF(TV) Flagstaff/Phoenix** **Price:** \$1.4 million **Buyer:** Christian Network Inc. (James L. West, chairman; Lowell "Bud" Paxson, co-founder) **Seller:** Dr. Michael C. Gelfand

## California

**KCPM(TV) Chico, KMID(TV) Midland/Odessa, Tex., and KSPR(TV) Springfield, Mo.** **Price:** \$10.675 million **Buyer:** Bachow Investment Partners III LP (Paul S. Bachow, president/owner; after sale will be 77.2% owner, Cottonwood Communications LLC) **Seller:** Albin J. Seethaler (99% owner, Cottonwood Communications; after sale will be 15% owner) **Broker:** Communications Equity Associates Inc.

**KFCB(TV) Concord** **Price:** \$8 million **Buyer:** Pappas Telecasting of Concord (Harry Pappas, general partner/51% owner) **Seller:** First Century Communications Inc., United Christian Broadcasting (Ronald C. Haus, president) **Broker:** Gammon Media Brokers Inc.



**"We could have a blockbuster year again [in 1996]."**

**—Brian Cobb, Media Venture Partners**

**KXDC(FM) Hollister/Carmel/ Monterey and KAXT(FM) Carmel/Monterey** **Price:** \$2.5 million **Buyer:** Elettra Broadcasting Inc. (Ken Dennis, president) **Seller:** Radio Income Partners (Gary Weinstein, principal) **Broker:** Kalil & Co. Inc.

**KSBW(TV) Monterey/Salinas-KSBY(TV) Santa Barbara/Santa Maria/San Luis Obispo** **Price:** \$47.3 million (\$30.4 million for KSBW; \$17 million for

KSBW) **Buyers:** KSBW: Smith Broadcasting Group Inc. (Robert N. Smith, president); KSBY: SJL Communications LP (George D. Lilly, president) **Seller:** EP Communications Inc., Monterey (Elisabeth Murdoch, president)

**KSMS-TV Monterey/Salinas** **Price:** \$5.3 million **Buyer:** KSMS-TV Inc. (Walter F. Ulloa, president) **Seller:** Villanueva Media Inc. (Daniel D. Villanueva, president)

**KESQ-TV Palm Springs** **Price:** \$19.4 million **Buyer:** News-Press & Gazette Co. (David R. Bradely Jr., president/49.54% owner) **Seller:** E. Grant Fitts **Broker:** LaRue Media Brokers

**KRCR-TV Redding** **Price:** \$11.925 million **Buyer:** Lamco Communications Inc. (Marshall Noecker, president/COO) **Seller:** California Oregon Broadcasting Inc. (Patricia Smullin, Carol Ann Smullin Brown, owners) **Broker:** Kalil & Co. Inc.

**KTTY(TV) San Diego** **Price:** \$70.5 million **Buyer:** Tribune Co. (John W. Madigan, chairman/president/CEO) **Seller:** Citibank **Broker:** Media Venture Partners (seller)

**KLXV-TV San Jose** **Price:** \$5 million **Buyer:** Paxson Communications Corp. (Lowell "Bud" Paxson, chairman) **Seller:** Friendly Bible Church Inc. (Roy K. Foreman, president)

**KCOY-TV Santa Maria/Santa Barbara/San Luis Obispo; WIBW-TV Topeka, Kan.; KMIZ-TV Columbia/Jefferson**



# 1995

## Reflecting on a Prosperous Year

▲  
FINANCE

---

▲  
ACQUISITIONS

---

▲  
MERGERS

---

▲  
DIVESTITURES

### 1995 TRANSACTIONS — CEA NEW YORK OFFICE



\$5,000,000

---

EQUITY CAPITAL  
HAS BEEN ARRANGED FOR

**S&P CELLULAR  
HOLDING, INC.**



\$19,000,000

---

SENIOR DEBT FINANCING  
HAS BEEN ARRANGED FOR

**S&P CELLULAR  
HOLDING, INC.**



\$75,000,000

---

SENIOR DEBT FINANCING  
HAS BEEN ARRANGED FOR

**PAXSON  
COMMUNICATIONS CORP.**



\$150,000,000

---

SENIOR CREDIT FACILITY  
HAS BEEN ARRANGED FOR

**PAXSON  
COMMUNICATIONS CORP.**



\$24,500,000

---

SENIOR DEBT FINANCING  
HAS BEEN ARRANGED FOR

**COTTONWOOD  
COMMUNICATIONS**



\$24,200,000

---

SENIOR DEBT FINANCING  
HAS BEEN ARRANGED FOR

**MEL WHEELER, INC.**




\$10,000,000

---

SENIOR DEBT FINANCING  
HAS BEEN ARRANGED FOR

**PEGASUS  
COMMUNICATIONS**



\$10,000,000

---

SENIOR DEBT FINANCING  
HAS BEEN ARRANGED FOR

**RFB CELLULAR, INC.**



\$11,625,000

---

COMMON EQUITY  
HAS BEEN ARRANGED FOR

**COTTONWOOD  
COMMUNICATIONS**



\$11,200,000

---

EQUITY CAPITAL  
HAS BEEN ARRANGED FOR

**SHOCKLEY  
COMMUNICATIONS, CORP.**



\$10,000,000

---

SALE OF PREFERRED STOCK  
HAS BEEN ARRANGED FOR

**EXCL'  
HOLDINGS, INC.**



COMMUNICATIONS  
EQUITY  
ASSOCIATES

CEA, Inc  
375 Park Avenue  
Suite 3808  
New York, NY 10152  
212.319.1968 Fax 212.319.4293

TAMPA NEW YORK PHILADELPHIA DENVER LONDON MUNICH PRAGUE HONG KONG KUALA LUMPUR

CEA and CEA, Inc., are members of the National Association of Securities Dealers, Inc. and their professional associates are registered with the NASD. Member SIPC.

**City, Mo.; KGWC-TV Casper/Riverton, Wyo., and KGWN-TV Cheyenne, Wyo./Scottsbluff, Neb./Sterling, Colo. Price:** \$60.1 million **Buyer:** Benedek Broadcasting Corp. (Jim Yager, president) **Seller:** Morris Communications Corp. (Paul Simon, president)

**KFTY(TV) Santa Rosa/San Francisco/Oakland/San Jose Price:** \$7.8 million **Buyer:** Ackertley Communications Inc. (William Ackertley, president/COO) **Broker:** Media Venture Partners

## Colorado

**KDVR(TV) Denver Price:** \$70 million **Buyer:** Fox Television Stations Inc. (Chase Carey, chairman/CEO) **Seller:** Renaissance Communications Corp. (Michael Finkelstein, chairman)

**KUBD(TV) Denver Price:** \$6.5 million **Buyer:** Christian Network Inc. (James L. West, chairman; Lowell "Bud" Paxson, co-founder) **Seller:** Charles Ergen (80% owner), David Drucker (20% owner)

## Connecticut

**WHAI-TV Bridgeport, and WAKC-TV Akron/Cleveland, Ohio Price:** \$40 million **Buyer:** Paxson Communications Corp. (Lowell "Bud" Paxson, chairman) **Seller:** ValueVision International Inc. (Nicholas M. Jak-sich, president/COO)

## Florida

**WTLH(TV) Bainbridge, Ga./Tallahassee Price:** \$5.595 million **Buyer:** Pegasus Broadcast Television Inc. (Marshall W. Pagon, president) **Seller:** General Management Consultants Inc. (spouses Paul and Renee Lansat, co-owners) **Brokers:** Creative Media Entertainment; D<sup>2</sup> Enterprises; David Unger

**WIRB-TV Melbourne Price:** \$3.8 million **Buyer:** Channel 56 of Orlando Inc. **Seller:** Treasure Coast Communications Inc.

**WBFS-TV Miami and WGBS-TV Philadelphia Price:** \$165 million **Buyer:** Viacom International Inc. (Sumner Redstone, chairman) **Seller:** Combined Broadcasting (Albert Krivin, principal)

**WNPL(TV) Naples, Fla. Price:** \$4 million **Buyer:** Second Generation of Florida Ltd. (Thomas Embrescia, managing member) **Seller:** Southwestern Florida

Telecommunications Inc. (debtor-in-possession; William Darling Sr., CEO)

**WOGX(TV) Ocala/Gainesville Price:** \$14.5 million **Buyer:** Meredith Corp. (Jack D. Rehm, chairman/CEO) **Seller:** Wabash Valley Broadcasting Corp. (John Newcomb, executive VP)

**WTMV-TV Lakeland/Tampa/St. Petersburg/Sarasota Price:** \$26 million **Buyer:** Hearst Corp. (Frank A. Bennack Jr., president/CEO) **Seller:** Public Interest Corp. (Dan Johnson, chairman/president) **Broker:** Serafin Bros. Inc.; Kepler, Tupper and Co.

**WCTV-TV Thomasville, Ga./Tallahassee and WKXT-TV Knoxville, Tenn. Price:** \$165 million **Buyer:** Gray Communications Systems Inc. (Ralph W. Gabbard, president) **Seller:** John H. Phipps Inc. (John E. Phipps, chairman)

**WPEC(TV) West Palm Beach/Fort Pierce Price:** \$150 million **Buyer:** Freedom Communications Inc. (Alan Bell, president, broadcast division) **Seller:** Photo Electronics Co. LP (William B. Peterson, president) **Broker:** Lazard Freres & Co.

## Georgia

**WFXL-TV Albany Price:** \$5.7 million **Buyer:** Clarion Broadcasting Corp. (Daniel S. Dayton, president) **Seller:** SGA Associates (Doug Oliver, president) **Broker:** William B. Schutz Jr. (buyer); Force Communications & Consultants (seller)

**WNGM-TV Athens/Atlanta Price:** \$10 million **Buyer:** Whitehead Media Inc. (Eddie L. Whitehead, president/owner) **Seller:** NGM Television Partners Ltd. (J. McDavid Flowers, principal) **Broker:** Media Venture Partners; Tomlin and Co.

**WATL(TV) Atlanta Price:** \$150 million **Buyer:** Qwest Broadcasting LLC (Quincy Jones, Willie Davis, Geraldo Rivera, Don Cornelius, principals with 55% of stock) **Seller:** Fox Television Stations Inc. (Chase Carey, chairman/CEO)

**WVEU-TV Atlanta Price:** \$27 million (of that, CBS gets \$5 million) **Buyer:** Viacom International Inc. **Seller:** Broadcasting Corp. of Georgia (David Harris, president)

**WRDW-TV Augusta Price:** \$34 million **Buyer:** Gray Communi-

cations Systems Inc. (Ralph W. Gabbard, president) **Seller:** Television Station Partners LP (I. Martin Pompadur, CEO) **Broker:** Media Venture Partners

**WRBL-TV Columbus Price:** \$23 million **Buyer:** Spartan Radiocasting Co. (Nick Evans, president) **Seller:** TCS Television Partners LP (I. Martin Pompadur, CEO) **Broker:** Furman Selz

**WGXA-TV Macon Price:** \$11.75 million **Buyer:** GOCOM Television of Macon LP (Ric Gorman, president) **Seller:** Russell Rowe Communications Inc. (Don Heald, president) **Broker:** Media Venture Partners

## Hawaii

**KITV(TV) Honolulu, KMAU(TV) Wailuku and KHVO(TV) Hilo Price:** \$50 million **Buyer:** Freedom Communications Inc. (Alan Bell, president, broadcast division) **Seller:** Tak Communications Inc. (Sharad Tak, president)

## Idaho

**KPVI(TV) Pocatello/Idaho Falls and KKVI(TV) Twin Falls, and KJVI(TV) Jackson, Wyo. Price:** \$4.4 million **Buyer:** Sunbelt Broadcasting Co. (James Rogers, president/48.9% owner) **Seller:** Ambassador Media Corp. (William L. Armstrong, president)

## Illinois

**74.5% of WSNS-TV Chicago Price:** \$44.7 million **Buyer:** Telemundo Group Inc. (Roland Hernandez, president) **Seller:** Video 44, Chicago, joint venture of Harriscop of Chicago Inc. (owns 50%), National Subscription Television of Chicago Inc. (owns 24.5%), Essaness Theatres Corp. (owns 25.5%). Essaness keeps interest in station.

**WHOI(TV) Peoria/Bloomington; WWLP(TV) Springfield/Holyoke, Mass.; WILX-TV Onondaga/Lansing, Mich.; KOSA-TV Odessa/Midland and KAUZ-TV Wichita Falls/Lawton, Tex.; WTRF-TV Wheeling, W.Va./Steubenville, Ohio, and WMTV(TV) Madison and WSAW-TV Wausau/Rhineland, Wis. Price:** \$270 million (merger) (\$225 million cash, \$45 million stock) **Buyer:** Benedek Broadcasting Corp. (Jim Yager, president) **Seller:**

Brissette Broadcasting Corp. (Paul Brissette, CEO)

**WREX-TV Rockford Price:** \$18.37 million **Buyer:** Quincy Newspapers Inc. (F.M. Lindsay Jr., chairman) **Seller:** ML Media Partners LP (I. Martin Pompadur, CEO) **Broker:** Ted Hepburn Co.

## Indiana

**WTVW(TV) Evansville; KARD-TV Monroe, La.; KDEB-TV Springfield, Mo., and KLBK-TV Lubbock, Tex. Price:** \$77.2 million **Buyer:** Petracom Broadcasting **Seller:** Banam Broadcasting (Paula Garrett, president)

## Iowa

**KOCR(TV) Cedar Rapids Price:** \$1.25 million **Buyer:** Second Generation of Iowa Ltd. (Thomas Embrescia, managing member) **Seller:** KOCR TV Inc. (Gerald Fitzgerald, president)

**KWQC-TV Davenport Price:** \$55 million **Buyer:** Young Broadcasting Inc. (Vincent Young, chairman) **Seller:** Broad Street Television LP (Fred Walker, president)

## Kansas

**KSNW(TV) Wichita and KSNT(TV) Topeka Price:** \$48.75 million and \$2.7 million in working capital **Buyer:** Lee Enterprises (Richard Gottlieb, president/CEO) **Seller:** SJJ Management (George Lilly, MC Partners) **Broker:** Salomon Brothers Inc.

## Louisiana

**KATC-TV Lafayette Price:** \$25 million **Buyer:** Evening Post Publishing (Ivan Anderson Jr., president) **Seller:** ML Media Partners LP (I. Martin Pompadur, CEO) **Broker:** Ted Hepburn Co.

**WNOL-TV New Orleans Price:** \$17 million **Buyer:** Qwest Broadcasting LLC (Quincy Jones, Willie Davis, Geraldo Rivera, Don Cornelius, principals) **Seller:** Quincy Jones

**KSLA-TV Shreveport Price:** \$30 million **Buyer:** Elcom of Louisiana Inc./Ellis Communications Inc. (Bert Ellis, president; Kelso Partners IV LP, controlling shareholder, Elcom) **Seller:** Viacom International Inc. (Sumner Redstone, chairman/CEO)

**KWLB(TV) Shreveport Price:** \$3.8 million **Buyer:** White Knight Broadcasting of Shreve-



# THE

*Clearing the way for over \$200 million in advisory*

# CLEAR

*and financing for  
US Broadcast Group*

# PICTURE



**\$44,000,000**

US BROADCAST GROUP  
HAS ACQUIRED  
WMGC-TV AND WVNY-TV FROM

**CITADEL COMMUNICATIONS  
COMPANY, LTD**



**\$40,730,000**

US BROADCAST GROUP  
HAS ACQUIRED  
KJAC-TV, KFDX-TV, AND KSNF-TV FROM

**PRICE  
COMMUNICATIONS, CORP.**



**ACQUIRED**

US BROADCAST GROUP  
HAS ACQUIRED  
WWCP-TV FROM

**EVERGREEN  
BROADCASTING, CORP.\***

\*PENDING FCC APPROVAL



**COMMUNICATIONS  
EQUITY  
ASSOCIATES**

CEA, Inc  
375 Park Avenue  
Suite 3808  
New York, NY 10052  
212.319.1968 Fax 212.319.4293



**\$68,000,000**

SENIOR DEBT FINANCING  
HAS BEEN ARRANGED FOR

**US BROADCAST GROUP**



**\$24,600,000**

SUBORDINATED  
DEBT FINANCING  
HAS BEEN ARRANGED FOR

**US BROADCAST GROUP**



**\$15,000,000**

PREFERRED AND COMMON  
EQUITY CAPITAL  
HAS BEEN ARRANGED FOR

**US BROADCAST GROUP**

TAMPA NEW YORK PHILADELPHIA DENVER LONDON MUNICH PRAGUE HONG KONG KUALA LUMPUR

CEA and CEA, Inc. are members of the National Association of Securities Dealers, Inc. and their professional associates are registered with the NASD. Member S.P.C.

port Inc. (Sheldon Galloway, president/CEO) **Seller:** Word of Life Ministries Inc. (Sam M. Carr, president)

## Massachusetts

**WSBK-TV Boston Price:** \$100 million **Buyer:** Viacom International Inc. (Sumner Redstone, chairman/CEO) **Seller:** New World Communications of Boston Inc. (Ronald Perelman, chairman/CEO)

**WUNI(TV) Worcester Price:** \$2 million **Buyer:** JASAS Corp. (John Foster, principal) **Seller:** Mayan Group (Dwayne Toler, president/owner)

## Michigan

**WSMH(TV) Flint Price:** \$33 million **Buyer:** Sinclair Broadcast Group Inc. (David D. Smith, president/24.5% owner) **Seller:** Flint T.V. Inc. (Gerald J. Robinson, president/owner)

**WDHS-TV Iron Mountain/Marquette Price:** \$1.25 million **Buyer:** Fant Broadcasting Co. LLC (Anthony J. Fant, managing member) **Seller:** Danny L. Hood Evangelistic Association Inc. (Danny L. Hood, president) **Brokers:** Proctor & Associates; Connelly Co. Inc.

**WWMT-TV Kalamazoo Price:** \$95 million **Buyer:** Granite Broadcasting (Don Comwell, chairman) **Seller:** Busse Broadcasting Corp. (Lawrence Busse, president)

**WEYI-TV Saginaw; WROC-TV Rochester, N.Y., and WTOV-TV Steubenville, Ohio Price:** \$63.5 million **Buyer:** Smith Television Group LP (Robert Smith, president) **Seller:** Television Station Partners LP (I. Martin Pompadur, CEO)

## Missouri

**KBSI(TV) Cape Girardeau Price:** \$9 million **Buyer:** Max Television Co. (Charles McFadden, president/owner) **Seller:** Engles Communications Inc. (Steven Engles, president)

**WCEE(TV) Mount Vernon, Ill./St. Louis Price:** \$3.2 million **Buyer:** Christian Network Inc. (James L. West, chairman; Lowell "Bud" Paxson, co-founder) **Seller:** McEntee Broadcasting Inc. (William J. McEntee Jr., president/owner) **Broker:** Force Communications Inc.

**KSPR-TV Springfield; KMID-TV Midland, Tex., and KCPM-**



**"[1995] was really a sort of euphoric 12-month period, and that's unusual in any business."**

**—Paul Leonard, Star Media Group**

**TV Chico/Redding, Calif. Price:** \$32.5 million **Buyer:** Cottonwood Communications Corp. (Albin Seethaler, principal) **Seller:** Davis-Goldfarb Co. (John Davis, principal) **Broker:** Kalil & Co. Inc.

## Montana

**KSVI-TV Billings, and KZMQ-AM-FM Greybull, Wyo. Price:** \$7.35 million **Buyer:** Thomas Hendrickson, Ray Moser **Seller:** Big Horn Communications Inc. (Thomas Hendrickson, president) **Broker:** Patrick Communications Corp. (Susan K. Byers, principal)

## Nebraska

**KHGI-TV Kearney, KSNB-TV Superior and KWNB-TV Hayes Center Price:** \$12.75 million **Buyer:** Blackstar Communications (John E. Oxendine, president/CEO) **Seller:** Fant Broadcasting Co. (Anthony J. Fant, president) **Broker:** Connelly Co. Inc.

## New Hampshire

**WGOT(TV) Merrimack Price:** \$3.05 million **Buyer:** Paxson Communications Co. (Lowell "Bud" Paxson, chairman) **Sell-**

**er:** Paugus Television Inc. (William Putnam, principal owner) **Broker:** MediaOne

## New York

**WMGC-TV Binghamton; WVNY-TV Burlington, Vt.; WWCP-TV Johnston and WATM-TV Altoona, Pa.; KJAC-TV Beaumont and KFDX-TV Wichita Falls, Tex., and KSNF-TV Joplin, Mo. Price:** \$98 million **Buyer:** USA Broadcast Group (Robert E. Fish, executive VP/33.3% owner) **Sellers:** WMGC-TV, WVNY-TV: Citadel Communications Co. Ltd. (Philip Lombardo, president); WWCP-TV, WATM-TV: Smith Broadcasting Group Inc. (Robert N. Smith, president); KJAC-TV, KFDX-TV, KSNF-TV: Price Communications Corp. Stations (Robert Price, president) **Broker:** Communications Equity Associates; Frank Boyle & Co. (Citadel)

**WGRZ(TV) Buffalo, and KITV(TV) Honolulu Price:** \$146 million **Buyer:** Argyle Television Holdings II Inc. (Bob Marbut, chairman/CEO) **Seller:** Tak Communications Inc. (Sharad Tak, president)

**WIVB-TV Buffalo Price:** \$95 million **Buyer:** LIN Television Corp. (Gary R. Chapman, president) **Seller:** King World Productions Inc. (Michael King, president/CEO)

**WUTV(TV) Buffalo and WUHF(TV) Rochester; WNRW(TV) Winston-Salem/Greensboro, N.C.; WRGT(TV) Dayton, Ohio; WZTV(TV) Nashville; WRLH-TV Richmond, Va.; WVAH-TV Charleston, W.Va.; WTAT-TV Charleston, S.C. Price:** \$520 million **Buyer:** ABRY Holdings Inc. (Royce Yudkoff, president/owner) **Seller:** Act III Broadcasting Inc. (Richard Ballinger, president)

**55% of WKBW-TV Buffalo Price:** \$15.3 million **Buyer:** Granite Broadcasting Corp. (Don Comwell, chairman/CEO). Granite was 45% owner of seller before sale; 100% owner after. **Seller:** Queen City Broadcasting III LP (Paul Cassidy, president)

**WNYC-TV New York City Price:** \$207 million **Buyer:** ITT-Dow Jones Television (ITT Chairman Randal Araskog; Dow Jones Chairman Peter Kann) **Seller:** City of New York (Mayor Rudolph Giuliani)

**WWTI-TV Watertown Price:**

**\$2,982,746 Buyer:** Smith Broadcasting Group Inc. (Robert N. Smith, president/owner) **Seller:** Finova Group Inc. (Samuel L. Eichenfield, president)

## North Carolina

**WGHP(TV) Greensboro/High Point/Winston-Salem, and WBRC(TV) Birmingham, Ala. Price:** \$135 million **Buyer:** Fox Television Stations Inc. (Chase Carey, chairman/CEO) **Seller:** WBRC, WGHP Trust (Brian Bymes, trustee)

**WKAY(TV) Kannapolis Price:** \$2.5 million **Buyer:** Kannapolis Television Co. (joint venture of Kannapolis Broadcasting Co., 55% owner, and Cabarrus Television Corp., 45% owner) **Seller:** Community Action Communications Inc. (William Scott, general manager)

**WEJC(TV) Lexington Price:** \$4 million **Buyer:** Pappas Telecasting of Lexington (Harry Pappas, general partner) **Seller:** Koinonia Broadcasting Inc. (William Register, president) **Broker:** Gammon Media Brokers

**WRMY-TV Rocky Mount Price:** \$1.5 million **Buyer:** Roberts Broadcasting Co. (Steven C. Roberts, president/50% owner) **Seller:** Family Broadcasting Enterprises (Robert M. Chandler Jr., Robert J. Pelletier, co-owners) **Broker:** W. John Grandy

## Ohio

**WOAC(TV) Canton Price:** \$6.6 million **Buyer:** Whitehead Media Inc. (Eddie L. Whitehead, president/treasurer) **Seller:** Morton J. Kent

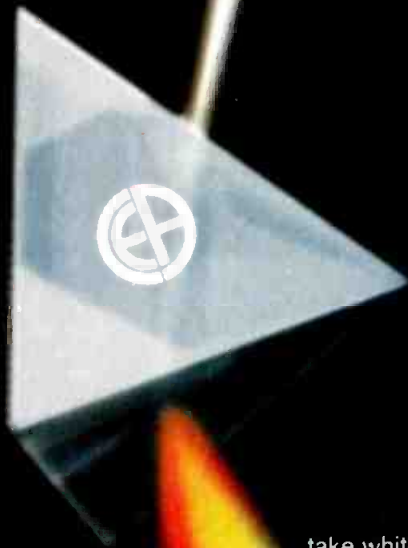
**WCMH-TV Columbus; WJAR-TV Providence, R.I., and WNCN-TV Raleigh-Durham, N.C. Price:** \$402.5 million (merger) **Buyer:** NBC (Robert C. Wright, president/CEO) **Seller:** Outlet Communications (James Babb, chairman/CEO)

**WKEF-TV Dayton Price:** \$40 million **Buyer:** Max Television Co. (Charles McFadden, president/owner) **Seller:** WKEF Corp. (affiliate of CitiCorp., Carlton Klein, president)

**WTJC(TV) Springfield Price:** \$3.5 million **Buyer:** Christian Network Inc. (James L. West, chairman; Lowell "Bud" Paxson, co-founder) **Seller:** Video Mail Communications Inc. (Marvin Sparks, president)



# THINGS ARE NOT WHAT THEY SEEM



take white light for instance ▼  
refracted in a pyramid it reveals the complexities of its spectral nature ▼  
the broadcast industry is no different ▼ seldom is it as simple as it appears ▼ and as it continues to evolve, it becomes increasingly complex ▼ that's why it's important that you talk to CEA before you make any strategic decisions concerning the future of your business ▼ we see your environment from all of its myriad angles and we understand just how they will affect your decisions ▼ we can shed light on the many different and creative ways to achieve your goals ▼  
year's end is the time for reflection ▼ the new year is a time for action ▼ if you're thinking about the future of your company, before you make a move, call CEA ▼ we'll simplify the intricacies, give you a fresh angle on the market, and assure your continued success.



**COMMUNICATIONS  
EQUITY  
ASSOCIATES**

CEA, Inc  
375 Park Avenue  
Suite 380E  
New York, NY 10152  
212.319.1968 Fax 212.319.4293

**FINANCE ▲ ACQUISITIONS ▲ MERGERS ▲ DIVESTITURES**

TAMPA NEW YORK PHILADELPHIA DENVER LONDON MUNICH PRAGUE HONG KONG KUALA LUMPUR

CEA and CEA, Inc. are members of the National Association of Securities Dealers, Inc. and their professional associates are registered with the NASD Member SIPC.

## Oregon

**KMTR-TV Eugene Price:** \$9 million **Buyer:** Wicks Broadcast Group, N.Y. (Edgar R. Berner, chairman) **Seller:** KMTR Inc. (H.E. Davis, 33.7% owner) **Broker:** Kalil and Co. Inc.

**KVAL-TV Eugene-KCBY-TV Coos Bay/Eugene; KBCI-TV Boise, Idaho, and 50% of KPIC(TV) Roseburg/Eugene Price:** \$51.5 million **Buyer:** Retlaw Enterprises Inc. (Lillian B. Disney as trustee for Mrs. Walter E. Disney [chairman, 30% owner]; Christopher Miller, president/8.2% owner) **Seller:** Northwest Television Inc. (Donald E. Tykeson, president)

**KMVU(TV) Medford/Klamath Falls Price:** \$1 million and assumption of liabilities **Buyer:** Northwest Broadcasting Inc. (Brian W. Brady, president/owner) **Seller:** 914 Broadcasting Co. (Robert J. Hamacher, president/owner) **Broker:** Amsterdam Pacific Corp. (buyer); Alexander Hutton & Co. (seller)

**KMVU(TV) Medford/Klamath Falls Price:** \$3.6 million **Buyer:** Alta Subordinated Debt Partners III LP (Brian W. McNeill, Timothy L. Dibble, Robert F. Benbow, managing general partners) **Seller:** Brian W. Brady (president/CEO/CFO, Northwest Broadcasting Inc.) **Broker:** Amsterdam Pacific Corp.

## Pennsylvania

**WHTM-TV Harrisburg/Lancaster/Lebanon/York Price:** \$113 million **Buyer:** Allbritton Communications Co. (Robert L. Allbritton, executive VP/COO/president) **Seller:** Price Communications Corp. (Robert Price, president)

**WHP-TV Harrisburg Price:** \$30 million **Buyer:** Clear Channel Communications Inc. (L. Lowry Mays, president) **Seller:** general partners Becker Television Inc. (Ralph E. Becker, owner) and Growth Media Inc. (Theodore T. Horton Jr., Hoyt J. Goodrich, owners) **Broker:** Kalil & Co. Inc.

## Rhode Island

**WPRI-TV Providence/New Bedford Price:** \$83 million **Buyer:** CBS Inc. (Laurence Tisch, chairman/president/CEO) **Seller:** Narragansett Television LP (Robert F. Finke, vice president)

## South Dakota

**KEVN-TV Rapid City and KIVV-TV Lead/Rapid City Price:** \$13.95 million **Buyer:** Blackstar LLC (John E. Oxendine, president/CEO; Silver King Communications Inc., 30.3% non-voting equity interest; Fox Television Stations Inc., 32.6% non-voting equity interest) **Seller:** Heritage Media Corp. (James Hoak, chairman) **Broker:** Ted Hepburn Co.

## Texas

**KCIT(TV) Amarillo and KJTL-TV Wichita Falls Price:** \$14 million **Buyer:** Wicks Broadcast Group LP (Edgar Berner, president/41.67% owner) **Seller:** Epic Broadcasting (Pete D'Acosta, president)

**KTFH-TV Conroe/Houston Price:** \$7.9 million **Buyer:** Paxson Communications Corp. (Lowell "Bud" Paxson, chairman) **Seller:** San Jacinto Television Corp. (Max Vigil, president) **Broker:** Fox Media Inc.

**KDAF(TV) Dallas Price:** \$100 million **Buyer:** Renaissance Communications Corp. (Michael Finkelstein, chairman) **Seller:** Fox Television Stations Inc. (Chase Carey, chairman/CEO)

**KHTV(TV) Houston Price:** \$95 million and \$6.6 million in working capital **Buyer:** Tribune Co. (John W. Madigan, chairman/president/CEO) **Seller:** Gaylord Entertainment Co. (Jack Van, president/CEO)

**KLDT(TV) Lake Dallas/Dallas/Fort Worth Price:** \$4.75 million **Buyers:** Shop at Home Acquisition Corp. (Kent E. Lillie, president/CEO), 49% owner; Christian Network Inc., Clearwater, Fla. (James L. West, chairman; Bud Paxson, co-founder), 51% owner **Seller:** KLDT-TV 55 Inc. (Opal Thornton, president)

## U.S. Virgin Islands

**WSVI-TV Christiansted/St. Croix Price:** \$2.35 million **Buyer:** Atlas News and Information Services Inc. (David Lampel, chairman; Figgie Family Equity Fund Ltd. LLC, 80% owner) **Seller:** Antilles Broadcasting Corp. (Barakat Saleh, president) **Broker:** Gordon Rice Associates

## Virginia

**WTKR(TV) Norfolk Price:** \$76 million **Buyer:** New York Times Co. (Arthur Ochs Sulzberger,

chairman) **Seller:** Narragansett Television LP (Robert F. Finke, VP)

**WTVZ(TV) Norfolk Price:** \$48 million **Buyer:** Sinclair Broadcast Group Inc. (David D. Smith, president/24.5% owner) **Seller:** Max Television Co. (Charles McFadden, president/owner)

## Washington

**KBGE(TV) Bellevue/Seattle-Tacoma Price:** \$3.8 million **Buyer:** ValueVision International Inc. (Nicholas M. Jaksich, president/COO) **Seller:** NWTW Inc. (William Yde III, president/25% owner)

**KIRO-TV Seattle Price:** \$162.5 million **Buyer:** A.H. Belo Corp. (Robert W. Decherd, president/CEO) **Seller:** Bonneville Holding Co. (Church of Jesus Christ of Latter-day Saints; Glenn Larkin, CFO)

**KAYU-TV Spokane Price:** \$18.65 million **Buyer:** Northwest Broadcasting Inc. (Brian W. Brady, president/owner) **Seller:** Robert J. Hamacher **Broker:** Amsterdam Pacific Corp.

**KNDO(TV) Yakima and KNDU(TV) Richland/Yakima Price:** \$13 million **Buyer:** Federal Broadcasting Co. (Dale G. Rands, president) **Seller:** Faragut Communications Inc. (Marvin L. Shapiro, president)

## Wisconsin

**WHKE(TV) Kenosha Price:** \$2.5 million **Buyer:** Christian Network Inc. (James L. West, chairman; Lowell "Bud" Paxson, co-founder) **Seller:** LeSEA Broadcasting Corp. (Stephen Sumrall, president) **Broker:** Fox Media Inc.

**WLAX(TV) LaCrosse/Eau Claire and WEUX(TV) Chippewa Falls/LaCrosse/Eau Claire Price:** \$6.25 million **Buyer:** Grant Media Inc. (Milton Grant, president/owner) **Seller:** Aries Telecommunication Corp. (Donald E. Clark, principal) **Broker:** Fox Media Inc.

**WKOW-TV Madison, WAOW-TV Wausau, WXOW-TV La Crosse and WQOW-TV Eau Claire Price:** \$50 million **Buyer:** Shockley Communications Corp. (Terry Shockley, president) **Seller:** Tak Communications Inc. (Sharad Tak, president)



## Alabama

**WHHY-AM-FM Montgomery Price:** \$2.4 million **Buyer:** McDonald Investment Co. Inc. (William McDonald, owner) **Seller:** Thomas Duddy (receiver for Holt-Robinson Television) **Broker:** H.B. LaRue Media Brokers

**WLAY-AM-FM Muscle Shoals Price:** \$1.7 million **Buyer:** D. Mitchell Self Broadcasting Inc. (James Self, principal) **Seller:** Slatton-Quick Co. Inc. (John Slatton, president) **Broker:** Media Venture Partners

**WKSJ(AM) Prichard/Mobile and WKSJ-FM and WMYC(FM) both Mobile Price:** \$11 million **Buyer:** Gardner Broadcasting Inc. (Wayne Gardner, president) **Seller:** Pourtales Radio Partnership (C. Terry Robinson, president) **Broker:** Blackburn & Co. Inc.

**WKSJ(AM) Pritchard and WMYC-FM Mobile; KVOR (AM)-KSPZ-FM and KTWK(AM) Colorado Springs and KVUU-FM Pueblo/Colorado Springs, Colo.; KXLK-FM Haysville/Wichita and KFH(AM), KQAM(AM) and KRBB(FM) Wichita, Kan.; KZKX(FM) Seward/Lincoln and KTGL(FM) Beatrice/Lincoln, Neb., and KEYF-FM Cheney/Spokane, KUDY(AM)-KKZX(FM) Spokane and KTCR(AM) Kennewick-KEGX(FM) Richland, all Wash. Price:** \$43.8 million **Buyer:** Triathlon Broadcasting Co. (Norm Feuer, president/CEO; Robert F.X. Sillerman, backer) **Seller:** Pourtales Radio Partnership (C. Terry Robinson, president) **Broker:** Star Media Group

## Arizona

**KMLE-FM Chandler/Phoenix; KLAC(AM)-KZLA-FM Los Angeles, KABL(AM) and KNEW(AM) Oakland/San Francisco and KGGG-FM and KSAN-FM San Francisco, Calif.; KXKL-AM-FM Denver**



# WHO

Broadcasting is such a dynamic industry that it's tough to know who's doing what.

# WHAT

Companies change, people move, whole networks change hands. It's tough to know

# WHERE

where your contacts are. But there's one way to stay in touch with it all.

# HOW



## **Broadcasting<sup>®</sup> & Cable Yearbook 1996** **It's how to stay on top and in touch.**

Everything you need to know about radio, TV, and cable is right here in this comprehensive directory. You want in-depth details on all U.S. and Canadian stations, newer industry services, satellite owners and operators? How about regional cable networks... wireless cable companies ... station and cable TV brokers ... Multichannel Multipoint Distribution Services ... and the names, addresses, and telephone and fax numbers of all the people that *move* the industry? Then pick up **Broadcasting & Cable Yearbook 1996**. This two-volume resource, featuring the *Yellow Pages* volume, brings it all to you.

**Save 10%**  
by placing a Standing Order.  
Future editions will be shipped to  
you automatically upon publication  
at a continuing 10% discount

March 1996 • 0-8352-3725-7 • 2-vol. set • softbound • c. 2,100 pp. • \$179.95 • Standing Order Price: \$161.95

**Broadcasting & Cable Yearbook. The authoritative industry resource for over 60 years.**

To order, call **1-800-521-8110**.  
Press "1" for Customer Service and ask for Operator "BF66".  
Fax: 1-908-665-2898



**R.R. BOWKER**  
A Reed Reference Publishing Company  
121 Chanlon Road, New Providence, NJ 07974

E-mail: [mlevenson@reedref.com](mailto:mlevenson@reedref.com)  
<http://www.reedref.com>

and KZDG(FM) Greeley, Colo.; WFOX-FM Gainesville/Atlanta, Ga.; WDFN(AM)-WWW-FM Detroit; KFAN(AM)-KEEY-FM St. Paul/Minneapolis; WHTZ-FM Newark, N.J./New York; WWSW-AM-FM Pittsburgh, and KTBZ(FM) Lake Jackson/Houston, Tex. **Price:** \$395 million (merger) **Buyer:** Chancellor Broadcasting Co. (Steve Dinetz, president/CEO) **Seller:** Shamrock Broadcasting Inc. (Martin Loughman, president)

**KMXZ(FM)-KKND(AM) and KKHG(FM) Tucson Price:** \$16.15 million **Buyer:** Journal Communications Inc. (Steve Smith, president) **Seller:** Apogee Radio LP I, Portland, Ore. (Jim Johnson, president) **Broker:** Kalil & Co. Inc.

**KBLU(AM)-KTTI(FM) Yuma Price:** \$1.36 million **Buyer:** Commonwealth Broadcasting of Northern California (Michael Padilla, general partner/50% owner) **Seller:** Stanley Friedman (trustee for Uno Broadcasting Corp.)

## Arkansas

**KOLL(FM) Little Rock; WPLR(FM) New Haven, Conn.; WGNE(FM) Daytona Beach, Fla., and WKNN(FM) Biloxi, Miss. Price:** \$25.5 million (merger) **Buyer:** Multi-Market Radio (Michael Ferrel, president) **Seller:** Southern Starr Broadcasting Group (Robert E. Long, CEO)

**KVOM-AM-FM Morrilton Price:** \$1.017 million **Buyer:** KVOM Inc. (Fran Harp, president) **Seller:** Morrilton Broadcasting Co. (Stanton Willis, president)

## California

**KHSL(AM) Chico-KHSL-FM Paradise Price:** \$1.15 million **Buyer:** Alta California Broadcasting Inc. (John Power, president) **Seller:** Golden Empire Broadcasting Co. (Hugh McClung, president) **Brokers:** Exline Co. and Crisler Capital Co.

**KKTR(AM) Fresno-KBOS-FM Tulare/Fresno Price:** \$6.25 million **Buyer:** Patterson Broadcasting Inc. (James Wesley Jr., president/CEO) **Seller:** CenCal Broadcasting Inc. (Steve Miller, president) **Broker:** Media Venture Partners

**KYNO-AM/KJFX-FM Fresno Price:** \$3 million **Buyer:** Mesosphere Broadcasting LP (Clifford N. Burnstein, general

partner) **Seller:** Brown Organization (Michael J. Brown, president) **Broker:** Ray Stanfield & Associates

**KRZR(FM) Hanford and KTHT(FM) Fresno; WCHY-AM-FM Savannah, Ga.; KSSK(AM) Honolulu, KSSK-FM Waipahu and KUCD(FM) Pearl City, all Hawaii, and WIPI(AM)-WODE(FM) Easton, Pa. Price:** \$36 million **Buyer:** Patterson Broadcasting Inc. (James Wesley Jr., president/CEO) **Seller:** WP Radio Corp. (Bob Sherman, president)

**KCTC(AM)-KYM(X)FM Sacramento Price:** \$13.5 million (\$3.5 million plus buyer's kvod-FM Denver) **Buyer:** Henry Broadcasting Co. (Charlton Buckley, president/owner) **Seller:** Tribune Broadcasting Co. (Doug Stewart, president) **Brokers:** Star Media Group; Media Venture Partners

**KCBQ-AM-FM San Diego; KOOL-AM-FM Phoenix; KFNS-AM Wood River, Ill./St. Louis and KEZK-FM St. Louis Price:** \$68 million cash and transfer of KIOZ-FM Oceanside, Calif. **Buyer:** Par Broadcasting (Steve Jacobs, president) **Seller:** Compass Radio Group (Bob Hughes, president) **Brokers:** Kalil & Co. Inc. (buyer); Star Media Group Inc. (seller)

**KFRC-AM-FM and KYCY(FM) San Francisco; WYCD(FM) Detroit; KSNM(AM) Arlington/Dallas and KYNG(FM) Dallas, Tex., and KYCW(FM) Seattle Price:** \$275 million **Buyer:** Infinity Broadcasting Corp. (Mel Karmazin, president/CEO) **Seller:** Alliance Broadcasting (Will Schutte, VP) **Broker:** Goldman, Sachs & Co.

**KBLA(AM) Santa Monica/Los Angeles; WWL(AM)-WLMG(FM) New Orleans; WBEN(AM)-WMJQ(FM) Buffalo and WKWB(AM)-WKSE(FM) Niagara Falls N.Y.; WGBI(AM)-WGGY(FM) Scranton and WILK(AM)-WKRZ(FM) Wilkes-Barre, Pa., and WJCE(AM)-WRVR-FM Memphis, WJCE-FM Russellville, Ky./Nashville and WLAC-AM-FM Nashville Price:** \$140 million (merger) **Buyer:** River City Broadcasting LP (Barry Baker, president/CEO) **Seller:** Key-market Communications (Kerby Confer, CEO) **Broker:** Star Media Group

**KCIN(AM)-KATJ(FM) Victorville Price:** \$1.8 million **Buyer:** Park Lane Group (Jim Levy, chairman/CEO) **Seller:**



**"Trading will remain extremely strong because of the telecommunications [law]."**

**—Ted Hepburn, Ted Hepburn Co.**

Island Broadcasting LP (Scott Brody, GM) **Broker:** Serafin Bros.

## Connecticut

**WINE(AM)-WRKI(FM) Brookfield, and WVIB(FM) Mount Kisco, WVYB-FM Patterson and WPUT(AM) Brewster, all N.Y. Price:** \$15 million **Buyer:** Commodore Media Inc. (Bruce A. Friedman, president/CEO) **Seller:** Gary Starr and BCI Advisors Inc. (Gary Starr, president) **Broker:** Media Venture Partners

**WSUB(AM)-WQGN-FM Groton; WKRS(AM)-WXLC-FM Waukegan, Ill.; WBSM(AM)-WFHN-FM New Bedford, Mass., and WFPG-AM-FM Atlantic City Price:** \$15.3 million **Buyer:** Spring Broadcasting (Bill Sherard and Rick Zitelman, principals) **Seller:** Charles Giddens (receiver)

**WHCN(FM), WMRQ(FM) and WPOP-AM Hartford; WGNA-AM-FM, WPYX(FM) and WTRY-AM Albany, N.Y.; WSNE(FM), WHJY(FM) and WHJJ-AM Providence, R.I., and WMXB(FM) Richmond, Va. Price:** \$100.1 million

**Buyer:** Multi-Market Radio Inc. (Michael G. Ferrel, president/co-CEO) **Seller:** SFX Broadcasting Inc. (Robert F.X. Sillerman, executive chairman; R. Stephen Hicks, president/CEO) **Broker:** Radio Consultants Inc.

**WHCN(FM), WMRQ(FM)-WPOP-AM Hartford; WGFS(FM) Annapolis, Md./Baltimore/Washington; WQSI-AM Frederick, Md./Washington; WXTR-FM Waldorf, Md./Washington; WXVR(FM) Washington; WSNE(FM) Taunton, Mass./Providence, R.I.; WGNA-AM-FM and WPYX(FM) Albany, WTRY-AM Troy/Albany, WBAB(FM) Babylon, WGBB-AM Freeport, WHFM(FM) Southampton and WBLI(FM) Patchogue, all N.Y.; WHJY(FM)-WHJJ-AM Providence, R.I., and WMXB(FM) Richmond, Va. Price:** \$223.25 million for stock (merger) **Buyer:** SFX Broadcasting (Robert F.X. Sillerman, executive chairman; R. Stephen Hicks, president/CEO) **Seller:** Liberty Broadcasting Inc. (Mike Craven, chairman/COO, Jim Thompson, president/CEO) **Brokers:** Radio Consultants Inc. (buyer); Goldman, Sachs & Co. (seller)

**WTIC-AM-FM Hartford Price:** \$42 million **Buyer:** American Radio Systems Inc. (Steven B. Dodge, chairman/CEO) **Seller:** Chase Broadcasting Inc. (Arnold Chase, president) **Broker:** Blackburn & Co. Inc.

**WNLC(AM)-WTYD(FM) New London Price:** \$3.5 million **Buyer:** Hall Communications Inc. (Robert Hall, chairman/CEO/56% owner) **Seller:** New London Broadcasting LP (Ross Elder, president of New London partner Andross Management Co. Inc.) **Brokers:** Media Services Group and Americom

## Florida

**WKGF-AM-FM Arcadia Price:** \$1.75 million **Buyer:** Hall Communications Inc. (Robert Hall, chairman/56% owner) **Seller:** Dakos Broadcasting Inc. (William Dakos, receiver)

**WDUV(FM) Bradenton-WBRD(AM) Palmetto Price:** \$14 million **Buyer:** Jacor Communications (Benjamin L. Homel, president) **Seller:** Sunshine State Broadcasting Co. (Robert R. Nelson, president)

**WJBT(FM) and WZAZ(AM) Jacksonville Price:** \$3.75 mil-



lion **Buyer:** Jacor Communications Inc. (Randy Michaels, president) **Seller:** UNC Media (Connie Balthrop, president)

**WSTU(AM) Stuart-WHLG(FM) Jensen Beach Price:** \$7.2 million **Buyer:** Palm Beach Radio Broadcasting Inc. (Peter J. Callahan, president) **Seller:** Genevieve Glascock

**WGNE(AM)-WFSY(FM) Panama City and WEBZ(FM) Mexico Beach Price:** \$1,312,500 **Buyer:** B. Radio Inc. (Tim O'Brien, president/owner) **Seller:** Woodfin Group (Ken Woodfin, president)

**WKII-AM Solana and WEEJ(FM) Port Charlotte Price:** \$3.6 million **Buyer:** Osborn Communications Corp. (Frank D. Osborne, president/CEO) **Seller:** Kneller Broadcasting (Harold M. Kneller, president) **Broker:** Hadden & Associates

**WEAT-AM-FM West Palm Beach and WXXL(FM) Leesburg Price:** \$30 million **Buyer:** OmniAmerica Group (Carl E. Hirsch, chairman/CEO) **Seller:** Taylor Communications (John J. Taylor III, president) **Broker:** Media Venture Partners

## Georgia

**WCOH(AM)-WMKJ(FM) Newnan/Peachtree City Price:** \$1.51 million **Buyer:** Metro South Communications LLC (Michael D. Easterly, president/CEO/99% owner) **Seller:** South Metro Broadcasting Co. Inc. (Dallas Tarkenton III, president/owner)

**WAEV(FM)-WSOK(AM) Savannah Price:** \$2.35 million **Buyer:** Southeastern Broadcasting Co. (Thomas C. Birch, president) **Seller:** Opus Media Group Inc. (Thomas C. Birch, chairman/secretary)

## Idaho

**KCID-AM-FM Caldwell Price:** \$1.2 million **Buyer:** American General Media Corp. (Anthony S. Brandon, president) **Seller:** Twin Cities Broadcasting Co. (Dale G. Peterson, president)

## Illinois

**WEJM(AM) Chicago, WEJM-FM Lansing and WVAZ(FM) Oak Park; WKQI(FM) Detroit and WDOZ(AM)-WNIC(FM) Dearborn, Mich.; WYNY(FM) Lake Success, N.Y.; WBAV(AM) Charlotte, WBAV-FM Gastonia and WPEG(FM) Concord, all N.C., and KSKY(AM) Balch Springs,**

**Tex. Price:** \$243 million (merger) **Buyer:** Evergreen Media Corp. (Scott K. Ginsburg, chairman/CEO) **Seller:** Broadcasting Partners Inc. (Lee Simonson, Barry Hays, principals)

**WNUA(FM) Chicago; WJMN(FM) Boston and WXKS-AM-FM Medford/Boston; WHTT-AM-FM and WSJZ-FM Buffalo, N.Y.; WRFX-AM-FM and WEDJ(FM) Charlotte, N.C., and WYXR(FM) and WJZZ(FM) Philadelphia Price:** \$306.5 million (merger) **Buyer:** Evergreen Media Corp. (Scott K. Ginsburg, chairman/CEO) **Seller:** Pyramid Communications Inc. (Richard M. Balsbaugh, CEO) **Broker:** Star Media Group Inc.

**WSCR(AM)-WXRT-FM Chicago Price:** \$77 million **Buyer:** Group W Radio (Dan Mason, president) **Seller:** Diamond Broadcasting Inc. (Dan Lee, president) **Broker:** Star Media Group Inc.

**WFRL(AM)-WXXQ-FM Freeport Price:** \$2.3 million **Buyer:** Connoisseur Inc. Communications (Jeffrey D. Warshaw, president) **Seller:** State-line Broadcasting Inc. (Harish Puri, president) **Broker:** Media Venture Partners

**WJOL(AM)-WLLI-FM Joliet Price:** \$1.72 million **Buyer:** Barden Broadcasting of Coal City Inc. (Don Barden, owner) **Seller:** Uno Broadcasting Corp. (Stanley Friedman, trustee)

**WKBF(AM)-WPXR(FM) Rock Island Price:** \$1.5 million **Buyer:** Segue Communications Inc. (William Dudley III, president) **Seller:** ASQ Acquisition Corp. (Robert Sherman)

**WROK-AM-WZOK-FM Rockford Price:** \$5 million **Buyer:** Connoisseur Communications, New York (Jeffrey D. Warshaw, president) **Seller:** Nolte Communications Inc. (John A. Nolte, president) **Broker:** Media Venture Partners

## Iowa

**WMT-AM-FM Cedar Rapids Price:** \$14 million **Buyer:** Palmer Communications Inc. (Vickie Palmer, Jenny Sutton, Bonnie McCloskey, owners) **Seller:** Wonderful Music and Talk Inc. (Robert D. Ray, president)

**KCHA-AM/FM Charles City; KCZQ(FM) Cresco; KCZE(FM) New Hampton, and KCZY-FM Osage Price:** \$1.05 million

**Buyer:** Ingstad Northern Iowa Broadcasting Inc. (James D. Ingstad, owner) **Seller:** Mega Media Ltd. (James B. Hebel, owner) **Broker:** Johnson Communication Properties Inc.

**WOC(AM)-KUUL(FM) Davenport and KMXG(FM) Clinton Price:** \$11 million **Buyer:** KFKF Broadcasting Inc. (Randall T. Odeneal, president/50% owner) **Seller:** Signal Hill Communications Inc. (Larry G. Patten, president)

## Kansas

**KUDL-FM Kansas City; KMXV(FM) Kansas City, Mo.; WEZL(FM)/WXLY(FM) Charleston, S.C., and KALL(AM)-KODJ(FM) and KKAT-FM Salt Lake City Price:** \$50 million (merger) **Buyer:** Regent Communications Inc. (Terry S. Jacobs, president) **Seller:** Apollo Radio Holdings Co. Inc. (William L. Stakelin, president/CEO) **Broker:** Star Media Group Inc.

## Kentucky

**WCTT-AM-FM Corbin Price:** \$1.2 million **Buyer:** Encore Communications Inc. (Dallas Eubanks, president) **Seller:** Crawford Broadcasting Inc. (James and John Crawford, principals)

## Louisiana

**WJBO(AM)-WFME(FM) Baton Rouge Price:** \$8.5 million **Buyer:** Gulfstar Communications Inc. (John Barger, president) **Seller:** Baton Rouge Broadcasting Co. Inc. (George Jenne, president) **Broker:** Media Venture Partners

**WYNK-AM-FM Baton Rouge Price:** \$11.5 million **Buyer:** GulfStar Communications Inc. (John Barger, president) **Seller:** Narragansett Radio LP (Greg Barber, principal) **Broker:** Media Venture Partners

**WFPR-AM-WHMD-FM Hammond Price:** \$1 million **Buyer:** Guaranty Broadcasting Corp. (George A. Foster Jr., owner) **Seller:** Airweb Inc. (John Chauvin, owner) **Broker:** Sunbelt Media Inc.

**KACY(AM)-KSMB(FM) Lafayette Price:** \$4.4 million **Buyer:** Powell Group Inc. (Nanette N. Kelley, president/17.17% owner) **Seller:** Media Properties (Rish Wood, president) **Broker:** Questcom Media Brokerage Inc.

## Maine

**WLPZ(AM) Westbrook-WCSO(FM) Portland Price:** \$1.7 million **Buyer:** Northland Broadcasting Inc. (Albert Kanab, owner) **Seller:** Atlantic Morris Broadcasting Inc. (Saddle River Holdings Corp., owner)

## Maryland

**WSTP(AM)-WRDX(FM) Salisbury Price:** \$2 million **Buyer:** Dalton Group Inc. (William Dalton, president, 53.9% owner) **Seller:** WSTP Inc. (Thomas Harrell Jr., president)

## Michigan

**WVFN-AM-WVIC-FM East Lansing and WMMQ-FM Charlotte Price:** \$4.5 million **Buyer:** MSP Communications Inc. (Jackson W. Smart Jr., chairman/CEO) **Seller:** Goodrich Radio Marketing Inc. (Robert E. Goodrich, president) **Broker:** Media Venture Partners

**WGRD-AM-FM and WLHT-FM Grand Rapids, WELL-AM-FM Marshall/Battle Creek and WBCK-AM-WBXX-FM Battle Creek Price:** \$21.75 million **Buyer:** Patterson Broadcasting Inc. (James Wesley Jr., president/CEO) **Seller:** Liggett Broadcast Group Inc. (Robert G. Liggett Jr., president/owner) **Seller:** Blackburn & Co. Inc.

**WJIM-AM-FM Lansing Price:** \$2 million **Buyer:** Jencom Broadcasting Inc. (James A. Jensen, president/owner) **Seller:** Liggett Broadcast Inc. (Robert G. Liggett Jr., president/owner)

**WHEZ(AM)-WFAT-FM Portage, WTVB(AM) Coldwater and WNWN-FM Kalamazoo Price:** \$4 million **Buyer:** Midwest Communications Inc. (Duke Wright, principal) **Seller:** Tri-State Broadcasting Co. Inc. (Gary Mallernee, principal) **Broker:** J.N. Wells & Co.

**WCSY-AM-FM South Haven and WYTZ(FM) (formerly WCSE) Bridgman and CP for WZTY(FM) (formerly WAFU) Hartford Price:** \$3.088 million **Buyer:** WSJM Inc. (William R. Walker, secretary/39.87% owner) **Seller:** WCSY-AM-FM: CoSY Broadcasting Inc. (Donald L. Anderson, president/96% owner); WYTZ, WZTY: Dunes Broadcasting Inc. (Arlene M. Anderson, president/owner)

## Minnesota

**KOWO(AM)-KRUE(FM) Waseca Price:** \$1 million **Buyer:**

Hometown Wireless Inc. (James D. Ingstad, president/owner) **Seller:** Waseca Communications Inc. (Richard W. Seehafer, Carol B. Seehafer, owners) **Broker:** Johnson Communication Properties Inc.

**KWNO(AM) Winona-KWNO-FM Rushford Price:** \$1 million **Buyer:** KAGE Inc. (Jerry Papenfuss, president/owner) **Seller:** Wheeler Broadcasting of Minnesota Inc. (Ray Wheeler, principal) **Broker:** Johnson Communication Properties Inc.

## Missouri

**KBEQ-AM-FM Kansas City Price:** \$7.65 million **Buyer:** EZ Communications (Alan Box, president/CEO) **Seller:** Noble Broadcast Group Inc. (John Lynch, CEO)

## Nebraska

**KHAT(AM)-KIBZ(FM) Lincoln and KKNB(FM) Crete Price:** \$3.225 million **Buyer:** Lincoln Radio Acquisition Corp. (Kraig G. Fox, president/owner) **Seller:** Rock Steady Inc. (Kimberly J. Krueger, president)

**KSCJ(AM) Sioux City, Iowa-KSUX(FM) Winnebago Price:** \$3.8 million **Buyer:** Powell Broadcasting Co. Inc. (John L. Peroyea, CEO) **Seller:** DCP Broadcasting Corp. (Christopher T. Dahl, 55% owner) **Broker:** Questcom Media Brokerage Inc.

## Nevada

**KCBN-AM-KRNO-FM and KWNZ-FM Carson City/Reno Price:** \$4.1 million **Buyer:** Patterson Broadcasting Inc. (James Wesley Jr., president/CEO) **Seller:** A&A Broadcasting (Lorraine Arms, owner) **Broker:** Mahlman Co.

**KMTW(AM)-KKLZ-FM Las Vegas Price:** \$4.1 million **Buyer:** Max Radio Inc. (Dick Lamb, Larry Saunders, John Trinder, Gene Loving, Commonwealth Investors LP and Quad-C Inc., principals) **Seller:** Southern Nevada Radio Inc. (Terry McRight, GM, KMTW-KKLZ)

**KRBO(FM) Las Vegas Price:** \$2.5 million **Buyer:** Compass Communications Co. (Gerald R. Proctor, president/50% owner) **Seller:** Patmor Broadcasting Group LP. (Gus Wirth Jr., president/owner)

**KLAV(AM) Las Vegas Price:** \$1.2 million **Buyer:** Gore-Overgaard Broadcasting Inc. (Cordell Overgaard, president/53.6% owner; Harold

Gore, CEO/39.2% owner) **Seller:** Wagenvoord Advertising Group Inc. (David Wagenvoord, principal)

## New Jersey

**WPAT-AM-FM Paterson/New York Price:** \$103 million **Buyers:** AM: Heftel Broadcasting Corp. (Cecil Heftel, chairman) FM: Spanish Broadcasting System Inc. (Raul Alarcon Jr., president/59% owner) **Seller:** Park Communications Inc. (Wright M. Thomas, president) **Broker:** Media Venture Partners

## New Mexico

**KRZY(AM)-KRST(FM) Albuquerque, and KMZQ(FM) Las Vegas Price:** \$26.5 million **Buyer:** Crescent Communications California LP (Allen Shaw, Bill Weller and M/C Partners, principals) **Seller:** Commonwealth Broadcasting of Northern California (Dex Allen, managing general partner) **Broker:** Media Venture Partners

## New York

**WPUT(AM) Brewster, WMJV-FM Patterson and WMJU(FM) Mount Kisco Price:** \$3 million **Buyer:** Gary Starr **Seller:** Tri-Valley Broadcasting Corp. and Impulse Broadcasting Corp. (Ronald Graiff, president)

**WCLI(AM)-WNKI-FM Corning Price:** \$1.85 million **Buyer:** Corning SabreCom Inc. (Paul Rothfuss, president) **Seller:** Pro Radio Inc. (Victor Michael Jr., president) **Broker:** Media Services Group

**WALL(AM)-WKOJ(FM) Middletown Price:** \$3.55 million **Buyer:** Crystal Communications Corp. (Robert Dyson, president/owner) **Seller:** Atlantic Morris Broadcasting Inc. (Donald G. Schwartz, GM)

**WNYC-AM-FM New York Price:** \$20 million **Buyer:** WNYC Foundation (Irwin Schneiderman, chairman) **Seller:** City of New York (Mayor Rudolph Giuliani)

**WNDR(AM)-WNTQ(FM) Syracuse Price:** \$12.5 million **Buyer:** Pilot Communications (Jim Leven, president) **Seller:** Osborn Communications Corp. (Frank D. Osborn, president/CEO)

**WIBX(AM)-WLZW(FM) Utica, WTNV-AM-FM Watertown and WMSA(AM) Massena Price:** \$5.6 million **Buyers:** WIBX-WLZW: Forever Broadcasting Inc. (Kristen Cantrell, president). WTNV-AM-FM and WMSA: WFRG Inc.

(Carol Logan, president); **Seller:** Black River Broadcasting, Watertown (Donald C. Alexander, president/CEO) **Broker:** Richard A. Foreman Associates

**WUTQ(AM)-WOUR(FM) Utica Price:** \$1.35 million **Buyer:** Broadcast Communications Inc. (Robert and Ashley Stevens, principals) **Seller:** Bendat Communications & Broadcasting Inc. (Paul Bendat, president) **Broker:** Kozacko Media Services

## North Carolina

**WNCT-AM-FM Greenville Price:** \$3 million **Buyer:** Beasley Broadcast Group (George Beasley, president) **Seller:** Park Acquisition Group Inc. (Wright M. Thomas, president) **Broker:** Media Venture Partners

**WSTP(AM)-WRDX(FM) Salisbury, Price:** \$3 million **Buyer:** Dalton Group Inc. (William and Sue Dalton, owners) **Seller:** WSTP Inc. (Thomas Harrell Jr. and Mary Laningham, owners) **Broker:** Gordon Rice Associates

**WRRF-AM/WDLX-FM Washington Price:** \$3.75 million **Buyer:** Pinnacle Broadcasting Co. (Philip Marella, chairman) **Seller:** Tar Heel Broadcasting System Inc. (Charles Z. Potts, president) **Broker:** Star Media Group Inc.

**WRDU(FM) Wilson/Raleigh, WTRG(FM) Rocky Mount/Raleigh, WWWW(AM) Greensboro, and WMFR(AM)-WMAG(FM) and WFXF(FM) High Point Price:** \$38.5 million **Buyer:** SFX Broadcasting (Robert F.X. Sillerman, executive chairman; R. Stephen Hicks, president/CEO) **Seller:** HMW Communications Inc. (Ric Neuman, president) **Broker:** Star Media Group Inc.

## Ohio

**WINW(AM)/WRQK(FM) Canton Price:** \$5 million **Buyer:** Sabre Communications Inc. (Paul Rothfuss, president) **Seller:** Canton/Akron Radio Inc. (James Embrescia, president) **Broker:** Americom Radio Brokers

**WIMA(AM)-WIMT(FM) Lima Price:** \$1.932 million (merger) **Buyer:** New Lima Broadcasting Co. (Les Rau, chairman/9.52% owner) **Seller:** Lima Broadcasting Co.

**WSPD(AM)-WLQR-FM Toledo Price:** \$6.6 million **Buyer:**

Noble Broadcast Group Inc. (John Lynch, CEO) **Seller:** Commonwealth Communications **Broker:** Ted Hepburn Co.

## Oregon

**KLOO(AM)-KFAT(FM) Corvallis Price:** \$1.1 million **Buyer:** Oregon Trail Productions Inc. (Lee Jamison, president) **Seller:** TRC Communications Inc. (Donald Smullin, president) **Broker:** Exline Co.

**KFXX(AM)-KGON-FM Portland, and KMUZ-FM Camas, Wash. Price:** \$24.5 million **Buyer:** Entertainment Communications Inc. (Joseph Field, president) **Seller:** Apogee Communications Inc. (James Johnson, president) **Broker:** Blackburn & Co. Inc.

**KXYQ-AM-FM Portland Price:** \$7 million **Buyer:** Heritage Media Corp. (James Hoak, chairman) **Seller:** Trumper Communications (Jeffrey Trumper, president/CEO) **Broker:** Star Media Group

**KRCO(AM)-KIJK(FM) Prineville Price:** \$1 million **Buyer:** Jay Man Productions Inc. (Jonathan Mann, president) **Seller:** High Lakes Broadcasting Inc. (John Kendall, president) **Broker:** Exline Co.

**KZZK(AM) Springfield/Eugene-KZZK(FM) Creswell Price:** \$1.1 million **Buyer:** KZEL FM Radio (Noula Pappas, owner/trustee) **Seller:** JED Broadcasting Co. of Oregon Ltd. (Jordan Seaman, president)

## Pennsylvania

**WRIE(AM)-WXKC(FM) Erie Price:** \$2.35 million **Buyer:** Atmor Properties Inc. (Lee Schubert, president) **Seller:** K&K Radio Broadcasting LP (Jerome Koeppel, Donald Kelly, general partners)

**WTCY(AM)-WNNK-FM Harrisburg, and WXBW-FM Milton/Pensacola, Fla. Price:** \$30 million **Buyer:** Patterson Broadcasting Inc. (James Wesley Jr., president/CEO) **Seller:** June Broadcasting Inc. (Philip J. Giordano, president/CEO)

**WCMB(AM)-WIMX-FM Harrisburg Price:** \$2.25 million **Buyer:** Barnstable Broadcasting (Albert Kanab, principal) **Seller:** Gemini Broadcasting Corp. (Brian Danzis, principal) **Broker:** Bergner & Co.

**WVPO(AM)-WSBG(FM) Stroudsburg Price:** \$2.2 million **Buyer:** Nassau Broadcast-



# Super Sunday

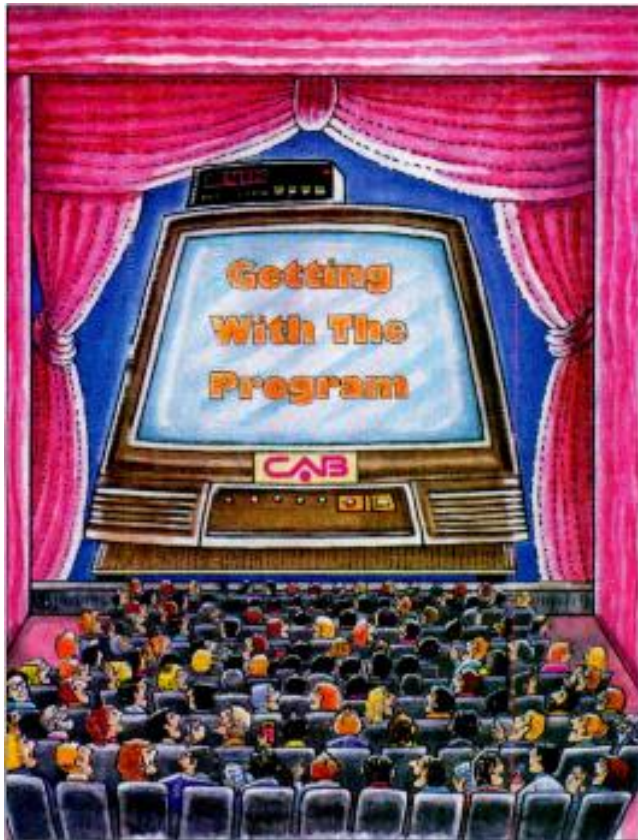
AND THE

# 96 CABLE ADVERTISING CONFERENCE

March 24-26 New York Marriott Marquis

## **“GETTING WITH THE PROGRAM”**

### **New Ideas & Information For Attracting More Ad Dollars To Cable Programming**



### **HEAR...**

Top media and marketing experts provide the latest information, strategies and tools for building cable's marketing equity with advertisers. In-depth sessions will show you how to produce cable advertising growth through effective planning, staffing, use of research, budgeting, team efforts and meeting clients' targeting goals. Hear key clients outline their media plans for the year ahead.

### **SEE...**

Catch the excitement of ad-supported cable's extraordinary program line-up in the Conference AdExpo's all-new Theaterplex of genre-specific screening rooms and its web site center. Discover new and increasingly attractive network tie-in opportunities that will allow you to attract larger shares of media budgets to cable. And Cable AdExpo will give you direct access to the new technologies and services that are changing the way you sell cable advertising.

*Plus...in-depth breakouts, all-star entertainment, networking receptions and much more.*



**For Program And Registration Information, Call (212) 751-7770 x329.**

ing Partners LP (Lou Mercatant, president) **Seller:** Commonwealth Broadcasting Co. Inc. (Greta Kruez Haley, president)

**WLYC-AM-WILQ-FM Williamsport Price:** \$1.7 million **Buyer:** Van Michael **Seller:** Lamco Communications Inc. (Marshall Noecker, president) **Broker:** Kalil & Co. Inc.

**WQXA-AM-FM York Price:** \$5 million **Buyer:** Tele-Media Broadcasting Co. (Robert Tudek, Everett Mundy, co-owners) **Seller:** HGF Media Group (Harold Fulmer II, president/owner) **Broker:** Holt Radio Group

## Puerto Rico

**WPRA-AM Mayaguez-WRPC-FM San German Price:** \$3.865 million **Buyer:** Primedia Broadcast Group (Rafael Oller, chairman) **Seller:** American National Broadcasting Co. (Fernando Vigil Jr., president) **Broker:** Media Venture Partners

**WRAI(AM)-WLDI-FM San Juan Price:** \$4.32 million **Buyer:** Primedia Broadcast Group (Raphael Oller, Felix Bonnet, Jose Acosta, principals) **Seller:** Radio Aeropuerto Inc. (Pirallo family trust) **Broker:** Media Venture Partners

## Rhode Island

**WADK(AM) Newport-WOTB(FM) Middletown/Newport Price:** \$2 million **Buyer:** Bear Broadcasting Co. (Philip Urso, president/GM) **Seller:** Bernard and Jane Perry **Broker:** Richard A. Foreman Associates

## Texas

**KKMJ-FM/KJCE(AM) Austin and KPTY(FM) Luling/Austin Price:** \$28.5 million **Buyer:** American Radio Systems Inc. (Steven B. Dodge, chairman/CEO) **Seller:** Amaturio Group Ltd. (Joseph C. Amaturio, general partner) **Broker:** Blackburn & Co. Inc.

**KVJY(AM) Pharr-WTEX-FM Brownsville Price:** \$5.1 million **Buyer:** July Broadcasting Inc. **Seller:** Tate Communications Inc. (Harvey Tate, president) **Broker:** Media Services Group

## Utah

**KISN-AM-FM Salt Lake City Price:** \$5.25 million **Buyer:** Trumper Communications Inc. (Jeffrey Trumper, president/

CEO) **Seller:** Sun Mountain Broadcasting Stations (Ballard Smith, president) **Brokers:** Star Media Group; Chapin Enterprises

## Virginia

**WVLR(AM)-WJXX(FM) Lynchburg, WJJS(FM) Vinton/ Roanoke, WRDJ(FM) Roanoke and WLDJ(FM) Appomattox Price:** \$5 million cash **Buyer:** Cavalier Communications LP (Point Communications Inc., general partner; Dick Verne, president) **Seller:** Virginia Network Inc. (Keith Putbren, Randy Laird, Bruce Houston, Milt Malenger, co-owners) **Broker:** Americom

**WROV-AM-FM Roanoke/ Lynchburg Price:** \$5.8 million **Buyer:** Benchmark Communications LP (Bruce R. Spector, Joseph L. Mathias IV, general partners) **Seller:** Atlantic Broadcasting Group, Goldsboro, N.C. (David Weil, president) **Broker:** Bergner & Co.

**WTON-AM-FM Staunton Price:** \$1 million **Buyer:** High Impact Communications Inc. (Joe Ratcliff, president/owner) **Seller:** Ogden Broadcasting of Virginia Inc.

## Washington

**KRTW(AM)-KZZU-FM Spokane Price:** \$1.75 million **Buyer:** QueenB Radio Inc. (Elizabeth Burns, president) **Seller:** Louis DeArias (receiver for Highsmith Broadcasting Corp.)

## West Virginia

**WPVO-AM-WAEE-FM Princeton Price:** \$1 million **Buyer:** Princeton Broadcasting Inc. (Katherine Witt, president/50% owner) **Seller:** Betap Corp. (Henry G. Beam, president)

## Wisconsin

**WKTY(AM)-WSPL(FM) La Crosse Price:** \$1.3 million **Buyer:** HIPPI Radio LLC (Thomas A. Walker, Gayle Olson, managers/25% owners) **Seller:** La Crosse May Broadcasting LP (Edward W. May Jr., general partner/25% owner)

**WIBA-AM-FM and WMAD-AM-FM Madison Price:** \$14 million **Buyer:** Point Communications (Richard Verne) **Seller:** Double L Broadcasting LP (Lee Leicinger, president) **Broker:** Americom



## Alabama

**WXFX(FM) Prattville Price:** \$1.65 million **Buyer:** McDonald Investment Co. Inc. (William McDonald, owner) **Seller:** Downs Broadcasting II (Paul Downs, principal)

## Arizona

**KTWC(FM) Glendale/Tempe Price:** \$1.943 million **Buyer:** MAC America Communications Inc. (Delbert R. Lewis, president) **Seller:** Newmountain Broadcasting II Corp. (Donald Jeroem, president)

**KKHG(FM) Tucson Price:** \$1 million **Buyer:** Apogee Radio LP I (Roy P. Disney, president/owner) **Seller:** F.E.M. Ray Inc. (Francine Rienstra, owner)

## Arkansas

**KDDK-FM and KMJX-FM Little Rock Price:** \$10 million **Buyer:** US Radio Inc. (Ragan Henry, CEO) **Seller:** Galaxy Broadcasting LP (Wally Tucker, general partner) and Magic Broadcasting of Little Rock Inc. (Richard Booth, owner/GM)

## California

**KMAX(FM) Arcadia/Pasadena, KAXX(FM) Ventura, KBAX(FM) Fallbrook and KWIZ-FM Santa Ana Price:** \$38 million **Buyer:** Odyssey Communications Inc. (Michael Kakoyiannis, president/CEO) **Seller:** Douglas Broadcasting Inc. (N. John Douglas, owner) **Broker:** Gary Stevens & Co.

**KECR-FM El Cajon/San Diego Price:** \$12 million **Buyer:** N. John Douglas **Seller:** Family Stations Inc. (Harold Camping, president) **Broker:** Media Venture Partners

**KECR-FM El Cajon/San Diego Price:** \$13.875 million **Buyer:** Jacor Communications (Randy Michaels, president) **Seller:** N. John Douglas **Broker:** Jorgenson Broadcast Brokerage

**KPIG-FM Freedom/Monterey/Carmel Price:** \$1 million **Buyer:** Elettra Broadcasting (Ken Dennis, president) **Seller:** Radio Ranch (Leo Kesselman, owner) **Broker:** Kalil & Co. Inc.

**KTHT(FM) Fresno Price:** \$2.2 million **Buyer:** Americom Broadcasting (Tom Quinn, president) **Seller:** Patterson Broadcasting Inc. (James Wesley Jr., president/CEO) **Broker:** Media Venture Partners

**KUFX(FM) Gilroy Price:** \$9.7 million **Buyer:** BayCom San Jose LP (John McSorley, president/owner) **Seller:** KOOL Communications Inc. (Martin Loughman, president/40% owner)

**KHQT-FM Los Altos Price:** \$8.25 million **Buyer:** Susquehanna Radio Corp. (Louis J. Appel Jr., chairman) **Seller:** San Jose Broadcasting Corp. (Timothy R. Sullivan, president)

**KMGG(FM) Monte Rio/Santa Rosa Price:** \$1.4 million **Buyer:** Pacific Radio of Santa Rosa Corp. (Rick Dames, Steve Bunyard, principals) **Seller:** Liggett Broadcast Group (Robert Liggett, president) **Broker:** Media Venture Partners

**KPLM(FM) Palm Springs Price:** \$1.55 million **Buyer:** RM Broadcasting LLC (Robert Rivkin, president/60% owner) **Seller:** R Group Broadcasting Corp. (Arthur Rivkin, president, president)

**KALF(FM) Red Bluff Price:** \$1.6 million **Buyer:** Park Lane Chico Inc. (James Levy, chairman/president/CEO/10% owner) **Seller:** McNulty Broadcasting Corp. (Laura Wilkinson, president/22.5% owner)

**KYMS(FM) Santa Ana Price:** \$9.1 million **Buyer:** Multi Cultural Broadcasting (Arthur Liu, president) **Seller:** Interstate Broadcasting (Paul Toberty, CEO) **Brokers:** Star Media Group; William B. Schutz Jr.

**KRUZ(FM) Santa Barbara Price:** \$3 million **Buyer:** Pacific Coast Communications LLC (Howard Grafman, chairman/42.5% owner) **Seller:** Schuele Organization Inc. (Dorothy L. Schuele, president)

**KSBL-FM Santa Barbara Price:** \$1.325 million **Buyer:** Criterion Media Group Inc. (Christine Perry, 90% owner) **Seller:** Great Electronic Communications II Inc. (Michael T. Reichert, principal)

**KNJO(FM) Thousand Oaks**



## Special Report: Station Trading 1995

**Price:** \$2 million **Buyer:** Amaturio Group of L.A. Ltd. (Joseph C. Amaturio, general partner/owner) **Seller:** Flagship Communications Co. Inc. (Darryl Sragow, chairman) **Broker:** Exline Co.

**KLOB(FM) Thousand Palms**  
**Price:** \$1.5 million **Buyer:** Las Tres Palmas Corp. (Walter F. Ulloa, president/50% owner) **Seller:** Marvin Gardens Broadcasting (Leo Kesselman, general partner)

### Colorado

**KBIQ(FM) Fountain/Colorado Springs; KLTE(FM) Kirksville, Mo., and KTSL(FM) Medical Lake/Spokane, Wash.** **Price:** \$2.85 million **Buyer:** Hiat Media Inc. (Edward G. Atsinger III, president/owner) **Seller:** Word in Music Inc. (Mark Pluimer, president) **Broker:** McCoy Broadcast Brokerage Inc.

**KVOD(FM) Denver** **Price:** \$3.5 million plus buyer's KYMX(FM)-KCTC(AM) Sacramento, Calif. **Buyer:** Tribune Broadcasting Co. (Wayne R. Vriesman, president) **Seller:** Henry Broadcasting Co. (Charlton H. Buckley, owner)

### Florida

**WCFB(FM) Daytona Beach**  
**Price:** \$6 million **Buyer:** New-City Communications of Daytona Inc. (Richard Ferguson, president) **Seller:** Chapman S. Root 1982 Living Trust **Broker:** Rumbaut & Associates

**WQOL-FM Fort Pierce/Stuart/Vero Beach** **Price:** \$3 million **Buyer:** Commodore Media Inc. (Bruce A. Friedman, president/CEO) **Seller:** Treasure Coast Media Inc. (Sally Smalley DiLucente, Wayne Dillon, principals) **Broker:** Media Venture Partners

**WPBZ-FM Indiantown/West Palm Beach** **Price:** \$10 million **Buyer:** Palm Beach Radio Inc. (Peter Callahan, president) **Seller:** Amaturio Group Ltd. (Joseph Amaturio, general partner) **Broker:** Blackburn & Co. Inc.

**WHJX-FM Brunswick, Ga./Jacksonville** **Price:** \$4.5 million **Buyer:** George Reed (receiver for Eagle Broadcasting Inc.) **Seller:** Jacor Broadcasting of Florida Inc. (Randy Michaels, president) **Broker:** Media Services Group Inc.

**WWRD-FM Brunswick, Ga./Jacksonville, and WFKS(FM) Palatka** **Price:** \$6.5 million **Buyer:** Renda Broadcasting Corp. (Anthony F. Renda, owner) **Seller:** Osborn Communications Corp. (Frank D. Osborne, president/CEO)

**WMFQ(FM) Ocala** **Price:** \$2.1 million **Buyer:** Asterisk Communications Inc. (Frederick Ingham, president) **Seller:** Greater Ocala Broadcasting Corp. (Robert Hauck, president)

**WKGR-FM Palm Beach/Treasure Island and WPBZ-FM Indianhead** **Price:** \$29 million **Buyer:** American Radio Systems Inc. (Steven Dodge, CEO) **Seller:** Amaturio Group Ltd. (Joseph C. Amaturio, general partner) **Broker:** Blackburn & Co. Inc.

**WOLL(FM) Riviera Beach/West Palm Beach/ Boca Raton** **Price:** \$6.5 million **Buyer:** OmniAmerica Group (Carl E. Hirsch, chairman/CEO) **Seller:** Lappin Communications Inc. (W. Robert Lappin, principal) **Broker:** Media Venture Partners

**WLVB(FM) Silver Springs/Gainesville** **Price:** \$1 million **Buyer:** Hurricane Broadcasting

(Ernest Winn, partner/55% owner) **Seller:** Allison Broadcast Group Inc. (Stephen G. Allison, CEO) **Broker:** Media Services Group Inc.

**WUMX(FM) Tallahassee**  
**Price:** \$1.385 million **Buyer:** Catamount I Communications Inc. (Adam Levinson, president/owner) **Seller:** Dolcom Inc. (Howard Dolgoff, principal)

### Georgia

**WHFX(FM) Waycross/Brunswick** **Price:** \$1 million **Buyer:** Rowland South Georgia Radio Inc. (Marshall Rowland, president/50% owner) **Seller:** Teletronics Inc. (James Rivers, CFO/GM) **Brokers:** Jorgenson Broadcast Brokerage; Gordon Rice Associates

### Illinois

**WFVB(FM) East St. Louis**  
**Price:** \$3.2 million **Buyer:** River City Broadcasting LP (Barry Baker, president/CEO) **Seller:** River Cities Broadcasting Corp. (Missionary Oblates of Mary Immaculate; Rev. Robert Moosbrugger, provincial treasurer)

### Indiana

**WGZB-FM Corydon and**

## When it comes to International What in the **World** would you do without **Us**?

### Need access to the global TV market?

Turn to Broadcasting & Cable International. Five times a year, we offer industry executives hard news and an authoritative perspective on trends and developments that shape global business. We deliver analysis, features and special reports that provide the most in-depth international media business coverage — on television, cable and satellite.

And to further provide our readers with up-to-the-minute information, we also publish a bi-monthly newsletter — Broadcasting & Cable's TV International Newsletter.

With correspondents and editorial bureaus in five continents, we're there when and where news happens. Which is why top international executives rely on us for making important decisions in a fast-paced industry.

Advertise in Broadcasting & Cable International,  
and watch your ad message take off!

Call 212-337-6944.



**WLSY-FM Jeffersonton/**  
**Louisville, Ky. Price:** \$7.3 mil-  
 lion **Buyer:** Blue Chip Broad-  
 casting (Ross Love, president)  
**Seller:** WGZB-FM: Power Com-  
 munications Inc. (Rod Bur-  
 bridge, GM) **Brokers:** Crisler  
 Capital Co. (buyer); William R.  
 Rice Co. (seller)

**WGGR(FM) Greenwood**  
**Price:** \$2.36 million **Buyer:** IBL  
 LLC (William G. Mays, 51%  
 owner) **Seller:** Greater Green-  
 wood Broadcasting LP (Mary C.  
 Hotopp, general partner) **Bro-**  
**ker:** Broadcast Services Ltd.

**WAJE(FM) New Albany**  
**Price:** \$1.035 million **Buyer:**  
 Excelsior Communications  
 Corp. (Stephen L. Brown, presi-  
 dent; Franklin Holding Corp.,  
 owner) **Seller:** New Albany  
 Broadcasting Co. Inc. (Peter  
 C.L. Boyce, president)

**Iowa**

**KXKT(FM) Glenwood and**  
**KRRK(FM) Bennington/**  
**Omaha, Neb. Price:** \$10.825  
 million **Buyer:** Triathlon Broad-  
 casting Co./Silleman Cos.  
 (Triathlon: Norman Feuer, presi-  
 dent/CEO; Robert F.X. Siller-  
 man, executive chairman) **Sell-**  
**ers:** KXKT: Valley Broadcasting  
 Inc. (Bob Greenlee, president)  
 KRRK: 93.3 Inc. (Matt Markel,  
 president) **Broker:** Media Ven-  
 ture Partners

**Kansas**

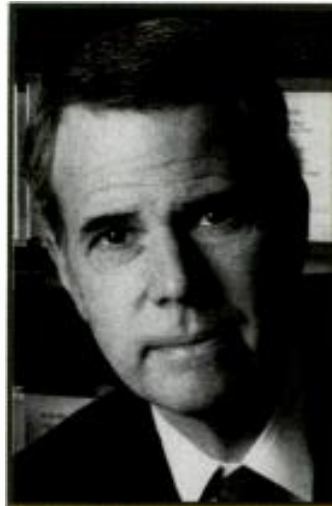
**KFKF-FM Kansas City Price:**  
 \$28 million **Buyer:** EZ Commu-  
 nications Inc. (Alan Box, presi-  
 dent) **Seller:** Scornix Broad-  
 casting (Scott R. McQueen,  
 partner)

**KRBB(FM) Wichita Price:** \$3.3  
 million **Buyer:** Triathlon Broad-  
 casting Co. (Norm Feuer, presi-  
 dent/CEO; Robert F.X. Siller-  
 man, backer) **Seller:** Marathon  
 Broadcasting Corp. (Sidney  
 Sayovitz, president) **Broker:**  
 Star Media Group

**Kentucky**

**WJGG(FM) Lexington Price:**  
 \$3 million **Buyer:** Newport  
 Communications Corp. (James  
 E. Champlin, president) **Seller:**  
 J.L. Givens Associates LP  
 (Jack Givens, principal) **Bro-**  
**kers:** Richard A. Forman Asso-  
 ciates Inc. (buyer); Henson  
 Media (seller)

**WRKA(FM) St. Matthews/**  
**Louisville and WAJE-FM New**  
**Albany, Ind./Louisville Price:**  
 \$8.5 million **Buyer:** Cox Broad-  
 casting Inc. (Nick Trigony, presi-  
 dent) **Seller:** Excelsior Com-



**"Duopoly**  
**certainly lit**  
**the fuse."**

**—Gary Stevens,**  
**Gary Stevens &**  
**Co. Inc.**

munications Corp. (Stephen L.  
 Brown, president/Franklin Hold-  
 ing Corp., owner) **Broker:** Gary  
 Stevens & Co.

**Louisiana**

**KMEZ(FM) Belle Chasse**  
**Price:** \$1.925 million **Buyer:**  
 River City Broadcasting LP  
 (Barry Baker, president/CEO)  
**Seller:** Coastal Broadcasting  
 (Thomas Carrere)

**WRNO-FM New Orleans**  
**Price:** \$7.5 million **Buyer:** EZ  
 Communications (Alan Box,  
 president/CEO) **Seller:** Associ-  
 ated Broadcasters (Tom Gal-  
 loway) **Broker:** Gary Stevens &  
 Co.

**KICR-FM Oakdale/Alexandria**  
**Price:** \$1.3 million **Buyer:**  
 Champion Broadcasting Corp.  
 (C.J. Jones, president/CEO)  
**Seller:** B&D Communications  
 Inc. (Bob Hollady, president/  
 owner) **Broker:** Sunbelt Media  
 Inc.

**Maine**

**WXBB(FM) Kittery Price:** \$1  
 million **Buyer:** Fuller-Jeffrey  
 Broadcasting (Robert "Doc"  
 Fuller, president) **Seller:** Bear  
 Broadcasting Co. (Philip Urso,  
 president) **Broker:** Richard A.  
 Foreman & Associates

**Massachusetts**

**WCIB(FM) Falmouth Price:**  
 \$2.5 million **Buyer:** Radio Fal-  
 mouth Inc. (Albert Makkay Sr.,

president/24% owner) **Seller:**  
 Ardman Broadcasting Corp.  
 (Myer Feldman, president)

**WKLB-FM Framingham/**  
**Boston Price:** \$34 million cash  
**Buyer:** Evergreen Media Corp.  
 (Scott Ginsburg, chairman/  
 CEO) **Seller:** Fairbanks Com-  
 munications Inc. (Richard M.  
 Falranks, president) **Broker:**  
 Media Venture Partners

**WCOD(FM) Hyannis,**  
**WUNX(FM) Harwichport and**  
**WUNZ(FM) Falmouth Price:**  
 \$2.1 million **Buyer:** Leapfrog  
 Radio (Paul Levesque, princi-  
 pal) **Seller:** Taylor Communica-  
 tions (John J. Taylor III, presi-  
 dent)

**Michigan**

**WAKX(FM) Holland Price:**  
 \$3.75 million **Buyer:** Jacor  
 Broadcasting Corp. (Randy  
 Michaels, president/co-CEO)  
**Seller:** Holland Communica-  
 tions Inc. (Michael Walton,  
 president)

**WGER(FM) Saginaw Price:**  
 \$4.2 million **Buyer:** Fritz Broad-  
 casting Inc. (Jock Fritz, presi-  
 dent/CEO) **Seller:** F-B Commu-  
 nications Inc. (Jack FitzGerald,  
 president) **Broker:** Richard A.  
 Foreman Associates

**WWDX(FM) St. Johns/Lans-**  
**ing Price:** \$1.375 million  
**Buyer:** Regional Radio Corp.  
 (Dennis Mockler, president)  
**Seller:** Landsmen Communica-  
 tions Ltd. (Allan Wilson, presi-  
 dent)

**Minnesota**

**KDWB-FM Minneapolis Price:**  
 \$22 million **Buyer:** Chancellor  
 Broadcasting (Steve Dinetz,  
 president/CEO) **Seller:** Midcon-  
 tinent Broadcasting Co. (Larry  
 Bentson, chairman/president)  
**Broker:** Star Media Group

**Mississippi**

**WTYX(FM) Jackson Price:**  
 \$1.9 million **Buyer:** Proteus  
 Investments Inc. (Michael  
 McRee, president/90% owner)  
**Seller:** Holt Communications  
 Corp. (Arthur Holt, principal)

**WJKK(FM) Vicksburg Price:**  
 \$1.62 million **Buyer:** New South  
 Radio Inc. (Frank E. Holladay,  
 president/owner) **Seller:** Cal-  
 casieu TV and Radio Inc. (Rita  
 Chambers, president/co-execu-  
 tor) **Broker:** Kirk Sherwood

**Missouri**

**KGMY-FM Aurora Price:**  
 \$1.235 million **Buyer:** My Coun-  
 try Inc. (John M. Borders, presi-  
 dent/owner) **Sellers:** John

Mitchell, Dale Hendrix

**KGRC(FM) Hannibal Price:**  
 \$1.25 million **Buyer:** Taylor  
 Broadcasting Co. (Michelle Tay-  
 lor, president/24% owner) **Sell-**  
**er:** STARadio Corp. (Howard  
 Doss, principal) **Broker:** Wood  
 & Co.

**KSYN(FM) Joplin Price:** \$1  
 million plus buyer's WMBH(AM)  
 Joplin **Buyer:** Big Mack Broad-  
 casting LLC (Charles and  
 Kendall Dunaway, 45% owners)  
**Seller:** William Neal

**KKCJ(FM) Liberty Price:** \$5  
 million **Buyer:** Heritage Media  
 Corp. (James Hoak, chairman)  
**Seller:** Capital Broadcasting  
 Inc. (Bruce Houston, president)

**KZBE(FM) Pleasant Hope and**  
**KHTO-FM Springfield Price:**  
 \$1.4 million **Buyer:** Channel 2  
 (Frank Copisdas, principal)  
**Seller:** Ranger Broadcasting  
 (Dick Hull, president) **Brokers:**  
 Bergner & Co. (buyer); Chapin  
 Enterprises (seller)

**KSLH(FM) St. Louis Price:**  
 \$1.625 million **Buyer:** Commu-  
 nity Broadcasting Inc. (Richard  
 P. Bott Sr., president) **Seller:**  
 Board of Education of City of St.  
 Louis (Rev. Earl E. Nance Jr.,  
 president) **Broker:** Gary  
 Stevens & Co.

**Nebraska**

**KYNN(FM) Lincoln Price:** \$1.7  
 million **Buyer:** Mitchell Broad-  
 casting Co. of Iowa Inc. (John  
 Mitchell, president/96.97%  
 owner) **Seller:** KLMS/KFMQ  
 Inc. (Duey Wright, president)  
**Broker:** Chapin Enterprises

**KNBQ(FM) Nebraska City/**  
**Omaha Price:** \$3.5 million  
**Buyer:** Henry Broadcasting Co.  
 (Charlton Buckley, principal)  
**Seller:** Sunrise Broadcasting  
 Corp. (Joerg Klebe, principal)  
**Broker:** Media Venture Part-  
 ners

**Nevada**

**KRRI-FM Boulder City/Las**  
**Vegas Price:** \$2.5 million  
**Buyer:** American General  
 Media-Nevada Inc. (Charles  
 Salisbury, 50% owner) **Seller:**  
 Rock 'N Roll Inc. (Art Ferraro,  
 principal)

**KWNZ(FM) Carson City/Reno**  
**Price:** \$1.035 million **Buyer:**  
 A&A Broadcasting Corp. (Lor-  
 raine Arms, president/owner)  
**Seller:** PTI Broadcasting Inc.  
 (Roy Robinson, president)

**KFBI(FM) Pahump Price:** \$6  
 million **Buyer:** Crescent Com-  
 munications of California (Dex



## Special Report: Station Trading 1995

Allen, limited partner) **Seller:** Americom Las Vegas LP (Tom Quinn, president/CEO) **Broker:** Media Venture Partners

### New Hampshire

**WZEA(FM) Hampton Price:** \$1.1 million **Buyer:** ADD Radio Group Inc. (Peter Arpin, president/91.3% owner) **Seller:** Coastal Broadcasting Corp. (J. Bonnie Newman, president/owner) **Broker:** Media Services Group Inc.

### New Jersey

**WAYV(FM) Atlantic City Price:** \$2.7 million **Buyer:** Atlantic-Allur Inc. (Ragan A. Henry, chairman) **Seller:** Atlantic City Broadcasting Corp. (Frank D. Osborn, president) **Broker:** Patrick Communications Corp.

**WHCY(FM) Blairstown Price:** \$1.925 million **Buyer:** Nassau Broadcasting Partners LP (Lou Mercatanti, president) **Seller:** Clearview Broadcasting Corp. (William Frolich, president) **Brokers:** Hickman Associates; Serafin Bros.

**WBSS-FM Millville/Atlantic**

**City/Cape May Price:** \$3 million **Buyer:** Press Broadcasting Co. (Robert McAllan, president) **Seller:** Wintersrun Communications Inc. (Brian Beasley, president) **Broker:** Media Venture Partners

**WQNJ-FM Ocean Acres Price:** \$1.1 million **Buyer:** New Wave Broadcasting Inc. (Jon Ferrari, president) **Seller:** Seaira Broadcasting (Pat Parson, president) **Broker:** Blackburn & Co. Inc.

### New Mexico

**KIOT(FM) Albuquerque/Santa Fe Price:** \$1.6 million **Buyer:** Simmons Family Inc. (Craig Hanson, president) **Seller:** Wizard Broadcasting Co. (Elliott McDowell, principal) **Brokers:** Norman Fischer & Associates (seller); Media Services Group Inc. (buyer)

**KTRA(FM) Farmington Price:** \$1.1 million **Buyer:** Radio Properties Inc. (Richard Thomas, president/100% joint owner with wife, Mary Thomas) **Seller:** Runnels Broadcasting Systems Inc. (Dewey Runnels, principal)

**KOLT-FM Santa Fe Price:**

\$1.375 million **Buyer:** Crescent Communications of California LP (Allen Shaw, owner) **Seller:** Clairmor Broadcasting Inc. (Braiker Family Trust, owner) **Broker:** Kalil & Co. Inc.

### New York

**WGRF-FM/WUFX-FM Buffalo Price:** \$12.45 million **Buyer:** Mercury Broadcasting Inc. (Charles Banta, president) **Seller:** Rich Communications Corp. (Melinda Rich, president) **Broker:** Star Media Group

**WBLK-FM Depew/Buffalo Price:** \$8 million **Buyer:** American Radio Systems Inc. (Steven B. Dodge, chairman/CEO) **Seller:** WBLK Broadcasting Inc. (Frank Lorenz, president) **Broker:** Blackburn & Co. Inc.

**56.18% of WCLI(AM)-WNKI(FM) Corning, WQIX(AM)-WPGI(FM) Horseheads and WHDL(AM)-WPIG(FM) Olean, and WFXX(AM)-WZXR(FM) South Williamsport and WHTO(FM) Muncy, Pa. Price:** \$1.5 million **Buyer:** Axiom Venture Partners LP (Martin Chanzit, Alan Mendelson, Samuel McKay, general partners) **Seller:** Roth-

fuss Family LP (75% owner before sale, 32.865% after) and Daniel Farr (25% owner before sale, 10.955% after)

**WEXP(FM) Plattsburgh Price:** \$1.1 million **Buyer:** Hall Communications Inc. (Arthur Rowbotham, president) **Seller:** UBC Inc. (Joel Bolton, GM)

### North Carolina

**WCCJ-FM Harrisburg/Charlotte Price:** \$2.2 million **Buyer:** Davis Broadcasting (Greg Davis, president) **Seller:** Inter-Mart Broadcasting (James Martin, Todd Robinson, principals) **Broker:** Jorgenson Broadcast Brokerage

**WKQT-FM Newport Price:** \$2 million **Buyer:** WKIS Inc. (Steven Taylor, president) **Seller:** New East Communications Inc. (Henry Hinton, president) **Broker:** Bergner & Co.

**WTDR-FM Statesville/Charlotte and WEZC-FM Hickory/Charlotte Price:** \$23.5 million **Buyer:** SFX Broadcasting (Robert F.X. Sillerman, executive chairman; Steve Hicks, president) **Seller:** Trumper Communications Inc. (Jeffrey

August 18, 1995

**WSPD/WLQR**  
Toledo, OH

to  
Noble Broadcast Group

THE  
TED HEPBURN  
COMPANY

1995

**KATC-TV**  
Lafayette, LA

to  
Evening Post Publishing Co.

THE  
TED HEPBURN  
COMPANY

July 31, 1995

**WREX-TV**  
Rockford, IL

to  
Quincy Newspapers, Inc.

THE  
TED HEPBURN  
COMPANY

July 14, 1995

**KSPR-TV**  
Springfield, MO

to  
Cottonwood  
Communications, L.L.C.

THE  
TED HEPBURN  
COMPANY

July 14, 1995

**KMID-TV**  
Midland-Odessa, TX

to  
Cottonwood  
Communications, L.L.C.

THE  
TED HEPBURN  
COMPANY

July 14, 1995

**KCPM-TV**  
Chico-Redding, CA

to  
Cottonwood  
Communications, L.L.C.

THE  
TED HEPBURN  
COMPANY

July 13, 1995

**WVEA-TV**  
Tampa, FL

to  
Latin Communications Group  
Television Inc.

THE  
TED HEPBURN  
COMPANY

July 13, 1995

**W63BH-TV**  
Orlando, FL

to  
Latin Communications Group  
Television Inc.

THE  
TED HEPBURN  
COMPANY

## When Closings Count, Count on US!

THE  
TED HEPBURN  
COMPANY

**Ted Hepburn, President**  
Palm Beach, Florida 33480 • (407) 863-8995

**Todd Hepburn, Vice-President**  
Cincinnati, OH 45243-0263 • (513) 271-5400

Trumper, president; Robert Sillerman, chairman/ CEO)  
**Broker:** Star Media Group Inc.

**WRPL(FM) Wadesboro Price:** \$2.425 million **Buyer:** Bible Broadcasting Network Inc. (Lowell L. Davey, president/16.7% owner) **Seller:** WRPL Partnership, Wadesboro (Allen Lyon, general partner)

## Ohio

**WXEG(FM) (formerly WRVF) Beavercreek Price:** \$3 million **Buyer:** New Generation Broadcasting Inc. (Alan D. Gray, president/owner) **Seller:** Tri-City Radio LP (Kevin McGinty, partner)

**WTRJ(FM) Troy Price:** \$1.1 million **Buyer:** Hawes-Saunders Broadcast Properties Inc. (Ro Nita B. Hawes-Saunders, president/owner) **Seller:** Vernon R. Baldwin Inc. (Vernon R. Baldwin, president) **Broker:** Force Communications & Consultants LLC

## Oklahoma

**KJMM(FM) Bixby Price:** \$1 million **Buyer:** Perry Broadcasting Co. Inc. (Russell Perry, president/owner) **Seller:** John Singer

**KOMA-FM Oklahoma City Price:** \$2.5 million **Buyer:** Diamond Broadcasting Inc. (Daniel Lee, president/owner) **Seller:** Wilks-Schwartz Southwest Broadcasting Inc. (Donald Wilks, principal)

**KTFX(FM) Tulsa Price:** \$3.5 million **Buyer:** New City Communications of Oklahoma Inc. (Richard Ferguson, president) **Seller:** Central Broadcast Co. (William Payne, president)

## Oregon

**KDBX(FM) Banks Price:** \$1.3 million **Buyer:** Salem Communications Corp. (Edward Atsinger, president/50% owner) **Seller:** Robert Fogal

**KKCW-FM Portland Price:** \$30 million **Buyer:** Citicasters Inc. (John Zanotti, president/CEO) **Seller:** Trumper Communications Inc. (Jeffrey Trumper, president/CEO) **Broker:** Star Media Group

**KMUZ-FM Camas/Portland Price:** \$3.5 million **Buyer:** Apogee Radio LP I (Roy Disney, 59% owner) **Seller:** Pacific Northwest Broadcasting Corp. (Dick Schwary, president) **Broker:** Star Media Group

## Pennsylvania

**WWKS(FM) Beaver Falls**



**"1995 saw the largest group of radio transactions in the history of the world."**

**—Scott Ginsburg, Evergreen Media Corp.**

**Price:** \$4 million **Buyer:** Secret Communications LP (Frank E. Wood, president/limited partner; Broadcast Alchemy LP and Booth Broadcasting Inc., general partners) **Seller:** Pittsburgh Radio Partners Inc. (Michael Schwartz, president)

**WWDB(FM) Philadelphia Price:** \$48 million **Buyer:** Mercury Radio Communications LP (Charles W. Banta, president) **Seller:** Panache Broadcasting LP (Charles D. Schwartz, president)

**WKVE(FM) St. Mary's and WXVE(FM) Spangler Price:** \$1,567,500 **Buyer:** CAM Communications Inc. (Jon Buehler, president/owner) **Seller:** Broadcast Communications Inc. (Robert Stevens, president)

**WHTF(FM) Starview Price:** \$2.3 million **Buyer:** Hall Communications Inc. (Robert M. Hall, CEO/56% owner) **Seller:** Starview Media Inc. (Douglas W. George, president/87% owner)

## Rhode Island

**WWRX(FM) Westerly/Providence Price:** \$10 million **Buyer:** Radio Equity Partners

(George Sosson, president) **Seller:** Westerly Broadcasting Co. (Nat Urso, chairman) **Broker:** Richard A. Foreman Associates

## Puerto Rico

**WRIO-FM Ponce Price:** \$1.5 million **Buyer:** ARSO Radio Corp. **Seller:** Family Broadcasting Inc. **Broker:** Rumbaut & Associates

## South Carolina

**WJMZ(FM) Anderson/Greenville Price:** \$5.3 million **Buyer:** ABS Communications Inc. (Kenneth A. Brown, president/treasurer) **Seller:** AmCom General Corp. (George R. Francis Jr., president) **Broker:** Media Venture Partners

**WYKZ(FM) Beaufort Price:** \$1.5 million **Buyer:** Patterson Broadcasting Inc. (James Wesley Jr., president/CEO) **Seller:** Tri-City Broadcasting Co. (Enzo DeDominicus, president) **Broker:** Richard A. Foreman Associates Inc. (buyer)

**WBZK(FM) Chester Price:** \$1.5 million **Buyer:** Jefferson Pilot Radio (Clarke Brown, VP/radio) **Seller:** Chester Broadcasting (Curtis Sigmon, principal) **Broker:** Force Communications

**WXWX-FM Easley and WXWZ(FM) Greer Price:** \$3 million cash **Buyer:** Palm Broadcasting Co. LP (Gregory P. Filandrinis, president of general partner GF Inc.) **Seller:** HMW Communications Inc. (Eric C. Neuman, VP) **Broker:** Media Venture Partners

**WLVH(FM) Hardeeville Price:** \$2 million **Buyer:** Southeastern Broadcasting Co. (Thomas C. Birch, president/CEO) **Seller:** Savannah Radio Partners (Benjamin Tucker, president/managing general partner; Thomas C. Birch, general partner)

**WIJY(FM) Hilton Head Island Price:** \$1.255 million **Buyer:** Michael R. Shott **Seller:** WIJY Inc. (Howard F. Roycroft, chairman)

**WWWZ(FM) Summerville/Charleston and WMGL(FM) Ravenel/Charleston Price:** \$2.45 million **Buyer:** Mayo Radio Inc. (Barry A. Mayo, chairman/president) **Seller:** William G. Dudley III

## Tennessee

**WOGY-FM Germantown/Memphis Price:** \$3 million **Buyer:**

Keymarket Communications (Kerby Confer, CEO) **Seller:** Ardman Broadcasting Corp. (Myer Feldman, president)

**WWTN-FM Manchester Price:** \$3.7 million **Buyer:** WSM Inc. (Edward Gaylord, chairman; WSM parent, Opryland USA Inc., is 20% owned by Gaylord Broadcasting Co.) **Seller:** American General Media-Nashville Inc. (John McLemore, trustee)

**WMYU(FM) Sevierville/Knoxville and WWST(FM) Karns Price:** \$6.5 million cash **Buyer:** Heritage Media Corp. (Paul W. Fiddick, president, Radio Group) **Seller:** Jacor Communications Inc. (Randy Michaels, president)

## Texas

**KGSR(FM) Bastrop/Austin Price:** \$5.3 million **Buyer:** Sinclair Telecable Inc. (John Sinclair, 64% owner) **Seller:** Beasley Broadcast Group (George Beasley, president) **Broker:** Americom Inc.

**KDZR(FM) Denton Price:** \$4.1 million **Buyers:** HBC Texas Inc. (Cecil Heffel, H. Carl Parmer, co-chairmen) and Corsicana Communications Inc. (Marcos Rodriguez Jr., president) **Seller:** Broadcast House Inc. of Texas, debtor-in-possession (Larry Greene, principal) **Broker:** Gammon Media Brokers

**KAMZ-FM El Paso Price:** \$2 million **Buyer:** New Wave Communications (Jon Ferrari, president) **Seller:** Pinnacle Broadcasting Co. (Philip Marella, chairman) **Broker:** Star Media Group

**KOKE(FM) Giddings Price:** \$2.73 million **Buyer:** Sinclair Telecable Inc. (John Sinclair, 64% owner) **Seller:** Radio Lee County (William Jamar, principal) **Broker:** Americom Inc.

**KCYT(FM) Granbury Price:** \$1.45 million **Buyer:** Heffel Broadcasting Corp. (Cecil Heffel, chairman/co-CEO/67.2% owner) **Seller:** First Heritage Broadcasting Corp. (David Carter, president) **Broker:** Gammon Media Brokers

**KLTN(FM) Port Arthur Price:** \$3.5 million plus tax certificate **Buyer:** BBR Corp. (Frank Washington, president/CEO) **Seller:** Gulfstar Communications (John Barger, president)

## Utah

**KMXB-FM Orem/Salt Lake City Price:** \$1.25 million





# MANY MARKETS ONLY ONE MIP

*International Television Programme Market  
Palais des Festivals, Cannes, France  
19 - 24 April 1996*

# MIP 96

**MIPTV. It's where it *really* happens.  
Buying and selling programming.  
Meeting new contacts, pursuing new  
developments and creating new  
ventures. Doing deals.**

**The premiere place to do worldwide  
business.**

**The first-rate marketing opportunity  
to present your product and profile  
your operation.**

**The MIP Guide, Preview and Daily  
Newspapers are your showcase to  
the world's leading TV Professionals.**

**Take a page. It pays to advertise!**

**And invest in the Future.**

**Call us to participate today.**

**AUSTRALIA, NEW ZEALAND & UK: CONTACT PETER RHODES IN THE UK.  
FAX 0171 895 0949. TELEPHONE 0171 528 0086.**

**IN THE USA: CONTACT BARNEY BERNHARD OR JOSEPH MATESEVAC.  
FAX (212) 689 4348. TELEPHONE (212) 689 4220.**

**FRANCE & REST OF WORLD: CONTACT JACQUES GIBOUT OR  
MARYLE CAPMAS. FAX 33 (1) 44 34 44 00. TELEPHONE 33 (1) 44 34 44 44.  
REED MIDEM ORGANISATION, 179 AVENUE VICTOR HUGO,  
75116 PARIS, FRANCE**

 A member of Reed Exhibition Companies

**Buyer:** Wolf Communications LLC (Steve Marriot, partner)  
**Seller:** U.S. Radio II Inc. (Ragan Henry, CEO) **Broker:** Sailors & Associates

**KUMT-FM Salt Lake City**  
**Price:** \$1.85 million **Buyer:** Trumper Communications Inc. (Jeffrey Trumper, president/CEO) **Seller:** US Radio Group (Ragan Henry, chairman) **Broker:** Star Media Group

## West Virginia

**WFGM(FM) Fairmont Price:** \$1.2 million **Buyer:** Fantasia Broadcasting Inc. (Rosemary and Nick Fantasia, owners) **Seller:** Dailey Corp. (Calvin Dailey, president) **Broker:** Ray Rosenblum

## Wisconsin

**WJLW(FM) Green Bay Price:** \$2.265 million **Buyer:** Woodward Communications Inc. (Susan F. Knaack, VP, broadcasting) **Seller:** American Communications Co. Inc. (Jon A. LeDuc, president) **Broker:** Blackburn & Co. Inc.

**WMXF(FM) Sauk City/Madison Price:** \$3.05 million **Buyer:** Midcontinent Media Inc. (Joe H. Floyd, president) **Seller:** O'DON Broadcasting Inc. (William C. O'Donnell, owner)



## California

**KFIA(AM) Carmichael Price:** \$4.1 million **Buyer:** Salem Communication Corp. (Edward Attsinger, president/50% owner) **Seller:** Olympic Broadcaster Inc. (Douglas Kahlie, president)

**KFRE(AM) Fresno Price:** \$1.025 million **Buyer:** Henry J. Pappas **Seller:** EBE Communications LP (Ralph C. Guild, president)

**KGFJ(AM) Los Angeles and KTSJ(AM) Pomona Price:** \$6.375 million **Buyer:** Personal Achievement Radio Inc. (N. John Douglas, president/owner) **Sellers:** KGFJ: East-West

Broadcasting Inc. (William Shearer, VP) **KTSJ:** American Sunrise Communications of Pomona Inc. (John M. Boyd, president) **Broker:** W. John Grandy

**KDIA(AM) Oakland Price:** \$2 million **Buyer:** Pacific FM Inc. (James Gabbert, president/85% owner) **Seller:** 1310 Inc. (Willie Brown, president)

**KSJX(AM) San Jose Price:** \$2.1 million plus tax certificate **Buyer:** Douglas Broadcasting Inc. (John Douglas, president) **Seller:** BayCom Partners LP (Jack McSorley, COO)

**WSJX(AM) San Jose Price:** \$2.1 million **Buyer:** Douglas Broadcasting (John Douglas, president) **Seller:** BayCom Partners LP (Jack McSorley, COO)

**KWNK(AM) Simi Valley Price:** \$3.65 million **Buyer:** Noble Broadcast Group Inc. (John Lynch, CEO) **Seller:** Valley Radio 670 Ltd. (Manuel Cabranes, general partner)

## Colorado

**KNUS(AM) Denver Price:** \$1.2 million **Buyer:** Salem Communications Corp. (Edward G. Atsinger III, president/50% owner) **Seller:** Mile High Broadcasting Corp. (Paul Stebbins, owner) **Broker:** McCoy Broadcast Brokerage Inc.

**KJME(AM) Denver Price:** \$1.5 million **Buyer:** Paragon Communications Corp. (Raymond U. Sowell, secretary/52.25% owner) **Seller:** Jo-Mor Communications Inc. (Andres Neidig, president)

## Florida

**WFTL(AM) Fort Lauderdale Price:** \$1.96 million **Buyer:** Paxson Communications Corp. (Lowell "Bud" Paxson, chairman) **Seller:** Tri-Talk Radio LC (Paul Bronstein, president)

**WSUA(AM) Miami Price:** \$2.75 million **Buyer:** Red Top Broadcasting Corp. (Howard Premer, principal) **Seller:** WSUA Broadcasting Corp. (Geraldo Reyes, president)

**WSBH(AM) Miami Beach Price:** \$1.5 million **Buyer:** New Birth Baptist Church (Victor Curry, president) **Seller:** Margolis Broadcasting Co. (Edward Margolis, principal)

## Georgia

**WGKA(AM) Atlanta Price:**



**"Radio had a tremendous renaissance in '95."**

**—Richard A. Foreman, Richard A. Foreman Associates**

\$1.05 million **Buyer:** Roy Henderson **Seller:** WGKA Inc. (Eathel Holley, president)

## Illinois

**WOPA(AM) Chicago Price:** \$4.495 million **Buyer:** Heftel Broadcasting Corp. (Cecil Heftel, chairman/co-COO/70.3% owner) **Seller:** CID Broadcasting Inc. (Arthur Velasquez, president)

## Massachusetts

**WRCA-AM Waltham Price:** \$1.7 million **Buyer:** ADD Radio Group Inc. (Peter J. Arpin, president/owner) **Seller:** SMY Media Inc. (A.E. Staley III, chairman/CEO)

## Michigan

**WISZ(AM) Zeeland and WBYY(AM) Rockford Price:** \$1,745,489 **Buyer:** Cook-Media II LLC (Peter C. Cook, 51% owner/member; Randall C. Disselkoen, president/44% owner) **Seller:** Randall C. Disselkoen

## Nevada

**KLAV(AM) Las Vegas Price:** \$1.2 million **Buyer:** Gore-Overgaard Broadcasting Inc. (Cordell Overgaard, president) **Seller:** Wagenvoord Advertising Group Inc. (David Wagenvoord,

president)

**KRZQ-FM Tahoe City, Calif./Reno Price:** \$1.225 million **Buyer:** Americom Broadcasting LP (Tom Quinn, president) **Seller:** Red Dog Broadcasting LLC (Jeff Southmayd, principal) **Broker:** Media Venture Partners

## New York

**WLIX(AM) Islip Price:** \$1.1 million **Buyer:** Long Island Multimedia LLC (Stan Henry, 50% owner) **Seller:** Living Communications Inc. (Lloyd Parker Erdvig, GM, WLIX)

## Oregon

**KUPL-AM Portland Price:** \$2 million **Buyer:** Crawford Broadcasting Co. (Donald B. Crawford, president) **Seller:** BayCom Partners LP (Jack McSorley, COO) **Broker:** H.B. La Rue Media Brokers

## Pennsylvania

**WPGR(AM) Philadelphia Price:** \$1.4 million **Buyer:** Global Radio LLC (James Weitzman, manager/50% owner) **Seller:** All Star Radio Inc. (Marina Kats, president)

## Puerto Rico

**WEKO(AM) Cabo Rojo Price:** \$1.1 million **Buyers:** Maria Isabel Ortiz-Aviles, Miguel Magraner-Lizardi **Sellers:** David Ortiz Cintron, Inocencia Aviles

## Texas

**KGBS(AM) Dallas Price:** \$4.85 million **Buyer:** Salem Communications Corp. (Edward G. Atsinger III, president/50% owner) **Seller:** Greystone D/M LP (Carol Russell, general partner) **Broker:** John Saunders

**KTCK(AM) Dallas Price:** \$8 million **Buyer:** SFX Broadcasting Inc. (Robert F.X. Sillerman, chairman/CEO) **Seller:** Cardinal Communications Inc. (Spence Kendrick, president/owner)

**KIXL(AM) Del Valle/Austin Price:** \$1.4 million **Buyer:** KIXL Broadcasting Co. (Brian and Wetonnah McCoy, co-owners) **Seller:** KIXL Partners Ltd. (Richard Oppenheimer, president)

**KMPQ(AM) Rosenberg-Richmond Price:** \$2.5 million **Buyer:** Tichenor Media Systems Inc. (McHenry Tichenor Jr., president) **Seller:** Roy Henderson



# Cable

March 11, 1996

## THE BOX

Music Television You Control



## DIGITAL IN '96

No Capital Expense for Interactivity  
Monetary Revenue Guarantee  
\$ Launch Incentives



For information, call us:

Global Headquarters:  
305.674.5000

Los Angeles Office:  
310.441.8420



THE  
BOX

MUSIC TELEVISION  
YOU CONTROL®



# AT&T may call on cable

*Telco giant plans to offer local telephone service; could include buying access from cable operators*

By Rich Brown

**A**T&T could wind up courting cable system operators as the telco giant embarks on its ambitious plan to enter the local telephone business.

AT&T Chairman Robert Allen says the company eventually may team with cable and wireless cable system operators in its plan to offer customers local phone service in all 50 states. It is one of a handful of options that include teaming with regional Bell operating companies; teaming with alternate access companies, and building new AT&T facilities.

AT&T executives say the RBOCs now provide the most economical and fastest way for AT&T to get into the local phone business. Talks already have begun with Ameritech, Bell Atlantic and Nynex, and meetings are scheduled with the remaining telcos during the next two weeks.

The telco also has been busy negotiating with alternate access providers and has signed deals with 20 as-yet-unnamed companies. It has even begun work on the construction of its own local phone service facilities at undisclosed locations.

So far, AT&T executives are not reporting any progress with cable system operators. They say their most likely course of action with cable systems would be to buy access from operators to carry out their local phone strategy. AT&T now has no plans to acquire any cable systems, according to a spokesperson. (AT&T was rumored to be eyeing a stake in cable system giant Time Warner late last year.)

Multiple system cable operators eager to get into the telephony business but reluctant to spend the research and development dollars could find an AT&T partnership attractive.

"I'm obviously going to put together a business plan that takes the most risk out of it that I can take out of it," says Barry Babcock, chairman, Charter Communications, a St. Louis-based MSO serving about 1 million subscribers in 17 states. "If part of that

process of removing risk is to include in my business plan some relationship with AT&T, sure I would consider it."

AT&T last week completed filings at state commissions in all 50 states seeking permission to offer local phone service. The company received the federal go-ahead to expand from its long-distance and cellular businesses with last month's passage of the Telecommunications Act.

AT&T so far has received certification to provide local telephone service in 14 states (California, Connecticut, Florida, Georgia, Illinois, Massachusetts, Maryland, Michigan, Montana, New York, Tennessee, Washington, Wisconsin and Wyoming). Company executives hope to enter the \$90 billion local telephone market as early as this summer.

Ironically, AT&T is considering pos-

sible partnerships with cable operators at the same time that it is working with the rival direct broadcast satellite business. The company earlier this year struck a marketing deal with DIRECTV calling for the telco to invest \$137.5 million in the growing DBS company. AT&T plans to use its considerable marketing muscle to promote the service in exchange for an equity stake in the company. ■



## Heim to leave Nostalgia

*Surprise exit has some operators scratching their heads*

By Rich Brown

**C**able veteran Jack Heim is exiting his post as Nostalgia Television president less than two years after coming onboard to try to fix the troubled cable network.

His departure marks the latest turmoil at Nostalgia, which launched 11 years ago as an entertainment network targeting the age 50-plus market. Heim's surprise exit leaves some cable system operators wondering where the network is heading.

"I honestly don't know what we're going to do going forward, given the change of events," says Lynn Buening, vice president of programming, Falcon Cable, which carries Nostalgia on a limited basis. "We're in a wait-and-see

mode to see what the change will be from this."

Another cable system executive jolted by the move is Mike Eagen, executive vice president of Liberty, N.Y.-based Renaissance Media Partners, which does not now carry the network. "It's disappointing for me to see Jack leave because I have great admiration for him, and he brought a credibility and a personality to the network that it had lacked."

Heim joined Nostalgia in July 1994 after a 14-year run with Showtime and The Movie Channel. At the time, Nostalgia was trying to get back on its feet following a messy ownership battle and the loss of more than 1 million subscribers in New York City and elsewhere. The network also was trying to



ally fears that members of the controversial Unification Church held a stake in the publicly traded company. Board members include Dong Moon Joo of Concept Communications, Josette Shiner of the *Washington Times* and Board Chairman Ambassador Phillip Sanchez of newspaper *Noticias Del Mundo*. It has been widely reported that all three of those companies have ties to the Moon organization.

Heim says he spent 70%-80% of his time at Nostalgia on the road talking up the service to cable system operators. He says that while some operators have dropped the network, others have signed on in recent months, including systems owned by Tele-Communications Inc., Comcast and Bresnan. Distribution of the network on cable and wireless cable systems has held steady during the past year, at 8.9 million subscribers, he says.

"We're at the point where the launches have matched our drops," Heim says.

Nostalgia's internal figures do not match those of Nielsen, which show the network with a steady decline and a current subscriber base of 7.6 million subscribers. Heim says Nielsen's numbers do not include, for instance, insti-



Heim with singer Julia Nixon in 1995; she was featured in one of the original productions that was part of his revamp of the network.

tutional distribution or offshore distribution in Puerto Rico and the Virgin Islands.

Heim is particularly pleased that the network during his tenure has seen its prime time ratings climb from hash marks to 0.5. Last spring he announced a four-year, \$20 million plan to drop infomercials from the daytime lineup and introduce more original programming throughout the schedule.

The network in the past year has added such original series as *Issues and Answers* with Ron Nessen to a lineup that traditionally emphasized off-network classics like *Love Boat*. Heim says that more original programming is expected to join Nostalgia's lineup within the next 60-90 days.

Nostalgia's increased investment in programming and marketing has taken its toll on the company's bottom line, says Heim. Nostalgia's stock price is now in the 37 cent range, but had been trading closer to \$1 per share last summer.

"We don't have the earnings yet to drive the stock, but the things we're doing will ultimately result in that," says Heim.

Heim will remain in his post until June 30 and then possibly continue in an advisory capacity at the company. He will relinquish his seat on the board of directors when he leaves the president post.

"I've got enough assets put aside to take it easy, and that's what I want to go do," says Heim. "I've had a couple of friends recently either die or come close. I feel like I don't get time back, and I want to use it. We all have to think that way at some point." ■

## Liberty to offer Dow Jones network

*Business service to go to Manhattan MMDS customers at no charge for 'sampling'*

By Jim McConville

**D**ow Jones & Co. has paired with MMDS operator Liberty Cable in New York to offer the Dow Jones Investor Network (DJIN) to commercial and residential locations in Manhattan.

DJIN, a 12-hour premium business service for institutional customers, is now available at no charge to Liberty Cable's estimated 32,000 subscribers in New York City.

Liberty also is providing DJIN to commercial locations, such as the World Trade Center, and may offer the network to some New York hotels for traveling corporate executives.

Liberty President Peter O. Price says, "It's more of a sampling device, so if a business person really gets intrigued with it they can go into the office and order this premium channel for their business cable lineup."



### DOW JONES INVESTOR NETWORK

*Financial News With Vision*

Liberty taps into commercial locations that Dow Jones cannot reach. "Liberty is an efficient way to deliver the Dow Jones Investor signal into those buildings," says Simon Langdon, director of business operations for DJIN. "The fact that they go to some residential areas is more of a bonus for us, but we're not too sure our content has a real [consumer] audience."

It has not been determined how long Liberty subscribers will receive DJIN free. "We have to find out what the response is," says Price.

Dow Jones says DJIN will not be used as a replacement for the company's proposed business news and entertainment channel, WBIS+,

scheduled to roll out later this year, pending FCC approval.

"We have no plans whatsoever to use DJIN in lieu of the content stream we're developing for WBIS+," says Martin Shanker, managing editor of DJIN. "We see these as distinct, yet complementary, products. WBIS+ is obviously seeking a broad audience, whereas DJIN is a specialized niche product for a high-end customer."

Shanker says that DJIN programming may "find its way onto WBIS on occasion, but [it] will still be a distinct product." He says that WBIS+, like DJIN, will use the editorial resources of Dow Jones's *Wall Street Journal*. ■

# Cable attracts political ad dollars

*Medium proves to be efficient and affordable alternative to broadcast television*

By Michael Katz

**T**wo important keys to campaign advertising are saving money and targeting an audience. For this reason, political candidates this year are spending more of their advertising budgets buying time on cable.

"I think cable is becoming more a player in campaign politics," says Bruce Mentzer, president of Mentzer Media Services, a political research and consulting firm. "It is a good and affordable alternative to broadcast advertising."

Cable advertising is an efficient choice for political advertising because of its ability to target geographic areas and demographic groups. "Clearly, it is a more efficient and effective outlet for a state senate or district race that includes only certain counties, while a TV station would cover a whole area and be wasteful," says Mentzer. "Also, if candidates want to reach females, they'll put spots on USA or Lifetime, and they can reach activists or opinion leaders through CNN, CNBC or Headline News."

Robin Roberts, president of National Media Inc., a political media services group working with campaigns for 20 years, also likes to use cable to target specific groups. "We like to look at cable as direct mail that comes through your television sets," says Roberts. "More candidates are using cable, and the systems are making it easier to use."

In 1994 Mentzer's organization



*Operators hope political rhetoric will translate into cable ad dollars.*

handled more than 20 campaigns nationwide spending 10%-15% of his \$9 million advertising budget on cable. He expects that number to grow during the 1996 campaign cycle. In previous campaigns, Mentzer put less than 5% of his clients' ad budget in cable. "In the mid- to late '80s, I had to talk clients into using cable," says Mentzer. "But now some clients even prefer using cable to broadcast."

Broadcasters' change in attitude toward political candidates has also forced many campaigns to switch from broadcast advertising to cable advertising. "A lot of major broadcasters are limiting access to non-federal candidates, and this has increased a lot in the last two election cycles," says

Mentzer. "I would anticipate with this trend that cable's share of the political media pie is going to get larger."

Other factors attracting candidates to cable are increased penetration, upgraded equipment and the advent of the cable news channel. "Most big systems have the technology and hardware now to make more immediate changes to get an ad spot on quicker and off quicker," says Roberts. "That has been one of the biggest improvements in cable."

Cable news channels, such as News 12 in Long Island, N.Y., have brought in substantial campaign ad dollars during the Republican presidential campaign. Steve Forbes bought \$40,000 worth of ads, and Bob Dole has plunked down \$10,000 on the channel for the New York primary. "This is the first time News 12 has been part of the presidential candidates' media strategy," says Robert Sullivan, director of sales for News 12, which reaches 700,000 households. "Increasingly, candidates are tapping into the strength of cable advertising." Forbes also spent a total \$36,000 on cable channels NY 1 and CNN in New York, and Dole spent another \$17,000 on ads targeting Time Warner cable viewers in Brooklyn and Queens.

Cable giant TCI also is playing a role in this year's elections with its production *Race for the Presidency*, which offers candidates free airtime to deliver their messages. Throughout the primaries, each presidential candidate will be able to air a 2 1/2-minute tape on the weekly show. ■

## Showtime adds Phoenix feather to cap

Looking to boost its stable of film product, Viacom-owned Showtime Networks has bought an 11% stake (roughly \$11 million) in the newly formed Phoenix Pictures—the first time the network has taken a financial stake in a film company.

Showtime's investment is in preferred stock of Phoenix, which was formed by Mike Medavoy and Arnold Messer and was based at Sony Pictures Entertainment. Showtime also has signed a seven-year licensing deal with Phoenix valued at \$200 million.

The deal will give the cable network approximately 40 films between now and the end of 2002. The deal also gives Showtime two seats on Phoenix's board of directors that will be occupied by Showtime President Matt Blank and network programming president Jerry Offsay. Canadian-based investment firm Altamira also has taken a 7.5% stake in the company. Showtime and Altamira join Sony Pictures Entertainment, Pearson Television and Onex Corp., which share equal stakes in the balance of ownership. —JM

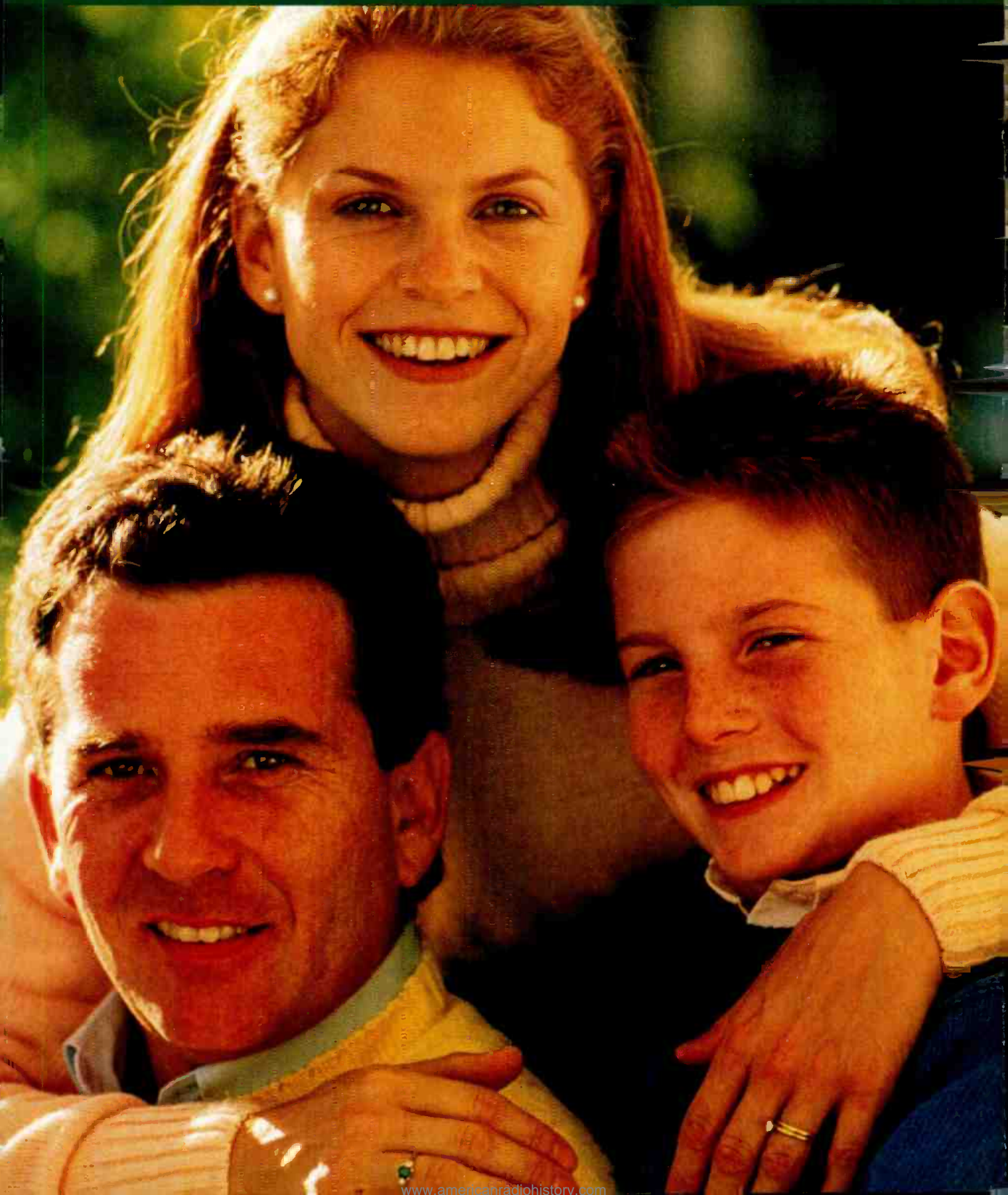


**“I’m glad that cable gives me six news and information channels — but why isn’t there *even one* devoted to the most important thing in my life...”**





“...our health!”





# NOW THERE IS!

*Launching March 25, 1996*

# AMERICA'S HEALTH NETWORK

**Meet Your Subscribers' Demand For  
Easy Access To Health and Medical Information,  
24 Hours A Day, Seven Days A Week**

- Consumers rank "health and medicine" as the #1 channel to add.\*
- America's Health Network ranks #1 in viewer interest.\*
- 16 hours of live, interactive programming daily.
- Programming and medical content support from *Mayo Clinic*.
- Originates from exclusive, new production complex at *Universal Studios Florida*.
- Galaxy 1R, Transponder 4.
- Health care is a \$1 trillion industry.
- Affiliates share in revenue from product and national advertising sales.
- Local avails for new health-related advertisers.
- Competitive promotion allowance.
- Low license fees offset by revenue sharing payments.
- Up-front payments and revenue sharing guarantees to Charter Affiliates.

\*"Viewer Attitudes and Impressions Toward America's Health Network," Frank N. Magid Associates, Inc., July 1995

**For more information call  
Bruce Sellers, Senior Vice President (800) 246-6436**



1000 Universal Studios Plaza, Building 22A, Orlando, FL 32819-7610

*Good Medicine For Your Bottom Line*

# DBS heavies up service

AT SBCA convention, companies add programs, partners and promos to boost sub counts

By Jim McConville

**D**irect broadcast satellite companies jockeying for better position in the business used last week's Satellite Broadcasting and Communications Association convention in Las Vegas to unveil plans to bolster programming packages, sign new distribution partners and roll out promotional incentives, all aimed at building their subscriber bases.

With viewer attitudes toward Major League Baseball (MLB) likely more amicable than they were, DBS companies DIRECTV and Primestar will add "MLB Extra Innings" this month. The package, which consists of 1,000 out-of-market baseball games, will sell for \$119 before April 15 and \$139 thereafter. DIRECTV and Primestar will market the service with ESPN, which controls out-of-market TV rights as part of its deal with MLB.

■ Newcomer AlphaStar Digital Television, slated to launch in early

April, will add TV Land, Nickelodeon's 24-hour classic TV network scheduled to launch April 29, to its programming roster. AlphaStar has signed marketing agreements with Professional Farmers of America to offer its PFA's "Globalink" market data and information (futures and options price quotes) as part of its DBS service.

■ DIRECTV will offer pay-per-view promotional incentives to customers who purchase a DBS dish and sign up for DIRECTV's "Total Choice" program package. Subscribers who sign up between March 21 and May 7 can receive up to \$100 worth of free DBS PPV movies in 1996.

■ Primestar has added 7,000 retail outlets for its leased DBS satellite service by signing a deal last week with electronics retailer Radio Shack. Retailers will sell Primestar lease contracts for its DBS and C-band satellite products and programming packages starting in the second quarter. Radio

Shack also will offer Primestar program packages ranging from \$19.95-\$54.95 and offer DBS installation for \$199.

■ Primestar will expand cable shopping network QVC to 24 hours and will expand its Playboy Channel PPV schedule by two hours. Primestar also will reorganize its programming packages in anticipation of adding 50 more channels to its current 95 by year's end. The first new package—PrimeValue, a basic tier of 38 channels—will be available April 1.

■ United States Satellite Broadcasting has signed an agreement with On Command Video and Heifner Communications to provide additional hotels and motels with its DBS programming service. USSB now provides its DBS feed of HBO or Showtime to some 120 commercial properties through an existing agreement with On Command Video. USSB says a similar agreement with Heifner Communications will become effective shortly. ■

## HEADLINES

### TNT takes no prisoners

Heavily promoted TNT original miniseries *Andersonville* averaged a 6.5 rating (4.4 million homes) during its March 3-4 debut, according to A.C. Nielsen data supplied by the network. The four-hour two-parter scored a 6.7 rating during its initial two-hour presentation (8-10 p.m. ET), second only to TNT's 1994 Civil War saga, *Gettysburg*, as the most-watched original movie in TNT's history.

*Andersonville*, directed by John Frankenheimer and based on a true story about a Confederate prisoner-of-war camp, also ranked as the number-one basic cable program for the week of Feb. 26-March 3 (see chart, page 72).

### Wrestling awards

USA on March 30 will present the World Wrestling Federation's Slammy Awards live from the Anaheim Marriott Hotel at 11 p.m.-1 a.m. ET.



'Andersonville' became the second most watched original movie in TNT history.

Awards will include a lifetime achievement award to TV wrestling legend "Classy Freddie Blassie."

### Cartoon passes 25 million

The Cartoon Network as of March has passed the 25 million-subscriber mark, according to A.C. Nielsen data supplied by the network. The network, which launched in 1992, last

month added nearly 900,000 subscribers.

### Sundance gets partner

Dutch entertainment company Polygram NV is taking a 50% stake in the Sundance Channel. Sundance, which launched last Thursday, is a joint venture of Viacom-owned Showtime Networks and filmmaker Robert Redford. Polygram reportedly also will get a 75% share in Sundance's proposed global rollout and will oversee the channel's international launch. Polygram in turn will contribute to Sundance film programming in the U.S. with a long-term production deal with Showtime.

### Lifetime shifts gears

Lifetime Television says it is business as usual for proposed reality series *Telling Secrets*, tentatively scheduled to start airing in the fourth quarter. However, the show will be without original producer Henry



Winkler, who will be replaced because his production group and Lifetime reportedly did not see eye-to-eye on program content. The network, now reviewing sample story pitches from producers, says it likely will choose a successor by the end of this month.

### Mush!

Outdoor Life Network is providing daily coverage of the 1996 Iditarod sled dog race. Coverage includes daily reports from the 1,049-mile trail that serves as the raceway for more than 50 sled teams racing from Anchorage to Nome and "Iditarod Reports" nightly at 11 p.m. from March 2 to 12. In other Outdoor news, The Ecology Channel (TEC), the yet-to-be-launched environmental channel, has signed two production deals with Outdoor Life. TEC has begun production on a series called *EcoView*, a weekly hour showcasing ecology and conservation issues that will debut in April. Outdoor Life, which launched last August, also has signed for TEC's *The Good Green Earth* for weekly airing, also starting in April.

### QVC's new commercials

Cable shopping network QVC will roll out a set of 30-second commercial TV spots called "QChecks," which feature such celebrities as Paula Abdul, Susan Lucci, Isaac Hayes and Louie Anderson. The spots are part of a national marketing campaign, scheduled to roll out in 1996.

### Discovery launches Portuguese network

Discovery Communications will launch Discovery Channel Brazil, a 24-hour all-Portuguese cable channel April 1. The new service, independent from Discovery's current Latin America feed, will offer Portuguese-language feeds of Discovery programs including *Beyond 2000*, *Next Step* and *Wings*.

### CATA elects officers

The Cable Telecommunications Association has elected to its board of directors Daniel Gold, president, Century Communications Corp., and Frank K. Initiso, president and COO of Marcus Cable, Dallas.

### HBO's night of boxing

HBO Sports will televise *Night of the Young Heavyweights* live from the Atlantic City Convention Center at 9 p.m. March 15. The fight card will include David Tua vs. John Ruiz, Shannon Briggs vs. Darroll Wilson and Andrew Golota vs. Dannel Nicholson.

### Primestar donates more to Red Cross

DBS programmer Primestar will donate an additional \$250,000 to the American Red Cross 1996 Community Campaign. The campaign for community awareness will include specially created Red Cross commercials tagged with the Primestar logo that will air on ABC and Fox networks, The Family Channel, The Lifetime Channel and The Weather Channel. Primestar donated \$1 million to the Red Cross in January.

### Nickelodeon in print

Viacom sister companies Nickelodeon and publisher Simon & Schuster will introduce a line of books for preschoolers based on

cable network Nickelodeon. Approximately 1.5 million copies of the "Nick, Jr." line of books has started being shipped to bookstore chains. The companies will publish 34 titles for the series in 1996.

### Tyson/Bruno fight on USSB

DBS programmer United States Satellite Broadcasting (USSB) will carry the Showtime Event Television telecast of the World Boxing Council heavy-weight championship bout between Mike Tyson and Frank Bruno scheduled for March 16 at MGM Grand Hotel in Las Vegas. USSB will offer the fight for \$39.95 to subscribers who order using remote and \$49.95 for those who order by phone.

### Faith & Values builds viewer congregation

Religious cable network Faith & Values reported it increased its viewing audience in January by 163%, raising its average household audience from 8,000 to 21,000 viewers. The network also achieved a reportable average audience (0.1 or higher) for every Monday-Sunday daypart monitored.

**February 1996**

---

**ACQUIRED**

---

**G.S. COMMUNICATIONS, INC.**  
*a wholly owned subsidiary of Great Southern Printing  
 and Manufacturing Company  
 Frederick, MD*

has acquired certain assets of

**TIME WARNER ENTERTAINMENT COMPANY, L.P.**  
*servicing approximately 7,500 basic subscribers in  
 Martinsburg, West Virginia*

The undersigned represented the buyer in this transaction



**COMMUNICATIONS  
 EQUITY  
 ASSOCIATES**

1235 Westlakes Dr., Suite 140, Berwyn, PA 19312 (610)251-0650

TAMPA • NEW YORK • PHILADELPHIA • DENVER  
 LONDON • MUNICH • PRAGUE • HONG KONG • KUALA LUMPUR

CEA is a member of the National Association of Securities Dealers, Inc.  
 and its professional associates are registered with the NASD. Member SIPC.

**WORLDWIRE WORLDWIRE WORLDWIRE WORLDWIRE WORLDWIRE WORLDWIRE**

**HBO Asia** has clinched a multi-year agreement with Buena Vista International Television, the television distribution arm of Walt Disney Co. The deal is for exclusive pay-TV rights to up to 30 first-run movies yearly from two Disney labels: Touchstone Pictures and Hollywood Pictures.

Word has it that U.S.-owned MSOs **Nynex Corp.** and **TeleWest Communications** are poised to merge their British cable operations.

TeleWest last June bought SBC Cablecomms, Britain's fifth-largest cable operator. If the deal moves forward, the two leading British MSOs would control more than 50% of the cable market. However, TV regulator Independent Television Commission has the power to prevent any deal that takes a single company into more than 25% of UK TV homes. According to the latest figures from the ITC, TeleWest has passed 2,050,210 homes and Nynex 994,917. Nynex Cable Comms is capitalized at some £817 million (\$1.26 billion) and TeleWest at £1.2 billion.

Nynex CableComms saw its 1995 operating profit before depreciation and amortization charges fall to £46.7 million from £71.9 million. Churn among cable television subscribers fell to 29.4% in 1995 from 31.1% in 1994, while revenue grew 107%, to £85 million.

**British Sky Broadcasting** is paying \$270 million for a 25% stake in Premiere, a German pay-television channel with 1.1 million satellite and cable subscribers. Other owners include Bertelsmann, Kirch Group and Canal+.

In Australia, Rupert Murdoch's **Telstra** pay-TV venture, Foxtel, and Australis Media have reportedly called off their A\$700 million (\$533 million) merger because their latest proposal is unlikely to be accepted by the Australian Competition and Consumer Commission.

The proposed merger would reduce the number of pay-TV operators in Australia from three to two and would combine Australis's microwave and satellite services with Foxtel's cable pay-TV services.

NetHold-owned satellite TV operator **MultiChoice** is launching a DTH digital TV package of at least 12 channels in the Middle East in second quarter 1996. Viacom reportedly will offer three or four channels, including MTV Europe, VH1 and a movie channel. Channels will be uplinked from Italy and beamed direct from PanAmSat's PAS-4 satellite.

French media group **Havas** will acquire a 25% stake in pay-TV service Canal+'s audiovisual rights arm, Canal+ DA. Meanwhile, Canal+ will raise its stake in the film production company Le Studio Canal+ from 60% to 100%. Havas was a founding

member of Le Studio in 1990, taking a 25% stake alongside Canal+ (60%), Societe Generale (10%) and BNP (5%).

Dutch PPV operator **TeleSelect** (owned by Graff Pay-Per-View, Philips and KPN) has signed a carriage deal with Dutch MSO Combivision to carry its six PPV channels beginning in mid-April. TeleSelect's first-run service, MAX TV, will broadcast 15 top movies a month from Columbia, Warner, Disney and Fox across four channels.

Cinema Royal will show about 25 classic movies a month, while a third network, Passion TV, will air adult programming.

Canadian distributor/producer **Atlantis Communications** sold its 28% stake in youth channel YTV to Canadian media group Shaw Communications for C\$27 million (\$19.7 million).

—By Debra Johnson

## PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of Feb. 26-March 3, ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 95.9 million households with TV sets. Source: Nielsen Media Research.

| Program                                 | Network | Time (ET)  | HHs. (000) | Rating Cable U.S. |
|---|---------|------------|------------|-------------------|
| 1. <i>Movie: 'Andersonville,' Pt. 1</i> | TNT     | Sun 8:00p  | 4,440      | 6.7 4.6           |
| 2. <i>NASCAR Winston Cup</i>            | ESPN    | Sun 1:00p  | 3,659      | 5.4 3.8           |
| 3. <i>Rugrats</i>                       | NICK    | Mon 6:30p  | 2,694      | 4.1 2.8           |
| 4. <i>Doug</i>                          | NICK    | Mon 7:00p  | 2,665      | 4.1 2.8           |
| 5. <i>Movie: 'Jaws'</i>                 | TNT     | Sun 5:15p  | 2,567      | 3.9 2.7           |
| 6. <i>Doug</i>                          | NICK    | Thu 7:00p  | 2,389      | 3.6 2.5           |
| 7. <i>Rugrats</i>                       | NICK    | Sun 10:00a | 2,367      | 3.6 2.5           |
| 8. <i>All That</i>                      | NICK    | Sat 8:30p  | 2,356      | 3.6 2.5           |
| 9. <i>Movie: 'Crocodile Dundee II'</i>  | USA     | Sat 6:00p  | 2,345      | 3.5 2.4           |
| 10. <i>Murder, She Wrote</i>            | USA     | Sun 8:00p  | 2,337      | 3.5 2.4           |
| 11. <i>Rugrats</i>                      | NICK    | Thu 6:30p  | 2,303      | 3.5 2.4           |
| 12. <i>Rugrats</i>                      | NICK    | Sat 7:30p  | 2,198      | 3.3 2.3           |
| 13. <i>Wrestling</i>                    | TBS     | Sat 6:05p  | 2,150      | 3.2 2.2           |
| 14. <i>Secret World of Alex Mack</i>    | NICK    | Sat 8:00p  | 2,129      | 3.2 2.2           |
| 15. <i>World Championship Wrestling</i> | TNT     | Mon 8:58p  | 2,116      | 3.2 2.2           |

Following are the top five pay cable programs for the week of Feb. 26-March 3, ranked by households tuning in. Source: Nielsen Media Research.

|  |     |            |       |          |
|--|-----|------------|-------|----------|
| 1. <i>Movie: 'Outbreak'</i>            | HBO | Sat 8:00p  | 4,246 | 17.4 4.4 |
| 2. <i>Movie: 'Forrest Gump'</i>        | HBO | Sun 8:00p  | 2,503 | 10.2 2.6 |
| 3. <i>Movie: 'Final Cut'</i>           | HBO | Fri 10:00p | 2,202 | 9.0 2.3  |
| 4. <i>Real Sex Special: Wild Cards</i> | HBO | Tue 11:15p | 1,900 | 7.8 2.0  |
| 5. <i>Movie: 'One Man's Justice'</i>   | HBO | Wed 8:00p  | 1,881 | 7.7 2.0  |



# Follow the Leader

On Thursday, Feb. 15, the *New York Times*, *Washington Post*, *Atlanta Constitution* and scores of other major (and lesser) news outlets announced what readers of *Broadcasting & Cable TV Fax* already knew: The networks were considering adopting a ratings system similar to that used by the Motion Picture Association of America. By the time the networks' own newscasts were carrying the story, *TV Fax* readers had already had a full business day to contemplate the implications of what could be one of the biggest changes in the history of TV programming.

Don't spend your day playing catch-up. For the price of a cup of coffee (or one-tenth the price of a grande latte), you can get the industry's most authoritative daily news source.

**It's *TV Fax*.  
Or it's old news.**

To subscribe, call  
**1-800-554-5729**

# Broadcasting & Cable TV FAX

**WEDNESDAY ■ FEBRUARY 14, 1996**

## INDUSTRY ON VERGE OF ADOPTING RATINGS SYSTEM—

Broadcast and cable industries are poised to take unprecedented step of adopting program ratings system based on content code used by Motion Picture Association of America, several sources said Tuesday. Supporters of ratings code for TV include CapCities/ABC and Fox, sources say. CBS and NBC are still not on board, according to sources. Telcom Act urges broadcasters to adopt content ratings code and requires every set sold in U.S. to come with ability to block shows based on content ratings. Although no deal has been struck, industry supporters of TV ratings system hope to have proposal ready in time for White House summit Feb. 29. With cable, Hollywood studios, ABC and Fox on board, "it will be difficult for the other two networks to hold out," said one industry source. Capitol Hill supporters of V-chip say they would welcome MPAA-based ratings system.

**CME PUSHES FTC ON KIDS**—Center for Media Education, Washington-based media watchdog group, says it plans to file complaint with Federal Trade Commission asking agency to widen its probe of toy industry to include investigation of relationship between manufacturers, broadcasters and syndicators of children's shows. CME Executive Director Jeff Chester says syndicators' longtime practice of securing clearances for shows through guaranteed advertising support gives toy companies and ad agencies too much influence over what gets on air. Station sources say dollar amounts are on rise in top markets with time-period squeeze caused by growth of children's blocks from Fox, UPN

THURSDAY, FEBRUARY 15, 1996

## Networks Consider Ratings System

Plan Said to Flag Sex,  
Violence in Pr

By Paul F.  
Washington Post

**E**xecutives from networks are starting a ratings system for all of the network programs according to industry sources. The discussions at ABC, CBS, NBC and

in the preliminary discussions. But several networks came to fruition. But several networks said yesterday that they hope to present a tentative ratings plan to President Clinton at a TV industry "summit" meeting at the White House on Feb. 29. "These are very active discussions," said one network official, "but they could lead to very different outcomes."

The networks' discussions indicate that the industry's broadcasters may go along

is been probing late 1994. In a charge of de or Formula 1 race fighter airplane til will be advised of lren's advertising

Superstation w orld/Genesis D when J. Cannell series premier had limited off Os. Deal with Chicago marke outing on cable

## TV networks reportedly on verge of program rat

With objections to the amount of sex and violence on television coming from all sides of the political spectrum, executives from the four major networks are on the verge of agreeing to their own ratings system, The New York Times said today. "Family values" and the entertainment industry's role in promoting

or destroying them is a potent topic in this election year, the network executives acknowledged. President Clinton has invited the chief executives of the four broadcast networks and about a dozen cable-network executives to a meeting Feb. 29 on the issue of television content. The broadcast network executives

are hoping to reach a consensus ratings system before that, the Times said. Historically, networks have opposed content not only because of First Amendment concerns but also out of fear verturers will abandon also have been rated as violent or Article, A9

THURSDAY, FEBRUARY 15,

## 4 NETWORKS PLAN A RATINGS SYSTEM FOR THEIR SHOWS

MOVE IS DEFENSIVE

System Is Seen as a Way  
to Preempt Government

# Telemedia

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

# Week<sup>®</sup>

## The Internet

# Netscape slashes server price

Company also introduces more powerful server software

By Richard Tedesco

The battle for king of the Web heated up last week as Netscape Communications Corp. cut the price of its Internet server software.

The move came on the heels of Microsoft Corp.'s recent strategy to make its server soft-

ware available free. Netscape's FastTrack server software will sell for \$295, compared with the \$495 it previously cost.

Netscape also introduced more powerful server software, Netscape Enterprise, for \$995—a reduction from the \$1,295 price of an earlier enhanced server product. And

it took a page from Microsoft's book in bundling a set of applications, including Enterprise, for \$3,995. Both new products incorporate the Java and JavaScript programming languages.

The inclusion of Java and JavaScript was one feature Netscape was touting in comparing Microsoft's Internet Information Server. Netscape also said its new server software enables ease of use for novice Web authors. Both companies last week conducted a war of words about their opponent's products on their respective Web pages.

Microsoft claims that it has distributed 30,000 copies of IIS in its first few weeks of free accessibility. Netscape points out that users must first buy Windows NT for \$699 and pay an additional \$450 support cost to enable IIS use.

Netscape downplays the timing of its cost-cutting, say-



ing it had anticipated its competitor and long planned the product introduction. "These products have been in development for a year. We knew what was coming," says Mike Homer, Netscape vice president of marketing.

The server software struggle is another sign of the explosion of Web site activity. Web servers distribute pages of text and graphics to PCs, enabling creation of sites on the World Wide Web, an increasingly common corporate and personal pursuit. **TNW**

## Multimedia Products

# Macromedia premieres powerful Director

By Richard Tedesco

Macromedia Inc. debuted Director 5 last week, the latest generation of its widely used authoring tool for multimedia and the Internet.

The distinguishing features of this Director package include third-party plug-in applications, a new paint window expanding graphic effects capability, and an expanded set of language commands. Macromedia claims that the Lingo scripting language in this new product at least doubles Director's operating speed. And an onion-skinning tool in the paint window improves its cell animation capability.

Macromedia expects the new product to enable the creation of "the most amazing Shockwave sites you've ever seen," as Philip Schiller, Macromedia director of product marketing puts it. Shockwave, Macromedia's companion to Director, has a customer base of 300,000 users, according to company estimates.

In addition to its applications for creating Internet sites, Director has played a role in creating special effects in television and film production. It was used on "Jurassic Park" and by Paramount TV on *Star Trek: The Next Generation*.

Director 5 carries a street price tag of \$850; upgrades are available for \$350. It ships at the end of this month.

Macromedia also is introducing a new suite of tools for multimedia applications, Director Multimedia Studio 2, which includes cross-platform 3-D creation software. It's priced around \$1,000. Next, Macromedia plans to introduce a state-of-the-art video effects platform. **TNW**

## Microsoft introduces Direct3D, ActiveMovie

Microsoft Corp. introduced two new technologies for multimedia development last week, Direct3D and ActiveMovie.

Direct3D, an addition to Microsoft's DirectX group of interactive technologies, enables creation of 3-D animation effects on the PC. ActiveMovie, an open design built on 3-D, enables creation of titles on multiple platforms with synchronized audio, video and special effects. It will be built into the next generation of Microsoft's Explorer Web browser.

Microsoft executives conducted an impressive demo of the technologies at InterMedia World, dragging video onto a spinning doughnut graphic.

Microsoft reports that many companies have committed to using Direct3D in developing their products; more than 20 companies are supporting ActiveMovie.—RT



Interactive

# BellSouth readies Atlanta interactive trial

Suburb will be test bed for home banking, shopping, video on demand, high-speed PC services and more

By Richard Tedesco

**B**ellSouth is building toward an interactive market trial of video services in Chamblee, Ga., next month.

A limited technical test in 100 employe households will segue into a market trial in April with a larger audience among the 12,000 households in the Atlanta suburb.

The test will be the model for BellSouth's rollout of analog/switched digital video service elsewhere, according to Curtis Wall, director of marketing for BellSouth's Interactive Media Group. "What

Near-video-on-demand will be available shortly; true video on demand will be mixed in by midsummer. Original Americast-branded programing also will be added. Wall reports that BellSouth also has a deal in place with a major videogame supplier. High-speed PC services will be offered. Home banking and home shopping services, including a local grocery shopping service, also will be tested.

If all goes well in Chamblee during the next 18 months, service will go commercial there and then roll out in the greater Atlanta

## BELLSOUTH

we expect to be able to do is 'suitcase' the marketing and technical learning from Chamblee," Wall says.

BellSouth will carry that suitcase into its top 30 markets, where Wall says the RBOC already has detailed rollout plans mapped out "down to the neighborhood level."

The Chamblee trial will test pricing on a potpourri of 70 analog channels, including traditional cable services and, ultimately, 480 digital channels on a hybrid fiber/coax system, including premium cable services to customers who want the whole menu.

area, according to Wall, who says that the timing for other markets has yet to be determined. BellSouth would consider a 30%-35% share of the video services action to be a successful market test.

Meanwhile, BellSouth will proceed with plans for building cable systems in Daniel Island, S.C.; World Golf Village, Fla., and Vestavia Hills, Ala., where it has secured franchises.

Wall says BellSouth's future plans depend largely on the FCC's determination of how large a role open video system operators can play in providing content themselves. TMW

### Intel releases MMX technology

Intel Corp. outlined the details of its high-performance MMX technology for multimedia applications last week.

MMX, to be incorporated into Intel's next generation of Pentium processors, designated P-6, will accelerate capabilities for producing higher-quality graphics, video and audio. It will be capable of decoding MPEG video.

Intel anticipates a multimedia environment with an increasing number of hybrid online/CD-ROM titles, according to Fred Pollack of the company's microprocessor products group. Intel projects that 700 such titles will be developed this year compared with 30 in 1995.

Demonstrating MMX at the InterMedia World conference in San Francisco last week, Pollack showed a multiplayer tank-combat game in alpha stage from Sony with sophisticated polygon graphics.

Sony, one of more than 80 companies supporting MMX, along with Microsoft Corp., IBM and Macromedia, will debut advanced Pentium processors in the fourth quarter.—RT

Digital

# SGI, Apple, push digital development

QuickTime to be folded into SiliconStudio architecture

By Richard Tedesco

**S**ilicon Graphics and Apple Computer are driving digital production in broadcast video, film and animation by pairing complementary technologies.

That's the objective of their alliance, which essentially will fold Apple's QuickTime technology in with SGI's SiliconStudio architecture. The expectation is that customers using StudioCentral and QuickTime will be able to more readily distribute and manipulate digital video and other material across different platforms. David Nagel, Apple senior vice president of worldwide research and development, calls the technological marriage "a truly customer-driven strategy," prompted by the reach both companies have in TV and film production.

The move also gives Apple the potential to make QuickTime a more potent product at a time when it needs to expand its presence in the marketplace.

QuickTime is Apple's multiplatform software and hardware configuration for editing, storing and playing disparate media elements. SiliconStudio is SGI's authoring and production software that includes its StudioCentral architecture for digital asset management.

From SGI's perspective, the combination provides a "high-quality, integrated" approach to managing digital elements in TV and film production, according to Rob Burgess, senior vice president of Silicon Interactive.

The two companies also plan to collaborate on file viewers and converters between their respective standards for 3-D and animation applications. TMW



# Stringer shares his interactive vision

By Richard Tedesco

Howard Stringer sees an interactive TV future rich in niche programming that can be randomly accessed.

That's a key element in the vision the chairman/chief executive officer of Tele-TV shared last week at the InterMedia World conference in San Francisco.

On the video horizon, Stringer expects "enormous amounts of interactive game-playing," some of it as shared family experience. He sees potential for "real" home shopping that would be an improvement over the "zirconimania" that is now characteristic of the category. And he expects less obtrusive advertising on interactive TV, in the same vein as *Hallmark Hall of Fame*.

The most compelling concept the former CBS executive foresees is blocks of genre programming, such as mysteries, that aficionados could access as a type of video on demand. "We're talking about 'channelettes,'" Stringer said.

He thinks most people would be happy with 15 channels and that they don't want 100 channels. And he thinks interactivity will winnow out "the extra junk" to make viewing selection simpler. "We don't have to dazzle them the same way the PC would have to dazzle them."

Stringer did not say what original programming he is contemplating for Tele-TV, the Bell Atlantic/Nynex/PacTel joint venture, but he has 200 different channel ideas on his desk. "Half the damn ideas, I don't understand," he said. **TMR**

## WRC-TV, NASA make weather on 'Net

wrc-tv Washington has taken its state-of-the-art weather forecasting to the Internet.

With support from NASA, the Jet Propulsion Laboratory at the California Institute of Technology and the National Weather Service, wrc-tv has launched a Web site that puts the latest weather imaging techniques into cyberspace. The station and NASA each invested \$2.3 million in the three-year project, the goal of which, says wrc-tv meteorologist Dave Jones, "is to increase the use of earth and space data over the Internet."

The primary idea is to use high-resolution imagery to focus on severe weather conditions, says Jones. wrc-tv is using Silicon Graphics Indy desktop workstations to create graphics for the site, which received 36,000 hits per hour during the Blizzard of '96.

The WeatherNet 4 Web site (wxnet4.nbc4.com) features regional radar, Doppler and skycam images of the Northeast, national radar maps, updated forecasts and almanac information.

JPL will process real-time satellite data to enable a resolution that can distinguish city blocks in relation to landmarks such as the Washington Monument. The site also features a hot link to NASA's Web site.—RT

## The Internet

# 'Internet Live' shoots for simulcast

Show would be seen on broadcast TV and on the Internet

By Richard Tedesco

The Broadcast Production Group is poised to simulcast a weekly half-hour magazine-style TV program, *Internet Live*, on broadcast TV and on the Internet to PCs worldwide. "It's the next paradigm shift," says Daniel Fortune, BPG vice president of business development and executive producer of *Internet Live*.

While it awaits that shift, BPG hopes to start with broadcast distribution of its program, and company executives say they are close to a deal with a major network or syndicator. A few technologies will enable the show to be carried on the Internet.

The show format features short items on Internet topics: "INews," news on Internet developments; "IFeatures," about Internet lifestyles; "IPlanet," featuring reports from correspondents worldwide, and "ILash," about Internet misuse. A business segment with Bill Cleary is planned as well as a humorous Q&A session, "Just the FAQs," with Glee Cady, author of "Mastering the Internet." CU-SeeMe technology will be used for real-time interaction with viewers. **TMR**



## Sci-Fi live online

The Sci-Fi Channel has added a high-tech feature to its Web site, enabling it to carry real-time feeds of its cable programming online.

Sci-Fi fans now can access up to two minutes of the feed

(www.scifi.com). The limited access permits 50-60 users to view the video simultaneously. Eventually, Sci-Fi will provide longer feeds of its original fare. UUNet Technologies is enabling the process, using CU-SeeMe technology.

It's another way to engage current viewers and promote the network to those who can't see it in the U.S. or abroad, says Ellen Kaye, vice president of enterprises for Sci-Fi parent USA Networks.

Later this year, the cable channel plans to hold a Sci-Fi convention on its Web site. Participants equipped with CU-SeeMe minicameras will be able to view each other as they're speaking.—RT





# Technology

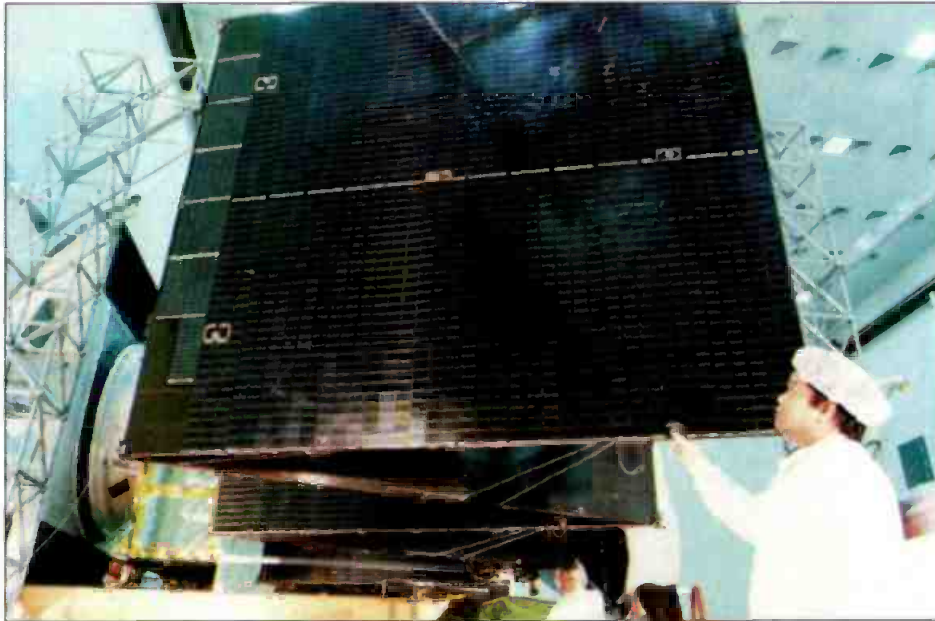
March 11, 1996



“Broadcasting & Cable does a superb job of covering the important breaking news in Washington. Its coverage of the broadcasting business is so important I have it delivered at home over the weekend.”

Eddie Fritts  
President/CEO  
National Association  
of Broadcasters (NAB)

**Broadcasting  
& Cable**



Intelsat is deploying its 707 satellite to replace the 708 destroyed on Feb. 14.

# News Corp. ditches Intelsat for Latin DBS

*Mexican coverage a question mark*

By Glen Dickson

**N**ews Corp. has pulled out of its contract with Comsat for satellite capacity on the Intelsat system, which was to be used to deliver programming to Mexico and Brazil as part of the Latin American direct broadcast satellite (DBS) venture of News Corp., TCI, Grupo Televisa of Mexico SA and Globo Organizacoes of Brazil.

The five-year lease was worth over \$100 million, according to Comsat.

News Corp. executives failed to return repeated calls for comment. Comsat, the U.S. signatory for the Intelsat system, also declined to comment on the contract termination. In a statement, the company said that it "is currently evaluating its options" regarding the contract breach.

News Corp. had reserved 14 Ku-band transponders on the Intelsat 708 satellite that was destroyed on Feb. 14 when the launch vehicle, a Chinese Long March 3B rocket, veered off course and exploded seconds after lift-

off. Intelsat immediately announced that it would deploy its next model VIIA bird, the 707, to the same orbital slot at 310 degrees east.

Comsat planned to offer equivalent Ku-band capacity to News Corp. on the identical 707 satellite. The News Corp./TCI/Globo/Televisa DBS venture already has eight Ku-band transponders on the PanAmSat PAS-3R, which will provide coverage in Latin America. PanAmSat is contracted to eventually provide 48 transponders to the DBS venture on its yet-to-be-launched PAS-5 and PAS-6 birds, but those won't be operational until early 1997.

News Corp. had originally contracted with Intelsat in 1995, when Globo was its lone DBS partner in Latin America. When Televisa came on board in November 1995, it brought PanAmSat capacity with it (Televisa owns 40.5% of PanAmSat). At the time, the venture decided to launch the service from both the PAS-3R and the Intelsat bird, whose footprint would offer better coverage in Mexico. To

replace the Intelsat capacity, Televisa now is reportedly seeking capacity on the Mexican satellite Solidaridad.

Unlike the 708, whose unsuccessful launch was handled by the Chinese government's China Great Wall Industry, the 707 is scheduled to be launched by Arianespace. Arianespace has a strong commercial track record in the launch business with 83 successful launches.

"They're one of the best," says satellite consultant Walter Morgan of the Communications Center. "That's a vehicle that people don't even hesitate going on."

However, Arianespace's launch of the 707 has met with delays. The company originally postponed the launch from March 2 to March 6 to check the separation equipment on the Ariane 44LP rocket, and last Monday, it was delayed again after a final inspection turned up defective nuts, says spokeswoman Michelle Lyle. Now the launch is scheduled for March 13 or 14.

Morgan speculates that News Corp.'s decision wasn't due to fear of another launch failure and probably had more to do with pricing or coverage issues. He adds that the Mexican market "may not be as far along" as the venture hoped.

"With the loss of 708, they probably decided to re-evaluate everything, particularly if the contract had an out," Morgan says. One "out" could be an escape clause tied to timely delivery. "That would be a key one," he says. ■

**TCI** has installed a **Panasonic** Postbox nonlinear editing system in its National Digital Television Center in Littleton, Colo. The Postbox is being used for online editing of promotional spots for five channels of Request TV pay-per-view services, replacing an analog online room. The system is hooked up to a D-3 VTR and three additional 14-gigabyte hard-drive arrays. Fred Ramsey, TCI manager of PPV origination, says that nonlinear editing saves time in creating the numerous promo versions that PPV programming requires: "With the Postbox, to a large extent we simply click and drag the correct voiceover and graphic, set up a time line and let the system crank up and perform the assignment virtually unattended." —GD



# Sony unveils components of digital facility

Will bring 'shippable' hardware and software to NAB

By Glen Dickson

**A**fter presenting its concept of "the digital facility of the future" at last year's NAB, Sony will be showing some components of that future at this year's convention.

Sony will be exhibiting a number of products, from acquisition to transmission, that will ship in fall 1996, says Chris Golson, Sony vice president of broadcast marketing. Golson says that Sony's NAB '96 offerings will be heavy on the software side, as the hardware giant seeks to sell complete digital systems to broadcasters.

Perhaps the most important standard for Sony's facility of the future—compression—has been determined. Golson says Sony has picked the MPEG-2 4:2:2 studio profile compression algorithm and is specifying an encoding rate of 18 megabits per second for the entire plant—for Digital SX camcorders, VTRs, hard drives, local storage, buffers and servers.

Eighteen megabits per second will guarantee better-than-Betacam SP quality from acquisition to the transmission point, says Golson: "You need a continuous compression scheme to maintain high quality without worrying about decompression/recompression issues."

Sony also will display a number of nonlinear editing products at the show, along with hybrid disk recorders that can digitize a tape at four times faster than real time. One new "hybrid" editor, the DNE-300 news editor, is designed to work with either analog VTRs or these new hard disk recorders via the RS 422 disk and tape control protocol.

"The RS 422 protocol allows an editing system to manipulate hard drives as though they were VTRs," says Golson. "So the DNE-300 can treat a hard drive



*The DNE-50 laptop editor will allow offline editing in the field.*

or a tape machine as if they were transparent. You can start digitizing while jog-shuttling at faster than real time; then when you want to look at a scene, you stop shuttling and it digitizes in real time."

For field use, the portable DNE-50 offers offline editing in a laptop module. Golson calls it the "journalist in a box." The system is designed to take video out of a Digital SX camcorder, record it at 2 megabits per second on a 3.5-inch magneto-optical drive and allow reporters, producers or news directors to do audio, script and offline video editing to compose an EDL (edit decision list) that can then be modemed back to the studio. Unlike Sony's studio editors, the DNE-50 will use JPEG compression, with each MO disk capable of holding 40 minutes of video.

Sony also will introduce a digital SNG system at NAB. The DSM-T1/R1, a digital satellite modulator/demodulator, is designed to be a high-speed transmission link from the field to the studio. It will transport one uncompressed digital channel of video at twice the speed of real time (or two channels in real time), says Golson.

An important Sony news component that won't be in deliverable form at NAB is the Sony/Oracle newsroom computer system introduced last year. Sony and Oracle are still working to develop the system, which will feature multimedia journalist workstations that offer script writing, text research, and cuts-only audio and video editing. Golson says the product will be demonstrated again at NAB, and that the two companies hope to have it ready for delivery by December.

Nonetheless, Sony will introduce a news archiving system at NAB that will store thumbnail images which can be retrieved into the Sony/Oracle newsroom computer system. That will be coupled with a digital linear tape system. The half-inch data tape, called Akebono, is based on the Digital Betacam transport system, says Golson.

Another line of products due for fall delivery are three commercial and program playback automation systems: the STAS-100, which links BZA-810 transmission software to a Flexicart; the STAS-L100, which connects BZA-8100 software to the LMS cache; and the STAS-110, which will link the BZA-8100 software to a three-channel playback server.

Sony already has sold the STAS-L100 combination to a few beta sites, such as KPTV(TV) Portland, Ore. (BROADCASTING & CABLE, Jan. 8, 1995).

Golson says that Sony also will show the "daily server," a central receptacle for video; an on-air buffering system; a central server for play-to-air, and local servers to network editing systems, all with software written by Sony. There are no model numbers for these products. Sony won't be selling servers as stand-alone products (like the Tektronix Profile), but instead as part of larger newsroom or commercial playback systems, says Golson. "We don't sell hardware for other people to write software to," he says. ■

# Tele-TV due for digital MMDS in fall

CAI Wireless buys ITS transmitters

By Glen Dickson

**T**ele-TV just got a lot closer to delivering digital wireless cable services in 1996.

Tele-TV distribution provider CAI Wireless Systems has placed an order with ITS Corporation for digital MMDS (multichannel multipoint distribution service) transmitters for its systems in Boston and Norfolk, Va. Tele-TV, the joint programming venture of Nynex, Bell Atlantic and Pacific Telesis, plans to use the transmitters to deliver 80 digital linear channels and 40 NVOD channels to Boston and Norfolk, which are in Nynex's and Bell Atlantic's service areas, respectively.

Nynex and Bell Atlantic jointly invested \$100 million in CAI Wireless in 1995 (BROADCASTING & CABLE, April 3, 1995), thereby securing the distribution services of the wireless provider. In addition to Boston and Norfolk, CAI has access to wireless cable spectrum in New York, Albany, Buffalo, Syracuse and Rochester, all New York; Hartford, Conn., and Providence, R.I. Currently, the wireless company has 3500 customers in the Norfolk area and none in Boston, with towers in both sites.

The CAI orders for Boston and Norfolk are for a minimum of 33 ITS transmitters for each main and booster site (one transmitter per 6 megahertz of spectrum), along with appropriate



Tele-TV will use the ITS digital MMDS transmitter.

combiners, backup equipment and antennas. Neither ITS Vice President of Sales Ken Schultz nor CAI President John Prisco would discuss the purchase price of the transmitters, but both hinted that future deliveries for the other CAI markets are in the works.

Tele-TV President Ed Grebow says that Cross Country Wireless, the wireless operator that Pacific Telesis bought in April 1995, also will be buying ITS transmitters for its markets in California. Grebow says that the price of the transmitters pales in comparison to the \$1 billion order for 3 million dig-

ital MMDS set-top boxes that Tele-TV placed with Thomson Consumer Electronics in September.

"The significance is not in a dollar amount," says Grebow of the CAI purchase. "The significance is that this is a clear statement that Tele-TV and its three telco partners are going ahead with MMDS in a major way."

Grebow says that beta testing of the ITS transmitters will start in July for Pacific Telesis; August for Nynex, and September for Bell Atlantic, with commercial deployment 60 days after. Tele-TV has also selected Comstream modulators and DiviCom MPEG-2 encoders for its "headend" sites.

For existing analog MMDS subscribers, upgrading to digital requires at minimum a new set-top box with an estimated cost of \$350-\$400. Tele-TV also plans to install a new receive antenna with an integrated block downconverter in consumer homes and is "very close" to choosing a supplier, says Grebow. The local telcos will handle home installations.

Grebow is unsure what the final prices will be for the digital upgrade package—for both the receive equipment and the subscription costs. Right now, he says, Tele-TV and its wireless transport providers have their hands full with "a very massive systems integration project." The telco venture also will be demonstrating the complete digital MMDS system at the upcoming NAB convention in Las Vegas.

"We're proving we're close to the schedule we predicted," says Grebow. ■

## Cutting Edge

By Glen Dickson

**Empire Video**, Manhattan, has added **Ampex** DCT 1700D tape drives to its new digital component editing room. "It's fast, and it has all of the editing features we've grown accustomed to with D-2," says Empire President Lenny Davidowitz. He says the New York post house

will be archiving all of its component work to DCT tape.

**National Ministry of Design** (NMD), Brookline, Mass., designed and produced the new graphic look for New England Sports Network (NESN). NMD, a division of Boston Video Center, combined live action and animation to develop different looks for each NESN pro-

gram, including *Sportsdesk* and *Front Row* and coverage of Boston Bruins, Boston Red Sox, NCAA college hockey and American Hockey League games. The multi-layered graphics for these shows are blended with 35mm film footage shot at slow speeds to capture "the 'feel' of the sports," says NMD design director Dave Allen.

## Errata

In the Feb. 19 issue, an article on the new Hewlett-Packard Broadcast Video Server incorrectly stated that the new product will use SDDI networking, with the FibreChannel networking protocol available in the future. In fact, the article should have stated that existing HP servers have been using FDDI, not SDDI networking, and that the new product will be shipped this summer with FibreChannel networking technology in place.



# Classifieds

See last page of classifieds for rates and other information

## RADIO

### HELP WANTED MANAGEMENT

**Leader For 20 Years in Southwest market of 400,000** needs a qualified General Sales Manager. What we are looking for: Excellent written and verbal presentation skills, training skills, computer knowledge, successful broadcast sales and management experience. Would consider LSM ready to move up. Send letter, resume, salary immediately to P.O. Box 26557, Austin, Texas 78755. EOE.

**Attention Sales Managers: Barnstable Broadcasting** has GSMs in Portland, ME and Long Island, NY. Tremendous growth opportunities in both markets. For more details, call or write in confidence to either: Judy Sher, President/GM, WLPZ/WCSO-FM, 583 Warren Ave., Portland, ME 04103 (207)775-6321 or Jane Bartsch, President/GM, WHLI/WKJY-FM, 1055 Franklin Ave., Suite # 306, Garden City, NY 11530, (516)294-8400. Also, Barnstable President David Gingold is now accepting GM and GSM applicants for new acquisitions. Send info to: David Gingold, Barnstable Broadcasting, Inc. P.O. Box 9042, Waltham, MA 02254-9042. EOE.

### HELP WANTED SALES

**WHYY Radio is looking for dependable, self-motivated Sales Representatives** with a minimum of three years experience to handle established accounts and develop new business. Send resumes in total confidence to Human Resource Manager, WHYY Radio, P.O. Box 250210, Montgomery, AL 36125-0210. EOE. M/F. No phone calls please.

**General Sales Manager, Top 20 Market.** We're looking for a leader with a track record of success who wants to improve upon our winning tradition. The tools are there: an incredible sales team, #1 ratings, and major league sports. If you can inspire a sales team to greatness; if you can work creatively as a client resource and problem solver; and if you want to win for a great company; overnight your materials to Box 00728 EOE. Women and minorities are encouraged to apply. Applications will be accepted until 3/18/96.

**Director of Sales. Keymarket Radio.** Oversee sales, marketing, promotion, training for our radio stations in nine cities. Must have minimum four years GSM experience. knowledge of direct retail, manufacturer, solution selling and national, ability to relocate to our corporate office and travel extensively. Fax your resume to Barry Drake 706-855-1955. EOE.

### HELP WANTED TECHNICAL

**Consulting engineering firm in Washington, D.C.** area is looking for an engineer to help primarily with the firm's radio and television related work, with some exposure to other communications technologies. Applicants should be familiar with the preparation of broadcast engineering exhibits in support of FCC applications and filings. BSEE or equivalent preferred. Send resume to Box 00708 EOE.

**Chief Engineer.** A Northeast radio station is looking for an organized and detailed oriented Engineering Manager. Salary commensurate with experience. Requirements: Radio Engineer S.B.E. Certification, 3 years experience as Assistant or Chief Engineer, ability to work on AM and FM transmitters and equipment, computer literate, knowledge of digital and telecommunications technology. We are an E.O.E. Send resume to G.M., P.O. Box 5944, Trenton, N.J. 08638.

**Chief Engineer.** ARROW 94.7 FM has an immediate opening for an experienced Chief Engineer. Primary responsibilities include installation and maintenance of equipment at WARW studios and transmitter sites. Extensive technical knowledge and electronic background necessary. Plus familiarity with FCC rules and regulations, preparation of capital and operating budgets. In depth experience with personal computer hardware and software is a must. General telephone system experience is helpful. Please send resumes only to: Sarah W. Taylor, General Manager, WARW-FM, Code 4, 5912 Hubbard Drive, Rockville, MD 20852. WARW FM is a CBS owned station and an Equal Opportunity Employer.

### HELP WANTED ANNOUNCER

**Announcer-Salesperson.** Adult standard station. Sales plus production/operator shift, some remotes, no jock work, 15K+commissions. Telephone/resume to: Personnel Dept., 26 South Main St. #249, Concord, NH 03301. EOE.

### SITUATIONS WANTED MANAGEMENT

**Seeking General Manager/Sales Manager** in small to medium market. Top biller. Top references. Conscientious. Turnarounds. Possible future buyout. Willing to relocate. Call Ted 914-357-4861.

**Problems with ASCAP, BMI, SESAC? Fees too high, audit claims, annual and per program reports.** Call for help today. Bob Warner 609-395-7110.

### SITUATIONS WANTED SALES

**Experienced Salesman seeks small market opportunity!** Sales promotions, local news and sports packages, production my forte. Southwest or South preferred! Dick 1-817-692-4116.

### SITUATIONS WANTED ANNOUNCER

**Southeastern radio stations:** Benefit from my 30 plus years of announcing, production and engineering experience! Last 7 years with the VOA. Call Alex 513-777-8423.

## BUSINESS OPPORTUNITIES

**European Commercial Radio Network** is interested in forming a strategic partnership with a U.S. broadcaster. Currently in operation, a 5 station FM network serving Bulgaria, seeks an American partner well versed in audience development to increase competitive advantage in a rapidly developing market. Contact: Doris Mariani, International Executive Service Corps (IESC), 333 Ludlow Street, Stamford, CT 06902. Tel: 1-800-243-4372, ext. 6096. Fax: 203-967-2577.

## TELEVISION

### HELP WANTED NEWS

### ASSIGNMENT MANAGER WANTED

Indiana's largest and fastest-growing news team seeks an aggressive manager to run our assignment desk and mold our daily news coverage. We have all the tools, Indiana's largest and best photography staff, live trucks, SNG trucks, live helicopter, tower cams and more.

We will hire a mature manager with strong news judgement, excellent people skills and a solid operations background.

Send resumes and tapes to:

**John Butte, Vice President, News  
WTHR-TV  
1000 North Meridian Street  
Indianapolis, IN 46204**

Women and minorities encouraged to apply.  
We are a smoke free and drug free environment.

### CONSUMER PRODUCER

KGO-TV Channel 7, is seeking a Segment Producer for our 7-On-Your-Side consumer unit. Will work closely with consumer reporter in investigating viewer consumer problems as well as researching and writing consumer feature stories. Will include story setup, interviewing and supervision of editing. Must have 3-5 years experience producing consumer stories for television. Excellent research and writing skills are essential. Deadline for application is March 29, 1996. Please send resume, cover letter and videotape to:

**KGO-TV Personnel  
900 Front Street  
San Francisco, CA 94111**

EOE

## NATIONAL NEWS START-UP

Chris Craft/United Television is starting a national, midday newscast to be produced at our station in Minneapolis and carried in six markets: New York, Los Angeles, San Francisco, Minneapolis-St. Paul, Portland and Phoenix.

Applications are now being accepted for:

- |                     |                        |
|---------------------|------------------------|
| Anchors             | Photographer           |
| Executive Producer  | Videotape Editors      |
| Managing Editor     | Technical Director     |
| Producer            | Tape Playback Operator |
| Associate Producers | Audio Operator         |
| Director            | Graphic Artist         |
| Assistant Director  | Promotion Producer     |

Send non-returnable tapes and resumes to

NATIONAL NEWSCAST,  
KMSM-TV  
11358 Viking Drive  
Eden Prairie, MN 55344 EOE.



### NEWSWRITER/ PRODUCER

KGO-TV Channel 7, is seeking a Newswriter for one of its 5 daily newscasts. Must have excellent writing skills, production skills and creative ability. Candidates should have a minimum of 3-5 years newswriting experience in a major market with prior producer experience preferred. Deadline for application is March 29, 1996. Please send resume, cover letter and videotape to:

KGO-TV Personnel  
900 Front Street  
San Francisco, CA 94111

EOE

### CREATIVE SERVICE DIRECTOR

Aggressive Ft. Myers FOX affiliate with 6 & 10 PM newscasts is looking for a hands on, news oriented manager to guide both news promotion and commercial production. If you have a minimum of 5 years experience in news promotion and love being at a highly competitive station, we offer a great staff, excellent equipment and a lifestyle that's hard to beat. Send non-returnable tape and resume to:

Chris Andrews, V.P./G.M.

WFTX-TV  
621 SW Pine Island Road  
Cape Coral, FL 33991.

We are an Equal Opportunity Employer.



## SOUTH FLORIDA'S NEWS STATION



South Florida's News Station is looking for Individuals w/ 2-5 years prior experience for our fast paced newscasts and our new 1/2 hour entertainment show "Deco Drive":

- EXECUTIVE PRODUCER, AM  
Job# 96-043
- SEGMENT PRODUCERS  
DECO DRIVE  
Job# 95-159, 95-160
- ANCHORS AM WEEKDAYS  
PM WEEKENDS  
Job# 96-23, 96-24
- POST EDITOR, (Overnight)  
DECO DRIVE  
Job# 96-44
- MAC DESIGNER/3D ANIMATOR  
Job# 96-45
- REPORTER  
Job# 96-003
- ON-LINE PRODUCERS  
Job# 95-94, 96-16
- INVESTIGATIVE PRODUCER  
Job# 95-213

**The Most Exciting News Market In The Country.  
The Nations Trend Setting Station.**

Those without a creative, cutting edge attitude need not apply.

Send your tapes and resumes with job# to:

WSVN-TV, Personnel Dept., 1401-79th Street Causeway, Miami, FL 33141 — EOE

### INVESTIGATIVE PRODUCER

KGO-TV Channel 7, is seeking an Investigative Producer for the Channel 7 I-TEAM. Will research, write and supervise the editing of investigative series and segments. Must have 3-5 years of experience as a television segment producer in an investigative unit. Strong writing skills and production skills are required. Experience in computer assisted reporting preferred. Deadline for application is March 29, 1996. Please send resume, cover letter and videotape to:

KGO-TV Personnel  
900 Front Street  
San Francisco, CA 94111

EOE

To place your classified ad in *Broadcasting & Cable*,  
call Antoinette Fasulo (212) 337-7073



**Anchors, Reporters, Producers, Photographers, Assignment Editors.** WCMH, new NBC O&O, is looking for News and Sports personnel. We want Anchors, Reporters, Producers, Photographers and Assignment Editors. Send non-returnable tape and resume to Thomas Burke, WCMH-TV, 3165 Olentangy River Road, Columbus, Ohio 43202. EOE.

**Assignment Editor.** Channel One, the award-winning network seen daily by 8 million students seeks a highly motivated and experienced Assignment Editor who will hit the ground running at 6am daily. You must be able to book crews, edit and production facilities nationwide, have solid news judgement and ability to think/act quickly during challenging situations. Fax or mail resume for immediate consideration to Ms. Mill (fax 213-960-4002) P.O. Box 74911, Los Angeles, CA 90004.

**Assistant News Director:** Award-winning news team in Top 50 market in the Northeast seeks a strong producer who can bring our broadcasts to a new level of excellence and innovation. Duties include day-to-day running of the newsroom, mentoring a group of bright producers, and managing a staff of seasoned reporters and photographers. Thorough understanding of contemporary television news production techniques required. Election experience a plus. Send resume and a list of ways you've made your current newscasts better to: Box 00730 EOE.

**Bureau Chief.** We need a seasoned Reporter/Manager for Saipan, US Commonwealth Northern Mariana Islands. 8 person staff needs aggressive leader with solid credentials. Tropical isle abounds with hard news. No social hour stuff. Outstanding company benefits. If you have what it takes to meet deadlines, beat the competition...rush your tape and resume to: Kirk Chaisson, News Director, 530 West O'Brien Drive, Agana, GU 96910-4996. EOE.

**Daily News Topical Promotion Writer Producer.** KDNL-TV, ABC in St. Louis, has an immediate opening for a multi-talented person, prepared to execute daily news product positioning, in a large market environment. Job qualifications include at least three years experience in TV promotion, excellent writing skills with good producing abilities. Excellent people skills a must. Interested parties should send a written and VHS video resume to Phil Michael, Director of Marketing, KDNL-TV, 1215 Cole Street, St. Louis, MO 63106. Phone (314) 259-5706. Tapes will not be returned. EOE.

**KTVO-TV in Kirksville/Ottumwa** is seeking the right individual to become News Director/Possible Anchor for this ABC affiliate within a growing affiliate Broadcast Group. We're looking for an aggressive trend setting leader that can continue our 2 station momentum as well as being able to give a goal oriented staff direction in writing, producing and top story reporting. If you are this person and have a vision of growth for the future send your resume and references along with your news philosophy to Personnel Director-KTVO-TV, PO Box 949, Hwy 63 N, Kirksville, MO 63501. EOE.

**Director...** We need someone who is a leader and a team player. You'll be the primary director of all evening newscasts. You'll have a TD to punch the shows. You need to be someone who can adapt to fast-paced, late-changing newscast. Knowledge of Ampex and Grass Valley 300 switcher helpful, but you really need to know how to direct people to make it look great on the air. Send tape and resume to Box 00725 EOE.

**Energetic Number 2 person needed** to help manage a growing news operation. Minimum 5-7 years producing experience. Must be a creative thinker with strong writing and managerial skills. Must be a team leader, motivator and people person. Send resume to: Stacy Roeder, News Director, WGRZ-TV/NBC 2, 259 Delaware Avenue, Buffalo, New York 14202. No phone calls. WGRZ-TV/NBC 2 is an Equal Opportunity Employer.

**Executive Producer:** KJRH-TV in Tulsa seeking Producer with strong news judgement and communication skills. Responsibilities include overseeing newscast and working with other news managers to develop long-range news coverage plans. Send resume to: KJRH-TV, Lori Doudican, 3701 South Peoria, Tulsa, OK 74105. EOE.

**G.A. Reporter.** ABC affiliate in top 20 market is seeking experienced individual with track record for excellent story telling and live reporting. Send non-returnable tape and resume to: News Director, KDNL-TV, 1215 Cole Street, St. Louis, MO 63106. Minorities encouraged to apply. EOE. No phone calls.

**Investigative Reporter.** Lots of local, regional, federal and international subject matter on a booming tropical island paradise. Very aggressive news department has won five ACE awards. George Polk, Silver Gavel Award. We want a hard-hitting pro with knowledge of libel law and five years experience. Express mail resume and demo tape to Kirk Chaisson, News Director, 530 West O'Brien Drive, Agana, GU 96910-4996. EOE.

**Morning weathercaster, meteorologist** preferred. Weather leadership includes exclusive Doppler Radar. Minimum 2 years experience. Non-returnable tape and resume to Lee Williams, News Director, WAND TV, Decatur, IL. No calls.

**Producer:** New York's News Leader is looking for a great newscast Producer. Must have at least 3 years major market line producing experience. Knowledge of Newstar a plus. Please send resume and tape of a recent newscast to: Bart Feder, WABC-TV, 7 Lincoln Square-4th Floor, New York, NY 10023-0217. No telephone calls or faxes please. We are an Equal Opportunity Employer.

**Producer:** KJRH-TV in Tulsa seeking energetic Producer with strong writing skills and ability to make good decisions. Send resume to: KJRH-TV, Lori Doudican, 3701 South Peoria, Tulsa, OK 74105. EOE.

**News Anchor/Reporters:** "Channel 6 For The Heartland" is looking for two news anchor/reporters with solid television news organization experience to join our #1 news team. Producer experience a plus. Must possess effective and clear communications skills and understand team concept in working with all departments and community. Knowledge of and ability to operate state-of-the-art television news equipment. Must, at minimum, have Bachelor's degree in Broadcast Journalism or related field. Send non-returnable tape and resume to WOWT Human Resources, 3501 Farnam Street, Omaha, NE 68131. No phone calls. EOE.

**News Photographer** needed for multiple daily live shots, plus writing, editing and shooting non-packaged material for late newscast. One or more years experience required. Ability to write, shoot well and edit quickly a must. Send resume and tape to: KTVB, c/o Human Resources, P.O. Box 7, Boise, ID 83707. EOE.

**News Photographer/Editor:** CBS affiliate. College degree, drivers license required. Minimum one year experience preferred. Anchorage is a great news town and Alaska's scenery is tops. Resume, non-returnable tape to: K. Ferrell, KTVA-TV, 1007 West 32nd Avenue, Anchorage, AK 99503. Closing date 3/29/96. EOE.

**News Producer:** KSFY-Television, the Ellis Communications ABC affiliate in Sioux Falls, South Dakota. A creator not a stacker, with flexibility and an instinct for what makes an exciting program. Send resume and a non-returnable 3/4 or VHS tape with rundowns to Producer Search, KSFY-Television, 300 North Dakota Avenue, Suite 100, Sioux Falls, SD 57102. Accepting until March 29th. EOE. No phone calls.

**Positions Available.** Award winning Jewish Television Network has openings for the following positions: News Anchor/Producer, Entertainment Show Host/Reporter, Writer/Producer - Educational/Entertainment, Videotape Editor/Graphic Designer, Camera Operator/Editor. Must be experienced, highly creative and knowledgeable about production and post production. Send resume, tape, and references to: Director of Production, JTN, 9021 Melrose Avenue, Suite 309, Los Angeles, CA 90069. No calls!

**Producer needed to write and produce** morning and noon show newscasts. Must be able to write report and organize. Must have producing experience or equivalent education. Degree in broadcasting preferred. Send resume and tape to: KTVB, c/o News Director, P.O. Box 7, Boise, ID 83707. EOE.

**Primetime Producer.** If you have the creative vision and leadership skills to produce a compelling hour long primetime newscast...then we've got the position for you! Candidates for this unique opportunity must understand the difference between a "newscast" and a "news program" and must be able to handle both. The successful candidate should have a strong working knowledge in using research to drive the viewers from entertainment shows to a newscast. If you're captivated by this challenge, then rush your resume and recent aircheck to: Henry Chu, Assistant News Director, WDAF-TV, 3030 Summit, Kansas City, MO 64108. No telephone calls, please. EOE.

**Producer Wanted.** Aggressive, creative, dynamic Producer position open. Give it your best shot, the first time. Great opportunity for the right person. Only those with experience should apply. Women and minorities are encouraged to apply. Send aircheck (non-returnable tapes) no more than 3 days old, along with anything else you think we need to know to: Al Sandubrae, News Director, KARK-TV, 201 West 3rd Street, Little Rock, AR 72201. M/F. EOE.

**Producer-Director.** NBC4 in Columbus is looking for a Producer-Director to work with our experienced team of Producer-Directors and Production Assistants in the Operations Department. Minimum of 2 years experience directing news and other live programs. Send resume to: WCMH, Paul Ernst, Manager of Broadcast Operation, P.O. Box 4, Columbus, Ohio 43216. EOE.

**Producer:** Fast-produced newscasts need producers who understand research, know how to work well with others and have the proven ability to create newscasts that are strong in content and production values. WSTM-TV is accepting applications for future positions. Send tape and resume to Mark Carros, WSTM-TV, 1030 James Street, Syracuse, NY 13203. No phone calls. WSTM is EOE. Women and minorities are encouraged to apply.

**Promotion Producer.** If you like warm weather and hot promos, rush your tape to Charlotte's NBC6, home of the NBC News Channel. We're looking for an "outward bound" news topical Promotion Producer who knows how to break through the clutter to pull viewers into every newscast. Killer writing and hands-on editing are required for this key position. Send resume and non-returnable tape to: Zina Jemison, Human Resources, NBC6, 1001 Wood Ridge Center Drive, Charlotte, NC 28217-1901. EOE/M/F/V/H.

**Top 20 network affiliate** looking for a top notch Photographer/Editor to work on local news and entertainment specials. We need someone with a good eye for video--both shooting and editing. Must be a team player with a good attitude and ready to work hard. No beginners, please. Send shooting/editing tape and resume to Box 00719 EOE.

**Anchor/Reporter.** ABC affiliate in top 20 market is seeking experienced individual to anchor morning cut-ins and report for early evening news. Must have excellent story telling, live reporting skills. Send non-returnable tape and resume to: News Director, KDNL-TV, 1215 Cole Street, St. Louis, MO 63106. Minorities encouraged to apply. EOE. No phone calls.

**Weekend Anchor/Producer.** West Texas, CBS affiliate, seeks a Weekend Anchor/Producer, one man band (Reporter/Photog.), 3 days a week. Must be able to gather, write, shoot, and edit three-quarter inch video for broadcast. On-air affiliate experience and degree required. Send resume and tape to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

**Reporter Full Time.** Produce, report, write, and present news stories for broadcast, both taped and live. Anchor segments and newscasts on a fill-in or regular basis. Develop contacts and generate news stories. Other duties as assigned. College degree and a minimum of 3 years experience as on-air TV news reporter and/or anchor. Computer skills helpful. Send cover letter and resume to: WBNS TV Inc., Business Office - #119, 770 Twin Rivers Drive, Columbus, OH 43215. Women and minorities are encouraged to apply. WBNS TV Inc. is an Equal Opportunity Employer. We are a smoke-free and drug-free workplace.

**Reporter.** Booming tropical paradise needs Reporter. We're looking for enterprising pros to cover hard news and politics on Guam. Very aggressive news department has won five ACE awards, George Polk Award, Silver Gavel Award. This job promises an adventure you'll never forget. Minimum two years experience required. Express mail resume and demo tape to Kirk Chaisson, News Director, 530 West O'Brien Drive, Agana, GU 96910-4996. EOE.

**Reporter.** Enterprising pro to cover hard news and politics on Saipan. Very aggressive news department on booming tropical paradise. This promises to be an adventure you'll never forget. Minimum two years experience required. Express mail resume and demo tape to Kirk Chaisson, News Director, 530 West O'Brien Drive, Agana, GU 96910-4996. EOE.

**Anchor/Reporter/Producer:** Number one station in small market looking for Co-Anchor to team up with male co-anchor at 5pm and to produce and co-anchor at 11pm. Job also includes reporting, some producing and anchoring of special projects, and representing station at public appearances. Candidates must have prior television anchoring, reporting and producing experience, must be good writer, team player, and work well with others. Newsroom computer experience helpful. Must have college degree in Journalism or Television Communications. Send resume and non-returnable tape to: Sondra Nestor, Human Resources Administrator, WTOV 9, Altamont Heights, Box 9999, Steubenville, OH 43952. No telephone calls! EOE.

**#1 WABC-TV New York needs top Writer/Producer:** Tough job requires talented pro. WABC-TV seeks an experienced, dedicated Promotion Writer/Producer with a strong reel and talent to shine in #1 market. Extensive news topical experience, strong creative and production skills a must. Lots of pressure, tight deadlines, great opportunity. Please send resume and tape to: Brigitte McCray, Director of Creative Services, WABC-TV, 7 Lincoln Square-6th Floor, New York, NY 10023-0217. No telephone calls or faxes please. We are an Equal Opportunity Employer.

**Reporter...** WHOI-TV, the ABC affiliate in Peoria, Illinois has an opening for an aggressive general assignment reporter. Candidate must have two years television news reporting experience, great writing skills, lotsa live experience, team player and work well under intense deadline pressure. We do lots of hard news stories and multiple live in every show. Don't apply if you're in T.V. for the glamour. This reporter will dig, dig, dig for exclusive hard news stories...and lead the newscast every night! If you want to work that hard...rush resume and tape to: John Sprugel, News Director, WHOI-TV, 500 N Stewart, Creve Coeur, Illinois 61610. EOE. Position closes Monday, March 18, 1996.

**Reporter/Anchor - Full Time.** Produce, report, write, and present news stories for broadcast, both taped and live. Anchor segments and newscasts on a regular basis. Develop contacts and generate news stories. Other duties as assigned. College degree and a minimum of 3 years experience as on-air TV news reporter and/or anchor. Computer skills helpful. Send cover letter and resume to: WBNS TV Inc., Business Office - #118, 770 Twin Rivers Drive, Columbus, OH 43215. Women and minorities are encouraged to apply. WBNS TV Inc. is an Equal Opportunity Employer. We are a smoke-free and drug-free workplace.

**Sports Reporter/Photog.** One-person band needed for on-camera sports reporting, and for shooting both sports and news. Send non-returnable tape of reporting and shooting to Brad Rinehart, WFMZ-TV, 300 East Rock Road, Allentown, PA 18103. No calls.

**Top-rated Midwest ABC affiliate needs Anchor/Reporter.** Must compliment established female anchor for 6/10 casts. Duties include reporting, writing, anchoring. Experience preferred. Good opportunity for a weekend anchor. Rush tape/resume to Mark Baumert, NTV Network, 14 Miles S. Hwy 44, Kearney, NE 68847. Equal Opportunity Employer.

**Anchor/Reporter - WFSB,** a Post-Newsweek Station, is seeking a Daybreak News Anchor/Reporter who can write news stories clearly, intelligently, and effectively, and present them in an appealing manner. Candidates must be aware of news developments in the region served by the station and be able to work well with producers, photographers and editors. Must be creative and organized, communicate effectively and use independent judgement. Minimum two years prior television news anchor/reporter experience. Send resume and tape to: Mark Efron, VP News, 3 Constitution Plaza, Hartford, CT 06103-1892. EOE.

**Aggressive Northern California NBC affiliate** looking for weekday morning news Anchor. We are looking for someone who relates to viewers, is a disciplined producer and has excellent interpersonal skills. One year anchoring experience preferred. Rush tape and resume to Ralph Green, Station Manager, KCPM-TV, 180 East Fourth Street, Chico, CA 95928-5412. KCPM-TV is an Equal Opportunity Employer.



HELP WANTED MANAGEMENT

**Reporter:** KING 5 TV, the Pacific Northwest's leading news station, is seeking an experienced General Assignment Reporter. If you are aggressive, enterprising, consistently deliver quality stories, have exceptional live skills, and want to work in a fast paced, competitive environment, send two copies of your resume and a non-returnable 3/4" or Beta tape to: KING 5 TV, Attn: HR, Ref #96R13, 333 Dexter Avenue North, Seattle, WA 98109. EOE - M/F/D/V.

**Reporters. Overseas Opportunity.** Award winning TV news operation seeking experienced hard News Reporter. Must be able to dig stories from a beat and handle other newsroom responsibilities. Everyday is a 10 hour day in the Tropics. Minimum 2 years TV news experience. College degree required. Only adventurous types need to apply. Non-returnable tape and resume to David Ostendorf, Marianas Cablevision, Third Floor, Nauru Building, Chalan Kanoa, Saipan MP 96950. EOE.

**Reporter:** Looking for top talent to join the area's #1 news team. Requires good broadcast writing ability plus videotape editing and computer skills. Prefer at least one year of TV news experience. Send non-returnable tape and resume to: News Director, WTVC, 410 West 6th Street, Chattanooga, TN 37402. Equal Opportunity Employer.

**Seeking an Anchor/Reporter** for general reporting assignments, some producing and to co-anchor the noon newscast for the Number One station in Boise, Idaho. Must be able to anchor, report, and produce newscasts. Minimum two years experience preferred. Send resume and tape to: KTVB, c/o News Director, P.O. Box 7, Boise, ID 83707. EOE.

**Senior Writer/Producer** Major market station with digital post-production facilities and state-of-the-art graphics department is searching for a writer/producer to handle news and program promotion. Should have experience in writing and producing news series and news topical promotion, location production (tape and film) including directing and posting graphic animations. Previous television station and/or ad agency experience. Send resume and reel to Steve Miller, KYW-TV, 101 S. Independence Mall East, Phila, PA. 19106. EOE. M/F ADA.

**WGRZ-TV/NBC 2** is seeking a full time Meteorologist for early morning show. Minimum two years experience in television news. Successful candidate must have an AMS certification. Send tape and resume to: Stacy Roeder, News Director, WGRZ-TV/NBC 2, 259 Delaware Avenue, Buffalo, New York 14202. No phone calls. WGRZ-TV/NBC 2 is an Equal Opportunity Employer.

**Weathercaster** - You will gather, write and present weather information for newscast. Excellent verbal/written communication skills and a flexible schedule are required. Meteorological degree preferred. For consideration, please send your resume and salary requirements to Box 00731. An Equal Opportunity Employer.

**Assignment Editor:** News junkie needed to work the town, hustle on spot news, enterprise ideas and execute long-range planning. Good opportunity for smaller market pro to move to top-50 market. Resume and statement of news philosophy to Box 00723. An Equal Opportunity Employer.



Galaxy Latin America (GLA) will deliver the first all digital direct-to-home satellite broadcast service to Latin America. This service, DIRECTV®, will provide over 140 channels of movies, sports and entertainment programming in English, Spanish, Portuguese, to Mexico, Central and South American and the Caribbean. GLA currently has several openings for its Network Monitoring Centers in both Ft. Lauderdale, Florida and Long Beach, California.

**NETWORK CONTROLLER SUPERVISORS**

Will oversee Network Operations as well as act as a primary point of contact with regional broadcast centers in Latin America during major Network events. Will also supervise Network Controllers. Five years satellite communications or TV broadcast operations industry experience, proficiency with computers and previous supervisory experience are imperative. Job code: NCS

**NETWORK CONTROLLERS**

Will monitor and troubleshoot signals, verify Galaxy Scheduling System data and verify telemetry and spacecraft payload. One to three years satellite communications or TV broadcast operations experience, strong computer skills, and satellite communications knowledge are required. Job code: NC

All positions require a BS in Telecommunications or equivalent experience, fluency in either Portuguese or Spanish, and a willingness to work on shift rotation, including nights, weekends and holidays.

In return for your professional abilities, we offer an attractive compensation and benefits package. For immediate consideration, please fax your resume to: (954) 351-7112, indicating appropriate job code. No phone calls, please. An Equal Opportunity/Affirmative Action Employer.



**Executive Director for Non-Profit Community Television and Radio Facility.** Fairfax County Access Corporation, a dynamic and growing non-profit community radio and television facility in suburban Washington seeks a forward-thinking Executive Director to oversee current broadcasting operations and FCAC's entry into convergence technology. The ideal candidate will possess at least five years of executive experience in broadcast and/or cable operations, a demonstrated ability in leading a dynamic organization made up of a dedicated paid staff and volunteers. We seek an individual experienced in developing and nurturing partnerships with corporations, foundations, governments, educators and the diverse Fairfax County communities. You will also have an in-depth knowledge of sound management and financial practices. Applicants will be subject to a thorough background check. FCAC is an Equal Opportunity Employer. Submit cover letter, resume and salary history via mail no later than March 20, 1996 to: Carla Yates-Bremer, Board of Directors, FCAC, 2941 Fort Lee Street, Herndon, Virginia 22071.

**General Sales Manager.** Direct local sales and nurture national sales for multiple-market network of independent television stations. Previous broadcast management required. Direct resumes and inquiries to: General Sales Manager, WPCT, P.O. Box 9556, Panama City Beach, FL 32417. EOE.

**Minnesota Broadcasters Association,** one of the most active and most successful associations in the broadcast industry today, seeks President and CEO to direct 350 member state association. Individual must function as highly visible representative of the broadcasting industry. Possess extensive knowledge in all aspects of local broadcasting. Experience as broadcaster preferred. Knowledge and experience in government relations necessary. Business experience required. Effective presenter with strong personality and proven leadership skills. Full-time position with benefits. Salary open. Send resume to Ken Rees, Chair Minnesota Broadcasters Association, 90 South 11th Street, Minneapolis, MN 55403. MBA is an Equal Opportunity Employer.

**General Manager** - WSET-TV, ABC affiliate in the Roanoke-Lynchburg-Danville, VA market, needs an experienced, hands-on leader. Hypenated market presents challenges for individual with previous track record of success in the multi-city market. Solid station in an attractive, livable market, owned by an aggressive, growing group. The current GM is moving to a larger station within our group, so we need someone who can step into this position quickly. Send resume, cover letter and salary history to Frederick J. Ryan, Jr., Allbritton Communications Co., 808 17th Street, NW, Suite 300, Washington, D.C. 20006. No phone calls, please. EOE. M/F

## HELP WANTED SALES

# TRAFFIC INTERFACE COORDINATOR

DIRECTV®, the nation's leading direct broadcast satellite service, delivers 175 channels of digital quality television programming to American homes and businesses that are equipped with the DSS receiving unit, which features an 18-inch satellite dish. An opportunity currently exists at our El Segundo, California location in our Traffic Operations department.

This individual will handle traffic system interfaced with Operations, Billing, Listing and the On-Screen Program guide. Will work closely with our programming and resource scheduling department to coordinate critical scheduling data. Requires 3-5 years computer experience. Knowledge of television, radio or cable traffic systems or a related background desired.

DIRECTV offers an excellent compensation and flexible benefits package, along with a rare opportunity to make a major impact in a developing industry. For immediate consideration, please send your resume with salary history to: DIRECTV, Inc., Attn: Employment-JY, P.O. Box 915, RE/R8/N301, El Segundo, CA 90245.

*An equal opportunity/affirmative action employer. We foster a culturally diverse workforce and strongly encourage women and minorities to apply.*



**DIRECTV®**  
Satellite TV At Its Best™

©DIRECTV OSS and Satellite TV At Its Best are trademarks of DIRECTV, Inc., a unit of Hughes Electronics Corporation

## SALES - TECHNICAL

Incentivized sales on new products from established manufacturer for broadcasting and cable TV. Excellent working environment in a fast-growing, high-tech company. Earn up to \$100K annually, depending on skills and experience. Full employment benefits, 401(k) and bonus. Send resume to:

ATTN: Human Resources  
531 Lawrence Expressway  
Suite 531  
Sunnyvale, CA 94086

**WRAL-TV (CBS)/WRAZ-TV (WB)** in Raleigh, North Carolina. Experienced Account Executive to handle regional and local business. Strong negotiating and presentation skills, as well as the ability to sell promotional opportunities and develop new business consistently a must. Experience in selling an LMA preferred. Great stations, and a great company in a dynamic market. If you can make a difference in representing the market leader, send your resume to Laura Stillman, Local Sales Manager, WRAL-TV, PO Box 12000, Raleigh, North Carolina 27605. An Equal Opportunity Employer.

**Local Sales Manager Position.** A growing KTVO is needing a leader immediately. If you are a strong Account Executive wanting to move into a LSM position we want to talk to you. You must be able to think outside the box, motivate and train effectively and achieve goals. If you have what it takes to make it work, apply by March 25, 1996 to: KTVO-TV, Personnel-Sales, P.O. Box 949, Kirksville, MO 63501. EOE.

**WDEF-TV seeks a Local Account Executive.** Responsibilities include: selling and servicing existing local direct, local agency and regional accounts. Successful candidate will possess two-three years selling experience, have strong communication, organizational and time management skills. Must be a self-starter. Media experience preferred. Send resumes to: Mark DiBuono, Local Sales Manager, WDEF-TV, 3300 Broad Street, Chattanooga, TN 37408. EOE.

**Sales Assistant.** TV Advertising Sales and Marketing company seeks Sales Assistant. Provide support to Sales and Marketing Executive and act as a liaison between TV stations and advertising agencies. 1-3 years spot sales assistant experience. Typing 40+ wpm. IBM compatible, spreadsheet and word processing required. Knowledge of Repline a plus. Send resume w/ salary requirements to: Joe Mazzo, New World Sales and Marketing, 625 Madison Avenue, NY, NY 10022. No phone calls.

**National Sales Manager:** KFMB-TV the CBS affiliate in San Diego is seeking a talented individual with a strong national sales (station and rep experience preferred) background in developing and growing national revenue. Candidates should possess excellent organizational and communication skills, a strong work ethic and an expertise with inventory control and pricing. Qualified candidates please send resume with references to Howard Zeiden, Director of Sales and Marketing, KFMB-TV, 7677 Engineer Road, San Diego, CA 92111. No phone calls please. M/F, EOE.

**Local Sales Manager.** #1 CBS affiliate in Columbus, Ohio, seeks a hands-on Local Sales Manager to supervise account executives. New business development, budgeting, inventory control and people skills a must. Extensive television sales experience is essential. Knowledge of marketing research and its application in the sales process. Experience of interpreting and applying Nielsen ratings in negotiations should be extensive. College graduate or related work experience preferred. Five-year previous Local Sales experience preferred. WBNS-TV, Inc., Business Office #116, 770 Twin Rivers Drive, Columbus, OH 43215.

**Local Sales Manager** Chicago independent TV station seeks individual who has a minimum of five yrs. experience selling Nielsen rated programs for cable, radio or TV. Demonstrated ability to hire, manage and motivate sales people. \$80,000 plus over-ride. Send resume to P.O. Box 8559, Chicago, IL 60680-8559. Women and minorities are encouraged to apply.

**Local Account Executive:** UPN affiliate in West Palm Beach is looking for seasoned local AE's. Candidates should have 2-3 years TV sales experience. Computer skills a must. If you can put together a marketing plan and like going after new business, we want to talk to you. Send resume and cover letter to Human Resources Coordinator, WTVX TV-34, 3970 RCA Boulevard, Palm Beach Gardens, FL 33410. EOE. MFH.

**Account Executive - WRLH FOX 35** in Richmond, VA is seeking an experienced Sales professional with superior negotiating skills and research knowledge. Do you have a proven track record in negotiating your "unfair" share of business? Fax a cover letter and resume to: Attn: LSM, Fax # 804-345-3535. EOE.



## HELP WANTED TECHNICAL

## Chief Engineer For Tribune's New Station In Houston.

KHTV is Tribune Broadcasting's brand new WB affiliate in sunny Houston, Texas. The station needs a chief engineer with at least 5+ years of management experience, with team building an important plus. Responsibilities include all technical operations and maintenance. Conversion to digital already underway; strong computer skills and up-to-date technical knowledge will be needed. College degree, confidential resumé and references required. KHTV is an equal opportunity employer.

Send materials, but please don't call:



Attn: Human Resources Director  
7700 Westpark  
Houston, TX 77063  
Fax: (713) 783-9078

## Computers

### NETWORK ENGINEER

NY media firm is seeking a hands-on specialist with strong LAN/WAN Novell experience. Candidate must be a CNE w/minimum of 4 years experience in network administration. Individual must have expertise in h.w. & s.w. installation and will assist in the maintenance & expansion of company network. Minimal travel is required during installation. Any MAC experience is a+. Please send resume in confidence to: Box JAA-259, 150 Varick Street, 8th Floor, New York, NY 10013. EOE.

**Vacation Relief-Technical Director:** Position requires a working knowledge of Television Master Control Operations, including Sony Beta-Cart and Flexi-Cart, Television Transmitter, and Grass Valley 1600 switchers. Experience at an ABC affiliate Master Control and/or with Columbine Master Control automation systems helpful. Experience doing live news on a Grass 300 Switcher a definite plus. Position involves overnight and weekend shifts. Completion of accredited college or technical school helpful. Please send resume to: Bill Kirkpatrick, WABC-TV, 7 Lincoln Square-6th Floor, New York, NY 10023-0217. No telephone calls or faxes please. We are an Equal Opportunity Employer.

**Vacation Relief-Media Center Engineer:** Position requires an operating knowledge of Ampex VPR 2's, Sony Beta-Cam Studio Tape Machines. Knowledge of/experience with studio operating positions and/or tape library helpful. Ability to adjust all associated equipment to required standards necessary. Previous professional experience required, completion of accredited college or technical school helpful. Please send resume to: Bill Kirkpatrick, WABC-TV, 7 Lincoln Square-6th Floor, New York, NY 10023-0217. No telephone calls or faxes please. We are an Equal Opportunity Employer.

The Communications Department at Santa Clara University seeks an experienced Video Facilities Engineer for our television studio, editing suites and growing multimedia facilities. Solid technical, interpersonal, facilities planning and supervisory skills are a must. For a complete job description call the SCU Job Line at (408) 554-4030 or visit our website at <http://www.scu.edu/SCU/Jobs>. To apply, submit a letter of application, resume and the names of three references to Santa Clara University, Human Resources, Req #96034, Santa Clara, CA 95053 or fax (408) 554-5488.

**Television Videographer** Conus Communications in Washington, D.C. is looking for someone with experience in shooting and editing for news programs. Experience in Washington, D.C. not required but a plus. Must be proficient in beta off-line editing, shooting news conferences, hearings, interviews, stakeouts, live shots and setting up IFB. Experience in working in cooperative news operations involving more than one company. Excellent communications skills. Knowledge of news gathering and processing techniques. Ability to set priorities and work well with others. Submit resumes to: Conus Communications, Amy Stedman Job #53-96, 3415 University Ave., St. Paul, MN 55114. No phone calls please. Equal Opportunity Employer.

**Technical Director.** Great opportunity to TD complex, fast paced shows with top-notch equipment: GVG 300, GVG Kscope, Quantel Picturebox. Full-time, weekdays and weekends. Also responsible for pre-production, post production of promos, assisting director, and directing wx cuts. You need working knowledge of GVG 300 and computer editing. Two years experience in production at broadcast facility required and college degree preferred. Good attitude and ability to handle pressure a must. Rush letter of application, resume and non-returnable demo reel to: Personnel Dept., KOTV, P.O. Box 6, Tulsa, OK 74101. EOE. M/F. An A.H. Belo Broadcasting Company.

**TV Operations Technician - KPLR-TV, St. Louis.** This growing facility needs a goal-oriented team player with at least 5 years experience in TV operations. Responsible for operation of broadcast equipment including MC switcher, satellite receiving equipment, videotape and PC based automation and remote control. Good pay and benefits. Send resume to KPLR-TV, Attn: Dept. 114D, 4935 Lindell Boulevard, St. Louis, MO 63108. EEO Employer. No calls please.

**Video Tape Editor** Full and Part time positions. Will be responsible for editing video tape for various newscasts. Must have experience with 1/2" beta editing and previous TV news experience. Qualified applicants should send resume to: Director of Human Resources, KOTV, P.O. Box 6, Tulsa, OK 74101. No phone calls, please. EOE M/F

**Master Control Operator** Conus Communications in Washington, D.C. is looking for a candidate who will coordinate and operate TV master control traffic at the Conus Master Control Station. Person will monitor satellite feederlink transmission systems. Relevant experience or training in broadcast television master control operations. Applicants must understand video-audio specifications and be able to interpret test equipment displays. Applicants do not require security clearance, but must not have any background that would prevent obtaining security clearance. Submit resumes to: Conus Communications, Amy Stedman Job #53-96, 3415 University Ave, St. Paul, MN 55114. No phone calls please. Equal Opportunity Employer.

**Top 50 southern 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 resume with salary history to Box 00727 EOE.

**Chief Engineer** for Florida FOX affiliate. Must have hands-on experience in studio maintenance and UHF transmitters. Send resume, salary desires to Mike Harding, EVP/COO, Ashling Broadcast Group, Inc., PO Box 16028, Panama City, FL 32406-6028. EEO/drug free employer.

**Engineer.** Roscor Corporation, a world leader in communication systems engineering and integration, has unique opportunities for engineers with a solid background in television systems, transmission systems and satellite communications systems design. Some opportunities may require applicants to travel and/or live abroad. A minimum of 5 years experience and engineering degree are required. Send resume to Roscor Corporation, 1061 Feehanville Drive, Mt. Prospect, IL 60056, or fax them to 708-299-4206, to the attention of V. Schwantje.

**EFP/ENG Videographer (Television).** International Christian Relief Organization is looking for an EFP/ENG Videographer with broadcast quality skills. Minimum 3-5 years EFP/ENG experience needed. Looking for field experience in shooting stories and features. Must show creative abilities and be able to tell a story with camera shots and angles. Must be able and willing to travel extensively with short notice. If interested send resume to Box 00724 EOE.

**Chief Engineer** Group owned station in the Houston market has an immediate opening for a "hands-on" Chief Engineer. Candidate should have a minimum of 5 years broadcast TV experience and be proficient in UHF transmitter operation and maintenance as well as studio equipment maintenance. The right individual will be self motivated and possess strong communications and computer skills. If you want to be a part of an aggressive engineering team and get in on the ground floor of a great opportunity, rush resume to: Silver King Broadcasting of Houston, 2522 Highland Square Mall, Alvin, TX 77511 or Fax (713)331-5924. EOE. No Phone Calls.

**Maintenance Technician:** KSDK, St. Louis #1 NBC affiliate. Work on broadcast Beta, D3 tape machines, studio and master control equipment, as well as ENG, microwave, and satellite systems. Five years experience with operation and repair to the board level. FCC General Class License and SBE Certification preferred. Send resume to: KSDK-TV5, Warren Canull, Director of Human Resources, 1000 Market St., St. Louis, MO 63101. No calls please. EOE.

**Chief Engineer** Beautiful west coast market leader seeking a highly motivated CE qualified in all areas of television broadcast engineering. Hands on maintenance experience in VHF transmitters and studio equipment. Leadership and organization skills a must. Reply to Box 00726 EOE.

**HELP WANTED RESEARCH**

**EXPERIENCED RESEARCHER WANTED!!**

MTM has immediate opening for experienced TV researcher to join our dynamic and growing company. The ideal candidate shall have at least 1-2 years experience at a syndication company, local TV station, rep firm or advertising agency and should be familiar with Nielsen VIPs, SNAP, WRAP and Dailies Plus. In addition, proficiency with Harvard Graphics 2.0 or higher and Microsoft Excel is preferable. Additional responsibilities include telemarketing of smaller TV markets with bonus income potential.



**Qualified candidates should fax resume and salary history to (818) 755-2433.**

**Research Director** sought by Kelly Broadcasting to serve KCRA (NBC) and KQCA (UPN). Requires direct experience in television research and sales applications, with knowledge of M/S Office and industry software programs. Candidates must demonstrate strong math and creative writing skills, and ability to deal with numerous tasks and priorities. Resumes to John Mansker at 58 Television Circle, Sacramento, CA 95814. EEO, M/F/ADA. Drug screening required.

**To place an  
 ad in the  
 Broadcasting & Cable  
 Classified  
 Section,  
 Call  
 Antoinette Fasulo  
 Tel: 212-337-7073  
 Fax: 212-206-8327  
 AFASULO@B&C.CAHNERS.COM**



**HELP WANTED PRODUCTION**

**WANTED  
PRODUCER/WRITER**

Broadcast production company seeks experienced, motivated producer/writer for auto-theme ENG field productions. Must know cars intimately, have minimum 3 years experience in broadcast production and must work in Nashville. Compensation based on experience. Send tape and resume to:

**RTM, Inc.,  
P.O. Box 681688,  
Franklin, TN 37068-1688.**

**Videotape Editor.** The Christian Broadcasting Network, one of the world's largest television ministries, is seeking a highly skilled Videotape Editor. The successful candidate will possess the following qualifications: experience with Infinalt, Grass Valley 200 and D-2 equipment and experience as a videotape editor at a major production or broadcast facility. Experience designing DVE generated effects and good computer skills a plus. If you meet the listed criteria and share our vision and purpose, call our 24-hour line (800) 888-7894 to request an application. Forward completed application and resume tape to: CBN Employment, 977 Centerville Turnpike, Virginia Beach, Virginia 23463-0001.

**Satellite Truck Operator:** KJRH-TV in Tulsa seeking experienced STO with maintenance background. Previous video photography and editing experience preferred. Responsible for operating and maintaining satellite truck and other various news gathering equipment. Send resume to: KJRH-TV, Lori Doudican, 3701 South Peoria, Tulsa, OK 74105. EOE.

**Promotion Producer -New Position.** WSAZ NewsChannel 3, an NBC affiliate, is looking for a motivated, creative producer, writer, editor for the Creative Services Department in Huntington, West Virginia. The successful candidate will have strong topical News producing skills, including the abilities to write, shoot, and edit promotional material. Will also be able to assist in the overall departmental needs of Creative Services. A college degree is preferred and experience in Promotions is required. Interested applicants should send resume to: Burt Spangler, WSAZ NewsChannel 3, 645 5th Avenue, Huntington, WV 25701.

**Consumer Producer** KGO-TV Channel 7, is seeking a segment producer for our 7-On-Your-Side consumer unit. Will work closely with consumer reporter in investigating viewer consumer problems as well as researching and writing consumer feature stories. Will include story set-up, interviewing and supervision of editing. Must have 3-5 years experience producing consumer stories for television. Excellent research and writing skills are essential. Deadline for application is March 29, 1996. Please send resume, cover letter and videotape to: KGO-TV Personnel, 900 Front Street, San Francisco, CA 94111. EOE.

**Broadcast Design Director.** Kansas City's 24-hour NewsChannel is looking for a great Design Director to lead us into the millenium! Come live in one of America's greatest cities, and work for a truly innovative company, New World. If you've got a style that is big, brash and bold, we want to hear from you. We're looking for a leader with a clear vision, who's also a paint box whiz, has an outstanding print and video portfolio and great people skills. We do 48 hours of news a week, so if you have the right stuff, rush tape, resume and print examples to Rich Brase, VP Creative Services, WDAF-TV, 3030 Summit, Kansas City, MO 64108. EOE.

**Art Director:** Immediate opening. Innovative Graphic Artist with creative vision to take an expanding NewsChannel 6 to the next level. Computer graphics experience including production of print ads. Must have college degree in art or computer graphics. Include computer software familiarity in resume and send to Sandy Fowler-Jones, Program Director, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. No phone calls, please. WTVR-TV is an Equal Opportunity Employer.

**6pm Producer - WNYT** in Albany, New York is looking for a producer for its 6pm newscast. Applicants should have at least four years experience producing a newscast. Resume tape should demonstrate creativity and writing skills, resume should show a good track record and stability, and references should prove that you can work well in a team environment. Send to: Paul Conti, News Director, WNYT, 15 N. Pearl Street, Menands, NY 12204. WNYT is a Paramount station, a Viacom company, and an NBC affiliate affiliate. We are an equal opportunity employer.

**Newscast Producer/Production Assistant:** News leader on California's Central and South Coast needs a live newscast producer with excellent news judgement and writing and production skills. Must have two years live producing experience. This person will wear two hats. They will produce a live newscast and also work in news production for a separate newscast. Send resume and non-returnable 3/4" tape to Sandra McKeller/ News Director/M, KSBY-6, 467 Hill Street, San Luis Obispo, CA 93405. No phone calls please. EOE.

**Photographer/Editor:** KJRH-TV in Tulsa seeking aggressive, eager, easy to work with photographer. Previous video photography and editing experience preferred. Must know how to operate a microwave live truck. Send resume to: KJRH-TV, Lori Doudican, 3701 South Peoria, Tulsa, OK 74105. EOE.

**HELP WANTED PROGRAMMING**

**Program Manager -** Responsible for all aspects of programming including the identification of the format; hiring of talent; agent/talent contract negotiations; on/off air marketing and advertising; hiring and working with outside services, networks, syndicators, etc. Send resume to Roy Shapiro, WGMP, 101 South Independence Mall East, Philadelphia, PA 19106. EOE. M/F. ADA.

**SALES TRAINING**

**LEARN TO SELL TV TIME**  
Call for FREE Info Packet  
**ANTONELLI MEDIA  
TRAINING CENTER**  
(212) 206-8063  
*Over 25 years in the TV industry*

**PROGRAMMING SERVICES**

**NWN  
STUDIOS**  
National Weather Network  
"Kid's Weather Club" and custom local TV Weathercasts via satellite daily at most economical cash/barter rates. A virtual moneymaker for independent stations nationwide. Call Edward St. Pe' for market clearance and pricing info.  
601-352-6673

**VIDEO SERVICES**

**Need video shot in the New York metropolitan area? Experienced crews, top equipment. Call Camera Crew Network (CCN). 800-914-4CCN.**

**BUSINESS OPPORTUNITIES**

**Olympic Site.** Church interested in trading space at Prime Peachtree Street locations during Atlanta Games for TV equipment. Offices, live location, mega-parking available. Contact Susan Cordell (404) 874-8664.

**1993 Rolls Royce Silver Spur,** mint condition, black with tan hard top, tan interior, 1200 miles. Willing to trade with station for time. Great vehicle for VIP clients, sales people, etc. Call 860-364-0050.

**RESUME TAPES**

**Career Videos** prepares your personalized demo. Unique format, excellent rates, coaching, job search assistance, free dubs. Great track record. 847-272-2917.

**Fax your classified ad to**  
**Broadcasting & Cable**  
**(212) 206-8327**

## CABLE

## HELP WANTED PROGRAMMING

## The Travel Channel

a national cable network, is seeking experienced, team-oriented individuals to join our expanding programming, promotion, and production unit.

### DIRECTOR OF CURRENT PROGRAMMING

Lead editorial staff responsible for insuring high programming standards. Minimum qualifications: 6 years of long form producing (not news), proven project and personnel management, creative strength, systems orientation and organizational skills.

### MANAGER OF CURRENT PROGRAMMING

Reports to Director of Current. Editorially supervises original and reformatted programming to ensure quality content and execution. Minimum qualifications: 4 years of long form producing (not news), ability to juggle several high priority projects concurrently, able to identify and correct flaws in show rundowns, script narrative, and rough cuts.

### COORDINATING PRODUCER

Reports to Director of Program Development. Solicit, organize, evaluate and respond to long form program proposals. Supervise the editorial, budget, and production of original programs. Minimum qualifications: 5 years long form production experience, proven ability to develop high concept programming, experience in creating and maintaining organizational systems.

### PRODUCER OF REFORMATTING

Reports to Director of Current Programming. Reformat acquired long form programming to meet editorial needs of the network. Minimum qualifications: 4 years of long form editorial experience (not news), strong pre- & post-production experience, creative problem solver, proven skills at structuring half-hour and hour programs, able to plan ahead and stay on schedule.

### SENIOR PROMOTION WRITER/PRODUCER

Reports to V.P. of On-Air Promotion. Must have talent, vision and a reel that demonstrates out-of-the-box creative thinking. A Marketing professional with strong writing, graphic, and directing skills. Minimum requirements: 5 years experience writing and producing high-end television spots in promotion or advertising. Supervisory and budget management experience a plus.

### PROMOTION ASSOCIATE PRODUCER

Reports to V.P. of On-Air Promotion. Must be an up-and-comer who can assist, inspire and keep up with our creative team. A detail oriented self starter with writing and organizational skills who knows their way around an edit bay. Must have 2 years of television production experience and be able to handle multiple projects at once.



Make Travel Plans Now.

Send resume, tape and salary history.

No phone calls.

An Equal Opportunity Employer  
M/F/H/V.

The Travel Channel  
Programming & Production-  
Open Positions  
2690 Cumberland Parkway  
Atlanta, GA 30339

### HELP WANTED RESEARCH

**Manager, Market and Communications Research** - Seeking proven performer to join major media research group in Virginia Beach resort area. Conduct all primary research for The Family Channel and FIT TV, new business development and international research functions. Field surveys and focus groups and use other methodologies to measure and monitor image, social trends, brand equity, usage and attitudes, viewership, internet and consumer behavior. Require minimum 5 years experience in national marketing advertising or communications research (cable TV or media-related), strong computer skills and excellent analytical and reporting skills; Master's degree (bachelor's degree minimum) in Marketing or Communications a big plus. Mail or fax resume before March 18, 1996 to The Family Channel, Human Resources Dept. Ref. MA-054, P.O. Box 2050, Virginia Beach, VA 23450-2050. EOE. No phone calls please.

### HELP WANTED NEWS

**Weathercaster** Regional 24-hour cable news channel serving metro Washington, D.C. seeks Weathercaster. The ideal candidate will have a background in Meteorology, or equivalent, and a minimum 3 years Weather anchor experience in major to medium markets. Strong on-air presentation skills and understanding of computer graphics. Please send or fax (703/912-5599) resume and salary history to: NewsChannel 8, HR Dept., 7600-D Boston Blvd., Springfield, VA 22153. No phone calls please. EOE M/F

### HELP WANTED PRODUCTION

**Producer** Regional 24-hour cable news channel serving metro Washington, D.C. seeks line newscast Producer. Relevant college degree and minimum 2 years TV newscast producer experience required. Please send or fax (703/912-5599) resume and salary history to: NewsChannel 8, HR Dept., 7600-D Boston Blvd, Springfield, VA 22153. No phone calls please. EOE M/F

# YOUR AD COULD BE HERE!

To place an ad in Broadcasting & Cable  
Classified section, call Antoinette Fasulo

TEL: 212-337-7073

FAX: 212-206-8327

AFASULO@B&C.CAHNERS.COM



HELP WANTED TECHNICAL

**OUT OF THIS WORLD OPPORTUNITY**

**DIRECTOR OF ENGINEERING**  
at USA'S JERSEY CITY  
**NETWORK OPERATIONS CENTER**

Designed with State-of-the-art equipment that feeds the USA and SCI-FI Networks, this new facility requires a Director with strong educational and experience credentials in production and transmission technology.

The Director of Engineering will be responsible for implementing automation system enhancements, assisting with Networks Operations facility design, working with vendors to debug software, establishing technical operating procedures, writing manuals and assisting with ongoing training. Global knowledge of industry developments in compression, encryption, conditional access systems and ATV/HDTV is required as well as good system management skills for SCO UNIX and TCP/IP.

USA NETWORKS offers a comprehensive benefits package, including health coverage, 401(k) savings, pension and profit sharing plans. For confidential consideration, please forward a cover letter, resume and salary history/requirements (only resumes with salary requirements will be considered) to:

**USA NETWORKS**  
Human Resources Department DE  
1230 Ave. of the Americas, New York, NY 10020  
FAX: (212) 262-5343

**NEW TV/CABLE NETWORK JOB OPPORTUNITIES**

America's Health Network is set to launch on March 25, 1996 offering 24 hours of live health oriented programming in a call-in "Ask The Doctor" format. We are located in Universal Studios in Orlando, FL and are affiliated with the Mayo Clinic, IWI Publishing and others. We are in need of the following professional positions:

**DIRECTORS AND TECHNICAL SUPERVISOR/DIRECTOR**

Requires appropriate degree or equivalent experience and at least 2 years "live" TV directing/switching experience (GVG 3000 is a definite plus) and excellent working knowledge of production equipment.

**CHYRON "INFINITI"/GRAPHIC OPERATORS**

Requires appropriate degree or equivalent experience, 1 year live broadcast experience, computer literacy and willingness to work nights and weekends under live pressures.

**NOC/ROBOTICS**

Requires appropriate degree or equivalent, 1 year camera experience and computer literacy.

Drug test will be required. Full-time jobs will include a full benefits package, along with competitive pay. Send resume to HR, America's Health Network, 1000 Universal Studios Plaza, Building 22A, Orlando, FL 32819, or fax resume to 407-354-6821 or E-Mail resume (in the text of the message, not as an "attachment") to

**AMHEALTHHR@aol.com.**  
NO PHONE CALLS OR VISITS, PLEASE.  
Equal Opportunity Employer and a Drug-Free Workplace.

ALLIED FIELDS

HELP WANTED ADMINISTRATION

**Graduate Assistantships--** Through the Master of Fine Arts program, produce your own TV shows in NYC for national distribution. 12 positions positions, 20 hours/week. Serve as teaching assistants, crew studio and remote; hands-on in development, scripting, linear/non-linear editing, distribution, staging and lighting. Requires BA and acceptance into Master of Fine Arts program which concentrates on TV Production. \$6,900+. September 1996. Dr. Loomis C. Irish, Chairman, Department of TV/Radio, Brooklyn College, Brooklyn, NY 11210.

**Graduate Assistantships available in RTVF department for M.A. - Communication students.** Assignments include two public radio stations; television production; assisting announcing, production, filmmaking labs etc. Tuition waiver plus up to \$4400/year. Contact Dr. William Rabin, Director, School of Communication, Northeast Louisiana University, Monroe, LA 71209. (318) 342-1390. EOE/AA.

EMPLOYMENT SERVICES

**JOBPHONE®**  
Inside Job Openings, Nationwide

**PRESS**

- 1 Radio Jobs, updated daily
- 2 Television Jobs, updated daily
- 3 Hear "Talking Resumes"
- 4 To record "Talking Resumes" and employers to record job openings
- 5 Entry level positions

**OUR 6<sup>TH</sup> YEAR**

**1-900-726-JOBS**  
\*1\*\* 807 MIL. JOBPHONE, NEWPORT BEACH, CA

**PROFESSIONAL JOBS WITH ENTERTAINMENT COMPANIES**  
BROADCAST & CABLE TELEVISION, DISTRIBUTORS, MOTION PICTURE, POST PRODUCTION & MORE

Entry to senior level jobs nationwide in ALL fields (news, sales, production, management, etc.). Published biweekly. For subscription information:

**(800) 335-4335**  
**In CA, (818) 901-6330.**  
Entertainment Employment Journal™

**TV JOBS**  
Get the best leads in the business without going broke.

*MediaLine*  
THE BEST JOBS ARE ON THE LINE  
for more about how you can get daily updated job information call  
**800-237-8073**  
Since 1986

**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.

**National Sports Jobs Weekly**, PO Box 5725 Glendale AZ 85312, <http://www.sportsjobs.com> (602) 933-4345, 4 issues for \$39, 13 for \$89.

**EDUCATIONAL SERVICES**

On-camera coaching: Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Resumes. Critiquing. Private lessons with former ABC News correspondent. 914-937-1719. Julie Eckhart, ESP.

**WANTED TO BUY EQUIPMENT**

Used videotape: Cash for 3/4" SP, M2-90's, Betacam SP's. Call Carpel Video 301-694-3500.

**FOR SALE EQUIPMENT**

**SMART TAPES.**

For video duplication, demos, audition reels, work tapes, our recycled tapes are technically up to any task and downright bargains. All formats, fully guaranteed. To order call:

**(800)238-4300 CARPEL VIDEO**

Lowest prices on videotape! Since 1979 we have been beating the high cost of videotape. Call Carpel for a catalog. 800-238-4300.

AM and FM transmitters, used, excellent condition, tuned and tested your frequency. Guaranteed. Financing available. Transcom. 800-441-8454, 215-884-0888, Fax 215-884-0738.

3" Heliac Standard Coaxial Cable. 50-Ohm, unused, cut to length. Priced below market. Shipped instantly. Call Basic Wire and Cable - 800-227-4292. Fax 312-539-3500.

**FOR SALE STATIONS**

**W. John Grandy**  
**BROADCASTING BROKER**  
 117 Country Club Drive  
 San Luis Obispo, CA 93401  
 Phone: (805) 541-1900  
 Fax: (805) 541-1906

**NC FM & 2x AM's near Charlotte, profitable ..... \$2.5M**  
**GA/FL FM with cash flow near Jacksonville ..... \$750K**  
**GA AM fulltimer with Atlanta coverage ..... \$675K**  
**FL AM fulltimer near Tampa ... \$395K**  
**PA AM cash flow near Philly .. \$675K**  
**FL AM small market with cashflow ..... \$295K**  
**AL AM fulltimer near Birmingham ..... \$295K**

**HADDEN & ASSOC.**  
 PH 407-365-7832 FAX 407-366-8801

**FOR SALE**

Full-day, individual seminar for radio investors, given privately to you. Group owner/operator with 28 years experience and ex-NAB General Counsel explain station search, negotiation, financing, FCC rules, takeover, and many other topics you choose. Learn how to buy in today's environment. Call Robin Martin or Erwin Krasnow today for details and a brochure.

The Deer River Group  
 Washington, DC - (202) 835-8090

Small combo, Georgia mountain vacation area; Hispanic AM, major Florida market, profitable; Very attractive FM, Florida Keys. Beckerman Associates 813-971-2061.

Rich? Unfilled? Ready for the ultimate in fun, admiration and excitement? Own the heritage, Monterey Bay Area-Salinas, CA market-dominant (MSA #77) 10 KW AM news-talk blowtorch. Good daytime signal into Silicon Valley. Includes world-class talent and large, growing upscale audience. Broadcasts from radio museum-like, multi-studio facility overlooking magnificent lagoon and Pacific Ocean. Best climate on earth. Enormous potential. \$3.5 million cash. 408-685-1999 or e-mail to [mz@ksco.com](mailto:mz@ksco.com)

Mid Atlantic area AM radio station for sale. Sale includes real estate property. Please only serious inquiries need apply. Send letter to Box 00714.

Fort Lauderdale and Fort Myers, Florida LPTVs for sale. Rare opportunity, great values. Reply on your company letterhead to Box 00729.

**BROADCASTING TOWER**

Tower Space Available, Oklahoma City market. Construction begins April 1996. Call Brad Ferguson at KCSC. (405) 460-5272. Fax (405) 330-3844. E-Mail: [KCSCFM@aol.com](mailto:KCSCFM@aol.com).

**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 (212) 337-7073 and ask for Antoinette Fasulo.

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: \$1.95 per word, \$39 weekly minimum. Situations Wanted: 1.05¢ per word, \$21 weekly minimum. Optional formats: Bold Type: \$2.25 per word, Screened Background: \$2.40, Expanded Type: \$2.95 Bold, Screened, Expanded Type: \$3.35 per word. All other classifications: \$1.95 per word, \$39 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: \$173 per inch. Situations Wanted: \$87 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: \$25 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.

To place your classified ad in *Broadcasting & Cable*, call Antoinette Fasulo (212) 337-7073



# For the Record

"For the Record" compiles applications filed with and actions taken by the FCC. Applications and actions are listed by state; the date the application was filed or the action was taken, when available, appears in *italic*.

Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; D.I.P.—debtor in possession; ERP—effective radiated power; khz—kilohertz; km—kilometers; kw—kilowatts; m.—meters; mhz—megahertz; mi—miles; TL—transmitter location; w—watts. One meter equals 3.28 feet.

## OWNERSHIP CHANGES

### Dismissed

**Normal, Ill.** (BTCED-960111K6)—Illinois State University for WGLT(FM) 89.1 mhz: voluntary transfer of control from Board of Regents on behalf of Illinois State University to Board of Trustees of Illinois State University. *Feb. 28*

**Crossville, Tenn.** (BALCT-950117KH)—WINT-TV Inc. for WINT-TV ch. 20: AOL from WINT-TV Inc. to Inavision Television Broadcast Group. *Feb. 22*

### Granted

**Brookfield, Conn.** (BTC-960216GG and BTCH-960216GH)—Danbury Broadcasting Inc. for WINE(AM) 940 khz and WRKI(FM) 95.1 mhz: involuntary transfer of control from Carter Burden to Susan L. Burden, S. Carter Burden III and Flobelle F. Burden (executors of estate of Carter Burden). *Feb. 27*

**Norwalk, Conn.** (BTC-960216GN and BTCH-960216GO)—Commodore Media of Norwalk Inc. for WNLK(AM) 1350 khz and WEFX(FM) 95.9 mhz: involuntary transfer of control from Carter Burden to Susan L. Burden, S. Carter Burden III and Flobelle F. Burden (executors of estate of Carter Burden). *Feb. 27*

**Wilmington, Del.** (BTC-960216GE and GF)—Pourtales Radio Partnership for WJBR(AM) 1290 khz and WJBR-FM 99.5 mhz: involuntary transfer of control from Carter Burden to Susan L. Burden, S. Carter Burden III and Flobelle F. Burden (executors of estate of Carter Burden). *Feb. 27*

**Stuart, Fla.** (BTCH-960216GR)—New Wave Communications LP for WZZR(FM) 92.7 mhz: involuntary transfer of control from Carter Burden to Susan L. Burden, S. Carter Burden III and Flobelle F. Burden (executors of estate of Carter Burden). *Feb. 27*

**Vero Beach, Fla.** (BTCH-960216GS)—Commodore Media of Florida Inc. for WOOL(FM) 103.7 mhz: involuntary transfer of control from Carter Burden to Susan L. Burden, S. Carter Burden III and Flobelle F. Burden (executors of estate of Carter Burden). *Feb. 27*

**Newnan, Ga.** (BTC-960202EH)—WNEA Inc. for WNEA(AM) 1300 khz: involuntary transfer of control from Robert F. Bell (deceased) to Daniel McEntee and Barbara Bell (co-executors). *Feb. 28*

**El Dorado, Kan.** (BAL-960124GF and BALH-960124GH)—New Life Fellowship Inc. for KSRX(AM) 1360 khz and KTLI(FM) 99.1 mhz: involuntary AOL from New Life Fellowship Inc. to Jimmy Wayne Lee (trustee). *Feb. 26*

**Kingman, Kan.** (BALH-960124GG)—New Life Fellowship Inc. for KTCM(FM) 100.3 mhz: involuntary AOL from New Life Fellowship Inc. to Jimmy Wayne Lee (trustee). *Feb. 26*

**Wichita, Kan.** (BALED-960124GI)—New Life Fellowship Inc. for KIBN(FM) 90.7 mhz: involuntary AOL from New Life Fellowship Inc. to Jimmy Wayne Lee (trustee). *Feb. 26*

**Glasgow, Ky.** (BAL-960212GT and BALH-960212GU)—Ward Communications Corp. for WCDS(AM) 1440 khz and wwwq(FM) 105.3 mhz: involuntary AOL to John P. Niland (receiver). *Feb. 22*

**Indian Head, Md.** (BAL-960209EA)—WBZE Inc. for WNTL(AM) 1030 khz: involuntary AOL to WBZE Inc. (D.I.P.). *Feb. 23*

**Lincoln, Me.** (BAL-960111L3 and BALH-960111L4)—Gary M. Growe, Chapter 11 trustee for WTOX(AM) 1450 khz and WHMX(FM) 99.3 mhz: involuntary AOL to Gary M. Growe (ch. 7 trustee). *Feb. 23*

**Patterson, N.Y.** (BTC-960216GV; BTCH-960216GW and GX)—Hudson Growth Inc. for WPUT(AM) 1510 khz, WVIB(FM) 106.3 mhz and WVV8(FM) 105.5 mhz: involuntary transfer of control from Carter Burden to Susan L. Burden, S. Carter Burden III and Flobelle F. Burden (executors of estate of Carter Burden). *Feb. 27*

**White Plains, N.Y.** (BTC-960216GI and BTCH-960216GJ)—Commodore Media of Westchester Inc. for WFAS(AM) 1230 khz and WFAS-FM 103.9 mhz: involuntary transfer of control from Carter Burden to Susan L. Burden, S. Carter Burden III and Flobelle F. Burden (executors of estate of Carter Burden). *Feb. 27*

**Idabel, Okla.** (BAL-960111ES and BALH-960111ET)—Curtis L. Cochran for KBEL(AM) 1240 khz and KBEL-FM 96.7 mhz: involuntary AOL from Curtis L. Cochran (deceased) to Nona Sanders (personal representative). *Feb. 27*

**Allentown, Pa.** (BTC-960216GK and BTCH-960216GM)—Commodore Media of Pennsyl-

vania Inc. for WAEB(AM) 790 khz and WAEB(FM) 104.1 mhz: involuntary transfer of control from Carter Burden to Susan L. Burden, S. Carter Burden III and Flobelle F. Burden (executors of estate of Carter Burden). *Feb. 27*

**Bethlehem, Pa.** (BTCH-960216GL)—Commodore Media of Pennsylvania Inc. for wzzo(FM) 95.1: involuntary transfer of control from Carter Burden to Susan L. Burden, S. Carter Burden III and Flobelle F. Burden (executors of estate of Carter Burden). *Feb. 27*

**Huntingdon, W.Va.** (BTCH-960216GQ)—Commodore Media of Kentucky Inc. for WTCR(FM) 103.3 mhz: involuntary transfer of control from Carter Burden to Susan L. Burden, S. Carter Burden III and Flobelle F. Burden (executors of estate of Carter Burden). *Feb. 27*

**Kenova, W.Va.** (BTC-960216GP)—Commodore Media of Kentucky Inc. for WTCR(AM) 1420 khz: involuntary transfer of control from Carter Burden to Susan L. Burden, S. Carter Burden III and Flobelle F. Burden (executors of estate of Carter Burden). *Feb. 27*

## NEW STATIONS

### Dismissed

**Chinle, Ariz.** (BPED-920309MG)—Chinle Unified Schools District #24 for educational FM at 90.5 mhz, ERP .100 kw, ant. 500 m. *Feb. 21*

**Elma, Wash.** (BPH-950104MC)—Marvin West McWhorter for FM at 102.1 mhz, ERP 6 kw, ant. 45 m., TL rural site 2 km NW of Elma. *Feb. 23*

### Granted

**Apalachicola, Fla.** (BPH-950515MF)—John H. Wiggins for FM at 105.5 mhz, ERP 6 kw, ant. 100 m. *Feb. 23*

**Quitman, Miss.** (BPH-930827IC)—Quitman Broadcasting Co. for WYKK-FM 98.9 mhz: change ERP to 25 kw, ant. to 100 m., class to C3. *Feb. 27*

**Syracuse, N.Y.** (BPED-931013MB)—State

## BY THE NUMBERS

### BROADCAST STATIONS

| Service                   | Total         |
|---------------------------|---------------|
| Commercial AM             | 4,906         |
| Commercial FM             | 5,285         |
| Educational FM            | 1,810         |
| <b>Total Radio</b>        | <b>12,001</b> |
| VHF LPTV                  | 561           |
| UHF LPTV                  | 1,211         |
| <b>Total LPTV</b>         | <b>1,772</b>  |
| FM translators & boosters | 2,453         |
| VHF translators           | 2,263         |
| UHF translators           | 2,562         |
| <b>Total Translators</b>  | <b>7,278</b>  |

| Service            | Total        |
|--------------------|--------------|
| Commercial VHF TV  | 559          |
| Commercial UHF TV  | 622          |
| Educational VHF TV | 123          |
| Educational UHF TV | 240          |
| <b>Total TV</b>    | <b>1,544</b> |

### CABLE

|                    |            |
|--------------------|------------|
| Total systems      | 11,660     |
| Total subscribers  | 62,231,730 |
| Homes passed       | 91,750,000 |
| Cable penetration* | 65.3%      |

\*Based on TV household universe of 95.4 million.  
Sources: FCC, Nielsen, Paul Kagan Associates

University of New York for educational FM at 90.3 mhz, ERP 1 kw, ant. 46 m. *Feb. 26*

**Cookeville, Tenn.** (BPED-950214MA)—The Public Library Board for noncommercial educational FM at 91.7 mhz, ERP .5 kw, ant. 117 m. *Feb. 23*

**Beaumont, Tex.** (BPH-870710NA)—Beaumont Skywave Inc. for FM at 102.5 mhz, ERP 50 kw, ant. 150 m. *Feb. 22*

**Waco, Tex.** (BMPH-951013IM)—Kennelwood Broadcasting Co. Inc. for FM at 94.5 mhz, ERP 3.2 kw, ant. 138 m. *Feb. 28*

**Elma, Wash.** (BPH-950105MB)—Skip Marrow for FM at 102.1 mhz, ERP 6 kw, ant. 100 m. *Feb. 22*

**Mayville, Wis.** (BMPH-950710IF)—Molly Ellen Huth for WMVM(FM) 98.7 mhz: change ERP to 6 kw, ant. to 75 m., TL. *Feb. 27*

**Filed/Accepted for filing**

**Osceola, Ark.** (960223AB)—Pollack Broadcasting Co. for KOSE(AM) 860 khz: change city of license. *Feb. 23*

**Page, Ariz.** (BPED-960205MC)—Arizona Board of Regents for and on behalf of Northern Arizona University (Eddie Basha, president, P.O. Box 5764, Flagstaff, AZ 86011) for noncommercial educational FM at 90.9 mhz, ERP .500 kw, ant. 460 m., 28.3 km SSW of Page. Applicant owns KNAU(FM) Flagstaff, Ariz. *Feb. 5*

**Fayetteville, Ark.** (BPED-960216MA)—Vision Ministries Inc. (Marilyn K. Lynch, president/owner, Box 6210, Fort Smith, AR 72906) for FM at 89.3 mhz, ERP 1.5 kw, ant. 192 m., 4067 Kessler Rd. or 2.3 km W of SH 265 on Kessler Mtn. Rd. *Feb. 16*

**Vernon Hills, Ill.** (BMP-960220AE)—Polnet Communications Ltd. for WNVF(AM) 1030 khz: change TL, ant. system. *Feb. 20*

**Rochester, Minn.** (960222AA)—Olmstead County Broadcasting Co. for KOLM(AM) 1520 khz: change power, TL, hours of operation, ant. system. *Feb. 22*

**Brookline, Mo.** (BPH-960212MA)—William Walter Muench (6181 W. Farm Rd. 94, Springfield, MO 65803) for FM at 102.1 mhz, ERP 4.71 mhz, ant. 112 m., KWFC Tower, 628 E. Kearney St., Springfield, Mo. *Feb. 12*

**Brookline, Mo.** (BPH-960212MB)—DLT—Brookline Radio Inc. (Don L. Turner, president/100% owner, 1350 One Galleria Tower, 13355 Noel Rd., Dallas, TX 75240) for FM at 102.1 mhz, ERP 6 kw, ant. 74.6 m., Bennett St., E. of Scenic St., Springfield, Mo. Turner owns 8.29% of KYKZ-FM Lake Charles, La., and has interests in FMs in Aurora and Nixa and AM in Springfield, all Mo., and in the buying of AM-FM in Lake Charles. *Feb. 12*

**Brookline, Mo.** (BPH-960212MC)—Brookline Broadcasting (Gary S. Smithwick, general partner, 1990 M St., NW, Washington, DC 20036) for FM at 102.1 mhz, ERP 6 kw, ant. 57 m., 800 W. Tampa, Springfield, Mo. Smithwick owns 50% of WANG(FM) Chenango Bridge, N.Y., has interest in WTPX(FM) Jupiter, Fla., and in applications for FMs in Evansville, Ind.; Fairview, Penn., and Ettrick, Va. *Feb. 12*

**Brookline, Mo.** (BPH-960212MD)—KOSP Partnership (Rex Hansen, president/5.6%

owner, MW Springmo Inc. [78% general partner of KOSP], P.O. Box 253, Madison, WI 53701) for FM at 102.1 mhz, ERP 5.5 kw, 105 m., 3004 E. Cherry, Springfield, Mo. *Feb. 12*

**Bridgeport, Neb.** (BPH-960205MB)—Tracy Broadcasting Corp. (Michael J. Tracy, president/owner, P.O. Box 532, Scottsbluff, NE 6963-0532) for FM at 101.3 mhz, ERP 100 kw, ant. 301 m., 11.3 km SW of Lisco, Neb. Tracy Broadcasting owns KOLT(FM) and KMOR(FM) Scottsbluff, Neb., and has applied for FMs in Pine Bluffs, Wyo., and Kimball and Gering, Neb. *Feb. 5*

**Greenville, N.C.** (960125KF)—Northwest Television Inc. (William L. Yde III, president/25% owner, 505 Turtle Creek Dr., Brentwood, TN 37027) for TV on ch. 38, ERP 1,450 kw, ant. 152 m. NW TV is selling KBGE(TV) Bellevue, Wash., and has applied for TVs on ch. 38, Greenville, N.C.; ch. 21, Minden, La.; ch. 11, Holbrook, Ariz., and in Lincoln, Neb.; Muskogee, Okla.; Galesburg, Ill., and Newton, Iowa. *Jan. 18*

**Hettinger, N.D.** (BPH-960213MB)—Anderson Broadcasting Co. (Alvin A. Anderson, president/98%, P.O. Box 1233, Bismarck, ND 58501) for 93.5 mhz, ERP 100 kw, ant. 213 m., 20 km S of Mott, N.D. Anderson Broadcasting has CP for AM in Bismarck, N.D. *Feb. 13*

**Klamath Falls, Ore.** (BPED-960206MD)—Educational Media Foundation (Richard Jenkins, president, 1425 N. Market Blvd., Ste. 9, Sacramento, CA 95834) for noncommercial educational FM at 88.5 mhz, ERP 5.07 kw, ant. 106 m., Kago Hill, 1 mi. W of Klamath Falls. EMF owns FMs in Magalia, Garberville, Chowchilla, Santa Rosa and Kingsburg, all Calif., and AM in Tigard, Ore., and has applied to build FMs in Tucson and Fountain Hills, Ariz., and Fairmead, Redding and Livingston, all Calif. *Feb. 6*

**Tazewell, Tenn.** (BPCT-960220KE)—Tri-States Media Inc. (James F. Stair, president/owner, 2424 Bainbridge Way, Powell TN 37849) for TV on ch. 48, ERP 1000 kw, ant. 157 m., 728 Essary Rd., Tazewell. *Feb. 20*

**Rocky Mount, Va.** (BP-960208AB)—WYTI Inc. for WYTI(AM) 1570 khz: change power, TL, ant. system. *Feb. 8*

**Pine Bluffs, Wyo.** (BPH-960205MD)—Tracy Broadcasting Corp. (Michael J. Tracy, president/owner, P.O. Box 532, Scottsbluff, NE 6963-0532) for FM at 105.3 mhz, ERP 29.7 kw, ant. 70.8 m., Rte. 215, 8.2 km N of Pine Bluffs. Tracy Broadcasting owns KOLT(FM) and KMOR(FM) Scottsbluff, Neb., and has applied for FMs in Bridgeport, Kimball and Gering, all Neb. *Feb. 5*

**FACILITIES CHANGES**

**Granted**

**Glennallen, Alaska** (BPED-941205IC)—Terminal Radio Inc. for KXGA(FM) 90.5 mhz: change ERP to 3.2 kw, ant. to 228.7 m. *Feb. 28*

**Ventura, Calif.** (BPH-960111IV)—KVEN Broadcasting Corp. for KHAV(FM) 100.7 mhz: increase tower height. *Feb. 23*

**Belle Glade, Fla.** (BPH-950804IB)—Semi-

nole Broadcasting Co. for WBG(FM) 93.5 mhz: change ant. to 82 m., ERP to 5 kw. *Feb. 22*

**Riviera Beach, Fla.** (BPH-951201IB)—WOLL License Partnership for WOLL(FM) 94.3 mhz: install new aux. ant. system. *Feb. 26*

**Fayetteville, Ga.** (BPH-951031IB)—Radio One of Atlanta Inc. for WHTA(FM) 97.5 mhz: change class to C3, ERP to 6.6 kw, ant. to 194 m. *Feb. 23*

**Grand Rapids, Mich.** (BPH-951024IB)—Wisconsin Rapids Broadcast Co. Inc. for WGLX-FM 103.3 mhz: change ERP to 100 kw. *Feb. 22*

**Holdrege, Neb.** (BPH-951027ID)—High Plains Broadcasting Inc. for KUVF-FM 97.7 mhz: change ch. to C1. *Feb. 22*

**Rocky Mount, N.C.** (BPH-951002IB)—Radio Station Weed Inc. for WRSV(FM) 92.1 mhz: change ERP to 2 kw, ant. to 174 m., TL to 9 km W of Pinetops, N.C. SW corner of junction of 1003 and 1124. *Oct. 2*

**Allentown, Pa.** (BPH-951016IH)—Commodore Media of Pennsylvania for WAEB-FM 104.1 mhz: change ERP to 19.4 mhz, ant. to 50 m., TL. *Feb. 23*

**Charleston, S.C.** (BP-960111AD)—Kirkman Broadcasting Inc. for WQNT(AM) 1450 khz: change power, TL. *Feb. 28*

**Tazewell, Tenn.** (BP-960215A)—WNTT Inc. for WNTT(AM) 1250 khz: change TL. *Feb. 22*

**Hartford, Vt.** (BPH-951016ID)—Family Broadcasting Inc. for WGLV(FM) 104.3 mhz: change class from A to C3, ERP 5.6 kw, ant. 151 m. *Feb. 22*

**Olympia, Wash.** (BP-950306AD)—National Communications Inc. for KCPL(AM) 920 khz: CP to multiplex from site of KTOL, Lacey, Wash., 3.2 km NW of Lacey; reduce day power to 3 kw; make changes in ant. system. *Feb. 26*

**Buckhannon, W.Va.** (BPH-951109IE)—Harlynn Inc. for WBTO(FM) 93.5 mhz: change ERP to 16 kw, ant. to 127 m., TL to 1.6 km W of community of Talbott, W. Va. *Nov. 9*

**Peshtigo, Wis.** (BMPH-95082IA)—Janet Callow for WJMR(FM) 96.3 mhz: change ERP to 49 kw, ant. to 147 m. *Feb. 22*

**Accepted for filing**

**Tallahassee, Fla.** (BPCT-960214KE)—Media Venture Management for WTXL-TV ch. 27: change ERP to 2,700 kw, ant. to 518 m., TL. *Feb. 14*

**Sycamore, Ill.** (BP-960130AB)—DeKalb County Broadcasters Inc. for WSQR(AM) 1560 khz: add night service and specified hours. *Feb. 29*

**Nashville, Ind.** (BPH-960130IA)—Brown County Broadcasters Inc. for WVNI(FM) 95.1 mhz: change ant. supporting-structure height, ant., ERP. *Jan. 30*

**Cleveland, Miss.** (BPH-951204ID)—Radio Cleveland Inc. for WCLD-FM 103.9 mhz: change ERP to 24.5 kw, class from A to C3. *Dec. 4*

**Buffalo, N.Y.** (BPCT-960214KG)—Sullivan Broadcasting License Corp. for WUTV(TV) ch. 29: change ERP to 3,056 kw, ant. to 329 m., TL to 951 Whitehaven Rd., Grand Island, N.Y. *Feb. 14*



# 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. 20006  
(202) 898-0111  
Member AFCEE

**Contact**  
BROADCASTING & CABLE MAGAZINE  
1705 DeSales St., N.W.  
Washington, D.C. 20036  
for availabilities  
Phone: (202) 659-2340

**HAMMETT & EDISON, INC.**  
CONSULTING ENGINEERS  
Box 280068  
San Francisco, California 94128

**HE** 707/996-5200  
202/396-5200

e-mail engr@h-e.com

**CARL E. SMITH**  
CONSULTING ENGINEERS

AM FM TV Engineering Consultants  
Complete Tower and Rigging Services  
"Serving the Broadcast Industry  
for over 50 Years"  
Box 807 Bath Ohio 44210  
(216) 659-4440

**Denny & Associates, P.C.**  
Consulting Engineers

1901 Pennsylvania Ave., N.W., Suite 402  
Washington, D.C. 20006-3405

Tel: (202) 452-5630 Fax: (202) 452-5620  
e-mail: info@denny.com Member AFCEE

**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) 789-9814  
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 (IFCC 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

**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) 528-1987

**SPECTRUM**  
ENGINEERING COMPANY  
**BILL CORDELL, P.E.**

11111 Katy Freeway, Suite 360  
Houston Texas 77079  
(800) 966-8885 Fax: (713) 984-0066  
Communications Engineering Consultants  
Member AFCEE

**Suffa & Cavell, Inc.**

Consulting Engineers  
10300 Eaton Place, Suite 450  
Fairfax, Virginia 22030  
(202) 332-0110 (703) 591-0110  
Fax (703) 591-0115  
Member AFCEE

**George Jacobs  
& Associates, Inc.**  
Consulting Broadcast Engineers  
Domestic & International  
Member AFCEE

Suite 410 8701 Georgia Ave  
(301) 587-8800 Silver Spring MD  
20910

## SERVICES

BROADCAST DATABASE  
**dataworld**  
MAPS

Coverage Terrain Shadowing  
Allocation Studies • Directories  
P O Box 30730 301-652-8822  
Bethesda MD 20814 800-368-5754

**WANTED DEAD OR ALIVE:**

UPLINK TRUCKS or  
SATELLITE EQUIPMENT  
will consider any condition and will pay cash  
**BLR COMMUNICATIONS**  
1-410-750-1400

**RF Systems, Inc.**

• Transmitter and Studio Installation  
• RF Test and Measurement  
• Microwave and Satellite  
Engineering and Installation

908-561-1144

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.

1049 Morrison Drive  
Charleston, SC 29403 • (803) 577-4681

**LDL**  
COMMUNICATIONS, Inc.

RF DESIGN & INSTALLATION SPECIALISTS  
LARCAN/LARCAN-TTC TRANSMITTERS  
ALAN DICK ANTENNAS & COMBINERS  
LEBLANC TOWER SYSTEMS

14440 CHERRY LANE CT LAUREL MD 20707  
TEL: 301-498-2200 FAX: 301-498-7952

**GULFA LINK**  
1-800-344-8007  
C AND KU BAND



FIRE • FLOOD • QUAKE



**VIDEOTAPE**

Decontamination  
Rejuvenation  
Restoration

800-852-7732

DISASTER RECOVERY

**NAPLES, FLORIDA**

Luxury Real Estate

Bay Colony, Pelican Bay, Park Shore Beach

**PATRICK MURPHY**

941-434-6365 fax 941-434-0865

REFERENCES OF SUBSCRIBERS AVAILABLE

**PROFESSIONAL/SERVICES DIRECTORY**

52 weeks - \$60 per insertion  
26 weeks - \$75 per insertion  
13 weeks - \$90 per insertion

# Changing Hands

Continued from page 36

AM-FM and WNCI(FM) Columbus; KDMX(FM) Dallas and KHM(FM) Houston, and KISW(FM) Seattle; is buying KFSD-FM San Diego

**Seller:** Park Communications Inc. Lexington, Ky. (Wright M. Thomas, president); owns WNLS(AM)-WTNT(FM) Tallahassee, Fla.; KWLO(AM)-KFMW-FM Waterloo, Iowa; WHEN-AM-FM Syracuse, N.Y.; WDEF-AM-FM Chattanooga, and WTVR-AM-FM Richmond, Va.; is selling WNLS-AM-WTNT-FM Tallahassee, Fla.; WPAT-AM-FM Paterson, N.J./New York; WNCT-AM-FM Greenville, N.C.; KWJJ-AM-FM Portland, Ore.; WNAX-AM-FM Yankton, S.D./Sioux City, Iowa, and KEZX(AM)-KWJZ(FM) Seattle

**Facilities:** AM: 950 khz, 1 kw; FM: 104.1 mhz, 100,000 w, ant. 1,070 ft.

**Format:** Both smooth jazz

**Broker:** Media Venture Partners; Gary Stevens & Co.

## RADIO: FM

**WRMA(FM) Fort Lauderdale and WXDJ(FM) Homestead/Miami, Fla.**

**Price:** \$115 million  
**Buyer:** Paxson Communications Corp., West Palm Beach, Fla. (Lowell W. "Bud" Paxson, chairman); owns the following Florida radios: WFTL(AM) Fort Lauderdale; WINZ(AM)-WLVE-FM and WZTA(FM) Miami Beach; WJRR(FM) Cocoa Beach; WZNZ(AM), WNZS(AM) and WROO-FM Jacksonville and WPLA(FM) Callahan/Jacksonville; WSJT(FM) Lakeland; WNZE(AM) Largo; WMGF(FM) Mt. Dora; WWNZ(AM) Orlando; WWZN(AM) Pine Hills; WHNZ(AM) Pinellas Park, and WHPT(FM) Sarasota; and WPTN(AM)-WGSQ(FM) Cookeville, Tenn. Paxson also owns the following TVs: KLVN-TV San Jose/San Francisco and KZKI(TV) San Bernardino/Los Angeles, Calif.; WHAI-TV Bridgeport, Conn./New York and WTWS(TV) New London/Hartford, Conn.; WTGI-TV Wilmington, Del./Philadelphia; WPBF-TV Tequesta/Palm Beach, Fla.; WTLK-TV Rome/Atlanta, Ga.; WGOT(TV) Merrimack, N.H./Boston; WAKC-TV Akron/Cleveland, Ohio, and KTFH-TV Conroe/Houston, Tex.

**Sellers:** WRMA: Seventies Broadcasting Corp., (Alan and Robert Potemkin, owners); WXDJ: New Age

Broadcasting Inc., (Russ Oasis, owner)

**Facilities:** WRMA: 106.7 mhz, 100 kw, ant. 984 ft; wxoj: 95.7 mhz, 100 kw, ant. 983 ft.

**Format:** Both Spanish

## RADIO: AM

**WJDM(AM) Elizabeth, N.J.**

**Price:** \$10 million for stock

**Buyer:** Children's Broadcasting Corp., Minneapolis (Christopher T. Dahl, president/13.2% owner); owns KPLS-AM Orange, Calif., and WWTC-AM Minneapolis and (under subsidiary Children's Radio Group Inc.) KKYD-AM Denver; KCNW-AM Fairway, Kan.; KYCR-AM Golden Valley, Minn.; KTEK-AM Alvin and KAHZ-AM Dallas/Fort Worth, and WZER-AM Jackson, Wis. Dahl owns 55% of KNUI-AM-FM Kahului, KNUQ-FM Paaulo and KHNR-AM Honolulu, Hawaii; KQHT-FM Crookston and KLGK-AM-FM Redwood Falls, Minn.; KRRZ-AM-KZPR-FM Minot, N.D., and KKAAM-AM-KQAA-FM Aberdeen and KBHB-AM-KRCS-FM Sturgis, S.D.

**Seller:** John R. Quinn, Elizabeth; no other broadcast interests

**Facilities:** 1660 khz, 500 w day

**Format:** Oldies

## THIS WEEK

**March 13-14**—"Engineering for the Non-engineer," course presented by *Women in Cable & Telecommunications*. TCI, Denver. Contact: Molly Coyle, (312) 634-2353.

**March 13-15**—NIMA International spring meeting/product distribution day. Renaissance Mayflower Hotel, Washington. Contact: David Savage, (202) 289-6462.

**March 14**—International Radio & Television Society Foundation newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

**March 14**—Federal Communications Bar Association luncheon featuring Richard Notebaert. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

**March 14**—Seminar on teen attitudes, behaviors and lifestyles presented by *Next Generation Radio*. McGraw-Hill Auditorium, New York City. Contact: Paula Friedman, (302) 655-3205.

**March 14-15**—"Telco 101: Cable Meets Telephony," course presented by *Women in Cable & Telecommunications*. Scientific-Atlanta offices, Norcross, Ga. Contact: Molly Coyle, (312) 634-2353.

**March 14-15**—Cable television law 1996 seminar presented by the *Practising Law Institute*. PLI Training Center, New York City. Contact: Christine Garcia, (212) 824-5700.

**March 17**—West Virginia Broadcasters Association spring meeting. Holiday Inn, Martinsburg, W.Va. Contact: (304) 744-2143.

## MARCH

**March 20**—"Managing the Telecommunications Revolution," seminar presented by *Leibowitz & Associates*. Orlando Airport Marriott, Orlando, Fla. Contact: (305) 530-1322.

**March 20**—International Radio & Television Foundation Gold Medal Award Dinner. Waldorf-

# Datebook

Astoria, New York City. Contact: Maggie Davis, (212) 867-6650.

## APRIL

**April 12-15**—Broadcast Education Association 41st annual convention. Las Vegas Convention Center, Las Vegas. Contact: Lara Sulimenco, (202) 429-5354.

**April 15-16**—Television Bureau of Advertising sales and marketing conference. Las Vegas Hilton, Las Vegas. Contact: Janice Garjan, (212) 486-1111.

**April 15-18**—National Association of Broadcasters annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

**April 28-May 1**—Cable '96, National Cable Television Association annual convention and exposition. Los Angeles Convention Center, Los Angeles. Contact: (202) 775-3669.

## MAY

**May 19-22**—36th annual Broadcast Cable Financial Management Association/Broadcast Cable Credit Association conference. Buena Vista Palace Hotel, Orlando (Disney World), Fla. Contact: Mary Teister, (708) 296-0200.

**May 23-25**—CES Orlando '96/CES Habitech '96, multimedia trade show presented by the Electronic Industries Association Consumer Electronics Show. Orange County Convention Center, Orlando, Fla. Contact: Cynthia Upson, (703) 907-7674.

## JUNE

**June 9-15**—17th annual Banff Television Festival. Banff Springs Hotel, Banff, Alberta, Canada. Contact: (403) 678-9260.

**June 19-22**—Promax & BDA '95 conference & exposition, presented by *Promax International*

and *BDA International*. Los Angeles Convention Center, Los Angeles. Contact: (213) 465-3777.

## JULY

**July 10-12**—WCA '96, *Wireless Cable Association* annual convention. Denver Convention Center, Denver. Contact: Sherry Crittenden, (202) 452-7823.

**July 14-17**—CTAM '96 national marketing conference, presented by the *Cable Television Administration and Marketing Society*. Boston Marriott Copley Place, Boston. Contact: (703) 549-4200.

## SEPTEMBER

**Sept. 24**—Broadcasting & Cable Interface X conference, cosponsored by *BROADCASTING & CABLE* and the *Federal Communications Bar Association*. New York Grand Hyatt, New York City. Contact: Joan Miller, (212) 337-6940.

## OCTOBER

**Oct. 9-12**—World Media Expo, comprising the *National Association of Broadcasters Radio Show* (contact: [800] 342-2460); *Radio Television News Directors Association* international conference (contact: Rick Osanski, [202] 467-5200); *Society of Broadcast Engineers* annual conference (contact: John Poray, [317] 253-1640), and *Society of Motion Picture and Television Engineers* 138th technical conference (contact: [914] 761-1100). Los Angeles Convention Center, Los Angeles. Contact: Lynn McReynolds, (202) 429-5350.

## NOVEMBER

**Nov. 11**—Broadcasting & Cable 1996 Hall of Fame Dinner. Marriott Marquis Hotel, New York City. Contact: Steve Labunski, (212) 213-5266.

**Major Meeting dates in red**

—Compiled by Kenneth Ray  
 (ken.ray@b&c.cahners.com)



## Catherine Reid: Commerce's wise counsel

**B**eing in the majority is more fun," says Catherine Reid, senior counsel to the House Commerce Committee. It's also a lot more work.

When Republicans took control of Congress for the first time in 40 years, they cut the committee staff by one third. Reid, who already was working long hours before the 1994 election, saw her workload triple as the Republicans picked up the mantle of telecommunications reform.

It was left to Reid and her colleague Michael Regan to coordinate the detailed work of writing the first major overhaul of communications law in more than 60 years.

For the last three months of 1995, Reid, Regan and 40 other congressional staffers sat around a table hammering out the fine print of the 111-page Telecommunications Act of 1996. Participants in the House/Senate conference put in 12 hours a day and often worked seven days a week. Even when a budget crisis forced the federal government to shut down, the conferees continued to meet.

By many accounts, some of the Senate Republican staffers were outgunned by Democratic professionals who had decades of experience running legislative conferences. Reid is credited by several sources with picking up the slack. According to one source, it was to Reid that Republican senators turned when they wanted to make a point in the staff conference.

As a Commerce Committee staffer, Reid's job is to represent her bosses—Commerce Committee Chairman Thomas Bliley (R-Va.) and House Telecommunications Subcommittee Chairman Jack Fields (R-Tex.). Several Washington insiders say that one of Reid's strengths is her ability to negotiate in good faith without compromising her bosses' role as decisionmakers.

In any legislative conference, staff-level discussions hinge on the ability of participants to represent their bosses' views accurately. One of Reid's Democratic colleagues praises Reid's performance during the three months of almost nonstop discussions.

"Cathy is a tough negotiator," the Democratic staffer says. "She knew exactly what she could promise and what she could deliver."

"In an era when staffers often get ahead of their bosses, Cathy is an honest broker,"



*"There is a lot more competition in the world now."*

### Catherine Mary Reid

Counsel, Commerce Committee, Washington; b. April 23, 1952, Plainfield, N.J.; BA, Cedar Crest College, Allentown, Pa., 1973; JD, Washington College of Law, American University, 1988; executive assistant, Warner Communications Corp., 1976-78; assistant administrator, W.R. Family Associates, 1978-80; law clerk, Pierson, Ball and Dowd, 1986-88; associate, Akin, Gump, Strauss, Hauer & Feld, 1988-91; present position since 1991

says CBS's Martin Franks, senior vice president, Washington. Franks says he also counts on Reid to convey his views without editorial comment. "You don't win all the time, but you know you get a fair hearing."

Others praise her for a combination of political acumen and an eye for detail. "She is a wonderful person to deal with because she knows more about the subject than you do and has the personal skills to deal with a very difficult political situation," says Turner Broadcasting Systems Inc.'s Bert Carp, vice president, governmental affairs.

Reid's reputation as an advocate extends beyond the recent conference on the telecommunications bill. She has also been a fierce defender of the Commerce Committee's turf when it comes to broadcast spectrum auctions. Congress's goal of balancing the budget in seven years has put an extraordinary amount of pressure on broadcast spectrum, which may be worth billions of dollars at auction.

Reid, who comes from a family of lawyers, got her start in Washington working as a paralegal and attending law school at night. Before joining the Commerce Committee staff, Reid worked at Akin, Gump, Strauss, Hauer & Feld, where she specialized in communications law.

In contrast to the deregulatory mood of her current bosses, Reid spent part of her time at Akin, Gump defending the financial interest and syndication rules. The rules, which the FCC took off the books last year, restricted the broadcast networks' ability to produce and distribute syndicated programs. "At the time, I felt the industry wasn't ready for the rules to go away," said Reid, adding, "There is a lot more competition in the world now."

Reid will soon be preparing for FCC oversight hearings, which Chairman Fields has promised to hold now that the Telecommunications Act of 1996 is law.

Fields and other Republicans already have expressed concern that the FCC may be diverging from Congress's intent in implementing the Telecommunications Act. Although Reid shares her bosses' concerns, she is also careful not to indict the entire commission. "The people at the FCC are wonderful. I don't think they get nearly the credit they deserve," she says. —CSS

# Fates & Fortunes

## BROADCAST TV

**Linda Tabakin**, educational services coordinator, Instructional Television Fixed Service, Greater Dayton Public Television, Dayton, Ohio, named program/operations manager.

**Michelle Heslop**, weekend evening supervising producer, WDAF-TV Kansas City, Mo., named executive producer, weekend evening newscasts.



Brekke

named NSM.

**Dennis Hart**, instructor, broadcast journalism, Humboldt State University, Arcata, Calif., joins KFSN-TV Fresno, Calif., as producer, *Live at Five* news.

**Joe Mazza**, NSM, KBSI(TV) Cape Girardeau, Mo., named GSM.



Corsini

Appointments at WTVU(TV) New Haven, Conn.: **Gail Brekke**, president/owner, BlackDiamond Communications Inc., Minneapolis, joins as GM; **John Russo**, account executive, WTNH-TV New Haven,

named NSM. **Don Corsini**, VP, original programming and development, Liberty Sports, joins KCAL(TV) Los Angeles as VP, sports operations and production. Appointments at WFOR-TV Miami:

**Brian Norcross**, chief meteorologist, WTVJ(TV) Miami, joins as director, meteorology, and news anchor; **Anne Roberts**, anchor/reporter, KUSA-TV Denver, joins as news anchor; **Mimmi Mathis**, director, program development and advertising, WXYZ-TV Detroit, joins as director, creative services.

**Bruce Mello**, senior VP/group manager, Harrington, Righter & Parsons, New York, joins Katz Television Group there as VP/director, business development.

**Ren Scott**, reporter, WCBS-TV New York, joins KYW-TV Philadelphia in same capacity.

**Howard Daniels**, assistant director, finance, KABC-TV Los Angeles, joins

WLS-TV Chicago as controller.

**Jeff Cash**, director, sales, WCAU-TV Philadelphia, joins WKEF(TV) Dayton, Ohio, as VP/GM.

**Michael Kelly**, corporate director, sales, Grant Television Group, joins Northwest Broadcasting Inc. as director, sales, and GSM, KAYU-TV Spokane, Wash.

Appointments at KOLD-TV Tucson, Ariz.: **Paul Gaulke**, creative services director, WFTX(TV) Cape Coral, Fla., joins as director, marketing; **Chuck George**, meteorologist, KPHO-TV Phoenix, joins as chief meteorologist.

Appointments at Allbritton Communications: **Gerald Heilman**, president/GM, WSET-TV Lynchburg, Va., named president/GM, TV Alabama Inc. (WCFT-TV Tuscaloosa and WJSU-TV Anniston, both Ala.); **Phillip Cox**, VP/GM, WJSU-TV, named VP/manager, station operations of both stations.

Appointments at KOMO-TV Seattle: **Sabrina Register**, news anchor/reporter, KRQE (TV) Albuquerque, N.M., joins as morning anchor; **Tracy Vedder** and **April Zepeda**, reporters, KREM-TV Spokane, Wash., join in same capacity; **Loree Wagner**, assignment manager, named managing editor.

## PROGRAMING

**Scot Safon**, VP, advertising, Turner Network Television, Atlanta, named senior VP.

**Stephen Ross**, senior VP, special projects, Warner Bros., Burbank, Calif., named executive VP.

**Jacqueline Majers**, director, publicity, foxlab, joins Worldvision Enterprises Inc., New York, as director, publicity and promotion.

**Tony Colabraro**, senior VP, finance and administration, Worldvision Enterprises, New York, named senior VP/CFO.

**Steven Hill**, director, international human resources, Blockbuster Entertainment Group, Fort Lauderdale, Fla., joins Viacom Inc., New York, as VP, international human resources.

**Christopher Jacquemin**, senior research analyst, Rysher Entertainment, Los Angeles, named research manager.

**Jeffrey Rosen**, VP, litigation and employment practices, Capital Cities/ABC, New York, named VP, human resources.

**Scott Simensky**, LSM, WABC-TV New York, named VP, National Television Sales, Capital Cities/ABC, there.

**Todd Woods**, director, research, WTMJ-TV Milwaukee, joins MGM Domestic Television Distribution, Santa Monica, Calif., as manager, television research.

## RADIO



Thorgusen

**Eileen Thorgusen**, district director, CBS Radio Networks, joins Premiere Radio Networks Inc., Los Angeles, as VP, affiliate relations.

Appointments at WKTU (FM) New York: **Scott Elberg**, sales manager,

WFAN (AM) New York, joins as GSM; **Frankie Blue**, director, programing, The Box, joins as program director.

**Tim Parker**, operations director, Prime Sports Radio, Irving, Tex., adds program coordinator to his responsibilities.

**Rick Roberts**, host, afternoon drive show, KCMO(AM) Kansas City, Mo., joins KRLD (AM) Dallas as host, *AM NewsTalk*.

**Wesley Spencer**, VP/controller, Group W Radio, New York, moves to CBS Radio there in same capacity.

**Brian Robinson**, director, sales, Shamrock Radio Sales, San Francisco, The Interep Radio Store, named radio marketing specialist, San Francisco.

**Anna Kosof**, former GM, WBGO(FM) Newark, N.J., joins Hawaii Public Radio, Honolulu, as president/GM.

**Kevin O'Keefe**, executive VP/CFO/director, Pyramid Communications Inc., joins Evergreen Media Corp., Irving, Tex., as executive VP, operations.

## CABLE

Appointments at American Telecasting Inc., Colorado Springs: **Robert Hostetler**, VP, development, named president/CEO; **David Sentman**, VP, finance/CFO, named senior VP/CFO; **Terry Holmes**, GM, wireless cable systems, West region, and **John Suranyi**, GM, wireless cable systems, Rocky Mountain and Upper Midwest regions, named VPs, operations.

Appointments at News 12 Westchester, Yonkers, N.Y.: **Sue Megroz**, reporter,





**Quattrone Evans Manuel Lemire**

Appointments at Discovery Channel, Bethesda, Md.: **Michael Quattrone**, VP, prime time programming, named senior VP, programming; **Gaynelle Evans**, executive producer; **Steven Manuel**, producer/writer/director, and **Maureen Lemire**, producer/writer/editor, join Discovery's prime time programming unit as executive producers.

WALK-FM Patchogue, N.Y., joins in same capacity; **Danielle Serino**, producer, transfers from Long Island as reporter; **Jill Winston**, lawyer, joins as reporter.

**David Kelly**, VP, East Coast advertising sales operations, and GM, Cable AdNet, Pittsburgh, joins Bay Cable Advertising, San Francisco, as GM.



**Quealy**

Appointments at Nickelodeon Studios, Orlando, Fla.: **Scott Fishman**, executive in charge of production, named assistant GM/VP, production services; **Tim Quealy**, VP, operations, named GM.

**Phil Weinstock**, director, programming, Zing Systems LP, Denver, joins TCI News, Englewood, Colo., as development director.

**Scott McCoy**, VP, special programming

### Minnie Pearl, 1913-1996

Minnie Pearl, 83, whose trademark greeting "Hooowweeee! I'm just so proud to be here," delighted audiences for a half-century on WSM(AM) Nashville, the Grand Ole Opry and later on the syndicated TV show *Hee Haw*, died March 4 at Columbia Centennial Medical Center of complications from a Feb. 25 stroke.



Pearl, whose real name was Sarah Cannon, once delighted a Washington audience when she made an appearance at a House Communications Subcommittee meeting (sans trademark hat and price tag) to help WSM make a case for protecting its clear-channel status. Shown above at the meeting in 1977 are Pearl and a young Tennessee representative, Al Gore.

—JE

sales, CNN, Atlanta, joins Prevue Networks, New York, as Eastern sales manager, national advertising sales.

**Lisa Dunn**, news and traffic reporter, Airwatch Communications, San Diego, joins Daniels Cablevision, Carlsbad, Calif., as anchor/producer, *Local Edition Headline News*.

### MULTIMEDIA

Appointments at WITF Inc., Harrisburg, Pa.: **Greg Poland**, CFO, Danbury Broadcasting Inc., Danbury, Conn., joins as CFO; **Joe Martellaro**, community relations coordinator and communications manager, named director, membership.

Appointments at WETA-FM-TV Washington: **Judi Albers**, director, direct mail and telemarketing promotions, named executive director, membership planning and development; **Ferne Barrow**, manager, educational outreach, named director.

### DEATHS

**Lyle Talbot**, the versatile character actor who played Ozzie and Harriet Nelson's irritable neighbor Joe Randolph on *The Adventures of Ozzie & Harriet* from 1956 to 1966, died last week at his San Francisco home. He was 94. One of the

24 founding members of the Screen Actors Guild in 1935, Talbot also had recurring roles on *The Bob Cummings Show*, *The Lucy Show*, *Burns and Allen* and *The Danny Thomas Show*, as well as an extensive screen career. Talbot, whose real name was Lysle Hollywood Henderson, began in show business as a magician's assistant but soon moved on to repertory theater. Known as "Mr. Hollywood" by virtue of

his mother's maiden name, he made his big-screen debut in 1932 after a talent agent spotted him on stage in Houston. Talbot is survived by four children and seven grandchildren.

**H. Lee Browning**, 72, retired Cosmos and Orion Broadcasting executive, died of cancer at his home in Greenville, S.C., Feb. 25. From the 1960s to the 1980s Browning was general manager at television stations including WFIE-TV Evansville, Ind.; WFRV-TV Green Bay, Wis., and WAVE-TV Louisville, Ky. He was VP, operations, for Orion Broadcasting when the company was acquired by Cosmos. Browning moved to Cosmos headquarters in a similar capacity and retired in 1988. He is survived by his wife, Mona; four children; seven grandchildren, and one great-grandchild.

**Lee Concil Sheridan** died on Feb. 24 in New York City. She retired in 1990 as executive VP, Television Editorial Corp., publisher of *Television and Radio Age*. Sheridan is survived by her brother and nieces and nephews.

—Compiled by Denise Smith  
e-mail: d.smith@b&c.cahners.com

Perhaps the Best Movie:  
**Citizen Kane.**

Definitely the best weather service...

**ACCU WEATHER**  
The World's Weather Leader™  
Call 800-566-6606

619 W. College Avenue  
State College, PA 16801  
FAX 814-231-0453  
E-Mail info@accuwx.com

**Disney's acquisition of Capital Cities/ABC got a big vote of confidence last week with the decision of Warren Buffett's Berkshire Hathaway Corp. to convert its 20 million CapCities/ABC shares into Disney stock.** It's likely, however, that Berkshire will have to take some cash, due to a cap on new shares that Disney imposed in connection with its CapCities acquisition. Berkshire is the largest single CapCities shareholder.

**MCA this week is expected to conclude a deal to acquire half of Brillstein-Grey Entertainment for about \$75 million.** Spokesmen for both companies declined comment, but MCA is said to have been negotiating with B-G partner Brad Grey for several weeks. The deal calls for MCA/Universal to distribute the company's movie and TV product, but excludes B-G's talent management division. It remains unclear how the deal would affect B-G's two-year-old programming partnership with ABC, under which B-G has produced the sitcoms *The Naked Truth*, *The Jeff Foxworthy Show* and *NewsRadio*.

**Former Act III Broadcasting president Richard Ballinger and former Lazard Freres & Co. investment banker Scott J. Saunders have formed Balcom Media,** which will raise money to finance broadcast and cable property acquisitions and to fund start-up companies. Ballinger says they are making their move now because of "fresh opportunities" created by the telcom bill and new technologies.

**Disney signed some new talent last week.** Walt Disney Television Animation signed an overall development deal with Paul Germain and Joseph Ansolabehere, producers of the CBS Saturday morning cartoon *Beethoven*. Germain's other TV credits include the upcoming Nickelodeon series *Hey Arnold!* and the cable network's hit *Rugrats*. Director Michael Mann signed a long-term movie deal with Disney that may also include a TV series for ABC. Mann was the creator of NBC hit *Miami Vice*.

**Cablevision Systems may hand over its Sportschannel New York to ITT as payment toward a \$250 million loan from ITT for**

## Old stars, new nets

Two power hitters from NBC's glory days in the 1980s are on their way back to prime time, but not for NBC. Ted Danson (*Cheers*) and Michael J. Fox (*Family Ties*) have signed sitcom deals for the 1996-97 season. Danson will return in a project for CBS, which reportedly beat out NBC for rights to the show. Danson's wife, actress Mary Steenburgen, also will star in the untitled project. Fox is reteaming with *Family Ties* creator Gary David Goldberg on an ABC project. Tentatively titled *Spin*, the series will star Fox as the assistant to the mayor of New York. Both projects will be produced by DreamWorks, with Fox's series produced under ABC's alliance with the studio. CBS and ABC have given at least full-season orders for the projects, and each deal calls for the networks to pick up the entire cost of the series. —SC

**the 1995 joint purchase of Madison Square Garden.** According to a recent proxy statement, Cablevision may repay some of the debt in limited programming assets. Cablevision has until March 17, 1997, to repay the loan.

**ABC announced last week that *Roseanne* has been renewed for a ninth season with a 22-episode order.** The sitcom currently ranks 16th among all network shows among adults 18-49.

**A spokesperson for CompuServe confirmed that AT&T executives met with CompuServe executives last week to discuss AT&T WorldNet Service offering access to the commercial online service.**

**The NAB has tallied votes in its board elections. The following were elected to the NAB Television Board** (asterisk indicates incumbent): James G. Babb\*, Babb Communications, Charlotte, N.C.; John C. Conomikes\*, Hearst Broadcasting, New York; Dennis J. FitzSimons\*, Tribune Television, Chicago; Howard W. Meagle\*, KFVS-TV Cape Girardeau, Mo.; Edward Reilly, McGraw-Hill Broadcasting Co., New York; Patrick Scott, Fisher Broadcasting, Seattle. **The following were elected to the radio board:** District 4 (Del., D.C., Md., Va.)—William Poole, WFLS-AM-FM Fredericksburg, Va.; District 8 (La., Miss.)—Stephen C. Davenport, WKXG(AM)-WYMX-FM Jackson, Miss.; District 14 (Iowa, Wis.)—Mark Hedberg, KRIB(AM)-KLSS-FM Mason City, Iowa. Radio Board members announced in February: District 2 (N.Y., N.J.)—William O'Shaughnessy, WVOX(AM)-WRTN(FM) New Rochelle,

N.Y.; District 6 (N.C., S.C.)—William McElveen, WTCB(FM)-WOMG-FM-wisw(AM) Columbia, S.C.; District 10 (Ind.)—Kenneth S. Coe\*, WLOI(AM)-wcoe(FM) La Porte; District 12 (Mo., Kan.)—Curt Brown\*, KTTS-AM-FM Springfield, Mo.; District 16 (Colo., Neb.)—Dick Maynard, KEKB(FM)-KBKL(FM) Grand Junction, Colo.; District 18 (South Tex.)—John W. Barger\*, KRIO-FM San Antonio; District 20 (Mont., Idaho, Wyo.)—Larry Roberts\*, Sunbrook Communications, Spokane, Wash.; District 22 (Ariz., Nev., N.M., Utah)—Jeff Lyon\*, KATK-AM-FM Carlsbad, N.M.; District 24 (South Calif., Guam, Hawaii)—Howard B. Anderson\*, KHWW(FM) Los Angeles. Board members are elected to two-year terms.

**Canadian-owned New Country Network and Country Music Television (jointly owned by Gaylord Entertainment Corp. and Group W Satellite Communications) have agreed to jointly operate a single Canadian country music network called CMT, Country Music Television, resolving a long-standing dispute between CMT and the Canadian government.**

**UPN's *Moesha* scored its highest metered-market numbers ever last Tuesday night** (March 5), when it averaged a 7.0/11 share. Highlighting the overnight performance were the show's numbers in New York on WWOR(TV), where it scored a 10.0/16, finishing number one at 8-8:30 p.m. In the country's top market the series beat ABC's *Roseanne*, NBC's *Wings*, CBS's *The Client* and the first half-hour of Fox's Tuesday movie.



WASHINGTON

## Analog fans

An increasing number of broadcasters are entertaining an analog-only strategy, passing up digital channels indefinitely. The threat of spectrum auctions is the chief catalyst, although some have thought all along that broadcasters—especially VHF broadcasters—have more to lose by giving up analog than to gain with digital.

## Barrett making it official

Andrew Barrett is finally calling it quits. The FCC commissioner says he will formally announce his departure within two weeks and will be gone within two months. Barrett will not say where he's going, only that he likely will stay in Washington. The Chicago Republican's five-year term ended last June, but law permits him to keep his seat until the end of this year, assuming no replacement is appointed.

Barrett's departure is good news for FCC Chairman Reed Hundt, who has often faced Barrett's outspoken opposition. But Hundt will be left without the third vote he needs to accelerate his agenda. (Only Commissioner Susan Ness has proved a steady ally.) Replacing Barrett probably will not be considered until after the November elections. If Clinton is re-elected, the White House likely will nominate two for the agency—a Republican to replace Barrett and a Democrat to replace James Quello, whose term ends in June. The White House will make sure the Democratic nominee will be what Quello is not: Hundt's third vote.

## Babb eyes chairmanship

Babb Broadcasting's James Babb has set his sights on the chairmanship of the NAB TV board, sources say. He now serves as vice chairman. Clyde Payne, vice president/general manager, WBKO-TV Bowling Green, Ky./Benedeck Broadcasting, confirmed last week that he plans to run for vice chairman of the TV board.

## Who's minding the store?

Top bidder for PCS C-block spectrum Northcoast Communications confirmed last week that some of its financing comes from Charles Dolan, head of MSO Cablevision Systems. That disclosure followed complaints by other bidders about participants not fully disclosing their financing. Northcoast, headed by Dolan's nephew, John, did not detail its financing in the original application accompanying its \$875 million bid, claiming assets of less than \$10,000 and no revenue. The relationship between the Dolans and the fact Northcoast bid only in New York and Cleveland, where Cablevision has most of its subs, led to speculation that Northcoast was fronting for Cablevision. In a complaint to the FCC, bidders Nextwave Personal Communications and Go Communications accused unnamed participants of being "fronts" for larger companies and undermining the spirit of an auction designed for small businesses. Last Thursday (March 7), Northcoast filed an amendment to its application reporting it had secured loans, and may seek equity investment, from Charles Dolan. Elsewhere on the "front" front, one source was speculating on NextWave's relationship to backer Qualcomm, which develops, manufactures and markets wireless communications equipment and has assets of more than \$940 million. Janice Obuchowski, executive vice president of NextWave, is on Qualcomm's board, and NextWave officers Allen Salmasi and Jim Madsen were officers of Qualcomm as recently as last year. Obuchowski denies NextWave is a front for Qualcomm.

—MK

## Silver King snag

Barry Diller's bid to assume control of Silver King hit a snag last week. FCC commissioners had cast their votes to approve the 12-station deal but then received an objection from a company claiming that Silver King had skirted ownership rules "for several years" by exercising control over a station it did not claim among its "owned" stations. Urban Broadcasting Corp. President Theodore White, whose company holds the license for WTMW(TV) Arlington, Va., told the FCC that although Silver King holds a 45% non-voting share in Urban, the company "knowingly and willfully violated the commission's rules by expending millions of dollars to construct and operate WTMW." Charges of skirting the ownership rules last year lead the commission to deny the license renewal of Trinity Broadcasting Network's WHFT(TV) Miami. Commission officials last week were pondering how to treat the new allegations. One option reportedly was to approve Diller's bid to assume control but stay the action

while investigating Urban Broadcasting's charges.

NEW YORK

## DeCesare moves to new frequency

20-year CBS veteran Don DeCesare has resigned from his post as VP of operations for CBS News to pursue a career as a radio station owner. DeCesare has purchased WCNX(AM) Middletown, Conn., and plans to buy a second station in a nearby town.



Drawn for BROADCASTING & CABLE by Jack Schmidt  
"...Looks like trouble with our 'virtual set.'"

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 Publishing (Nederland) B.V., used under license. *Telemedia Week* is a registered trademark of Reed Elsevier Inc. Reg. U.S. Patent Office.

## Incorporating The Fifth Estate TELEVISION Broadcasting

*Broadcasting & Cable* (ISSN 0007-2028) (GST #123397457) is published weekly, except at year's end when two issues are combined, by the Cahners Publishing Co., Cahners Publishing Co., at 245 West 17th St., New York, NY 10011, is a division of Reed Elsevier Inc., 275 Washington St., Newton, MA 02458-1630; Second-class postage paid at New York, NY, and additional mailing offices. Postmaster, please send address changes to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. *Broadcasting & Cable* copyright 1996 by Reed Elsevier Inc. Rates for non-qualified subscriptions, including all issues: USA, \$117; Canada, \$149 (includes GST); Foreign Air, \$320; Foreign Surface, \$189. 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).

## No time for free time

We were there when Rupert Murdoch announced his political-time giveaway. We've read and listened to Walter Cronkite and Paul Taylor on the subject. And Reed Hundt/David Westin/Bill Bradley/Ted Koppel. Indeed, we were thinking about how to improve on their proposals with one of our own when suddenly we realized: this is a tail wagging a dog. Yes, ours is an imperfect system, and one that bears a remarkable resemblance to the making of sausage. But adding an hour, or several, of free time will make no iota of difference in the election outcome. As a solution, it isn't. As a precedent, it's dreadful.

Backing up a bit, Murdoch announced that Fox would donate one hour on election eve and give 10 spot minutes for candidates of the major parties to explain themselves. No big deal, in our view, and hardly worth the ballyhoo that has attended it. The hard fact is: By election eve Americans will have been exposed to thousands of hours of political appearances, interviews, commercials and debates (relatively speaking, few on Fox). The field will have been narrowed to two (presumably), and most voters will have decided what to do. We fear that Murdoch's hour will be too little, too late and too pedestrian to light up the skies.

That's not to dismiss the efficacy of Murdoch's call for political reform, nor to deny that the high cost of campaigning is a scandal. We know he has more in mind than giving away television, but that's the inevitable focus.

(If pressed, we can also make a case that requiring free airtime for candidates—as opposed to donating it—is reprehensible and anti-American, not to mention against the First Amendment. Of course, if the *New York Times*, the *Wall Street Journal* and the *Washington Post* want to contribute free pages for political advertising, that's their business. Until they do, we'll ask them to keep to themselves their opinions on free television advertising.)

Should the broadcast or cable networks elect to do something in the free-time vein, each should act on its own. (They already act in concert in donating time for presidential and vice presidential debates, but beyond that we're most comfortable if they act independently; this is no time to further regiment the airwaves/wires.) Nor is it the time to try to establish linkage with broadcasting's public trusteeship, a gleam ever in the FCC chairman's eye. Not to put too fine a point on it, should politicians be legislated free airtime, there will follow a glut of campaigning that will swamp the medium and the body politic.

## Radio's week that was

The radio industry wasn't waiting last week for the FCC to dot the i's on its order lifting and loosening the ownership caps. In a record-setting few days almost \$700 million worth of radio stations changed hands pending commission approval. Having to pay off Howard Stern's fines clearly has not dampened Infinity's fire for the medium. It ponied up \$410 million to up its station count to 46 (and re-upped Stern to a new five-year contract to boot). Clear Channel, meanwhile, continued its buying spree, upping its station count to 52. Toss in a couple of eight- and nine-figure purchases by familiar names Paxson and Nationwide, and you're talking real money.

Anyone looking for a prologue to this success story need go no farther than this week's station-trading special, beginning on page 40 (we'd like to claim some prescience in the scheduling of that special to coincide with the biggest station sales week in radio history, but sometimes you just get lucky). Station sales were setting records for numbers and prices in 1995, said the brokers, and with deregulation, elections and Olympics, 1996 "is revving up to be even better" than they predicted. It didn't take long for that prediction to come true.

### Donald V. West, editor/senior vice president

Washington 1705 DeSales Street, N.W. Washington, DC 20036  
Phone: 202-659-2340 Editorial Fax: 202-429-0651

Harry A. Jessell, executive editor

Mark K. Miller, managing editor

Kira Greene, assistant managing editor (special projects)

John S. Eggerton, assistant managing editor

David R. Borucki, art director

Kim McAvoy, contributing editor

Elizabeth Rathbun, Chris McConnell,

Christopher Stern, assistant editors

Michael Katz, staff writer

Doris Kelly, assistant to the editor

Rick Higgs, systems manager

Denise P. Smith, Kenneth R. Ray, graphic artists

New York 245 West 17th Street, 10011; 212-645-0067; Fax 212-337-7028

Stephen McClellan, bureau chief

Rich Brown, associate editor (cable)

Richard Tedesco, assistant editor (Telemedia Week)

Donna Petrozzello (radio), James McConville,

Glen Dickson (technology), staff writers

Los Angeles 5700 Wilshire Blvd., Suite 120, 90036;

213-549-4100; Fax 213-937-4240

Steve Coe, bureau chief

Cynthia Littleton, staff writer

London Paramount House, 162-170 Wardour St., W1V3AT;

44-171-437-0493; Fax 44-171-437-0495

Meredith Amdur, Debra Johnson, international editors

## Broadcasting & Cable

The Newsweekly of  
Television and Radio  
Founded 1931

Neal Vitale, group vice president  
Cahners Publishing Company

Robert Krakoff, chairman-CEO Reed Publishing USA

Richard Vitale, vice president, operations and planning  
Dan Hart, group controller

Michael Borchetta, circulation director

Sharon Goodman, director of manufacturing  
and distribution

Louis Bradfield, distribution director

Charles M. Colfax, production manager

212-463-6558; Fax 212-463-6563

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, international sales director

Millie Chlavelli, director of cable advertising

Robert Foody, director of technical advertising

Yvonne Pettus, account executive

Stacie Mindich, marketing services manager

Joan Miller, executive secretary

Sandra Frey, executive assistant

Antoinette Fasulo, classified advertising manager

Classified 212-337-7073; Fax 212-206-8327

Los Angeles 213-549-4113; Fax 213-937-5272

Gary Rubin, national marketing director,

director of syndication advertising

Rosalie Corley, account executive

Chuck Bolkcom, account executive,

technology/cable sales,

Walnut Creek, CA 510-210-0814; Fax 510-210-0823

Kathleen Shuken, administrative assistant

Yukari Media (Asia): 81 6 956 1125;

Fax 81 6 956 5015

Jennifer Montefiore, BCC (United Kingdom & Europe):

44 171 437 0493; Fax 44 171 437 0495

Mike Hancock, Cahners Publishing Company

(United Kingdom & Europe) Equipment Advertising:

44 181 652 8248; Fax 44 181 652 8249



# The Flood of 1996...

## AccuWeather stations knew it first!

### Pennsylvania

*Forecast on January 14th, for January 19th*

**AccuWeather Clients:** "Flooding problems almost certain"

**Government Sources:** "Mostly cloudy with a chance of rain"

*Forecast on January 18th, for January 19th*

**AccuWeather Clients:** "Severe flooding will occur"

**Government Sources:** "Heavy rains would cause local problems where storm drains have not been cleared. But significant flooding would only occur with much more rain than is expected...(The) ratings raising-fear mongering being employed by some TV weather folks (is) not called for."

*What happened* President Clinton declared all 67 counties in Pennsylvania a federal disaster area, a result of the worst flooding since "Agnes in 1972".

From Oregon's flooding in January to the February freeze in Florida--whenever weather is in the news, there is no greater source for accurate forecasts than AccuWeather.

## Take charge of your weather with the AccuWeather Advantage.

Serving television, radio, newspapers, on-line services, cable, Internet.  
Call 800-566-6606 for more information.

### **ACCU WEATHER**

The World's Weather Leader™

619 W. College Avenue, State College, PA 16801

Call 800-566-6606 • Fax 814-231-0453 • E-mail info@accuwx.com

Visit our Internet site at: <http://www.accuwx.com>

© 1996 AccuWeather, Inc.

Visit us  
at NAB  
Booth #8563



# Spin it any way you want:



# Only **one** network showed growth in February.

**With continued growth, FOX finished the February sweeps with the highest Adults 18-49 ratings in its history as a 7-night network.**

**FOX was the only network to show year-to-year growth among Adults 18-49.**

FOX finished up +2% over last February, while NBC declined -1%, CBS fell -11% and ABC dropped -14%.

**FOX ranked #1 or #2 among Adults 18-49 on 5 of 7 nights.**

**FOX ranked #1 among Adults 18-34 in head-to-head competition.\***

**FOX was the only network to show year-to-year growth among Adults 25-54.**

FOX finished up +4% over last February, while NBC declined -1%, CBS fell -12% and ABC dropped -15%.

**FOX posted year-to-year growth on 4 of 7 nights (more than any other network).**

Source: NTA Audience Estimates for all Primetime Programming  
2/1/96-2/28/96 vs. 2/2/95-3/1/95, including preliminary estimates  
Year to year growth based on A18-49 rating. Subject to qualifications.

\*Head-to-head competition=common hours of programming  
(M-Sa 8-10PM, Sun 7-10PM)



©1996 Fox Broadcasting Company