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# Broadcasting & Cable

The Newsweekly of Television and Radio

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## Consumers' Choice and The Competitive Challenge

# Free at Last

## Cable Celebrates Its Emancipation

### GORE, HUNDT MAKE IT MOST FAVORED MEDIUM PUT UP OR SHUT UP TIME ON ADVANCED SERVICES

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TOP OF THE WEEK / 6  
BROADCASTING / 17  
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TECHNOLOGY / 51



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# Fast Track

Must Reading from

**Broadcasting  
& Cable**

May 6, 1996

## TOP OF THE WEEK / 6

**Cable: Future or not** Cable's allies in Washington are eager to see the business prosper under deregulation. The question raised at the National Cable Television Association convention was whether cable system operators are up to the task. Meanwhile, the industry's failure to exploit new technologies is fueling concern on Wall Street. / 6

**Gore mixes kids, politics** Vice President Gore has challenged Republican presidential candidate Bob Dole and House Speaker Newt Gingrich to back an FCC proposal that would require each TV station to air at least three hours of educational programming a week. / 8

**NBC's personal 'Be(a)st'** Thanks to two strong Thursday nights and the four-hour miniseries *The Beast*, NBC has bested the other networks. It set the record for largest household lead at the start of a May sweeps since 1980. / 11

**Rebirth of 'family hour'?** Congress is turning up the heat on content regulation. Seventy-four members of Congress last week sent a letter to the six broadcast networks urging a voluntary return to "the spirit of the family hour." Kay Koplovitz of USA Networks says the move "pushed into infringement on First Amendment rights." / 14



Time Warner's Gerald Levin tells Larry King that a TW/Turner merger is 'manifest destiny.' / 8

## BROADCASTING / 17



Larry Hagman returns to head yet another powerful TV family in 'Orleans.' / 18

### 'Friends' team moves into WB

The producers of smash comedy *Friends* have signed with Warner Bros. to build an independent production company within the studio. They now will be able to oversee other writers and producers. / 18

### 'X-Files' billboard talks back

*The X-Files* is taking billboard advertising to another dimension with a billboard that broadcasts on 1610 AM in Los Angeles. Listeners within a half-mile will hear soundbites, music and "hidden messages" from the sci-fi hit. / 20

## COVER STORY

### Wrapping up NCTA '96

Cable operators flocked to last week's 45th annual National Cable Television Association convention in Los Angeles, where attendance set a record. During the conference, industry leaders agreed on the need to fight a "major perception gap" between what cable is actually accomplishing and the public's perception of its accomplishments. Meanwhile, exhibitors sought to strengthen the industry's competitive stance with various technological announcements. **Cover photo by Craig Mathew / 6, 32**



## CABLE / 31

### No peace in TV Land

MCA and Viacom are suing and countersuing over cable programming rights. MCA first sued Viacom, saying the company is violating the terms of their joint ownership of USA Network and the Sci-Fi Channel. Viacom barreled back, saying MCA has harmed the financial performance of USA Networks. The brouhaha came to a head last week as Viacom launched TV Land, a basic cable network. / 32



TV Land President Rich Cronin turns on the new network. / 32

**New life for cable** Deregulation has given cable a chance to reinvent itself, says Decker Anstrom, president, National Cable Television Association. At the group's convention in Los Angeles last week, he urged operators to seize the opportunity and move into new markets. / 34

## Telemedia Week

### GI trumpets modem orders; HP backs out

General Instrument has announced set-top pacts with TCI, Cox and Comcast. GI says it has orders for 2 million digital set-top boxes under contract. Meanwhile, Hewlett-Packard doesn't think the market is big enough and is backing off box production. / 46



GI is selling its DCT 1000 modem to TCI, Cox and Comcast. / 46

## TECHNOLOGY / 51

**New disk meets traditional machines** Station automation suppliers are working to connect new disk devices with traditional cart machines and to integrate full-blown server operations with existing automation software. / 51

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*Congratulations*

*Oprah Winfrey*

*On Receiving*

*The 1995 Peabody Award*

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*"...to a woman of extraordinary  
commitment and achievement who  
deserves a place among the greats of  
American broadcasting."*

*-The Peabody Board*

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## 'Can Do' Cable Says It Can

With skepticism growing, industry renews promise to deliver digital TV, modems, telephony



By Rich Brown

**T**he cable industry has allies in Washington who are eager to see the business prosper under deregulation. The question now is whether cable system operators are up to the task.

Confronted with growing skepticism over its ability to follow through on promises, the cable industry kicked off the annual National Cable Television Association convention in Los Angeles last Monday by accentuating the positive.

Gone from the opening session was the usual healthy debate of previous conventions. In its place was a series of speeches trumpeting cable's progress in areas ranging from the introduction of new technology to on-time service guarantees.

There is a "major perception gap" between what the cable industry is accomplishing and the public's perception of its accomplishments, said Brian Roberts, NCTA chairman and Comcast Corp. president.

That gap is particularly apparent on Wall Street, where cable stocks continue to underperform in the market.

Despite ringing endorsements of the cable industry by convention attendees FCC Chairman Reed Hundt and Vice President Al Gore (see page 7), cable stock prices remained flat or dipped slightly by the close of last week.

The cable industry's failure to quickly exploit new technologies such as digital compression technology and high-speed cable modems is fueling some of the concern on Wall Street (see page 34). Even some of the nation's top cable programmers say they don't expect the long-delayed rollout of digital cable boxes to reach critical mass until 2000 and still are not sure exactly what operators want to do with the added channel capacity (see page 33).

Four factors—technology, reregulation, competition and cable system consolidation—are creating a business environment that Ron Cooper, Continental Cablevision executive vice president, says "is not for the faint of heart." He says the cable industry can no longer afford to sidestep the competition with upstarts like DBS, which is poised to collect a 10% share of the market by 2000.

As usual, convention exhibitors sought to strengthen the industry's

competitive stance with various technological announcements. Four major system operators—TCI, Cox, Comcast and Charter Communications—announced on Tuesday their plans to buy a combined 2 million digital set-top boxes from General Instrument Corp. In another deal, Time Warner and Comcast announced Internet software contracts with Microsoft.

"It's time to tell our story," said Comcast's Roberts, rattling off a list of statistics to fellow convention-goers: by the end of the decade, \$14 billion will have been invested by the industry in new technology; about half of cable customers are already served by some form of a fiber-enhanced line; "hundreds of thousands" of digital set-top boxes will be deployed by the end of the year and millions will be shipped out next year, and the first "several thousand" high-speed modems will be shipped later this year.

TCI Communications President Brendan Clouston outlined cable's "strategic assets" for fellow convention-goers and said that modem technology would be one such important asset for the cable industry going into the future. "We are going to deliver on that promise," Clouston said.

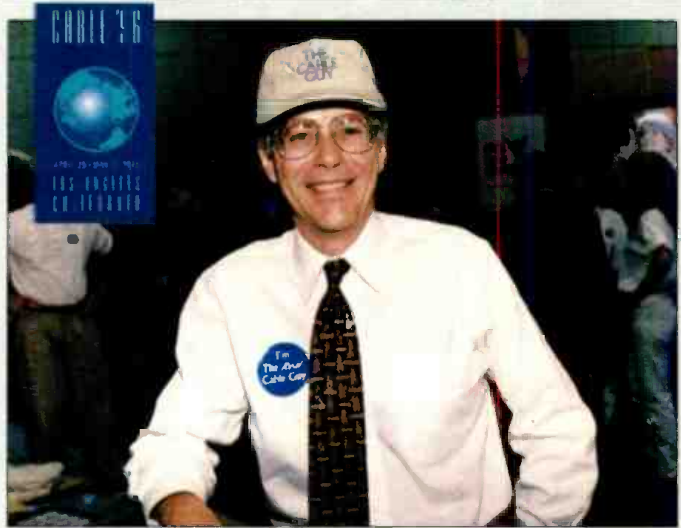
Absent from the proceedings was Clouston's boss, John Malone, whose predictions for high-speed modems and digital set-top boxes at earlier conventions have yet to materialize (Malone had the flu, according to company officials).

Also absent were any outrageous comments by "the mouth of the south," TBS President Ted Turner, whose comment last December that he would "squish" competitor Rupert Murdoch like a bug received as much attention as the many far-reaching modem announcements made at the Western Show in Los Angeles.

"We've done pretty well competing over the last 20 years," said Turner, joining cable's rooting section last week. "We can do it." ■

## THE REAL CABLE GUY

Buoyed by record attendance of 30,200 at its 45th annual convention in Los Angeles last week, the National Cable Television Association officially declared Decker Anstrom "The Real Cable Guy." The NCTA president is cable's good-natured answer to the obnoxiously funny Jim Carrey, who lampoons installers in the soon-to-open movie "The Cable Guy." Anstrom and other attendees picked up "Cable Guy" paraphernalia at the Game Show Network booth. Meanwhile, the NCTA board elected Ted Turner its new chairman. He succeeds Comcast's Brian Roberts, who was rewarded with three days of golf lessons at Miami's Doral Golf Resort and Spa.



Gore AND HUNDT COME TO LOS ANGELES...

# Not to bury cable but to praise it

*Both Vice President and FCC chairman have kind words for industry*

By Harry A. Jessell

**T**o compete with telephone companies, cable will need friends in high Washington places. Last week, it discovered it may have two it hadn't been counting on.

Vice President Al Gore and FCC Chairman Reed Hundt, speaking on successive days at the NCTA's Los Angeles convention, praised cable for its commitment to the public interest and its promise to compete with telephone companies.

Gore even patted cable on the back for its efforts to improve customer service. "You have improved more than you have been given credit for," he said. "If all goes well, the star of 'The Cable Guy II' won't be Jim Carrey, but Harrison Ford."

Before the show, both had been better known for their antagonism toward cable. As a U.S. senator, Gore helped engineer passage of the 1992 Cable Act, which regulated rates and made cable programming available to its competitors. As Vice President, he helped win the appointment of his friend



*Gore and Hundt had a new attitude toward cable at the convention: Both gave the industry a pat on the back for its educational programming, its providing free airtime for candidates, and its cooperating on the administration's call for the creation of a TV ratings system.*

Hundt to the FCC. And there, Hundt made sure the 1992 law was strictly enforced.

Cable officials took the kind words as marking a turnaround in the industry's relationship with Washington: "There is no question the regulatory clouds have lifted," said NCTA President Decker Anstrom. "It's a tone entirely different than what we've seen in the past," added Jim Robbins, Cox Communications president and an NCTA board member.

The 1996 Telecommunications Act

deregulates cable rates and lifts barriers to competition with incumbent telephone companies. Cable is counting on Hundt and the rest of the FCC to implement the new law in ways that make it economical for cable operators to compete.

Hundt made no promises in his speech, saying only that the commission will try to meet the statutory deadlines for issuing the critical interconnection and universal service rules. The former are due in August; the latter, in

November.

"We've got to come to grips with the fundamental issue of whether the country should have a set of uniform, national, specific rules or whether we should have 50 different statewide versions of telephone competition," Hundt said.

Anstrom said that, judging by the FCC's proposed interconnection rules, he believes Hundt shares cable's preference for uniform and specific rules: "The legislation clearly contemplates clear national stan-

dards." But, he added, telephone companies "would rather have big, broad national rules and fight it out in the 50 states, where they have, of course, 100 years of experience working with the public utility commissions."

The Gore and Hundt speeches sounded as though they came from the same word processor. Both lauded cable for airing plenty of children's educational programming, providing free airtime to political candidates, informing viewers about TV violence and heeding the administration's call for a TV ratings system.

And both urged cable to continue its good works by bringing broadband Internet access to every classroom and library in the country. "It would be a shame to see the telcos take sole advantage of the opportunity to bring our kids into the information age," Hundt said.

Gore tagged a warning onto the end of his talk. The Telecommunications Act also will bring competition to cable, he said, and cable must respond "vigorously. Behaving like an invincible giant in this day and time in this industry is practically an invitation for some scrappy upstart to knock you off your feet." ■



## Gore challenges Dole, Gingrich over kids TV

Vice President Gore last week elevated to the plane of presidential politics broadcasters' battle with FCC Chairman Reed Hundt over kids TV.

Addressing the National Cable Television Association convention, Gore challenged Republican presidential candidate Bob Dole (and House Speaker Newt Gingrich) to back Hundt's proposal that would require every TV station to air at least three hours of children's educational programming each week. Broadcasters vigorously oppose the measure and, with the help of two sympathetic FCC commissioners, have been able to block its adoption.

More than 100 senators and representatives wrote Hundt in support of the requirement, Gore said. But some signatures were "conspicuous by their absence," he added. "Where's Newt? What about Bob?" he asked. "How can you lament murder and mayhem in movies you've never seen, vigorously oppose the V-chip and do nothing to improve the television our children watch? How can you preach family values when you don't value what images and ideas our children are absorbing from the most potent mass medium the world has ever known?"

On the campaign trail last spring, Dole blasted TV for "bombarding our children with destructive messages of casual violence and even more casual sex." Yet he opposed the law encouraging broadcasters to implement a ratings system and requiring them to implement V-chip technology that would permit parents to automatically block shows rating high on violence or sex. And he reportedly is opposed to the three-hour standard.

Gore praised cable for its commitment to kids educational TV. Three hours a week from broadcasting is "not too much to ask," he said. "Cable has shown we can do better." —HAJ

# Levin sees 'manifest destiny'

Says Turner buy is on track for fall closing

By Cynthia Littleton

The union of Time Warner and Turner Broadcasting System is "manifest destiny," Time Warner Chairman Gerald Levin said last week, sounding an expansionist theme at the closing session of the NCTA's Cable '96 convention.

In a one-on-one interview Wednesday with CNN's Larry King, Levin discounted speculation that the \$7.5 billion stock-swap deal may be scotched or radically altered from the original agreement outlined last September. Levin predicted that the complex transaction will pass the scrutiny of FCC and FTC antitrust regulators and close by the end of September.

"As long as Ted Turner, John Malone and Gerald Levin want it to happen—it'll happen," he said, referring to the president and CEO of the nation's largest cable operator, Tele-



Levin to Larry King at the convention: "As long as Ted Turner, John Malone and Gerald Levin want it to happen—it'll happen."

Communications Inc. TCI's 23% stake in TBS is expected to be converted into an 8% stake in the combined companies.

Levin vowed that there will be no post-merger layoffs at TBS or Time Warner because the two companies have mostly complementary operations. Levin also reiterated a pledge he made last year to House Speaker Newt Gingrich (R-Ga.) to keep TBS and CNN headquartered in Atlanta.

After jokingly asking if the new corporate behemoth would be named "Turner Warner Time," King pressed Levin on the who-reports-to-whom question.

"If we were using the standard Harvard Business School table of organization, then I am Ted's boss," Levin replied after casting a glance at Turner, seated in the audience with his wife, actress Jane Fonda. "But that's like saying Jane is Ted's boss." ■



# Leased-access plan draws fire

Cable programmers tell FCC officials that proposal will make channels even more scarce

By Michael Katz

**C**able programmers lobbied FCC officials at last week's NCTA convention to reconsider a proposed change to leased-access rates. The programmers claim that the proposal is unfair and could force some of them off cable systems.

"The leased-access proposal was one of the more significant issues raised at NCTA," says Bruce Collins, C-SPAN vice president/general counsel. "C-SPAN is not alone among programmers who have it as their top priority."

Meredith Jones, chief of the FCC's cable service bureau, says the FCC "spent years" working on the proposal and asked for input on alternatives, but never received any. "We're looking

forward to hearing what other proposals they have."

Leased-access was mandated by Congress to insure diversity in cable channels. It requires a cable operator to set aside a certain amount of channel capacity to be leased by independent programmers.

"There is a lot of diversity in cable now," Collins says. "The irony is that [the proposal] would defeat the intent to create diversity."

Last March, the FCC proposed a new formula for calculating the rates that

operators can charge for leasing the channels. According to cable programmers, the proposal will make leased-access channels much less expensive and will increase the demand for capacity, forcing cable operators to make room for leased-access programmers and eliminating lesser-watched niche networks.

Jones is somewhat surprised by the concern because she is not certain how the new proposal would hurt programmers: "We were aware that the highest implicit fee was difficult to meet, so we tried to craft a fee that had a rational economic basis."

"It was an extremely useful three days in L.A., and I think that the commission now understands what a significant threat commercial leased access is to programmers, operators and subscribers," says Collins. "The climate is very positive that the FCC is going to treat us fairly, and that was not always the feeling in years past. ■


## GTE close to Florida cable deals

GTE's video dialtone services unit is in the final stage of negotiations to gain cable TV franchises in both Clearwater and St. Petersburg, Fla.

GTE has been negotiating with both cities for some time, according to Jim Miles, the company's vice president of video dialtone services. He says the franchises could be approved this month. "We are progressing," Miles says. "We are hoping to get this resolved in a timely fashion."

Officials in Clearwater expect to have an agreement ready for city commission approval on May 16, according to Pamela Aiken, Clearwater city attorney. The proposed system would have 79 analog channels and 200 mhz reserved for digital channels. "We have just about finished," Aiken says.

The St. Petersburg city council had been seeking an overbuilder for the past several years, according to Herbert Polson, director of intergovernmental relations for the city of 110,000 households. A franchise agreement was expected to go before the city council in May, but "new information" might delay the process, Polson says. —RT



**Additional coverage of the National Cable Television Association's annual convention appears on pages 32-44.**



## Cable's vanguard

The NCTA last week paid tribute to this year's winners of the Vanguard Awards, given to individuals who represent "the essence of our industry's leadership," according to Kay Koplovitz, USA Networks chairman and head of the NCTA's awards committee. The awards and their winners:

Front row, l-r: Science and Technology—James Farmer, chief technology officer, ANTEC; Distinguished Leadership—Char Beales, president, CTAM; Marketing—Chris Moseley, senior VP, marketing, Discovery Communications Inc.; Young Leadership—Kate McEnroe, executive VP/GM, American Movie Classics; Public Relations—Lynn Yaeger, senior VP, corporate affairs, Time Warner Cable; State/Regional Association Leadership—Carol Caruso, executive VP, Ohio Cable Telecommunications Association.

Back row, l-r: Programming—Steve Bornstein, president, ESPN; Distinguished Leadership—James O. Robbins, president, Cox Communications; Associates—William Lambert, chairman, TSX Corp. —CL

# HBO moving to MPEG-2 satellite transmission

*Will begin delivering digital feeds in September*

By Glen Dickson

**H**BO plans to convert its HBO and Cinemax feeds to MPEG-2 compressed digital transmission by fourth quarter 1996.

The premium cable network will upgrade the General Instrument DigiCipher I systems at its HBO and Cinemax multiplex affiliates (HBO2 East, HBO3, HBO2 West, MAX2 East) to GI's MPEG-2 equipment; HBO also will start offering its primary feeds (HBO East and West, Cinemax East and West) in MPEG-2 format via the Galaxy IR satellite while continuing its analog transmissions off Galaxy V and IR. The first MPEG-2 digital feeds should be operational in September.

"Our affiliates are beginning to install the digital set-top decoders that everybody's been waiting for," says Bob Zitter, HBO senior vice president of technology. "This will allow them to get

their digital content directly from a program supplier," saving the cost of installing encoders at the headends.

The move to MPEG-2 also will free up enough bandwidth in HBO's existing transponder capacity to launch four more multiplex feeds (HBO4, MAX2 West, MAX3, MAX4) in 1996 and 1997.

Headend gear at HBO digital multiplex affiliates will be upgraded by HBO at no cost; other affiliates can purchase new gear, either GI integrated receiver decoder (IRD) or integrated receiver transcoder (IRT) products to support baseband MPEG-2 digital output of a single channel, statistically multiplexed MPEG-2 channels, or analog NTSC outputs to subscribers. Zitter estimates that HBO's investment in encoders and headend upgrades will cost \$5 million-\$10 million.

Zitter emphasizes that although HBO will be using GI's proprietary

DigiCipher II encryption standard for transmission, the outputs will be basic MPEG-2 streams that will allow affiliates to make their own choices on the encryption standard and set-top box they use for their terrestrial networks.

"We are not doing anything with set-top decoder authorization," he says. "That's our affiliates' side of the equation. We're just giving them the programming in the form they want." ■

## FAM boosts original fare

By Jim McConville

**T**he Family Channel continues to reshape its daytime schedule with original programming aimed at building a network brand signature and attracting a higher female demographic.

In October, FAM will add two hours of original programming to its weekday schedule as part of



a plan begun last year to create "FAM-TV," a six-hour weekday afternoon block from 1 to 7 p.m.

The block fits the channel's strategy of offering 'positive value' programming that is "acceptable to the safe TV environment that we want to create," says Family Channel CEO Tony Thomopoulos.

In the 3-4 p.m. slot, the network will take on America's most popular hobby—shopping—with new game shows *New Shop Til You Drop* (3-3:30) and *Shopping Spree* (3:30-4).

For its 4-5 p.m. hour, FAM will add *Small Talk* (4-4:30) and *Wait Until You Have Kids*. A cross between *Hollywood Squares* and *Kids Say the Darndest Things*, game show *Small Talk* features contestants guessing how kids will answer questions on daily life. *Wait Until You Have Kids* matches the '60s *The Newlywed Game* format with Generation X newlyweds. Couples score by answering parenting questions. The show leads into *Family Challenge* (5-6 p.m.), a game show added last season.

Thomopoulos says that adding more original programming is designed to draw a higher female demographic to its afternoon schedule. ■

## Turner considers selling Castle Rock

Turner Broadcasting System confirmed last week that it is mulling offers for its Castle Rock film studio. Two weeks ago TBS said it was taking a write-down of \$60 million associated with Castle Rock losses for the first quarter, and last week it reported a \$10 million loss for the quarter as a result of the studio's poor performance.

During a teleconference with analysts to discuss first-quarter financial results, TBS executives also reported that cash flow for the company's other film studio, New Line Cinema, was down for the year.

In a statement issued last week with the company's first-quarter earnings, TBS Chairman Ted Turner said: "While we continue to believe that our strategy to enter the theatrical film business is right," the Castle Rock losses were "disappointing." Going forward, Turner said, the company would pay stricter attention to the cost side of the studio business.

But there was good news in the TBS first-quarter results as well. Overall revenue was up 9%, to \$775 million. Revenue from the entertainment cable networks (TNT, superstation WTBS(tv) Atlanta, Cartoon Network and Turner Classic Movies) grew 24%, to \$179 million, and subscription revenue for those networks grew 23%, to about \$103 million. Operating profit for the entertainment networks soared 58%, to \$67 million.

Revenue from the news networks was up 7%, to \$195 million, due primarily to carriage fee increases and, to a lesser degree, to the launch of CNN Interactive and CNNfn. Advertising revenue for the news networks was flat. A \$4.3 million drop in revenue at CNN, to \$56.6 million, was largely offset by a \$3 million revenue gain (to \$12.6 million) at CNN International.

Turner also reported an 18% gain in syndication sales revenue, to \$81 million, primarily due to increased network license fees for Castle Rock TV shows.

—SM

# NBC records personal 'Be(a)st'

Network has largest household lead at this stage in May sweeps since at least 1980

By Steve Coe

**A**fter the first eight days of the May sweeps, the unquestioned 800-pound squid is NBC.

Thanks to two strong Thursday nights and the four-hour miniseries *The Beast*, the network is comfortably ahead both in households and among adults 18-49. In the latter category, NBC raced out to a 51% advantage over second-place ABC after seven days, the largest advantage among those viewers by any network for the first week of any sweeps period since ABC's February 1983 performance.

In many ways, this sweeps period is a mirror of the February sweeps, when NBC jumped to an early lead, thanks in part to a miniseries (*Gulliver's Travels*). In that sweeps, CBS eventually finished in second place among households, with ABC second among adults 18-49.

Through last Thursday night, NBC was firmly in first place among households and among adults 18-49.

In households, NBC is averaging a 13.2 rating and 22 share in Nielsen numbers, along with an 8.9 rating among adults 18-49. CBS is in second place in households, with a 9.7/16, and 4.3 adults 18-49 rating. ABC follows with a 9.0/15 and 5.1 adults 18-49 rat-



NBC's *'The Beast'* aired on two nights, winning both.

ing, making the network second in adults 18-49. Fox is averaging a 6.8/12 in households and 4.7 18-49.

NBC's heavily promoted *The Beast*—overpromoted according to some observers inside and outside NBC—exceeded network expectations with its two-night average 19.1 rating/30 share in Nielsen households.

There was good news across the board as all four networks combined for a 74 share—about a 10-share-point jump

from the season average.

When comparing the first week of this May with the same week last year, NBC and Fox are showing significant increases; ABC and CBS are experiencing double-digit declines.

In households for the first week of this May versus the first week of the May 1995 sweeps, NBC is up 9% and Fox is up 8%, with ABC down a whopping 21% and CBS 12%. Among adults 18-49, NBC and Fox are up 18% and 12%, respectively, while ABC is down 18% and CBS 13%.

Although NBC can claim the early edge, each of the networks has seen some positive performances in May.

Up against perhaps the toughest competition this month, ABC's made-for *She Woke Up Pregnant*, airing against part one of *The Beast*, averaged a 13.4/21, which was ABC's best Sunday movie performance since last fall. Also on Sunday, April 28, Fox got strong numbers from its onetime special *When Animals Attack*, which pulled in a 7.7/14 at 7-8 p.m. CBS saw its best Thursday night performance since January when it averaged a 9.3/15 on April 25, the first night of the sweeps. CBS's night was powered by the latest *Rockford Files* made-for, which pulled in a 9.5/16. ■

## FCC poised to OK satellite radio plan

CD Radio's 50-channel service should get go-ahead at May 9 meeting

By Chris McConnell

**A**t least one company may soon win FCC approval to deliver the satellite radio services feared by local broadcasters.

FCC commissioners last week appeared ready to OK Washington-based CD Radio's plans to beam a satellite-delivered slate of 30 music and 20 news and informational channels to silver dollar-size mobile antennas. The commissioners hope to award the company spectrum at its May 9 open meeting, although disagreements on other issues last week threatened to stall FCC action on the service rules for digital audio radio satellite service (DARS).

Once it secures a license, CD Radio

hopes to launch its subscription service within three or four years. "We're looking to expedite that process," says CD Radio attorney Peter Pitsch.

Broadcasters fear that the service will siphon listeners and advertising revenue and impede local programming. "Communities will inevitably suffer degradation in the local community services they receive," The NAB said in a study on DARS and local broadcasting.

But the FCC has elected to give CD Radio a shot at the market by awarding the company a "pioneer's preference" for its work in developing the satellite service. The award will carry a license for 12.5 mhz of DARS spectrum, although CD Radio will have to pay a percentage of the spectrum's market value.

The FCC is reserving another 12.5 mhz slice for three more DARS applicants that have proposed a mix of advertiser- and subscription-supported services. Commission plans call for conducting an auction among the three applicants—American Mobile Radio Corp., Digital Satellite Broadcasting Corp. and Primosphere.

The three applicants oppose the plan to give CD Radio a pioneer's preference, although they say they will not decide whether to challenge the award until the commission issues its decision. FCC and industry sources also are not ruling out the possibility that the applicants might merge or devise non-competing plans for the 12.5 mhz spectrum slice. ■

# NAB offers digital TV compromise

By Christopher Stern

In a counteroffer to key Senate Republicans last week, broadcasters proposed a plan for the transition to digital TV that would allow every station in the country to use two channels for as long as 21 years, according to a source familiar with the ongoing negotiations.

Under the broadcasters' plan, TV stations would be given six years to complete construction of a digital facility. Once the digital plant was finished, broadcasters could use both their ana-

## Broadcasters' proposal

- Construction period 6 years
- Transition period 10 years or 85% penetration level for digital TV
- Phaseout 5 years, during which broadcasters pay spectrum fees for use of analog channel

log and digital channels free for 10 years. During a final five-year phase-out period, they would pay hefty spectrum fees for use of the analog channel.

Broadcasters also proposed that the 10-year transition period could be lengthened if less than 85% of viewers in a market did not have the ability to receive a digital TV signal.

Representatives of the four major broadcast networks and the National Association of Broadcasters made the proposal at a meeting last Thursday with senators John McCain (R-Ariz.), Phil Gramm (R-Tex.) and Dan Coats (R-Ind.). The plan adopts elements of proposals made by all three senators.

McCain had been one of the most vociferous opponents of a proposal to give broadcasters a second channel in order to make a transition to digital TV, but he now has a leading role in developing a compromise with broadcasters.

Also last week, Gramm proposed funding a 4 cent cut in the nation's gas tax with the sale of spectrum now used by broadcasters for electronic news-gathering, sources say. A chunk of spectrum that includes the ENG spectrum was targeted by legislation approved by Congress but vetoed by President Clinton late last year. ■

# Closed Circuit

NEW YORK

## UPN buy recommendation

Paramount Television Group has recommended to parent Viacom that it exercise its option to buy 50% of UPN from BHC Communications. Sources say the decision is based on ratings improvements at UPN and the belief that the network identity will boost the value of the owned TV stations significantly over time. Viacom has until Jan. 15, 1997, to exercise that option.

WASHINGTON

## ATV standards on docket

Technical standards for advanced TV have made the FCC's open-meeting agenda this week (May 9), although commissioners late last week were still waiting to see a rewrite of the FCC's proposal. The original proposed adopting the Grand Alliance system included questions that some commissioners felt left too much doubt about the FCC's endorsement of the system. They had the document sent back to the Mass Media Bureau and late last week were awaiting a revised version they say will carry stronger support for the Grand Alliance.

## Digital digs

Raleigh, N.C.-based WRAL-TV last Friday asked the FCC for an experimental license to transmit high-definition programming using the Grand Alliance system. The experimental station, WRAL-HD, would operate on channel 32 in the market and would be used to study various transmission characteristics.

HOLLYWOOD

## No 'Justice' for MCA

Justice may be served up by ABC as a midseason replacement next year. The courtroom reality show initially was set to launch as a syndicated half-hour strip this fall from MCA, but the studio pulled out after failing to secure enough access and early fringe clearances. Sources say the show will be expanded to an hour if picked up by ABC for prime time.

PHOENIX/DENVER

## Shopping for a home

Phoenix and Denver are apparently the two front-runners to be the base of operation for MCI/News Corp.'s DBS venture. Arizona Governor Fife Symington is scheduled to meet with top executives at Fox to discuss the location of the venture's headquarters and possible film shootings in the state.

NEW YORK

## Carriage closure

Well-placed Time Warner and NBC sources say they expect the two sides to come to terms soon on a carriage deal for the MSNBC all-news cable channel, which debuts in July. NBC is converting America's Talking into the new channel with Microsoft as its partner. Time Warner has argued that the language in the carriage agreement is unclear on how much latitude NBC has to switch formats. Sources say the MSO is angling for a sweeter carriage deal, not an exit.

## McTCI

Top MSO Tele-Communications Inc. is in talks with McDonald's about a possible joint marketing deal involving video, telephony and the Internet. The deal would be along the lines of TCI's marketing partnership with Sprint, which began testing in April 1995 and started rolling out nationally in January.

## AP ponders repackaging

Associated Press Broadcast Services is considering repackaging its news and information programming, offering it on a barter rather than cash basis to radio stations. Since September, AP has been conducting research to determine how best to serve stations, said AP Broadcast Services's VP and director, Jim Williams. "We're looking at how stations' information needs are changing and how they want to pay for the service," he said. AP is studying whether its 4,000 clients want news in raw form, preproduced or customized.

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# Congress calls on networks to create 'family hour'

Group of congressmen send letter to top programming executives asking for voluntary scheduling of family-friendly programming

By Christopher Stern

**U**SA Networks Chairman Kay Koplovitz said last week she has concerns that some members of Congress are seeking to do more than simply implement a ratings system. Appearing to buttress that assertion was the news that Congress was turning up the heat on content regulation in Washington, although it was directed at broadcasters.

Koplovitz said that any attempts by Washington lawmakers to change programming "pushes into infringement on First Amendment rights. There's a difference between rating the program and changing the program." She also said that programmers are going to have to make it clear to viewers that implementation of the ratings system, as currently planned, does not mean a change in programming content. Viewers will be disappointed if they expect to see a change in programming, she said, adding, "I think we have a challenge ahead of us to communicate that well."

Congress clearly is looking for a change in programming from broadcasters.

A bipartisan group of 74 senators and representatives sent a letter Tuesday to all six broadcast networks, urging them to voluntarily "return to the spirit of the family hour."

"By creating a safe haven for the family viewing audience and resolving to dedicate one hour of prime time programming to the promotion of positive values, the entertainment industry would not only endear itself to parents but also immeasurably benefit American society," the letter stated.

Addressed to the top programming executives at ABC, CBS, NBC, Fox, UPN and WB, the letter was published in a full-page advertisement in the April 30 issue of *Daily Variety*. The ad was paid for by the Media Research Center, a Washington-based watchdog group that since February has been urging the networks to create a family viewing hour.

Broadcasters had hoped that their

commitment to implement by next January a content ratings system for use with the V-chip would discourage efforts by Congress and the Clinton administration to influence programming decisions. But the television industry's embrace of the V-chip has failed to divert groups pushing for increased educational programming for kids or for limits on programming that depicts violence.

"Ratings and [the] V-chip...will not restore family-friendly programming. Only a voluntary return to the spirit of the family hour by the networks can insure wholesome programming for our families," said R. Brent Bozell III, Media Research Center chairman. Bozell wants broadcasters to voluntarily adopt a family viewing hour, and he opposes the enactment of legislation that would require broadcasters to air family-friendly viewing.

"Until recently, the major networks set aside the first hour of prime time for family programming," the letter stated. But communications lawyers noted last week that the family hour has never really exist-



Kay Koplovitz; "There's a difference between rating the program and changing the program."

ed. It was proposed by CBS in the mid-1970s in response to concerns raised by Dick Wiley, then FCC chairman, about violence on television. The proposal was endorsed by the National Association of Broadcasters and the other networks. But the Writers Guild of America, citing Wiley's involvement, claimed in a lawsuit that the family hour was an attempt by government to infringe on its members' right to free speech. After several years in the court system, the case was remanded to the FCC, but by that time the networks had given up on the concept.

One network lawyer said that the current attempt by Congress to resurrect the family hour on a voluntary basis is reminiscent of the first attempt at creating a family hour. "If I were filing a lawsuit, I would tear out [Tuesday's *Daily Variety* advertisement] and make it Exhibit A," the lawyer said. ■

## Cities likely to appeal FCC ruling on franchise fees

By Chris McConnell

**C**ities are threatening to take the FCC to court over last week's ruling that franchise fees paid by cable subscribers to an operator do not count as part of a cable operator's gross revenue.

"I would be shocked if this were not appealed," says William Cook, a lawyer representing the city of Baltimore in the dispute. Cook says his client is still reviewing the decision and has not decided whether to file an appeal.

If Baltimore does not appeal, someone else will, predicts Eileen Huggard

of the National Association of Telecommunications Officers and Advisors (NATOA). Huggard, NATOA's executive director, says the commission's decision could cost cities up to \$75 million.

"I believe someone will appeal," she says. "That's probably where it should be decided."

Huggard and the cities maintain that fees collected by cable operators to pay franchise fees should count toward the operators' gross revenue. Franchise fees are limited by law to 5% of an operator's gross revenue.

"It's just like any other cost of doing

business," says Cook. "This is the way franchise authorities have been doing this for years."

Portland (Oregon) Cable Communications Director David Olson says his city crafted a franchise agreement with TCI prohibiting the cable operator from excluding the collected fees from its gross revenue. The exclusion of the fees from gross revenue will cost Portland \$130,000 next year, Olson says, adding that the city likely will join in any litigation challenging the FCC ruling.

"I think the judicial system is where this is going to have to be addressed," Olson says.

Cable operators disagree with the city arguments, maintaining that the law limits the fees to 5% of the revenue derived from the operation of cable systems.

"You have a specific statute here," says Wesley Hepler, a Washington cable lawyer. "Franchise fees are additional revenue that are not derived from the operation of the cable system."

The FCC agreed with the logic, say-

ing that including a collected franchise fee as part of an operator's gross revenue would result in the cable operator's paying more than the amount allowed under the 1992 Cable Act.

"Congress has exhibited a strong desire to prevent attempts by local franchising authorities to evade the statutory five percent cap on franchise fees," the commission said in its order. "To allow for a 'franchise fee on franchise fee' effect...would be contrary to this congressional intent." ■

## U.S., Mexico sign satellite agreement

*Deal will allow U.S. satellites to deliver service to Mexico and vice versa*

By Chris McConnell

**U**.S. and Mexican negotiators have begun clearing the way for Hughes Communications and PanAmSat to beam direct-to-home services to subscribers in Mexico.

Officials of the two countries last week signed an agreement allowing their satellites to beam signals into each other's territory. The pact states that Mexican satellites will be allowed to provide service to the U.S. "to the extent that these services enhance rather than distort competition in the U.S. market." The agreement also states, conversely, that U.S. satellites will be allowed to provide service to Mexico.

Although the new agreement does not cover direct-to-home service, FCC officials say it provides the framework for additions, or "Protocols," covering

such services. One official says that although last week's agreement required ratification by Mexico's senate, future protocols will not.

"The first protocol will address direct-to-home satellite services and direct broadcast satellite services," FCC Chairman Reed Hundt said in a statement on the satellite pact. "Consumers will have more choices as a result of new satellite services entering the U.S. market, and programers will have more opportunities to distribute their programming to consumers."

Hughes Communications plans initially to deliver a direct-to-home service to viewers in Mexico and other Latin American countries from its Galaxy 3R satellite. PanAmSat has plans to deliver a competing service to Mexico from its PAS-5 satellite.

Onlookers say that the pact could

pave the way for Mexican satellites to beam services into the U.S. as well. "I would expect to see a [North American Free Trade Agreement]-like free exchange of satellite video," says satellite industry analyst Timothy Logue.

The satellite agreement, signed by U.S. and Mexican officials April 28 and ratified by the Mexican senate April 29, comes as U.S. companies are feuding over TCI's plans to deliver DBS service from a Canadian satellite slot.

Although a petition by MCI and News Corp. to block the TCI plans is still pending at the FCC, a commission official says that resolving the issue might not require a treaty like the one signed with Mexico. The official cited a new Mexican law that requires such treaties of reciprocity before permitting non-Mexican satellites to deliver service into the country. ■

## Public broadcasters come to terms with trust fund

Public broadcasters apparently decided that House Telecommunications Chairman Jack Fields (R-Tex.) wasn't kidding when he threatened to sell some of their spectrum and let the government keep the proceeds.

The threat was made in late March, and negotiations between Fields and the public broadcasters began last week in earnest. A tentative agreement was reached that would support Fields's plan to create a \$1 billion trust fund to support noncommercial broadcasting. Public broadcasters had been pushing for a much larger fund of \$4 billion. Fields refused to comment last week on the status of the negotiations, but public broadcasters said talks were in the final stages.

Fields's bill, offered two months ago, would allow the federal government to sell vacant spectrum allocated for noncommercial broadcasting. The proceeds, estimated at \$202 million-\$2.3 billion, would be used to set up the fund (BROADCASTING & CABLE, April 1). Public broadcast-

ers could add to the fund, but not through the sale of additional spectrum, one source says.

In March, Fields had threatened to offer the unused spectrum to House Budget Committee Chairman John Kasich (R-Ohio) to be used to reduce the federal deficit instead of to support public broadcasting. Fields gave public broadcasters until early May to support his plan.

His bill also would allow public broadcasters to trade their VHF channels for UHF channels and to sell public TV stations in markets with two or more overlapping noncommercial signals.

The proposal also calls for a two-year transition period, during which the Corporation for Public Broadcasting would be funded at \$250 million annually. In recent years, public broadcasters received a \$285.6 million subsidy from the federal government. A nine-member commission of public broadcasters and members of Congress would oversee the transition period. —CS

### Broadcasters rely on print

The nation may depend on broadcasters for news, but broadcasters get most of their information from newspapers and wire services, according to a survey released by the Newspaper Association of America. The NAA survey claims that 57% of TV reporters rely more on newspaper and wire stories than on personal sources for information. Radio and Television News Directors Association President David Bartlett disputed the survey's claim. "TV reporters, like newspaper reporters, develop their own sources," he said. Bartlett added that broadcasters are not alone in their dependence on wire copy: "If you travel the country a lot, as I do, and you look at a lot of local newspapers—most of which are dreadful, by the way—you see that most of them depend on wire copy."

### Advertisers still with talk shows

Morality in Media, a New York-based public interest group, claims that companies including Procter & Gamble and Kellogg continue to advertise on the sometimes controversial talk shows, despite promising last year to withdraw or reduce support for the daytime programs. P&G made the promise last year after Empower America, another media watchdog group, publicly chastised the companies for supporting programs that it said were exploitive and harmful to the social fabric of the nation. A spokesperson for Procter & Gamble said last week that the company has decreased spending on daytime talk by "millions and millions of dollars" and that the company has withdrawn completely from seven shows and is working with other shows on an "episode by episode" basis. A Kellogg spokesperson said that company also reviews programs on an episode-by-episode basis but that it has completely withdrawn from programs such as *Jerry Springer*, *Montel Williams* and *Gordon Elliot*.

### More time to evaluate EEO proposal

The FCC has put its EEO streamlining proceeding on hold for two months. Comments on the proposal were to arrive at the FCC last week, but the commission has moved the comment deadline to July 1 at the request of the Minority Media and Telecommunications Council and other organizations. The groups said they need more time to prepare comments because their resources have been strained by participation in the commission's many rulemakings concerning the 1996 Telecommunications Act.

While granting the time extension, the commission denied a request by the groups to reconsider the EEO proposal, which suggests several plans aimed at reducing the paperwork burden on broadcasters while maintaining an effective program. The petitioning groups said the commission effectively rejected some of their suggestions by not including them in the proposal. The FCC disagreed, maintaining that its proposal does not reject any ideas and that the groups can submit alternative plans with their comments.

### Cable speaks on must carry to high court

The "central vice" of the must-carry law is that it guarantees local broadcasters access to TV audiences at the expense of

cable programers, Turner Broadcasting System and other cable companies are arguing to Supreme Court justices in their brief on the case. "Must-carry is not necessary to protect free, over-the-air television broadcasting," the cable companies say, adding that "the majority of broadcasters were so sure that they could secure [cable] carriage that they elected to extract ransom for consent to retransmit their signals." Government officials expect to file their reply brief in June; the Supreme Court is expected to hear arguments in the case this fall.

### Make room for PCS

The FCC is looking to help PCS auction winners get quick access to the spectrum they have procured. Commissioners late last month adopted a cost-sharing plan aimed at encouraging speedy relocation of current users in the spectrum band that PCS licenseholders will be taking over. The commission also changed its rules on microwave relocation to clarify the rights of PCS licenseholders and microwave users in the event that a PCS licenseholder and incumbent user do not reach a relocation agreement.

In another action, commissioners proposed rules for speeding the entry of public utility holding companies into the telecommunications business.

### FCC slaps EEO fines

The FCC has ordered Hilton Head Television to pay \$27,500 for EEO violations. The commission last year issued the "notice of apparent liability" as part of a decision to renew the license of WTGS(TV) Hardeeville, S.C. Hilton Head has since asked the FCC to rescind or reduce the fine, but the commission has denied the request. In other EEO action, the commission fined The Kravis Co. \$12,000 as part of a decision to renew the licenses of KGTO(AM)-KRAV(FM) Tulsa, Okla. Additionally, the FCC denied a petition by the NAACP and the League of United Latin American Citizens to deny the license renewal of KOCE(TV) Huntington Beach, Calif. The commission granted the license renewal subject to reporting conditions.

### Senate to look at free airtime issue

The Senate Rules Committee has scheduled for May 15 a hearing on free airtime for federal candidates. The committee has not released a list of witnesses for the hearing. And Fox has formally requested that the FCC issue a declaratory ruling on the network's proposal to provide free airtime to major presidential candidates. News Corp. Chairman Rupert Murdoch first volunteered to give candidates free airtime in February. Under his proposal, Fox would make available to the Republican and Democratic nominees 10 one-minute segments to address the American public during the closing weeks of the campaign. In addition, Fox says it will provide an hour of prime time coverage on the eve of the election for "longer, back-to-back statements by each major candidate." Fox is asking the FCC to issue a ruling that insures it does not have to provide equal time to fringe candidates.



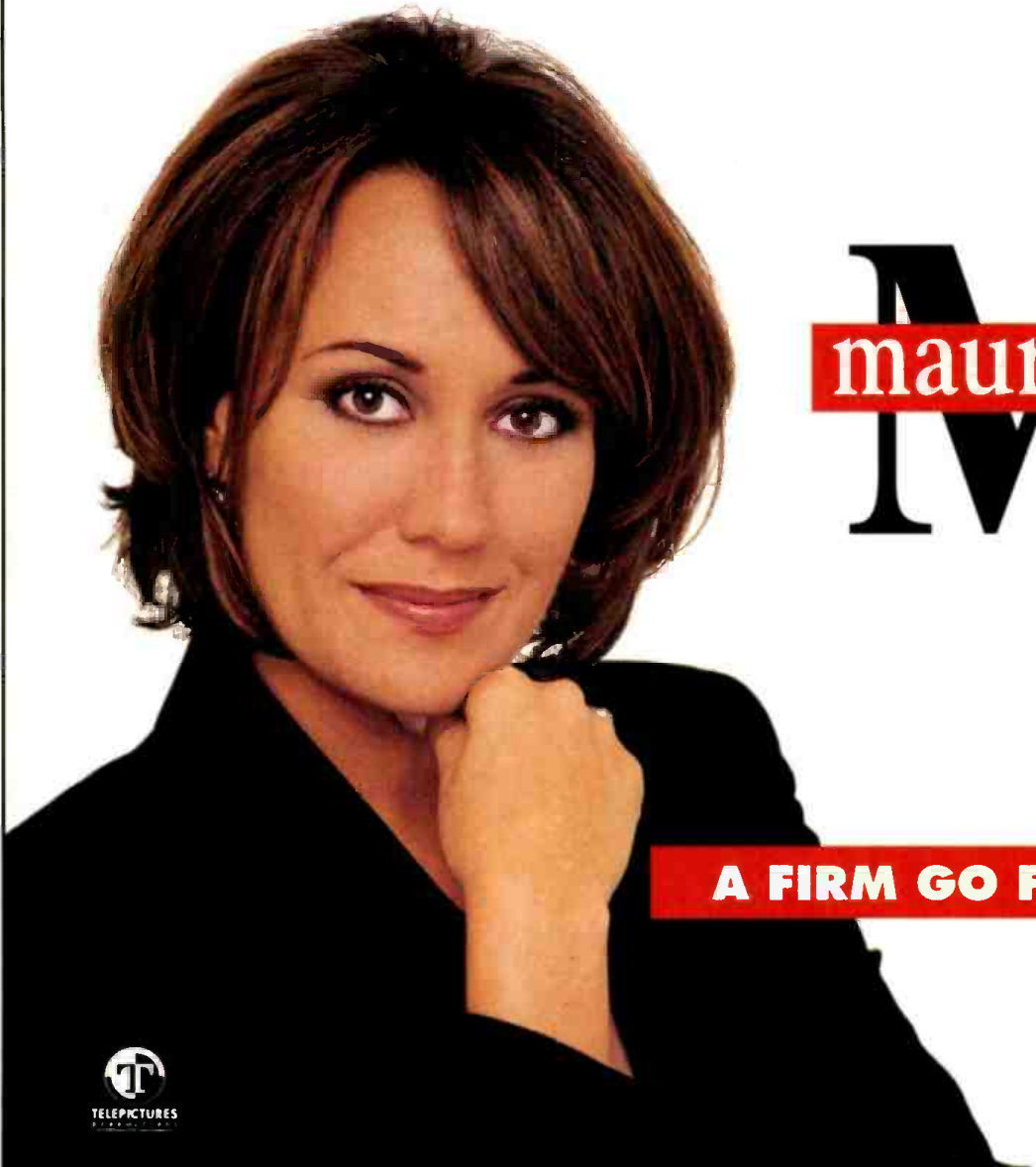
Edited By Chris Stern



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# 'Friends' teams signs with WB

Multiyear, multi-million dollar deal makes trio among highest-paid TV producers

By Steve Coe

In a deal that will take them into the new century with Warner Bros., producers Kevin Bright, Marta Kauffman and David Crane have signed multiyear pact with the studio. The deal allows the producers of *Friends* and their production company, Bright/Kauffman/Crane Productions, to expand beyond producing their own shows into building an independent production company within the studio and overseeing other writers and producers.

According to published reports, the five-year deal has a floor value of \$35 million, making the trio among the best-paid television producers in history.

"Bright/Kauffman/Crane have clearly raised the bar on television comedy," said Tony Jonas, president, Warner Bros. Television. "Their unique voice speaks to all age groups, and their overall intelligence has established them as trendsetters."

The trio currently produces the hit *Friends*, which leads off NBC's powerful Thursday night lineup. The show is averaging an 18.9 rating/30 share in Nielsen numbers and is viewed by an estimated 32 million viewers each week, making it the third-most-watched series in television. In its 8 p.m. time slot, the show is undefeated in 29 consecutive airings and is the highest-rated 8 p.m. comedy on any network since 1992.

Bright/Kauffman/Crane's next project will be a comedy for NBC, which gave the producers a 13-episode commitment earlier in the season. That pro-



Five-year deal for 'Friends' producers is valued at at least \$35 million.

ject is expected to debut on the network during the 1997-98 season. At that time the network also gave *Friends* a two-year renewal, securing that show's future.

In addition to the television component of the deal, Warner Bros. has a first-look agreement with the producers for any feature projects.

Bright, Kauffman and Crane began their relationship on the HBO series *Dream On*, which was created by Kauffman and Crane. Before joining Warner Bros. in 1992, the producers established a partnership that yielded the half-hour comedy *Family Album*, which lasted one season on NBC. ■

## Hagman returns in MTM/CBS project

Expanded production slate for studio includes 'Orleans' pilot featuring former 'Dallas' star

By Steve Coe

Larry Hagman is back as head of a powerful TV family.

The star of *Dallas* and, before that, of the '60s classic *I Dream of Jeannie*, has been cast to star in *Orleans*, an hour pilot under consideration at CBS. The MTM project was co-created and is executive-produced by John Sacret Young, former executive producer of the award-winning drama

*China Beach*.

The project is part of an expanded production slate at MTM that also includes the 22 hours committed to the syndicated project *The Cape*, which is already cleared nationally.



J.R. heads to N.O.

The two-hour pilot of *Orleans* features Hagman as the head of a powerful New Orleans family. Other cast members include Brett Cullen, Michael Reilly Burke, Colleen Flynn, Meredith Salenger, Vanessa Bell Calloway and Lynette Walden. *The Waltons* alum Ralph Waite also will appear as a guest star.

Other network projects under consideration for fall are *The Pretender* for NBC and *Sparks, Sparks & Sparks* for UPN. *Pretender* is an action hour starring Michael T. Weiss as an "intellectual equalizer" on the run from the

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think tank that raised him. The project was created by Steve Mitchell and Craig Van Sickle.

*Sparks* is a half-hour comedy from Ed

Weinberger. The ensemble show is set in a black law firm in Compton, Calif. Starring are James Avery, Robin Givens, Miguel Nunez Jr., Terrence Howard,

Kym E. Whitley and Arif S. Kinchen.

MTM also has a 13-half-hour order from CBS for the Saturday morning series *Bailey Kipper's P.O.V.* ■

## Winfrey blamed for cattle-futures plunge

*Iowa senate calls for clarification in show on Mad Cow disease; Oprah says show speaks for itself*

By Cynthia Littleton

**T**he Iowa state senate has a beef with a recent edition of *Oprah Winfrey* that focused on the "Mad Cow disease" scare in Britain last month.

Some Iowa lawmakers blame Winfrey for the recent plunge in U.S. cattle futures that began deepening on April 16, the same day the top-rated talk show devoted an hour to the deadly plague in Britain's beef industry. Late last month the Iowa senate unanimously passed a resolution calling for Winfrey to explain to viewers

that no cases of Mad Cow disease have ever been reported in the U.S.

"Her show was a little misleading," said state Senator Berl Priebe, referring to the initial episode and a follow-up report that aired April 23. "I don't think she intended to hurt anyone, but she has a very large group that follows her, and that drop in cattle prices could have a \$10 million impact on Iowa's economy." Through a spokesperson, Winfrey



Iowa senate got mad at Oprah's Mad Cow disease report.

said she has resolved to "let the shows speak for themselves." Analysts said the show did have a major impact on cattle futures in mid-April, although prices already were heading south at the time.

A Merrill Lynch livestock-futures analyst added that the reaction was "excessive and immediate" because Oprah Winfrey's 9 a.m. time slot in Chicago coincides with the start of trading on the Chicago Mercantile Exchange. ■



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# 'X-Files' billboard talks to motorists

Low-power radio transmitter beams soundbites, music and 'hidden messages' to passersby in Los Angeles

By Cynthia Littleton

**D**ie-hard fans of Fox's *The X-Files* may find themselves inexplicably drawn to a half-mile stretch of Hollywood's famed Sunset Strip during the next two months.

Last Wednesday, Fox unveiled an *X-Files* billboard equipped with a radio transmitter to reach out to the show's true believers via low-power radio. Next to close-ups of series stars Gillian Anderson and David Duchovny, the billboard instructs motorists to "Turn to 1610 AM on Your Radio...Now."

The curious will tune to a short loop of soundbites, music and "hidden messages" culled from the hit sci-fi series. The 100-milliwatt transmission can be picked up within a half-mile radius of the billboard, which will tower over a



An 'X-Files' billboard uses low-power radio to pitch the series.

busy intersection along Sunset Boulevard through the end of June.

Music companies have been using low-power radio billboards to break new acts for the past few years, but Fox officials say their latest promotional stunt marks another TV first for the cutting-edge *X-Files*, now wrapping up its third season.

"We thought there was something

very 'X-Filian' about taking over underground airwaves not regulated by the FCC to spread the show's messages of 'the truth is out there' and 'trust no one,'" says Cindy Hauser, Fox's senior vice president of print, special projects and online entertainment.

Fox has no immediate plans to erect broadcast-ready *X-Files* billboards in other cities. ■

## 'Dr. Quinn' moves in five markets

Exits CBS O&Os after securing better time periods

By Cynthia Littleton

**D**r. Quinn, *Medicine Woman* is blazing a trail in the post-fin-syn era of the off-network syndication business.

Now that the Big Three can take part

in the backend of a successful series, recent station switches by *Dr. Quinn* in five major markets provide further evidence that a network's prime time hits may not always be the best daytime/early fringe programming options for the network's O&Os.

In fact, under the new laissez-faire rules of the syndication game, the ABC, CBS and NBC station groups may wind up serving as the clearance of last resort for their networks' off-network product. The sales effort behind *Dr. Quinn*, cleared for its off-network debut this fall in more than 90% of the country, is a case in point.

*Dr. Quinn* has moved from the CBS O&Os in Los Angeles, Chicago, Detroit, Minneapolis and Green Bay, Wis., after distributor MTM Television sealed commitments with rival stations for better time periods. CBS hired MTM last year to distribute the hit CBS Productions series, offered on a straight barter basis of seven minutes national, seven local.

The CBS station group cleared *Dr. Quinn* early on to give a boost to MTM's sales efforts, but the agreement included a proviso that the station would give up the show if MTM

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# Broadcasting & Cable PEOPLE'S CHOICE Ratings according to Nielsen April 22-28

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

Week 32	abc	CBS	NBC	Fox	U/PIN
	10.3/17	8.6/14	11.2/18	5.2/8	2.5/4
MONDAY	8:00 49. Second Noah 8.2/14	24. The Nanny 11.2/19	39. Fresh Prince 9.3/16	71. Why Planes Go Down 6.4/11	37. Star Trek: Voyager 3.2/5
	8:30	32. Almost Perfect 9.7/16	38. In the House 9.4/15		
	9:00	34. Murphy Brown 9.6/15	19. NBC Monday Night Movie—Unsolved Mysteries: Voices 12.1/20	87. Profit 3.9/6	100. Nowhere Man 1.8/3
	9:30 23. Murder One 11.3/18	57. Good Company 8.0/13			
	10:00	70. Picket Fences 6.5/11			
TUESDAY	12.4/21	7.9/13	12.1/20	5.0/8	2.3/4
	8:00 22. Home Imprvmt 11.5/21	68. Rescue: 911 6.6/12	24. 3rd Rock fr/Sun 11.2/20	84. 27th Annual NAACP Image Awards 5.0/8	38. Moesha 3.0/5
	8:30 28. Coach 10.8/18	54. CBS Tuesday Movie—The Hunt for Red October 8.1/13	14. Wings 12.5/21		37. Minor Adjustr'ts 2.1/4
	9:00 7. Home Imprvmt 14.7/23		8. Frasier 14.6/23	39. Paranormal Borderline 2.0/3	
	9:30 26. Dana Carvey 11.1/18		15. J Larroquette 12.4/20		
10:00 12. Murder One 13.0/22		27. Dateline NBC 11.0/19			
WEDNESDAY	9.7/17	6.4/11	12.0/21	6.4/11	2.7/4
	8:00 59. Ellen 7.8/15	85. Catch a Rising Star: 50th Anniv, Give or Take 4.2/8	20. 31st Annual Country Music Awards 12.0/21	64. The X-Files 6.9/13	89. The Sentinel 2.9/5
	8:30 54. Drew Carey 8.1/14	66. Picket Fences 6.7/11		79. Kindred: The Embraced 5.9/10	90. Sister, Sis 2.7/5
	9:00 30. Grace Under Fire 10.3/17	49. Picket Fences 8.2/14		90. Swift Justice 2.7/4	90. Prt 'Hood 2.7/5
	9:30 44. The Faculty 8.6/14				90. Wayans 2.7/5
10:00 21. PrimeTime Live 11.7/20				94. Unhap Ev 2.6/4	
THURSDAY	7.5/12	9.3/15	19.0/31	6.4/10	
	8:00 76. Wrld's Fun Videos 6.0/11	37. CBS Special Movie—The Rockford Files: Friends and Foul Play 9.5/16	5. Friends 16.6/30	76. Living Single 6.0/11	
	8:30		6. Boston Common 14.9/25	63. Martin 7.0/12	
	9:00 58. ABC Thursday Night Movie—Lethal Weapon 3 7.9/13	41. 48 Hours 8.9/15	2. Seinfeld 19.7/31	74. New York Undercover 6.2/10	
	9:30		4. Caroline in/City 18.0/28		
FRIDAY	10.2/19	7.8/14	8.1/15	7.5/14	
	8:00 34. Family Matters 9.6/19	68. Due South 6.6/12	49. Unsolved Mysteries 8.2/16	80. Sliders 5.6/11	
	8:30 43. Boy Meets World 8.8/16	44. Diagnosis Murder 8.6/15	41. Dateline NBC 8.9/15	39. The X-Files 9.3/16	
	9:00 44. Step by Step 8.6/15	49. Nash Bridges 8.2/15	61. Homicide: Life on the Street 7.4/13		
	9:30 44. Hangin' w/Mr. C 8.6/15				
SATURDAY	5.2/10	11.2/21	6.5/13	5.9/11	
	8:00 83. Saturday Night at the Movies—Born Free: A New Adventure 5.1/10	32. Dr. Quinn, Medicine Woman 9.7/20	71. NBC Saturday Night Movie—Made in America 6.4/12	82. Cops 5.3/11	
	8:30	29. Touched by an Angel 10.6/20		76. Cops 6.0/12	
	9:00			75. America's Most Wanted 6.1/11	
	9:30 81. Comedy Club Superstars 5.5/10	11. Walker, Texas Ranger 13.1/25	66. Sisters 6.7/13		
SUNDAY	11.0/18	12.5/21	13.6/23	7.5/12	2.0/3
	7:00 62. Am Fun Hm Vid 7.1/14	10. 60 Minutes 13.2/24	(nr) NBA Playoff 8.6/16	60. When Animals Attack 7.7/14	102. Pinky & The Brain 1.3/2
	7:30 54. Am Fun Hm Vid 8.1/15	18. Murder, She Wrote 12.2/20	30. Mad About You 10.3/17	48. The Simpsons 8.3/14	101. The Parent 'Hood 1.6/3
	8:00 34. Lois & Clark 9.6/16	16. CBS Sunday Movie—Harvest of Fire 12.3/19	16. NewsRadio 12.3/19	49. The Simpsons 8.2/13	95. Sister, Sister 2.5/4
	8:30		3. NBC Sunday Night Movie—The Beast, Part 1 18.6/30	65. Married w/Child 6.8/11	96. Kirk 2.4/4
9:00 9. ABC Sunday Night Movie—She Woke Up Pregnant 13.4/21			71. Married w/Child 6.4/10	97. Savannah 2.1/3	
10:00					
10:30					
WEEK AVG	9.6/16	9.2/16	11.9/20	6.3/11	UPN: 2.5/4; WB: 2.2/4
STD AVG	10.7/18	9.6/16	11.7/19	7.3/12	UPN: 3.1/4; WB: 2.5/4

## SYNDICATION MARKETPLACE

**'Simpsons' times two**

A double dose of *The Simpsons* provided a double-digit boost for broadcasters who jumped on Twentieth Television's newly extended offer of double runs for the Fox animated hit, now in its second year of syndication. During the week of April 15, *The Simpsons* averaged a 33% increase in Nielsen household share over February 1996 time period averages on the five stations that chose the second run in the first week it was offered. For KBHK-TV San Francisco, a second run of *The Simpsons* at 7:30 p.m. improved household ratings for the time slot by 44% over *Roseanne's* performance in February. KCPQ(TV) Seattle saw its 6 p.m. household ratings climb 37% by replacing *Full House* with more of the Simpson clan.

**We're baaaack**

MGM Worldwide Television's new series *Poltergeist: The Legacy* will launch in syndication during the week of Sept. 23 with a special two-hour premiere episode. The "supernatural" drama, based on the two 1980s "Poltergeist" feature films, has been cleared in 131 markets covering 84% of the country. The big-budget series focuses on a secret society, known as the Legacy, dedicated to "protecting the world from the darkside of the

**NSS POCKETPIECE**

(Nielsen's top ranked syndicated shows for the week ending April 21. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	11.6/226/99
2. Jeopardy!	9.8/219/99
3. Home Improvement	8.0/224/98
4. Oprah Winfrey Show	7.1/235/99
5. Seinfeld	7.0/221/97
6. Entertainment Tonight	5.8/178/94
6. Star Trek: Deep Space Nine	5.8/236/99
8. Hercules, Journeys of	5.2/230/98
8. Simpsons	5.2/191/96
10. Inside Edition	5.0/164/89
10. Wheel of Fortune-wknd	5.0/179/81
12. Hard Copy	4.7/176/91
13. Fresh Prince of Bel-Air	4.5/161/89
13. Xena: Warrior Princess	4.5/204/97
15. Baywatch	4.4/222/97
15. Home Improvement-wknd	4.4/211/95

supernatural." Like MGM's freshman hit *The Outer Limits*, MGM has carved a dual cable/syndication distribution platform for *Poltergeist* that calls for Showtime to air the series in the spring and summer before it bows in syndication in the fall. *Poltergeist* premiered April 21 on Showtime.

**Two 'Blue'**

Twentieth Television's *NYPD Blue* has been cleared for weekend double runs with broadcasters in 65 markets covering 62% of the country. Twentieth officials say the Steven Bochco police drama, known for its gritty language and graphic scenes, is being

picked up for late night. New stations on board for the show include KTXA(TV) Dallas, WJW-TV Cleveland, KIRO-TV Seattle and KTVK(TV) Phoenix. Twentieth is offering two-year deals for weekend runs of *NYPD Blue* beginning in fall 1997 on a barter basis of 7 1/2 minutes national, 6 1/2 minutes local. Reruns of the ABC drama also will premiere as a weekday strip next year on Fox's basic cable network, fX.

**'Animated' discussion**

The NATPE Educational Foundation delves into the world of animation next week with "The Art and Business of Animation," the latest program in its Insider seminar series. Panelists set to appear May 15 at the half-day conference in Los Angeles include Fox Children's Network's Margaret Loesch, Warner Bros. Television Animation's Jean MacCurdy, Walt Disney Television Animation's Tom Ruzicka and Saban Entertainment's Eric Rollman.

**'ET' moves**

Paramount Domestic Television's *Entertainment Tonight* will send weekend anchor/correspondent Julie Moran back to her home state of Georgia in July to anchor the magazine's nightly coverage of the summer Olympic games in Atlanta.

got a better offer in those markets.

Coupled with the network's daytime lineup, the station group's commitment to the CBS-produced first-run strips *Day & Date* and *Gordon Elliott* left open few

time periods outside of late fringe for reruns of *Dr. Quinn*. And with the high casualty rate of new first-run strips, MTM found a number of stations in CBS markets willing to take a second

look at *Dr. Quinn* in the past few weeks.

So far, however, there have been no new takers in New York or Miami. Conventional wisdom dictates that post-1 a.m. clearances in those key markets will hurt *Dr. Quinn's* national barter take, but veteran observers predict that the show will perform best in the South and Midwest, as it does on the network.

The addition of *Dr. Quinn* to Chris Craft-owned KCOP(TV) Los Angeles's daytime lineup will be something of a departure from the talk-heavy schedule the station has programmed during the past few years.

"We wanted to be more diversified," says Carol Myers Martz, program director for KCOP. "It's probably going to be older-skewing, but it'll be good counterprogramming for people who won't watch talk shows and advertisers who won't buy them." ■

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# Everything you always wanted to know about communications deals, since 1990

*VS&A details acquisitions, mergers, IPOs, joint ventures for public media companies*

By Steve McClellan

**W**ant to review every radio station purchase made by Infinity Broadcasting or cable system acquisitions made by TCI since 1990? Or perhaps you'd forgotten how much Century Communications raised in its April 1993 offering of senior discount notes (\$444 million) or how much Ackerley Communications raised in its October 1993 private placement (\$76.6 million).

If so, New York-based media investment banker Veronis, Suhler & Associates has a publication for you: *Communications Industry Transactions Report*.

The first edition of the report will be available in early June for \$1,395. *Transactions Report* is similar in style and format to two annual publications that VS&A now issues: *Communications Industry Report* and *Communications Industry Forecast*. *Industry Report* focuses on earnings, revenue and other financial data for various industry segments, including broadcasting, cable, filmed entertainment, recorded music, newspapers, magazines, advertising agencies, book publishing and interactive digital media. *Forecast* predicts spending for those segments.

Like VSA's other industry reports, *Transactions Report* tracks figures for publicly traded companies only. It details eight types of transactions: mergers, acquisitions, initial and other public equity offerings, public debt, private placements, redemptions and joint ventures.

The report slices and dices its information in various ways, listing each transaction alphabetically, chronologically and by size. It even includes percentage deals. The report includes completed transactions from 1990 through 1994 and announced transactions (such as the Time Warner/Turner Broadcasting System merger) for 1995.

The cable section separates cable operator transactions from cable network deals. The MSO section, for example, cites the Time Warner acquisition of Cablevision Industries as the largest single MSO transaction (\$2.7 billion) for

## Changing Hands

the period covered. The smallest sale in the same period was for a wireless cable system in Pennsylvania for \$100,000.

The report also offers commentary on why certain trends emerged, noting, for example, that sales of broadcasting properties started to pick up in 1992 after several years of a depressed broadcast advertising climate. Improved earnings for broadcasters in 1993, coupled with declining interest rates, opened up debt- and equity-raising opportunities that were "virtually nonexistent" in the 1990-91 period, the report notes.

On the cable side, the report notes that with cable rate freezes adopted by Congress in late 1992, operators shifted focus from expanding cable holdings to developing new unregulated revenue sources. In 1994 the market

shifted again as operators aggressively sought clustering opportunities to concentrate reach in individual markets and regions.

VS&A Director of Research Chris Russell says the report is targeted to investment bankers, brokers, strategic planners, consultants and other media executives interested in buy-sell opportunities and capital markets.

### Paxson hits top 10 list

Paxson Communications Corp. plants itself on the list of top 10 station owners with a \$41.3 million purchase of 10 more radio stations in Florida.

Paxson coasts onto the list, which is compiled by number of stations owned, in ninth place. That forces Chancellor Broadcasting Co. to number 10 and Salem Communications Corp. off the list (BROADCASTING & CABLE, April 22).

The purchases of the stations—in

## **FORCE** **Communications & Consultants** **LLC**

Announces the Sale of  
WCEE CHANNEL 13  
Mt. Vernon (St. Louis), Illinois

*Seller:*

**McEntee Broadcasting, Inc.**

*Buyer:*

**Channel 13 of St. Louis, Inc.**

*\*Force Communications represented  
both the buyer and seller  
in this transaction.*

**John L. Pierce**  
(606) 647-0101

**John E. Lauer**  
(404) 350-9401

**Hal W. Gore**  
(706) 746-7400

Tallahassee, Pensacola and Orlando—give Paxson a total 32 owned or to-be-owned stations: 20 FMs and 12 AMs (subject to FCC approval). Almost all are in Florida.

The latest buys are WDIZ-FM Orlando; WSNI-FM, WTNT-FM, WTPS-FM, WXSX-FM and WNLS-AM Tallahassee; WTKX-FM and WOWW-FM Pensacola, and WPAP-FM and WPBH-FM Panama City. They give Paxson five FMs in Orlando and four FMs in Tallahassee. Paxson also gains duopolies in Panama City and Pensacola.

Most of the stations were sold by Southern Broadcasting Cos. Inc. for \$21.3 million. WDIZ-FM came from Shamrock Communications Inc. for at least \$20 million, a source says (see "Changing Hands").

Also last week, Paxson expanded its Infomall Television Network to

Greensboro/High Point/Winston Salem, N.C., with the purchase of WAAP(TV) Burlington. Paxson also formalized a time brokerage agreement with Whitehead Media Inc.'s WNGM-TV Athens/Atlanta.

Paxson Chairman Lowell W. "Bud" Paxson says he plans to bring in TV into every top 50 market. WAAP is in the 47th-largest market; Atlanta is 10th.

**Cox's team expands**

Cox Broadcasting Inc. adds the Dallas Cowboys to its team with the purchase last week of KFOX(TV) El Paso (subject to FCC approval). Ch. 14 has been home to the football team for the past two years, and as a Fox affiliate is the new home to Major League Baseball. The price was not disclosed.

The company also has entered into an LMA with UPN affiliate WUPL(TV) New Orleans. Company officials are looking at possible synergies between the stations and Cox's metro cable system there.

**Belo settles on millions**

Expect a TV station shopping spree by A.H. Belo Corp. With an eye on possible future acquisitions, Belo tomorrow (Tuesday) will settle its offering of 5 million shares of Series A common stock. Shares were sold at \$36.35 each; estimated net proceeds are \$172.6 million. The money will be used to repay bank debt, providing liquidity for possible purchases.

Belo already owns seven network affiliates in markets including Dallas/ Fort Worth, Seattle and New Orleans. ■

**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 □ \$131,000,000 □ 2
- Combos □ \$99,650,000 □ 8
- FMs □ \$156,349,500 □ 8
- AMs □ \$2,500,000 □ 4
- Total □ \$389,499,500 □ 22

SO FAR IN 1996:

- TVs □ \$619,425,510 □ 32
- Combos □ \$1,911,824,734 □ 126
- FMs □ \$798,648,546 □ 129
- AMs □ \$47,581,129 □ 67
- Total □ \$3,377,479,919 □ 354

SAME PERIOD IN 1995\*:

- TVs □ \$1,430,032,000 □ 41
- Combos □ \$676,610,300 □ 86
- FMs □ \$294,205,221 □ 131
- AMs □ \$51,479,619 □ 70
- Total □ \$2,452,227,140 □ 328

Source: BROADCASTING & CABLE

\* AS OF MAY 8, 1995

**COMBOS**

**WDIZ(FM) Orlando; WSNI(FM) Thomasville, Ga.; WNLS(AM)-WTNT(FM), WTPS(FM) and WXSX(FM) Quincy, all Tallahassee; WTKX-FM and WOWW-FM Pensacola, and WPAP-FM and WPBH(FM) Port St. Joe, both Panama City, all Fla.**  
**Price:** At least \$41.3 million (\$21.3

million for stations excluding WDIZ; at least \$20 million for WDIZ)

**Buyer:** Paxson Communications Corp., West Palm Beach, Fla. (Lowell W. "Bud" Paxson, chairman/owner); owns WFTL(AM) Fort Lauderdale, WINZ(AM)-WLVE-FM and WZTA(FM) Miami Beach, WPTN(AM)-WGSQ(FM) Cookeville, WJRR(FM) Cocoa Beach/Orlando, WZNZ(AM), WNZS(AM) and WROR-FM Jacksonville, 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, all Fla.; is buying WSRF-AM-WSHE-FM Fort Lauderdale/Miami and WHUB-AM-FM Cookeville, Tenn. Paxson also owns Infomall Television Network.

**Seller:** ■ WDIZ: Shamrock Communications Inc., Scranton, Pa. (25% owners Edward J. Lynett Jr., George V. Lynett, William R. Lynett and Cecelia Lynett Haggerty); owns WQFM(FM) Milwaukee; WTTR(AM)-WGRX(FM) Westminster, Md., and KMYZ-FM Pryor, Okla., and KUTZ(FM) Lampasas, Tex.; is selling KMYZ(AM) Pryor. Owners also have interests in WBAX(AM) Wilkes-Barre, WTZR(FM) Nanticoke and WEJL(AM)-WEZX(FM) Scranton, all Pa. ■ All other stations: Southern Broadcasting Cos. Inc., Tallahassee (Paul C. Stone, president); no other broadcast interests  
**Facilities:** wdiz: 100.3 mhz, 100 kw, ant. 1,597 ft.; wsni: 107.1 mhz, 100 kw, ant. 981 ft.; wnls: 1270 khz, 5 kw; wtnt: 94.9 mhz, 100 kw, ant. 840 ft.; wtps: 100.7 mhz, 6 kw, ant.

328 ft.; wxsx: 101.5 mhz, 50 kw, ant. 476 ft.; wtkx-fm: 101.5 mhz, 100 kw, ant. 633 ft.; woww-fm: 107.3 mhz, 100 kw, ant. 1,407 ft.; wpap-fm: 92.5 mhz, 100 kw, ant. 930 ft.; wpbh: 94.5 mhz, 100 kw, ant. 991 ft.

**Format:** wdiz: AOR; wsni: good time oldies; wnls: news/talk; wtnt: country; wtps: not on air; wxsx: CHR; wtkx-fm: AOR; woww-fm: country; wpap-fm: modern country; wpbh: classic hits

**Broker:** Media Venture Partners

**WJLK-AM-FM Asbury Park and WQNJ(FM) Ocean Acres, N.J.**

**Price:** \$16.75 million

**Buyer:** Nassau Broadcasting Partners LP, Princeton, N.J. (Louis F. Mercatanti Jr., president); owns WHWH(AM) Princeton, WPST-FM Trenton/Philadelphia and WHCY(FM) Blairstown, all N.J.; is buying WNNJ-AM-FM Newton, N.J., and WVPO(AM)-WSBG-FM Stroudsburg, Pa.

**Seller:** New Wave Communications LP, Asbury Park, N.J. (John Ferrari, president; D&F Broadcasting Inc., general partner); owns WSPB(AM)-WSRZ-FM and WYNF(FM) Sarasota, Fla., and KROD(AM)-KLAQ(FM) and KSII-FM (formerly KAMZ) El Paso

**Facilities:** AM: 1310 khz, 2.5 kw day, 1 kw night; FM: 94.3 mhz, 1.3 kw, ant. 498.5 ft.; wqnj: 98.5 mhz, 6 kw, ant. 328 ft.

**Formats:** All adult contemporary

**Broker:** Blackburn & Co.

**KWAM(AM)-KJMS(FM) Memphis**

**Price:** \$12.5 million

**Buyer:** US Radio Inc., Philadelphia (Ragan A. Henry, chairman/50.9%



# CLOSED!

owner); owns WDIA(AM)-WHRK-FM Memphis; KMJX(FM) Conway and KDDK(FM) Jacksonville, both Little Rock, Ark.; WRAW(AM)-WRFY-FM Reading, Pa.; KHEY-AM-FM and KPRR(FM) El Paso, and 40% of WKV(FM) Racine/Milwaukee, Wis.; has LMAs with options to buy WQOK(FM) S. Boston, Va./Raleigh, WNNF-FM Fuquay-Varina/Raleigh, N.C., and KJOJ-AM-FM Freeport/Houston, Tex.; and joint sales agreements with WOWI-FM and WJCD(FM) Norfolk and WSVY-AM-FM Portsmouth, Va. US Radio is being acquired by **Clear Channel Communications Inc.**, San Antonio (L. Lowry Mays, president); owns WPTY-TV Memphis; WPMI(TV) Mobile, Ala./Pensacola, Fla.; KTTU-TV Tucson, Ariz.; KLRT(TV) Little Rock, Ark.; WAVZ(AM)-WXCI(FM) and WELI(AM) New Haven, Conn.; WHYI-FM and WBGQ-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, Ky.; WQUE-AM-FM and WYLD-AM-FM New Orleans; WFTC(TV) Minneapolis; WXXA-TV Albany, N.Y.; WERE(AM)-WNCX(FM) Cleveland; KOKI-TV and KAKC(AM)-KMOD-FM Tulsa, Okla., and KTOK(AM)-KJYO(FM) and KEBC(FM) Oklahoma City; WHP(TV) Harrisburg, Pa.; 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 WCUZ-AM-FM and WOOD-AM-FM and WBCT-FM Grand Rapids, Mich.; WENZ-FM Cleveland; KQLL(AM) Tulsa-KQLL(FM) Owasso/Tulsa and KOAS-FM Tulsa, and WTVR-AM-FM Richmond  
**Seller:** E.D. Rivers Group, West Palm Beach, Fla. (Marie B. Rivers, president); owns WGUN(AM) Atlanta, WEAS-AM-FM Savannah and WGOV(AM)-WAAC(FM) Valdosta, Ga.  
**Facilities:** AM: 990 khz, 10 kw day, 450 w night; FM: 101.1 mhz, 100 kw, ant. 347 ft.  
**Formats:** AM: gospel; FM: urban contemporary  
**Broker:** Crisler Co.

**WSIC(AM)-WFMX(FM)**

**Statesville/Hickory/Salisbury, N.C.**

**Price:** \$9.6 million

**Buyer:** Benchmark Radio Acquisition Fund VIII LP, Baltimore (Bruce R. Spector, Joseph L. Mathias IV, general partners); owns WDSF-FM, WDOV-

## Big deals

The following station-sale applications were made public last week by the FCC:

■ WPRI-TV Providence/New Bedford, R.I. (ch. 12): \$68 million paid by Clear Channel Communications Inc., San Antonio, to CBS Inc., N.Y. (note: CBS paid \$83 million for station last April)

■ WDKY-TV Danville/Lexington, Ky. (ch. 56) and KOCE(TV) Oklahoma City (ch. 34): \$63 million for stock paid by Sinclair Communications Group Inc., Baltimore, to Superior Communications Group Inc., Pittsburgh. Brokers: Alex. Brown & Sons Inc.; Communications Equity Associates

AM and WSRV-FM, all Dover/Wilmington, Del.; WWFG-FM and WOSC-FM Salisbury/Ocean City, Md.; WCOS-AM-FM, WHKZ-FM and WVOC-AM, all Columbia, and WESC-AM-FM and WFNQ-FM Greenville/Spartanburg, all S.C.; WVGO-FM and WLEE-AM-FM Richmond, WUSQ-FM, WNTW-AM and WFQX-FM Winchester/Front Royal, and WLTY-FM, WKOC-FM and WTAR-AM, all Norfolk/Virginia Beach, and WROV-AM-FM and WYD-FM Roanoke/Lynchburg, all Va.; has option to purchase WLNI-FM Lynchburg

**Seller:** Adventure Communications Inc., Bluefield, W.Va. (Michael Shott, president/85% owner); owns WHIS(AM)-WHAJ(FM) Bluefield; is selling WKEE-AM-FM Huntington and WZZW-AM Milton, W.Va., and WBVB-FM Coal Grove and WIRO-AM Ironton, Ohio; owns 53% of New Adventure Communications Inc., which owns WFXH-AM-FM Hilton Head Island, S.C. Note: Adventure bought WSIC-WFMX in 1989 for \$2.5 million.

**Facilities:** AM: 1400 khz, 1 kw; FM: 105.7 mhz, 100 kw, ant. 1,517 ft.

**Format:** AM: news/talk, sports; FM: country

**Broker:** Michael Bergner

**WQMG-AM-FM Greensboro, N.C.**

**Price:** \$6.9 million

**Buyer:** Max Media Properties LLC, Virginia Beach, Va. (John A. Trinder, president); owns WJMH(FM) Reidsville and WMQX(FM) Winston-Salem, N.C., both Greensboro

**Sellers:** Morgan Rees Poag, Greensboro; no other broadcast interests

**Facilities:** AM: 1510 khz, 1 kw day, 250 w night; FM: 97.1 mhz, 100 kw, ant. 1,289 ft.

**Formats:** AM: gospel; FM: urban

KTTY-TV, San Diego, California from SDTV, Inc. to **The Tribune Company** for \$70,500,000.

Elliot B. Evers  
and  
Brian E. Cobb  
represented  
SDTV, Inc.

ELLIOT B. EVERS  
415-391-4877

GEORGE I. OTWELL  
513-769-4477

BRIAN E. COBB  
CHARLES E. GIDDENS  
703-827-2727

RANDALL E. JEFFERY  
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**KRYS-AM-FM and KMXR(FM) Corpus Christi, Tex.**

**Price:** \$6 million

**Buyer:** GulfStar Communications Inc., Austin, Tex. (R. Steven Hicks, 98.5% owner); owns WJBO(AM)-WFMF(FM) and WYNK-AM-FM Baton Rouge, and KLVI(AM)-KYKR-FM Beaumont, KYKS-FM Lufkin, KKMV-FM Orange/Beaumont, KNUE-FM Tyler, KKYR-AM-FM Texarkana and KIXS-FM Victoria, all Tex.; is buying KAFX-FM Diboll/Lufkin, KTYL-FM Tyler and KLUB(FM) Bloomington/Victoria, all Tex. GulfStar is merging with Sonance Communications Inc., which owns KTAW(AM)-KTSR(FM) College Station, KLTX(FM) Harcker Heights, KBRO(FM) Hillsboro, KIIZ-FM Killeen and KKAM(AM)-KFMX-FM and KRLB(FM) Lubbock, all Tex.; is buying KACY(AM)-KSMB(FM) Lafayette, La., and KCHX(FM) Midland, Tex.

**Seller:** Ranger Broadcasting Co., Dallas (Richard M. Hull, president); owns KZBE(FM) Pleasant Hope and KHTO(FM) Mount Vernon, Mo. Hull has interest in KLBK-AM-FM Austin, KHHT-FM Killeen, KWTX-TV-AM-FM Waco and KBTX-TV Bryan, all Tex.

**Facilities:** KRYS(AM): 1360 khz, 1 kw; KRYS-FM: 99.1 mhz, 100 kw, ant. 1,049 ft.; KMXR: 93.9 mhz, 100 kw, ant. 840 ft.

**Format:** KRYS(AM): sports/talk; KRYS-FM: country; KMXR: adult contemporary  
**Broker:** John Barger (buyer); Dick Chapin (seller)

**WEWO(AM)-WAZZ(FM) Laurinburg, N.C.**

**Price:** \$4.2 million

**Buyer:** Beasley Broadcast Group, Naples, Fla. (George G. Beasley; president/owner); owns KAAV(AM) Little Rock, Ark.; WWCN(AM) North Fort Myers-WRXX(FM) Bonita Springs and WXKB(FM) Cape Coral, all Fort Myers, and WPOW(FM) Miami, all Fla.; WGAC(AM)-WGOR(FM) Martinez and WAJY(FM) New Ellenton, S.C., all

Augusta, Ga.; WTEL(AM)-WXTU(FM) and WDAS-AM-FM Philadelphia, and WTSB(AM)-WKML(FM) Lumberton, N.C./Fayetteville, S.C., and WDSC(AM)-WEGX(FM) Dillon, S.C.; is buying WQAM-AM Miami-WKIS-FM Boca Raton/Miami, Fla., and WNCT-AM-FM Greenville, N.C.; is selling WJHM(FM) Daytona Beach/Orlando, Fla. George Beasley also is 40% owner of WEQR(FM) Goldsboro and 45% owner of WSFL-FM New Bern, N.C.

**Seller:** Carolina Media Group, Raleigh, N.C. (Donald W. Curtis, principal); owns WBBB(AM)-WPCM(FM) Burlington, WFLB(AM) Fayetteville, WGBR(AM), WFMC(AM), WGBR(AM) and WKTC(FM) Goldsboro, WPTF(AM)-WQDR(FM) Raleigh and WCPS(AM) Tarboro, all N.C.

**Facilities:** AM: 1460 khz, 5 kw; FM: 96.5 mhz, 100 kw, ant. 650 ft.

**Formats:** AM: news/talk; FM: oldies

**KBCH(AM)-KCRF-FM Lincoln City, Ore.**

**Price:** \$600,000

**Buyer:** Q Media LLC, San Antonio (co-owners Stephen S. McCormick, John D. Stephens); no other broadcast interests

**Seller:** Oceanlake Broadcasting Co. Inc., Lincoln City (Hal D. Fowler, president); no other broadcast interests

**Facilities:** AM: 1400 khz, 1 kw; FM: 96.7 mhz, 610 kw, ant. 670 ft.

**Formats:** AM: MOR; FM: soft contemporary

**RADIO: FM**

**KSJO(FM) San Jose and KUFX(FM) Gilroy/San Jose, Calif., and KUPL-FM Portland and KKJZ(FM) Lake Oswego/Portland, Ore.**

**Price:** \$103 million

**Buyer:** American Radio Systems Corp., Boston (Steven B. Dodge, chairman; co-COOs Dave Pearlman, John Gehron); is buying KDBX(FM) Banks/Portland and KBBT(AM)-KUFO(FM)

Portland; owns WZMX(FM), WRCH-FM and WNEZ(AM), Hartford, Conn.; WIRK-FM, WKGR-FM and WBZT-AM West Palm Beach, Fla.; WQSR-FM and WBMD(AM) Baltimore; WRKO(AM)-WBMX(FM), WEEL(AM) and WEGO-FM Boston; WYRK-FM, WJYE-FM and WECK(AM) Buffalo, and WCMF-FM and WRMM-AM-FM Rochester, N.Y., and WMMX-FM, WTUE-FM and WONE-AM Dayton, Ohio; is buying KKDJ(FM) Fresno, and KCTC(AM)-KVMX(FM) and KSTE(AM) Rancho Cordova and KMJI(AM)-KSXS(FM) Woodland, all Sacramento, Calif.; WTIC-AM-FM Hartford; WQRS-FM Detroit; KFAB(AM)-KGOR(FM) Omaha; KMZQ-FM and KJMZ(FM) Henderson, KXNO(AM) and KVEG(AM) North Las Vegas, KFBI(FM) Pahrump and KLUC-FM, all Las Vegas; WSJZ-FM Buffalo, and WHAM(AM)-WVOR-FM, WPXY-FM and WHTK-AM Rochester, N.Y., and WFLN-FM Philadelphia; has option to buy WBLK-FM Buffalo and KKMJ(FM)-KJCE(AM) Austin and KPTY(FM) Luling/Austin, Tex.

**Seller:** BayCom Partners LP, San Francisco (Jack McSorley, COO/general partner; Triad Capital Management Inc., partner); no other broadcast interests

**Facilities:** KSJO: 92.3 mhz, 50 kw, ant. 464 ft.; KUFX: 94.5 mhz, 1.23 kw, ant. 2,535 ft.; KUPL-FM: 98.5 mhz, 100 kw, ant. 1,104 ft.; KKJZ: 106.7 mhz, 94 kw, ant. 879 ft.

**Formats:** KSJO: AOR; KUFX: classic rock; KUPL-FM: country; KKJZ: jazz  
**Broker:** Media Venture Partners

**KYLD-FM San Mateo/San Francisco**

**Price:** \$44 million

**Buyer:** Evergreen Media Corp., Irving, Tex. (Scott K. Ginsburg, chairman); owns KIOI(FM) and KMEL(FM) San Francisco and KKBK(FM) Los Angeles; WCVG(AM) Miami; WMPV(AM)-WLUP-FM, WNUA-FM, WRXC(FM), WVAZ(FM) and WEJM-AM-FM, all Chicago; WJMN(FM), WXKS-AM-FM and WJMN-FM Boston and WXKS-AM-FM Medford/Boston; WKQI(FM), WNIC(FM) and WDOZ(AM), all Detroit; WYNY(FM) New York; WRFX(AM)-WRFX-FM, WEDJ-FM, WPEG(FM) and WBAV-AM-FM Charlotte; WYXR-FM and WJZ-FM Philadelphia; KTRH(AM)-KLOL(FM) Houston and KSKY(AM) Dallas, and WTOP(AM)-WASH(FM) Washington; is buying WKLB-FM Framingham, Mass./Boston, WDFN-AM-WWWW-FM Detroit; is selling WHTT-AM-FM and WSJZ-FM Buffalo, N.Y.

**Seller:** Crescent Communications LP, Winston-Salem, N.C. (Allen Shaw, president/owner); owns KSOL(FM) San Mateo/San Francisco and KYLZ(FM) Santa Cruz, Calif.; is selling KMZQ-FM Henderson, KFBI(FM) Pahrump and



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**Facilities:** 107.7 mhz, 8.9 kw, ant. 1,161 ft.  
**Format:** CHR  
**Broker:** Star Media Group

**WBVR(FM) Van Wert, Ohio/ Fort Wayne, Ind.**

**Price:** \$5.85 million cash  
**Buyer:** Pathfinder Communications Corp., Elkhart, Ind. (John F. Dille III, president/75% owner); owns WTRC(AM) Elkhart; WMEE(FM), WOWO(AM) and WQHK-AM-FM Fort Wayne, and WBYT(FM) South Bend, Inc., and WAKX(FM) Hollander and WQWO(AM) Muskegon, Mich.; is buying WFWI-FM Fort Wayne; is selling WCUZ-AM-FM Grand Rapids, Mich., and KOLL-AM-FM Tulsa, Okla.  
**Seller:** Regional Radio Corp., Holt, Mich. (Dennis L. Mockler, president); owns WJXQ(FM) and WBHR(FM) (formerly WIBM) Jackson; is buying WWDX(FM) St. Johns, all Mich.  
**Facilities:** 98.9 mhz, 50 kw, ant. 450 ft.  
**Format:** AOR

**Broker:** Richard A. Foreman Associates

**WFPS(FM) Freeport, Ill.**

**Price:** \$1.638 million (includes \$400,000 consulting agreement)  
**Buyer:** EveningStar Media Group LLC, Sycamore, Ill. (Michael Weckerly, president/98% owner)  
**Seller:** Freeport Radio Inc., Chicago (Charles P. Mills, president). Mills owns WTTN(AM) Watertown and WKTT-FM Cleveland, Wis.  
**Facilities:** 92.1 mhz, 3 kw, ant. 300 ft.  
**Format:** Adult contemporary

**Exchange of WALY(FM)**

**Bellwood/Altoona and WDLS(FM) Dallas/Wilkes Barre/Scranton, Pa.**

**Price:** \$1.384 million (\$950,000 cash for Winston Radio Corp. to buy WDLS from Mountain Broadcasting Inc. plus additional consideration of \$49,000 plus \$385,000 consulting fee)  
**Swapper of wds:** Winston Radio Corp., Johnstown, Pa. (Michael F. Brosig Sr., CEO/17.7% owner); owns WJAC(AM)-WKYE(FM) Johnstown, Pa.; owns 82.5% of WWPA(AM) and WVRT(FM) Jersey Shore, both Williamsport, Pa.  
**Swapper of WALY:** Swanson Holdings Ltd., Clarks Summit, Pa. (Stephen Killian, principal); owns WCDL(AM)-WSGD(FM) Carbondale/Wilkes-Barre/Scranton  
**Facilities:** WALY: 103.9 mhz, 3 kw, ant. 984 ft.; WDLS: 93.7 mhz, 750 w, ant. 679 ft.  
**Formats:** WALY: adult contemporary; WDLS: country  
**Broker:** Media Services Group Inc.;

Satterfield & Perry

**Construction permit for WBXE(FM) Baxter, Tenn.**

**Price:** \$222,000  
**Buyer:** WXKN Inc., Livingston, Tenn. (Millard V. Oakley, president/owner); is buying CP for WLMQ(FM) Monterey, Tenn. Oakley owns 80% WLIV(AM)-WCSB(FM) Livingston.  
**Seller:** Joel R. Upton, Livingston; no other broadcast interests  
**Facilities:** 93.7 mhz, 25 kw, ant. 328 ft.

**51% of CP for WYLK-FM (formerly KGZC(FM)) Folsom, La.**

**Price:** \$168,000  
**Buyer:** Radio Co. Inc., Mandeville, La. (Charles K. Winstanley, president/51% owner/49% owner of seller); owns WYLA-FM Lacombe, La. Winstanley owns 76% of WDLP-AM Panama City Beach and 51% of WPCF-FM Panama City, Fla.  
**Seller:** Enon Broadcasting Inc., Covington, La. (Carol A. Stack, principal); no other broadcast interests  
**Facilities:** 104.9 mhz, 3.1 kw, ant. 328 ft.

**WPBC(FM) Pittsfield, Me.**

**Price:** \$87,500  
**Buyer:** CSN International, Santa Ana, Calif. (Charles W. Smith, president/25% owner); owns KTRX(FM) Tarkio, Mo. Smith has interest in KWVE(FM) San Clemente, Calif.; KRSS(FM) Chubbuck and KEFX(FM) Twin Falls, Idaho, and WFGL(AM) Fitchburg, Mass.  
**Seller:** Beverly E. Dodge, Litchfield, Maine; no other broadcast interests  
**Facilities:** 99.5 mhz, 3 kw, ant. 243 ft.  
**Format:** News/talk

**RADIO: AM**

**WPLO(AM) Grayson/Lawrenceville, Ga.**

**Price:** \$1.3 million  
**Buyer:** Teresa Prieto, Roswell, Ga.  
**Seller:** C. Lamar Nash and Norris J. Nash, Loganville, Ga.; no other

broadcast interests

**Facilities:** 610 khz, 1.5 kw day, 225 w night  
**Format:** Country

**KTZR(AM) Tucson, Ariz.**

**Price:** \$650,000  
**Buyer:** Arthur Egnoian, aka Art Laboe, Los Angeles; is buying KXEW(AM) Tucson and KOHT(FM) Marana, Ariz.  
**Seller:** Hassey Communications Group Inc., Tucson (receiver)  
**Facilities:** 1450 khz, 1 kw  
**Format:** Spanish

**WSYD(AM) Mount Airy, N.C.**

**Price:** \$350,000  
**Buyer:** Co-owners Kelly D. and Leigh Ann Epperson, Mount Airy; no other broadcast interests  
**Seller:** Surry County Broadcasters Inc., Mount Airy (Selbert M. Wood, president); no other broadcast interests  
**Facilities:** 1300 khz, 5 kw day, 1 kw night  
**Format:** Pure country

**WHYZ(AM) Sans Souci, S.C.**

**Price:** \$200,000 for foreclosure  
**Buyer:** WHYZ Radio LP, Fort Lauderdale, Fla. (Tama Broadcasting Group of South Carolina LC, general partner, of which Glenn W. Cherry is member-manager)  
**Seller:** Broadcast Capital Inc., Greenville, S.C. (Anthony L. Williams, president)  
**Facilities:** 1070 khz, 50 kw day, 1.5 kw night  
**Format:** Dark

—Compiled by Elizabeth Rathbun

**Amplification**

The price for the sale of WSRF-AM-WSHE-FM Fort Lauderdale/Miami, Fla., from T-K Communications Inc. to Paxson Communications Corp. was reported incorrectly in the April 22 "Changing Hands." The correct price is \$57.5 million.

**MATTER OF RECORD ONLY**

On April 24, 1996, the News Press & Gazette Company, St. Joseph Missouri, closed its acquisition of KESQ-TV, channel 42, ABC, Palm Springs, California. The price was \$19,400,000.

H. B. La Rue, Media Brokers of Beverly Hills, California was the exclusive broker in this transaction.

*H. B. La Rue, Media Brokers*  
 Beverly Hills, California (310) 275-9266

# Investment firm offers Capstar Partners \$1 billion acquisitions war chest

*New broadcast group will target midsize radio markets*

## Radio

By Donna Petrozello

**W**ith plans to back new radio ownership ventures with up to \$1 billion in capital commitments, the investment firm Hicks Muse Tate & Furst stands to become radio's largest financial backer.

Last week, Hicks Muse announced that it will dedicate \$100 million in capital toward radio acquisitions by R. Steven Hicks and his nascent Capstar Broadcasting Partners. Hicks plans to operate Capstar Broadcasting with partner and brother Thomas Hicks, who leads Hicks Muse as its chairman and chief executive officer.

In a separate announcement, Thomas Hicks was elected chairman of Chancellor Broadcasting Co.'s board of directors. Hicks Muse controls nearly 60% of voting stock in Chancellor's 30-station group.

In a release, Tom Hicks said Hicks Muse's financial backing of Capstar Broadcasting will enable the group "to

acquire, in leveraged transactions, up to \$1 billion in radio station properties." In addition, Hicks Muse intends to dedicate \$100 million to Capstar in capital from an equity fund, Tom Hicks noted.

Steven Hicks is expected to channel that capital toward acquisitions in midsize radio markets ranked 25 and below. Balanced against Chancellor's focus on acquisitions in the top 25 markets, Hicks Muse could emerge shortly as radio's staunchest investor.

"We expect that Steve's [Hicks] firm will achieve an investment track record comparable to the outstanding results [Chancellor president and chief executive] Steven Dinetz has achieved," Tom Hicks said. "With Steve Dinetz focusing on top 25 markets and Steve Hicks focusing on markets ranked 25 and below, Hicks Muse will be among the most active participants in the new radio broadcasting environment," Tom Hicks said.

"Our principal strategy will be to acquire or merge with several successful middle-market radio groups, which will continue to be operated by their

existing management, who will become our partners," Steve Hicks said. "I am looking forward to taking maximum advantage of the new Telecommunications Act by investing in attractive middle markets up to the limits the act now makes possible."

Indeed, relaxed radio station ownership rules in place since the Telecommunications Act was enacted free broadcasters of national ownership caps and expand ownership limits in large, medium and small markets.

Capstar Broadcasting marks the second joint venture of Steven and Tom Hicks in radio ownership. In 1987 the brothers purchased WSIX-FM Nashville under Capstar Communications with Steven Hicks as president and station operator. After adding more stations to Capstar, Sillerman purchased the group in 1989 and merged it into SFX, leaving Steven Hicks as a partner in SFX.

Now independent of Sillerman, Capstar Broadcasting stands to become a dominant force among burgeoning mega-radio station groups. Steven Hicks is expected to complete his management role at SFX by Sept. 1. ■

## New CapCities/ABC Radio president restructures

Two weeks after being named president of CapCities/ABC Radio, Robert Callahan announced a sweeping reorganization of radio division personnel that will take place during May.

At the most senior levels, Bart Catalane, executive vice president of ABC Radio Networks, is promoted to executive vice president of the CapCities/ABC Radio Division. John McConnell, currently vice president of news for ABC Radio Networks, is named vice president of programming for WABC(AM) New York and vice president of news/talk for the radio division.

In New York, WPLJ(FM) President and General Manager Mitch Dolan expands his role to become president and general manager of WABC(AM) New York, replacing Don Bouloukos, who announced his resignation last week.

Bouloukos had served as president of CapCities/ABC's owned radio stations since 1986. In a release, Callahan said that Bouloukos is leaving CapCities/ABC after 22 years "to consider some other options in radio



*Bart Catalane was named executive VP of CapCities/ABC's Radio Division.*

that have presented themselves."

In Los Angeles, Maureen Lesourd is promoted to president of KABC(AM), KMPC(AM) and KLOS(FM). Lesourd most recently served as senior vice president of affiliate relations for the ABC TV network group. She succeeds KABC/KMPC President and General Manager George Green, who will become vice president of sales training for the radio division, and KLOS President and General Manager Bill Sommers, who is retiring.

Norm Schruett will continue to oversee the group's owned-and-operated WKHX-AM-FM Atlanta; WYAY(FM) Gainesville, Ga., and WLS(AM) and WKXK(FM), both Chicago, but also will help to develop CapCities/ABC's international radio ventures.

The changes, Callahan said, "reflect my desire to be closer to the operations." Dolan, Lesourd, Catalane, Schruett and newly named ABC Radio Networks President David Kantor are expected to report to Callahan. "This will enable me to develop a closer relationship with our individual radio markets," Callahan said. —DP

# 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.

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# 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 ... is been probing ... at ... on retail

## Networks Consider Ratings System

Plan Said to Flag Sex,  
Violence in Pr

By Paul F  
Washington Post  
Executives from  
networks are  
start a ratings  
bel all of the network  
grams according to  
tent, industry source  
The discussions  
ABC, CBS, NBC as  
in the preliminary  
come to fruition. But several network  
ple 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,  
rhetoric aside, broadcasters may go along  
with the MPAA's system rather than

THURSDAY, FEBRUARY 15, 1996

## 4 NETWORKS PLAN A RATINGS SYSTEM FOR THEIR SHOWS

MOVE IS DEFENSIVE  
System Is Seen as a Way  
to Preempt Government

FEBRUARY 15, 1996  
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 spec-  
trum, 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 enter-  
tainment industry's role in promoting  
or destroying them is a potent topic in  
this election year, the network execu-  
tives acknowledge.  
President Clinton has invited the  
chief executives of the four broadcast  
networks and about a dozen cable-net-  
work executives to a dinner cable-net-  
on the issue of television content.  
The broadcast network executives  
are hoping to reach a common  
ratings system before that,  
the Times said. Historically,  
cable networks have opposed content  
not only because of First Amendment  
concerns but also out of fear  
viewers will abandon also  
have been rated as violent or  
Article, A9

## RIDING GAIN

**Grant, Eisner, Dershowitz share honors**

Tapping a nerve in talk radio, the National Association of Radio Talk Show Hosts will bestow its 1996 "Freedom of Speech" award jointly on Disney chief executive Michael Eisner, WOR(AM) New York talk show host Bob Grant and SW Networks talk show host Alan Dershowitz at a ceremony June 22 in Washington.

Eisner, Grant and Dershowitz form an eclectic trio in talk radio. Former Grant affiliate WABC(AM) New York canceled its contract to air Dershowitz after the host called Grant "racist" on the air. Soon after, Disney/CapCities/ABC executives fired Grant for his off-color remarks about late commerce secretary Ron Brown. Many New York fans cite Eisner as the culprit behind Grant's dismissal. The association last year caused an uproar by honoring controversial host G. Gordon Liddy with the same award. Liddy had been widely con-

demned for advocating the shooting of federal agents in self-defense. The awards ceremony will coincide with the group's annual convention from June 20-23.

**Hispanic ad agency in sight?**

Media buyers and Hispanic radio broadcasters are scheduled to meet May 14-15 in Dallas to discuss creating a specialized Hispanic ad agency dedicated to drawing more revenue to Hispanic broadcast formats.

"It is critical for all those in Hispanic advertising to speak in a unified voice as to its value to marketers," says Eduardo Caballero, chief executive, Caballero Spanish Media. "We need to further the image and growth of Hispanic advertising and to bring greater awareness of the Hispanic market to advertisers."

**Widmann joins CBS/Group W/Maxam**

Former CBS Radio president Nancy Widmann has been named senior vice president, marketing division, for the

jointly operated CBS/Group W/Maxam, the Los Angeles-based TV syndication and distribution arm of Westinghouse Broadcasting. Widmann will develop business and marketing opportunities for the division's worldwide programming, syndication and advertising clients. She will maintain a New York base and will report to Robert Cook, executive vice president of the division.

**Premiere to syndicate AccuWeather**

In a new syndication partnership with Premiere Radio Networks of Los Angeles, AccuWeather's local market weather reports will be available on a barter basis and will be customized for specific radio formats.

Previously, AccuWeather offered its local forecast coverage on a cash basis exclusively to single stations in about 125 markets. Premiere officials say, AccuWeather officials expect to sign multiple stations in markets the company already serves through its alliance with Premiere.

**COLFAX COMMUNICATIONS, INC**

has acquired

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**PAR BROADCASTING COMPANY**

for

**\$35,000,000**

The undersigned acted as exclusive broker in this transaction and assisted in the negotiations.

**Kalil & Co., Inc.**

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**Grant gets airtime, syndication**

Controversial radio talker Bob Grant was back on the air at WOR(AM) New York last week after WABC(AM) New York had fired the ratings leader for comments on the death of Commerce Secretary Ron Brown.

Days before adding Grant, WOR Vice President/General Manager Bob Bruno described the host as "at the top of the talk show pyramid."

Served up weekdays 4-7 p.m. EST, Grant replaces fellow talker Jay Severin. WOR plans to introduce Grant's show for national syndication over the WOR Radio Network in a month, according to network executive Mark LoPonte.

In customary style, Grant's return to radio after his April 17 firing sparked a wave of protest and media attention. Grant nemesis Rev. Al Sharpton staged a brief protest outside WOR studios on April 29, Grant's first day back on the air. And Dime Savings Bank reportedly pulled its ads from WOR afternoon drive time. —DP

# Cable

May 6, 1996

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# MCA, Viacom battle over TV Land

USA Networks partners in dispute over agreement limiting new programming services

By Steve McClellan

**A** simmering feud between MCA and Viacom over cable programming rights erupted last week.

MCA filed suit against Viacom contending that it is in violation of the terms of their joint venture, which owns and operates the USA Network and Sci-Fi Channel. The company asked a Delaware court to force Viacom to sell either MTV Networks Inc., the Viacom unit that operates competing basic cable networks, or its 50%

stake in USA Networks.

Viacom countersued, denying the allegations and charging that MCA had acted in a way that harmed the financial performance of USA Networks. Viacom also claimed that MCA reneged on an agreement that both parties would waive certain contractual rights, enabling Viacom to launch a new cable network and allowing Seagram Co. to hire former Viacom president Frank Biondi to run its MCA subsidiary. When Biondi was fired by Viacom Chairman Sumner Redstone in

January, his separation agreement contained a one-year non-compete clause.

According to MCA, Viacom's cable holdings apart from the USA venture have been an issue since Viacom acquired Paramount in 1994, when Matsushita still controlled MCA. The Seagram Co. bought an 80% stake in MCA about a year ago and has continued talks with Viacom on the issue since then.

The brouhaha came to a head over Viacom's launch last week of TV Land, a basic cable network relying on vintage television series reruns. Viacom characterizes TV Land as a "spin-off" of its existing service Nick at Nite. But MCA charges that TV Land, as well as the other MTVN networks, competes directly with USA and Sci-Fi for advertising, channel space and programming in violation of the USA joint-venture agreement.

MCA claims that the 1981 agreement forming the USA Networks joint venture (which Paramount and MCA now own equally) prohibits either company from operating or launching new networks outside of that venture.

MCA cites a clause in the original agreement, executed between Paramount, MCA and then-partner Time Inc., that says the partners "shall not directly or indirectly, except through the venture, engage in the business" of advertiser-supported or pay-per-view programming services. Specifically omitted is any reference to premium services such as HBO, then owned by Time Inc.

MCA also cites a clause that it calls the "Paramount guarantee," which in effect says the agreement is binding on all Paramount affiliates, including co-owned MTV Networks, which operates MTV, VH1, Nickelodeon, Nick at Nite, Showtime and Showtime Event Television.

To avoid breaching the agreement, MCA charges, Paramount should have invoked divestiture procedures spelled out in the venture to sell its stake in USA when Viacom acquired the studio in 1994. Alternatively, MCA says, Viacom could have sold its basic cable and pay-per-view holdings to remain in compliance.

But Viacom argues that the clause barring the partners from the basic cable and pay-per-view businesses "does not



Above, TV stars from the past 40-plus years join with costumed ad characters and real-life cable executives to help launch TV Land. At right, Tom Freston, chairman, MTV Networks, and Sumner Redstone, chairman, Viacom, join in the festivities.



## Welcome to TV Land

With the flick of a large plastic switch at exactly 10 p.m. Monday, April 29, TV Land President Rich Cronin launched MTV Networks' Nick at Nite-inspired channel of classic 1950's-'80's TV fare at the Paramount TV Studios lot. MTV officials say the network's launch reached 5.3 million cable and satellite homes and is expected to be in 12 million-15 million households by year's end, based on MSO agreements now in place. Those agreements include deals with MSO consortium Telesynergy, Adelphia Cable, Cablevision Systems, Post-Newsweek Cable and Century Communications. TV Land also will be carried by DBS services USSB, EchoStar, AlphaStar and Primestar Partners.



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address in specific terms what was supposed to happen" in the event that one of the partners was bought by a third party with existing cable interests.

Viacom argues that if MCA was concerned with Viacom's competitive cable holdings, MCA should have initiated divestiture procedures itself. Those procedures call for the triggering of a buy-sell agreement, through which one partner offers to sell its share at a stated price to the other partner. An independent investment banker is called upon to appraise the proposed seller's interest. The seller then must either sell at the lower of those two prices or, if the buyer declines, buy the partner's interest at the higher price.

Viacom says MCA's claim that its MTVN holdings harmed USA Networks was made in "bad faith." MCA never raised that concern, says Viacom, "when it was seeking Viacom's support to use the USA Network as a vehicle to jointly acquire CBS" when the network was in play last year. The plan ultimately was scotched and Westinghouse ended up with CBS.

Viacom also says that Seagram Chief Executive Officer Edgar Bronfman Jr. orally agreed in a Feb. 12, 1996, meeting with Viacom's Redstone and others to waive the noncompete clause in the USA venture agreement—at least as it applied to existing MTVN basic cable services and TV Land—if Viacom would waive the non-compete clause in Biondi's separation agreement.

Subsequently, Viacom says, Bronfman "renewed" on that oral agreement and similar proposed agreements. Viacom quoted Bronfman as saying that his thinking had "evolved" on the issue.

Viacom also charges MCA with bad-faith conduct in other matters not related directly to the cable issue. The company says MCA tried to lure Aaron Spelling away from Aaron Spelling Productions at a time when Viacom was trying to sell that subsidiary. If Spelling were to leave the company that bears his name, the value of that company would be severely diminished, Viacom says, also noting that Spelling had "honorably" declined MCA overtures.

USA is not the only venture of MCA and Viacom. The companies also own United International Pictures, which distributes their feature films overseas, and United International Cinemas, an international theater chain.

Analysts estimate the value of USA Networks at \$3 billion—\$4 billion. ■



Looking at programing's future are (l-r) Chase Carey, Fox; Tom Freston, MTV; Robert Johnson, BET; Kay Koplovitz, USA, and Scott Sassa, Turner Entertainment.

## Programers see delayed digital future

Target 2000 for critical mass of boxes, but ask 'Then what?'

By Rich Brown

**C**able programers say they don't expect the long-delayed rollout of digital cable boxes to reach critical mass until 2000 and are not sure exactly what operators want to do with the added channel capacity.

Cable system operators say digital boxes will begin shipping by later this year, but at the NCTA convention in Los Angeles a panel of top programers—including MTV Networks Chairman Tom Freston, Turner Entertainment Group President Scott Sassa and USA Networks Chairman Kay Koplovitz—said it will be at least another four to five years before the boxes are available on a "significant" number of systems.

Meanwhile, programers are trying to figure out what operators are looking for to fill the added channel capacity. Koplovitz said programers most likely will have to look at developing new services modeled on subscription-based magazines. But none of the panelists was able to give a clear picture of program development plans for the digital platform.

"I think the cable industry has to decide what the digital platform is," said Robert Johnson, chairman, Black Entertainment Television. "Until the industry itself comes up with a model, it's going to be very difficult to blue-sky what the 500 channels mean to you

as a programer."

Cable subscribers equipped with digital set-top boxes early on in the rollout process likely will find channels featuring repackaged existing programming, said Chase Carey, chairman, Fox Television. Carey cited as an example the out-of-market college football games that are now available on pay per view. "Universal distribution of the digital box will take a long time," he said.

As the industry continues to wait for the arrival of the digital platform and the 1999 deregulation of cable, Koplovitz said it will be "a very tough environment" for programers. Johnson said any network launched in that tough environment during the next five years will have almost no advertising.

On a separate topic, there was some debate among the programers over the growing trend of studios supplying product directly to their own cable networks. Fox Corp., for example, has been feeding hit off-net series to its FX network and has created a full-time movie network, FXM, featuring titles from its vast library.

"I'm not sure, from a viewer's point of view, that it makes the most sense," said Koplovitz, whose USA Networks features programming from outside suppliers as well as parent companies MCA and Paramount. "I prefer an open marketplace." ■

# 'Reinvented' cable to be market driven

*Now that regulatory shackles are removed, NCTA's Anstrom says, operators must not repeat past mistakes*

By Cynthia Littleton

**T**he hard-won passage of the Telecommunications Act of 1996 has given the cable industry the opportunity to "reinvent" itself, NCTA President Decker Anstrom told industry leaders at the NCTA convention in Los Angeles.

This year "marks another revolutionary year in cable's history," Anstrom said, adding that the act "has unleashed powerful new competitive forces that will bring significant changes to the way we live, the way we work and the way we learn."

Anstrom urged the crowd of 5,000 industry leaders to seize the historic opportunity provided by convergence of regulatory reform and technological innovation to move into new markets, ranging from local telephone service to high-speed Internet access.

Anstrom also reflected on the broad changes and rapid growth the industry has experienced in the 20 years since HBO's program schedule included a live polka festival from Allentown, Pa. Between February 1995 and February 1996, cable programmers' share of the U.S. television audience rose 5%, Anstrom said.

The contest between broadcasters and cable operators will become even more competitive, thanks again to regulatory reform, when cable price regulations end in three years, he said. "Simply put, the new telcom law has enabled cable's future to be determined in the marketplace—the marketplace, not Washington, D.C.," he emphasized.

But now that the industry has been freed from the "crazy, patchwork quilt of laws and regulations that limited investment and stifled innovation," Anstrom warned the crowd against repeating past mistakes. In the wake of the broad freedoms granted in the 1984 Cable Act, re-regulation emerged in 1992 as a result of the industry's failure to maintain relationships with key lawmakers, failure to show restraint in pricing and lack of commitment to

improving customer service.

"We paid a terrible penalty for those failures in 1992...but we've made great progress in our extraordinarily brief time of rehabilitation," he said.

To stay on course, Anstrom urged conference attendees to display their commitment to the public interest by supporting C-SPAN and C-SPAN2 and NCTA's Cable in the Classroom educational program. He called on cable's key players to push for the adoption of a TV content ratings system by early 1997 and for unflagging efforts to meet the standards set by the NCTA's on-time service pledge.

In closing, Anstrom paid tribute

**Decker Anstrom urges greater public interest support by operators.**

to 600 "key cable contacts" that aided the NCTA's push for passage of the telcom bill and reminded his audience that cable is in a better position than broadcasters or the baby Bells to take advantage of the coming digital TV revolution. "To paraphrase Ted Turner," Anstrom said, "we'll squish 'em like a bug." ■



## Analysts give cable the edge

*Executives cite settop delays, cable regs for soft stocks; Wall Street analysts see cable with edge on DBS, telcos*

By Jim McConville

**C**able stock values will continue sluggish, but with MSO cash flows showing double-digit increases, the stocks will rebound over the long haul.

That was the word from cable industry executives, who say that Wall Street's current skepticism about cable values, while well founded, is not the product of faulty MSO management but, rather, fallout from the 1992 Cable Reform Act, which forced operators to slash their rates.

Another pitfall, they said, is cable operators' inability to deliver the settop boxes that manufacturers have been promising for the past three years.

Cable industry analysts on the NCTA panel "What Really Drives Cable Value on Wall Street," say there's a silver lining to the lack of high-speed modems and digital boxes: At least MMDS operators won't be getting digital boxes any sooner.

Long term, the analysts were saying.

cable companies will win out over competing technologies DBS, MMDS and the regional Bell operating companies.

Julian A. Brodsky, vice chairman of Comcast Cable and panel moderator, says the fault for the softness in cable stocks lies not with cable operators but with cable modem and digital settop manufacturers who have failed to deliver the goods as ordered.

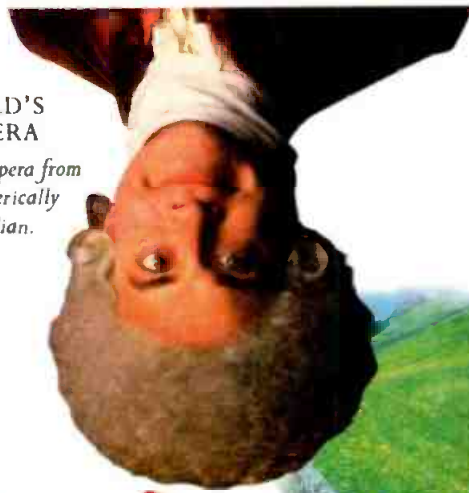
Marc D. Nathanson, chairman and CEO, Falcon Cable, says MSOs are still recovering from the trauma of cable regulation in 1992.

Dennis H. Leibowitz, senior vice president, Donaldson, Lufkin & Jenrette, says Wall Street still holds a "show me" attitude toward MSOs. In the short term, Leibowitz says, cable operators will face stiff competition from DBS, which now offers a technically superior service. Over the long haul, Leibowitz says, DBS won't be competitive offering data services.

"If cable upgrades in the next two years with 200 channels and competitive pay-per-view service, then there's

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## Back to Nature for Discovery



Discovery Communications will expand its retail operations by purchasing specialty retail chain The Nature Company for \$40 million. The deal calls for Discovery to acquire all 114 Nature Company stores, mostly in the U.S., three Scientific Revolution stores and the company's distribution center and mail-order catalog.

Transfer is to be done within a month.

John Hendricks, Discovery Communications chairman, in announcing the deal, says the purchase is the start of Discovery's long-term plans to open much larger (25,000 square feet) Nature Company stores called "Exploratoriums" in the country's top 20 markets. Each store will cost \$10 million.

The purchase comes out of Discovery's one-year-old partnership with The Nature Company under which the chain sold Discovery branded merchandise in Discovery Media Centers within Nature Company stores.

Discovery is looking at revenues approaching \$700 million, says Hendricks, combining The Nature Company's projected \$130 million in revenue for 1996 with Discovery's anticipated \$550 million.

The first new store is slated to open in the Washington area in 1997 with eventual plans to open five-six stores per year. Store revenue will come from merchandise sales and interactive entertainment, such as space simulator rides.

Discovery will keep open its 15 Discovery Channel stores. —JM

no reason for subscribers to switch over to another system," says Leibowitz. "The cable industry has the most exciting mousetrap in terms of new technology. They just haven't got it yet."

Jessica Reif, first vice president/managing director, Merrill Lynch, says cable stocks will rebound in the next three years because DBS and wireless companies don't have a large enough subscriber base to spread out costs the way cable operators can.

Coming to cable's rescue, says Reif, are three new revenue streams—digital video, cable modems and wireline telephony—along with the cable system upgrades being undertaken by the major cable companies.

Not all industry analysts painted such a rosy picture for cable, however. Richard Bilotti Jr., principal, Morgan Stanley & Co., says companies, whether cable, DBS, wireless or telephony, that fail to exploit new technologies will fall far behind. "There's certainly the possibility that this stagnation could go on and on," says Bilotti. ■

# Cable faces seismic revenue shift

By Michael Katz

That's not an earthquake you're feeling, it's a fundamental shift in the cable business. That shift, over the next five years, was the main message from CTAM executives to an NCTA convention audience last week.

Basic cable revenue will plunge by almost 20% in the next five years, and

premium service revenue by 8%, according to Paul Kagan Associates statistics cited by CTAM vice president of research, Grace Ascolese. That's the bad news. The good news is that CTAM foresees \$8 billion-plus in new revenue from services driven by new technologies.

The more than \$8 billion in new revenue is expected to come from cable

telephony, Internet access, video games and home shopping. Pay-per-view revenue is expected to skyrocket from \$590 million in 1995 to more than \$2.35 billion in 2000 and to more than \$4.76 billion in 2005 due to video-on-demand services.

"Basic cable subscriptions are projected to fall below 50%...and these new revenue sources are going to take a giant leap," said CTAM President Char Beales. "That represents a really fundamental shift that you are going to see in the marketplace that's going to change this business."

Much of the CTAM session was devoted to providing a marketing 101 course for cable operators on how to best pitch their services. Using projections, statistics and success stories, CTAM executives were looking to help new (particularly international) cable operators learn from the experiences of U.S. cable operations, focusing on how to get and keep customers and how to create a positive image for cable.

Corrine Beller, CTAM's vice president for marketing, said that 70% of the industry's marketing dollars in 1995 were spent on acquiring new cus-

## New series, movies for VH1

VH1 is planning a programming revamp for the summer that will include at least two new weekly series and a lineup of Friday night movie musicals.

The changes come during a period of flat ratings growth for the music video network. VH1's prime time rating for first quarter 1996 was flat at 0.2, representing an average 95,000 households according to Nielsen Media Research.

One of the new weekly series, *Storytellers*, will feature singers and songwriters telling the stories behind their hits. The other series, *Archives*, will feature clips of past entertainment and variety shows with musical guests. Clips appearing on *Archives* will include John Lennon on *The Dick Cavett Show* and the Beatles on *Ed Sullivan*. Both series are scheduled to debut in May, possibly along with other new shows.

VH1's movie strategy builds on the ratings success of its Halloween 1995 airing of "The Rocky Horror Picture Show." Movie musicals appearing on the network this summer will include "The Song Remains The Same," "Purple Rain," "The Wall," "Jesus Christ Superstar," "The Rose" and "Saturday Night Fever." —RB

tomers, while only 30% was spent on retention. That will change, she said: "We're going to see much more emphasis, focus and dollars being spent on retention as we move into a more competitive environment in this industry." Beller suggested proven techniques to attract customers such as reduced installation costs, retail tie-ins,

sweepstakes and using proceeds of customer fees for charitable purposes.

"In the early days of cable if someone wanted to watch a program on ESPN, CNN, MTV and others, they only had one mode of distribution in which to get that programming," said Beller. "Today there are a variety, and it is important for the cable operator to

embed into the customer's mind that [the operator is] the choice for that programming."

As for polishing cable's image, M.C. Antil, CTAM's vice president for communications, identified the on-time guarantee program begun by the NCTA in 1995 as the industry's "single most successful nationwide initiative." ■

# The work behind the hits

*After a great concept, it takes aggressive selling and targeting to bring a show to life*

By Jim McConville

**P**roducing the next *Seinfeld* or *ER* takes more than coming up with a sure-fire, blockbuster concept.

In addition to solid programming, getting the green light to produce the next hit TV show means jumping over several hurdles, from putting together an eye-catching sales pitch to making sure you're talking to the right network buyer.

"The only thing between the great idea and success is the barrier called 'the buyer.' How do we make the buyer believe that our great idea is the next hit show?" asked Pat Mitchell, president of Turner Original Productions and moderator of the "Creating A Hit Show" NCTA panel.

TV program producers say creating a hit means going through three stages: pitching the idea; producing the program, and marketing and promoting it to cultivate an audience.

An effective pitch, say industry executives, is short and sweet. "You've got to get the attention of executives and buyers who have notoriously short attention spans and notoriously full agenda books," says Mitchell.

But persuading network TV buyers takes more than a good opening pitch. "Good characters and good stories is the first rule," says Albie Hecht, senior vice president, Nickelodeon Productions. "Anybody who can come in and really talk to me about good characters has a great shot at getting the show."

In addition to a great idea, Hecht says landing a TV show means persuading TV executives that you have the creative guns to pull it off: "They want to know who the writers are, who the producers are, who the people are

who can make it happen." Hecht says.

Along with solid material and pitch, program producers say pitching it to the right people is key to getting the production go-ahead.

Allan McKeown, chairman of Takes On Production, producer of HBO comedy series "Tracey Takes On....," says he follows the rule of only pitching an idea when he's sure a network would want to buy.

"People that buy have a really good understanding of their station and their network; they know what they want on," says McKeown. "To go in there with something that they don't really want and to try to convince them never really works."

Bram Roos, president/executive producer, FilmRoos Inc., agrees that producers should match up a show concept with a network before walking through the front door: "You wouldn't pitch a [football] halftime show to the Lifetime network."

Roos says giving network executives a feel for what TV viewers will see can help get an idea past the pitch stage: "Engaging the executive in the experience the audience is going to have helps the buyers see the dream."

Scott Carter, executive producer, HBO Downtown Productions, says show producers must convince a network they have a clear idea of what the program wants to be. One way to do that: be visual. When first pitching his show *Politically Incorrect With Bill Maher*, Carter says he brought clips of Bill Maher's standup act: "A lot of the topics that we covered on *Politically Incorrect* the first season were taken from stuff that he had already done."

Even with a dynamite show concept, program producers say many deals don't get closed with one pitch and one meeting. "The sale doesn't always happen," says Roos. "Deals sometimes can take 12-15 months to close." ■



Creating a Hit Show panelists: Scott Carter, HBO; Albie Hecht, Nickelodeon; Allan McKeown, Takes On Production; Bram Roos, Film Roos

# Sci-Fi adds 1.8 million TCI subs

*New agreement will push network past 30 million mark; Sci-Fi moves up program rollouts*

By Rich Brown

**T**he Sci-Fi Channel will roll out to 1.8 million Tele-Communications Inc. basic subscribers on June 1 (Closed Circuit, April 29), representing the single largest launch by any cable operator since the network debuted in fall 1992.

The announcement also represents the first big cable network rollout in close to a year for TCI, which has gotten past some of the regulatory uncertainty about adding channels and which has upgraded its plant to accommodate more channels, says Doug Holloway, executive vice president, network distribution and affiliate relations, USA Networks, Sci-Fi's parent.

The distribution gain is prompting the network to accelerate its plans to roll out new programing, says Hol-



loway. He says Sci-Fi will add several original and acquired sci-fi series and movies by late summer or early fall.

"We're reaching a critical mass where we're expediting our expenditures in programing," says Holloway. "Our affiliate fees are beginning to kick in in a substantial way."

The additional subscribers push Sci-Fi Channel past the 30 million mark that is generally considered the break-even point for start-up networks. However, Holloway would not say whether

Sci-Fi has reached break-even.

TCI and Sci-Fi reached their deal in December 1995 but to date the network has been offered to only a few of the 14 million subscribers served by the cable operator. Holloway says that he does not yet have a TCI rollout schedule beyond the 80 or 90 systems adding Sci-Fi on June 1.

Sci-Fi has added four million subs since the start of the year, according to Holloway. He says about 90% of the network's subscriber base is offered on expanded basic. MSOs are paying as much as 10 cents per subscriber to carry the network. Any free carriage offers made to MSOs at launch have since expired.

Sci-Fi's added distribution expands the network's lead over The Cartoon Network, which also launched in fall 1992 and which now has about 25 million subscribers. ■

## Encore will 'plex' on half million TCI systems

Encore's "plex" channel this summer will launch to 500,000-plus subscribers served by Tele-Communications Inc., the cable system giant that is a part-owner in the movie channel.

About 20 TCI systems will add "plex," a 24-hour movie channel offering uncut titles from seven different genres each week: WAM! America's Kidz Network on Sunday; Love Stories on Monday; Encore hit movies on Tuesday; Westerns on Wednesday; Action on Thursday; Mystery on Friday, and True Stories & Drama on Saturday.

The addition of the plex channel to the expanded basic tier of some TCI systems is designed to create added value as the operator hits subscribers with 9% inflationary rate hikes, says TCI spokesman Bob Thomson.

In other Encore developments, research sponsored by the company shows that subscribers to its fledgling Starz! 2 channel are responding to the "hit-movies-on-demand" channel and are watching more movies than typical pay-TV subscribers. A poll of the charter 350,000 TVRO subscribers receiving the network shows they are watching five movies more each month than the average four movies watched each month by subscribers receiving only Starz! The spinoff channel runs the same double-feature all week long so subscribers can better fit the viewing into their schedules. —RB

## Cablevision looks local with MetroPack

*Package to offer weather, traffic, sports, shopping among other services*

By Rich Brown

**C**ablevision Systems Corp. subsidiary Rainbow Programming Holdings is developing a new local programming concept, "MetroPack," designed to give cable operators an edge over fast-growing competitors such as DBS.

Rainbow President Josh Sapan predicts that 10 of the next 50 channels added to cable systems will be local and his company is developing MetroPack to meet the demand. Taking its lead from Sunday newspaper and radio stations, MetroPack would offer distinct channels focusing on area weather, traffic, sports, shopping, music, etc. He says the package also would include local extensions of nationally branded networks—Rainbow arts network Bravo, for example, could offer a local spinoff channel called "Bravo New York."

"Everybody thinks that competition means that cable operators, telcos and DBS will have the same programing," says



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Since the Beta Survey results are carved in stone when it comes to adding new channels, it's important that cable operators discard myths about religious programming. Americans are still a religious people. They care deeply about America's moral decline. It's no surprise that a recent Barna Research<sup>™</sup> study reveals that 81% of Americans believe there's more sex and violence on TV than five years ago. And 50% believe a Christian channel would raise the standards of TV.

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Sapan. "They won't, and can't, if they are to survive in the marketplace. What made cable TV a big deal in the early days was that it carried programming that consumers couldn't get anywhere else."

Sapan says there are no specific roll-out plans for MetroPack, but says the concept is "where we'd like to be in the year 2000." He says Cablevision's flagship cable operation in Long Island, N.Y., already is getting its feet wet with a local channel, Extra Help, which offers advice on topics ranging from auto repair to pet care. Cablevision also pioneered the local news con-

cept and currently operates several regional news and sports channels.

Rainbow also has been experimenting with the idea of local spinoff channels based on national networks. The company ran a test in Santa Monica, Calif., allowing local independent filmmakers to cut into the Bravo feed and also has worked with community groups to televise local arts projects on the network.

"As much as consumers are interested in international stories like the assassination of Yitzak Rabin or the war in Bosnia, they also want to know

when their streetlight will be fixed, if their team won, who made the high school honor roll and where to go on Friday night," says Sapan. Under current plans, MetroPack would feature local on-air hosts who would guide viewers through the day and occasionally interact with hosts and events from other MetroPack channels.

Sapan would not say whether Rainbow hopes to play a role in developing MetroPack channels for system operators other than Cablevision: "The question of who produces what remains a question to be answered." ■

## Out with the old, in with the new

*Executives from start-up services advise operators to dump nonperformers*

By Rich Brown

**C**able system operators should dump nonperforming networks to make room for newcomers with potential, according to a panel of executives representing several start-up services.

"It's time to start weeding them out and make room for the next wave," says Roger Williams, executive vice president and COO, Speedvision Network and Outdoor Life Channel. He says operators are wasting channel capacity with a growing number of multiplex networks and "secondary" movie channels that essentially offer more of the same.

Many new networks are starting their pitches to cable operators by suggesting they dump non-performers, says Susan Packard, executive vice president, Home & Garden TV. Nielsen ratings data shows that some of the emerging networks are already proven performers in their limited universe—HGTV's best ratings show the network behind only ESPN and cable networks appealing to kids.

Despite the strong performance of



*Urging systems to make room for new services are (l-r): Dan Davids, History Channel; Nora Ryan, Sundance Channel; Tom Karsch, Turner Classic Movies; Susan Packard, Home & Garden TV; Harold Morse, Ovation, and Roger Williams, Speedvision Network/Outdoor Life.*

some emerging networks, Packard says replacing existing networks with new services can be a difficult public relations task for cable system operators.

Dumping networks from systems can also be difficult because some of the underperforming channels are

locked into channel positions through the FCC-ordered retransmission consent rules, says Dan Davids, senior vice president and general manager, The History Channel. He says some under-performing networks are also able to stay on systems because cable operators have equity stakes in the services.

There could be hope for emerging services as cable operators reexamine their program lineups in the face of competitive threats from the telco, wireless and direct broadcast satellite businesses.

"The weeding out process will come a lot faster," says Nora Ryan, president, Sundance Channel. ■

### Radio Comedy

Comedy Central is talking with distributors about launching a daily radio show sometime this year, a network official said during a panel session at the NCTA. Sources close to the cable network say they are hoping to tap humorist Al Franken to host a politically oriented morning show. Comedy Central already has a radio presence with its syndicated *Politically Incorrect Minutes*. The network also invites local radio morning show hosts to broadcast their shows from Comedy Central's Manhattan studio.

## System swap

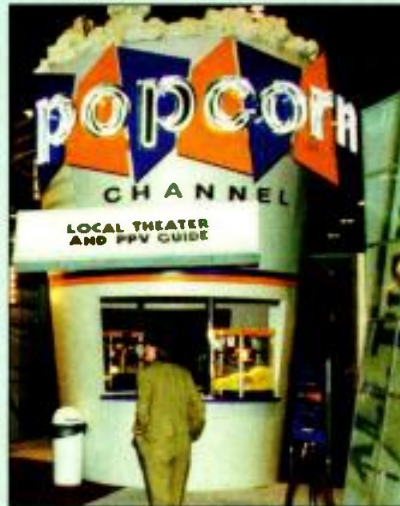
MSOs Cox Communications and Continental Cablevision agreed to swap cable systems representing 97,000 subscribers. The deal, to be closed by the fourth quarter, gives Continental Cox systems in western Massachusetts and Weymouth, Mass., contiguous to Continental systems in Quincy and Springfield. The acquisition, along with another previous trade gives Continental 800,000 subs in Massachusetts. In return, Cox gets Continental systems in James City and York County, both Va., and Pawtucket, R.I. The deal, along with another letter of intent to acquire cable systems in Hampton, Williamsburg and Chesapeake, all Va., will give Cox 380,000 subscribers in the state. Cox also announced a separate deal with Tele-Communications Inc. to acquire a TCI Rhode Island system with 50,000 subscribers, which will give Cox 385,000 subs in New England.

## Leased access lawsuit

All but four affiliates of leased access programmer Children's Cable Network have filed a lawsuit in federal court in Denver charging the company with failure to acquire or pay for programming. The mutinous affiliates have been collectively cutting their own programming agreements and are planning to launch a spinoff service called Kidz-time TV next week, according to Denver CCN affiliate Scott Severson of Capital Funding and Financial Group. CCN President Paul Cameron says he has not yet seen the complaint but says the company has operated within the terms of its contracts with affiliates.

## Animal lineup

Approximately 60%-80% of Animal Planet programming will be original, says Greg Moyer, president of Discovery Communications Inc., of his company's new network that is slated to launch on June 1. One-third of the network's programming will be commissioned or co-produced says Moyer. Animal Planet, a 24-hour channel devoted to animals, will not earn subscriber fees in the first year, says Moyer. Programming will consist of nine different programming genres. Moyer says Discovery will try to launch Animal Planet as part of MSO's expanded basic service, but will be flexible with operators wishing to launch the net-



## Popcorn carriage agreements

The Popcorn Channel has signed carriage agreements with Century Communications and Telecommunications Inc. The 24-hour network for movie-related entertainment/information will launch initially on TCI's Overland Park, Kan., system (90,000 subs) and Plano, Tex., system (62,000 subs), with additional systems to follow. TCI owns 600 systems serving approximately 12.7 million subs. Popcorn will initially launch on Century's Santa Monica, Calif., system, with more to follow on Century's 65 systems representing 1.1 million subs. The New York-based Popcorn Channel, which launched in November 1995, is owned by The New York Times Co., Torstar Corp. and Salter Street Films.

work as part of a new programming tier.

## Echostar launches its DISH

DBS company EchoStar Communications Corp. has formally rolled out its Digital Sky Highway (DISH) network, which will offer five DBS programming packages priced at \$19.99-\$59.99. The packages include basic for \$19.99 per month; the step-up "premium plus" for \$29.99; "deluxe plus" for \$39.99; "ultimate plus" for \$49.99 and "ultimate extra" for \$59.99.

## Zenith shows digital box

Zenith Electronics Corp. has demonstrated a digital set-top box using compression technology licensed from DiviCom Inc. The box is designed to

support a variety of network interface modules (NIMs), including hybrid fiber/coax, switched digital and ATM fiber-to-the-curb. Zenith will incorporate DiviCom's MPEG-2, DVB-compliant chip set. The box also will include QAM (quadrature amplitude modulation) technology.

## Pay-per-day fans

According to a study by Request Television, 61% of those who ordered "Mortal Combat" on a pay-per-day basis would order more PPV movies if they had the All Day Movie Ticket (ADMT) feature, which gives subscribers a day in which to watch the movie whenever and as many times as they like. The study also found that 86% of those who ordered the movie watched it more than once.

## Weather enhancer

The Weather Channel will use advanced technology from Silicon Graphics to enhance its on-air graphics in a content upgrade slated for January 1997. New Programming elements will include photo-realistic backgrounds and a broader range of color, along with motion video. The SGI technology will also permit a zoom-in effect to enhance local radar and provide 3D cross-section animation of local storms. Addressable Weather Star XL units will replace Weather Star 4000 units now in most headends, according to Mike Eckert, Weather Channel CEO. The new enabling technology also will be introduced to Weather Channel's international affiliates. The service launches in England this summer, with launches in Spain, South America, The Netherlands and Scandinavia to follow.

## Monaco moves to Access

Roger T. Monaco, VP, Times Mirror Co.'s consumer media group, has been tapped as VP/CFO of Access Television Network, which is developing locally targeted paid programming for cable systems.

## Healthy agreements

America's Health Network has signed carriage agreements with Adelphia Cable Communications, Atlantic Metrovision, American Telecasting, Greentree Cable, The Lenfest Group, National Cable TV Co-op and World Satellite Network.

## VH1 goes West

VH1 is launching digitally compressed West Coast feed Aug. 1 via Satcom C3, transponder 19. Its Eastern and central time analog feed can still be found on Satcom C4, transponder 23.

## Latin American launch

Latin America Pay Television (LAPTV) says it will expand its Latin American-based cable TV channel CineCanel later this year by launching a premium multichannel service that will include a new movie channel. Along with its multiplex package, LAPTV will unveil new on-air graphics. LAPTV, which operates CineCanel, is a partnership among three Hollywood studios and Latin America cable operators SACSA (Argentina) and Cablecinema (Venezuela). LAPTV managing direc-

tor and CEO Mauricio Mendez says the decision to launch a multiplex is based on strong subscriber demand for Cinecanel in Latin America.

## CAB forms MAB

The Cabletelevision Advertising Bureau has created a new trade association to "promote the placement of advertising on member companies' networks and cable systems." The Multichannel Advertising Bureau International (MAB International) comprises cable networks and MSOs with international operations. It will be funded and staffed independently of CAB. Robert Alter, CAB vice chairman, will oversee the hiring of staff and the development of a marketing plan. MAB International will be governed by an advisory board made up of representatives of member companies and some CAB board mem-

bers. The association will be headquartered in CAB's New York office.

## Done digital deal

CAI Wireless Systems has finished construction of its first digital wireless cable TV system (in the Hampton Roads area of Virginia) and has completed construction of the main transmitter and booster for a digital wireless cable TV transmission facility in Boston. The Hampton Roads system and Boston facilities are being tested by Bell Atlantic Corp. and Nynex Corp., respectively, in connection with their strategic relationship with CAI. The two RBOCs have announced plans to market digital programming in their respective operating territories. Once tested, CAI digital wireless networks will be available to carry Bell Atlantic and Nynex's programming in Hampton Roads and Boston.

# Internet session stirs operator concerns

*Cable executives ask where money is in new modems*

By Richard Tedesco

**I**n the best of circumstances, the Internet defies easy definition.

At his presentation of The Internet For Dummies session at NCTA, Peter Bates, director of systems technology for Time Warner's Excalibur multimedia group, demonstrated that point in his first stab at it as he said, "It's kind of an amorphous thing. It's just sort of out there. And that's part of its charm."

That was about 15 minutes into what was a thorough tour of the technology supporting the Internet.

It was obvious near the end of the session that cable operators are anything but charmed by the Internet and its purported draw for subscribers when one audience member told Bates that operators wanted more than a technical orientation: "You have to explain to cable operators why people are willing to pay money for these services."

Bates's short answer was that people wanted faster access to information

than telephones afford, along with access to graphics. But he added, "As to why people want these services at home, I'm the wrong guy to ask. I have a rotary phone."

But he adroitly offered some perspective, adding: "Computers are cheap. For \$2,000 to \$3,000, you can get more information than is available in most third-world countries."

Bates did have practical advice for operators, explaining that they should always deal in standards-based components, not proprietary technologies, for the sake of interoperability.

Addressing the cost of enabling technologies, he explained that T1 phone lines that transmit at 1.54 Mbps (megabits per second) typically cost \$10,000 to set up and \$2,000-\$3,000 per month to maintain; T3 lines that move at 45 Mbps cost \$50,000 to \$100,000 to set up and \$25,000 a month to maintain. "Speed is expensive," he said.

That was a point not lost on operators, who face the prospect of upgrad-

ing plant to hybrid fiber/coaxial technology to facilitate modem technologies that, Bates said, are "like magic." How many cable systems need to be changed?, he was asked. "I don't know. Probably a lot of them," he replied. The current estimate is that 80% of cable systems face such upgrades.

Bates's definitions of the underlying Internet technologies were both concise and witty, including a packet—as in packet-switching—as "an envelope with some stuff in it," SONET nets as entities in which "you move these big pieces of information around" and Domain Name Services, which title locations of information and move them through gateways, " 'just like that,' as my mother would say."

He did explain that the Internet originated primarily for military and educational purposes and that the World Wide Web was "a consequence of the Internet," and is not the Internet itself. The advent of powerful graphics workstations, PCs and hypermedia enabled the creation of Web pages, he explained.

Bates's opening comment on the Internet suggested the attitude resonating in operators' questions: "It's almost like the hype exceeds what's really there." For those who wanted to see what was there, Bates invited them to the Time Warner booth, where it was demonstrating high-speed modem access, one of several demonstrations on the floor. ■

# Teamwork key to international success

*Programers/distributors talk of need for local partner in overseas ventures*

By Cynthia Littleton

**U**.S. programers and distributors heading into emerging overseas markets generally need a local partner to help navigate the cultural and political landscape, industry leaders said at NCTA last week.

Not surprisingly, much of the discussion among programers and distributors taking part in a panel session on the international marketplace at Cable '96 focused on the boom markets of Latin America, Asia and the Middle East.

"We're not egocentric enough to think we know how to market to every country in the world," said Lloyd Werner, executive vice president of Group W Satellite Communications, which distributes Country Music Television to 45 million households in 49 countries.

International adaptations of popular cable brands such as CMT and MTV "are not merely line extensions of the [U.S.] networks," Werner said. "Each one of our five feeds has the economies of a separate network. We need local partners to customize the feeds."

Local partners can also help U.S. companies do business within the confines of foreign ownership laws and serve as protection against programing and marketing strategies that might offend regional values and customs. Turner Broadcasting System channels,

for example, do not run Porky Pig cartoons in Muslim countries, said Susan Schoenfeld, president of the consulting firm Advisors for International Media, Asia.

But at the same time, panelists said U.S. programers should avoid exclusive alliances with regional distributors in emerging markets.

"We don't know who the winners and losers are in Latin America yet," Werner said. "We prefer to let our partners—the platform providers—fight it out in the marketplace....Some of these markets look like the U.S. [cable industry] in 1978 or 1980. We just have to hunker down and wait for the infrastructure to grow."

With 60,000-70,000 cable operators spanning 3,000 cities, distribution is a "nightmare" for India's nascent cable industry, said Lalit Modi, president of Modi Enterprises. The newly formed Modi Entertainment Network aims to bring some order to the chaos by serving as the sole distributor, beginning this month, for the one foreign channel that every Indian cable operator wants—ESPN. ■



*International buying and selling opportunities and hazards were discussed by (l-r): Susan Schoenfeld, Advisors for International Media-Asia; James Butterworth, NetHold B.V.; Rick Moe, Galaxy Latin America; Bob Alter, Multichannel Advertising Bureau International; Lalit Modi, Modi Enterprises, and Lloyd Werner, Group W Satellite Communications.*

## An MSNBC in news's future

The future of TV news is full-motion, live interactive, said Thomas Rodgers, president, NBC Cable, during an NCTA panel session. "The future of TV news is personalized—it's giving users the ability to draw on a huge source of information that will



cater and be customized to personal interests," he said. To that end, NBC is developing a "circle of cross promotion" for MSNBC. "MSNBC is very much a marketing vehicle. It's a conscious way to use the brand power of a TV network [NBC] to drive people to become online users and the online service to become a regular part of the way people use television." Rodgers added that local cable operators need to become more aggressive in getting local news content into the startup all-news cable channels being proposed by the networks, saying regional cable news services are simply "bad business in their current form." —CL

## MSOs searching for marketing opportunities

*Cash flow rises with pay-TV packages, alliances*

By Rich Brown

**J**oint marketing efforts and new ways of packaging channel lineups are adding up to increased cash flow for cable system operators, according to a panel at last week's NCTA convention.

Multiplex movie channels are one strength of cable competitor direct broadcast satellite, says Gerald McKenna of Post-Newsweek. Some of his com-

pany's cable operations are enjoying similar success by following the model. Where Post-Newsweek has begun multiplexing, the number of pay-TV subscribers has grown 79%, representing an 87% cash-flow boost, he says.

"Pay services can play an important role in your competitive strategy," McKenna says. "Don't be afraid to take a [contrary] approach."

Cablevision Systems Corp. is building revenue on its Yonkers, N.Y., sys-

## HGTV growing good numbers

After just signing a deal to be measured by Nielsen, (April 26), Scripps-Howard-owned Home & Garden Television is already boasting about its ratings.

Between 8 a.m. and 1 p.m. on Sunday, April 28, the channel's peak viewing hours, HGTV ranked seventh among all rated cable channels with a 0.9 rating, after Nickelodeon, TBS, TNT, ESPN, Cartoon Network and USA Network, all of which, except ESPN, carry children's programming during that time. "This is all kids and men watching sports and we are the alternative," said Susan Packard, H&G executive vice president.

Packard cited a recent survey conducted by Myers Marketing (asking 542 cable operators what new channels they wanted to add within the next 12 months) in which HGTV was ranked third among 45 networks. ESPN2 was second and History Channel was first.

"I think a few will be surprised about some of our early results," said HGTV President Ken Lowe. "With all the new high technology coming out, all of a sudden we're seeing people wanting to get their hands back in the dirt. But ratings fluctuate and we don't hang our hat on this," he said. "I think this is more of a barometer showing that people are watching this network."

HGTV will use the ratings to give punch to its planned national ad campaign, in which it will utilize Scripps-Howard-owned TV stations and magazines.

In light of the success of HGTV, Lowe, who has been with Scripps-Howard for 16 years, says the company "will be looking to expand our position in the cable network business." Lowe also said that the company is interested in the Travel Channel.

Packard says HGTV is also looking to expand abroad. The network is currently distributed to 5 million homes in Canada and is working on distribution alliances in the UK, New Zealand, Australia and Asia.

HGTV launched at the beginning of 1995 and has 15 million subscribers. —MK

tem by offering various experimental "Optimum TV" packages that give subscribers more choice regarding the networks they want. Optimum TV revenue per subscriber per month is \$48.88, compared with the \$43.75 paid by customers before migrating to the service, says Peter Low of Cablevision Systems. He adds that 18,700 of the system's 47,450 subscribers have opted for the service in the past year.

Cable operators say another marketing opportunity with potential is a joint venture with Sprint that allows operators to provide their subscribers with exclusive money-saving phone service offers. Richard Sperry of Comcast Corp. says 95,000 of his company's customers have taken the Sprint offer since October 1995.

"Sprint long distance is an important

added-value benefit," Sperry says. "In time, it can be a helpful reinforcement for our premium packages."

Top cable operator Tele-Communications Inc. so far has signed 150,000 customers for the Sprint offer and expects that number to grow to 300,000-450,000 by year's end, says Colleen Abdoulah of TCI. TCI systems also are boosting cash flow by adding Encore and Starz!, two movie services in which the operator owns a stake, she says. Both services are packaged with a traditional movie channel, such as HBO, for \$14.95 per month. Abdoulah says 2.3 million customers have signed for Starz! in two years and that the effect of Starz! on TCI has included a boost in pay and basic homes from 32% to 36%. Basic-only homes have declined from 68% to 64%, she adds. ■

## Brand wagon rolls on

*Channels look for winning formulas for boosting awareness through other ventures*

By Cynthia Littleton

**R**eaching out to core audiences through online ventures and other non-TV formats is an increasingly important marketing tool for cable networks, leading programmers said last week.

Whether the target audience is kids or comedy buffs, networks are investing in all manner of media—publishing, radio, movies, music, home video and the Internet—in an effort to keep viewers bumping into network logos even when they're not watching TV.

"Our simple goal is to become known as a universal provider of great comedy content," said Sarah Miller, executive vice president of Comedy Central, during an NCTA panel session on new markets for cable.

Comedy Central is building a presence in radio and the Internet because both are a good fit with the network's demographic profile, Miller said. Other panelists representing ESPN, NBC Cable, BET Entertainment and Nickelodeon agreed that the goal in putting a network's stamp on a magazine or even a restaurant chain is to reinforce its identity with loyal fans while reaching out to new customers at the same time.

"We've always thought of ourselves

**Most networks still are searching for the golden combination of a money-making side venture that also enhances the core business.**

as more than a television network," said Tom Harbeck, Nickelodeon's senior vice president of marketing. "Nickelodeon is really a philosophy about how kids should be talked to and entertained. That philosophy is embodied in a brand that comes to life in many ways....We want it to show up wherever kids' turn for entertainment."

Promotional value aside, however, few networks have realized significant returns from investments in non-TV ventures. Panelists agreed that most networks still are searching for the golden combination of a money-making side venture that also enhances the core business.

BET has moved into the world of feature film production in an effort to feed its pay-per-view operation. ESPN has hit paydirt in music retail with its "Jock Jams" compilations of music frequently played at sporting events. NBC is bet-

ting big on the future promise of interactive television with its MSNBC all-news cable co-venture with Microsoft.

"The future of TV news is personalized—it's giving users the ability to

draw on a huge source of information that will cater and be customized to personal interests," said Thomas Rogers, president of NBC Cable.

"MSNBC is very much a marketing

vehicle," he said. "It's a conscious way to use the brand power of a network to drive people to become online users and have the online service become a regular part of the way people use television." ■

Latin American pay-TV owners of pan-regional Latin American premium movie channel Cinecanal plan to launch a channel to compete with HBO Ole's movie/entertainment package. LAPTVM will launch an as-yet-unnamed channel featuring movies, miniseries and sports events in third quarter 1996. The channel will be packaged with Cinecanal, which focuses on first-run movies from its Hollywood shareholders.

**Cable households** in the UK are heavier viewers of television and are heavier users of new technology, according to a survey of 1,312 individuals by RSMB Television Research. Viewing is 20% higher with all individuals, 29% greater with men and 28% higher with kids ages 10-15. Roughly 34% of cable homes have a games console and 29% have a personal computer, compared with national averages of 21% and 24%, respectively. The survey shows that cable and satellite channels gain an increased share of viewing in cable households at the expense of terrestrial channels. Also, some 55% of cable households obtain telcom services from their cable operator, compared with 38% who still use British Telecom and 2% who favor BT rival Mercury.

French pay service **Canal+** is buying a less-than-1% stake in TCI International for \$10 million. Canal+ already is a partner with French media group Generale d'Images in Multithematiques, which is developing and distributing thematic cable and satellite channels.

**Holland Media Group**, which owns and operates channels RTL-4, RTL-5 and Veronica in the Netherlands, may turn RTL-5 into an all-news service, according to Huib Boermans, chairman of the HMG group. The European Commission ordered HMG to either sell or fold the service because it feared that the three channels would monopolize the Dutch ad market. HMG thinks a news service would be acceptable to the commission.

Indian satellite programmer **Zee TV** has signed an agreement with U.S. programmer Encore Media for a daily Zee programming feed, which will be carried on Encore's service International Channel Networks. Encore has a similar arrangement with China's state



broadcaster, CCTV. Reciprocal Encore programming services are planned in India and China. Encore will unveil a 10-hour programming block on CCTV-2, July 1.

**Paramount Television** is the latest U.S. major to step into the big-budget European co-production ring, closing a \$90 million deal with Bertelsmann subsidiary Ufa Film and Television in Germany and consumer products concern Procter & Gamble. The deal will see the rollout of 37 TV movies over three years. The English-language films will be made in Europe and marketed globally by the three; Procter & Gamble will have some exclusive advertising airtime. The TV movies will premiere in Germany and other EU countries before U.S. distribution.

**NBC Asia** plans to launch its Asian NBC 24-hour entertainment channel in India, Malaysia, Indonesia and the Middle East by year's end. The channel also is negotiating with Singapore CableVision for carriage there. The service already is available in the Philippines, Taiwan and Thailand.

Sources at MIP-TV in Cannes, France, confirmed that **Discovery Channel** was negotiating to buy Landmark Communications' Travel Channel.

## PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of April 22-28, ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 95.9 million households with TV sets.

Program	Network	Time (ET)	HHs. (000)	Rating Cable	Rating U.S.
1. <i>NASCAR Winston Cup</i>	ESPN	Sun 4:56p	3,747	5.5	3.9
2. <i>NASCAR Winston Cup</i>	ESPN	Sun 1:30p	3,722	5.5	3.9
3. <i>NBA Playoffs</i>	TBS	Fri 9:31p	3,389	5.0	3.5
4. <i>NASCAR Shop Talk</i>	ESPN	Sun 4:42p	3,060	4.5	3.2
5. <i>Rugrats</i>	NICK	Sun 10:00a	2,488	3.8	2.6
6. <i>WWF Monday Night Raw</i>	USA	Mon 8:57p	2,229	3.3	2.3
7. <i>Movie: 'Working Girl'</i>	USA	Wed 9:00p	2,093	3.1	2.2
8. <i>NBA Playoffs</i>	TNT	Thu 10:30p	2,010	3.0	2.1
9. <i>Rugrats</i>	NICK	Wed 6:30p	1,972	3.0	2.1
10. <i>Rugrats</i>	NICK	Fri 6:30p	1,959	3.0	2.0
11. <i>Rugrats</i>	NICK	Mon 6:30p	1,954	3.0	2.0
12. <i>Rugrats</i>	NICK	Tue 6:30p	1,927	2.9	2.0
13. <i>Secret World of Alex Mack</i>	NICK	Sat 8:00p	1,911	2.9	2.0
14. <i>Doug</i>	NICK	Tue 7:00p	1,908	2.9	2.0
15. <i>Doug</i>	NICK	Mon 7:00p	1,890	2.9	2.0

Following are the top five pay cable programs for the week of April 22-28, ranked by households tuning in.

1. <i>Movie: 'Losing Isaiah'</i>	HBO	Sat 8:00p	2,331	9.7	2.4
2. <i>Movie: 'The Professional'</i>	HBO	Sat 10:00p	2,322	9.7	2.4
3. <i>Sex Bytes</i>	HBO	Fri 11:00p	2,093	8.7	2.2
4. <i>Sex Bytes</i>	HBO	Tue 11:00p	2,035	8.5	2.1
5. <i>Movie: 'The Specialist'</i>	HBO	Sat 11:55p	1,919	8.0	2.0

Source: Nielsen Media Research.

GRAPHIC BY KENNETH RAY/BROADCASTING & CABLE

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## Cable Modems

# GI trumpets big orders for its modems

*Pioneer says it will not produce boxes because market is not big enough for two major vendors*

By Richard Tedesco

**G**eneral Instrument is bullish on cable modems, and Hewlett-Packard apparently isn't.

GI last week announced major pacts with Tele-Communications Inc., Cox Communications and Comcast Cable Communications for its DCT 1000 digital set-tops. But simultaneously, Hewlett-Packard revealed that it is not proceeding with plans to produce the boxes under its Pioneer brand name.

GI executives claim that they have orders for 2 million digital set-tops under contract, with overall com-



GI is selling its DCT 1000 modems to TCI, Cox and Comcast.

mitments for 3 million units from TCI, Cox, Comcast, Rogers Cablesystems and others.

"We believe the market is there. It's strong. It's here today," says Rick Friedland, General Instrument CEO.

Hewlett-Packard doesn't think that the market is big enough for two major producers at the moment. "We've taken a look at the

volumes the industry needs right now, and we feel one vendor can handle it," says Casey Sheldon, brand manager for HP's home products division.

Edward Breen, GI president, says he was "disappointed" about HP's decision not to produce its "Kayak" model of DCT 1000 yet. "I think their opinion might change when they see the intense interest

out there," he added, projecting GI's production of the hybrid digital/analog DCT units at 300,000 through the end of this year and up to 2 million units next year.

Sheldon says her company is "trying to be more realistic about setting expectations" of cable modem demand before it jumps in, at least six months from now.

Cox's GI commitment is a \$150 million deal for 300,000 units over three years. Comcast expects to have 25,000 boxes in place in both upgraded and non-upgraded systems, according to Bradley Dusto, Comcast senior vice president of engineering. "We're here to say it's alive and real and we'll be rolling it out in the next few months," Duston says.

TCI has the most aggressive strategy, with plans to deploy 350,000 digital boxes tied to its headend-in-the-sky fall launch, according to Camille Jayne, TCI senior vice president of digital TV. **TM**

## Navigation Systems

# FSN launching Omnio navigator

*New system to offer expanded links, merchandising options*

By Richard Tedesco

**T**ime Warner Cable's Full Service Network is introducing a second navigator format to run concurrently with the carousel it created at the outset of its Orlando, Fla., test.

Within the next month, Time Warner plans to start introducing its Omnio navigator to half of the 4,000 households in the Orlando testbed. Omnio will present a more static opening page, but also will provide a more

intricate set of links for users to surf through FSN selections, along with new merchandising options for content providers, according to Daniel Levy, FSN director of consumer interface. "The secret of these interactive ser-

vices is to keep adding options so consumers come back," says Levy.

The Omnio format features links within each content category that bring the user into menus of related areas of content, most of them centered on merchandis-

ing within that category. Clicking on a link while watching a movie would offer the user a menu of options that could include a particular studio's merchandising products. Time Warner will sell sponsorships for the respective menus



tied to each category.

Omnio employs an animated onscreen agent, a triangular-headed character named Promptu, designed by Time Warner animation

Omnio also provides users the choice of viewing particular clips from the near video-on-

demand selections instead of passively watching a stock cycle of trailers. "Omnio takes the approach that the user will take a more active role," Levy says.

The introduction of a second navigator is not an indication of dissatisfaction with the existing carousel navigator,

according to Levy, who says that Omnio has been in development over the past two years. But he says consumer response was considered in designing the new navigator. And Levy doesn't rule out the possibility of further FSN navigator evolution.

FSN will assign the

respective navigators to customers along demographic lines, to have two relatively similar test groups, according to Levy. FSN will add on-demand video entertainment content by year's end, apart from movie content, similar to the time-shifting model created by Your Choice

TV. Levy says a Smart Living category offering on-demand selections on health and educational topics also will be added.

The most recent content addition was an NBA On Demand area similar to an NFL site introduced late last year.

TMA

## Computers/TVs

# Microsoft views future of PCTV

Easy access seen as key to combined computers/TVs

By Richard Tedesco

Microsoft Corp. has conceived a model for the future of PCTV—the combination of personal computers and television—that it will pitch to cable MSOs.

Originally part of an interactive TV trial with Tele-Communications Inc. in Seattle, Microsoft wants to take its PCTV service further.

"[The project]'s basically being redefined to focus on PC connectivity problems," says Craig Mundie, senior vice president, consumer platforms division, Microsoft. The software giant is trying to resolve "operational issues" with TCI.

Microsoft last week also announced a collaboration with software and hardware companies to develop a public networks platform. These companies include Cisco Systems, Digital Equipment Corp., General Instrument, Hewlett-Packard Co., Motorola, Scientific-Atlanta, UUNet Technologies, WesTell Technologies and Zenith Network Systems. The Window NT Server would be employed, along with



Microsoft's PC/TV home page for kids

Microsoft's Explorer browser. The objective: to be able to offer "a smorgasbord of options for network operators," as Mundie puts it.

A series of demonstrations in Microsoft's booth at last week's National Cable Television Association convention demonstrated what PCTV may look like. At one station, a homepage menu with large type offered previews of video-on-demand selections.

Another station showed a children's area where video clips could be used for educational. Another demo, of a fictional retailer dubbed AdventureWorks, permitted users to manipulate and examine products such as skis in a virtual shopping environment.

Also last week, Microsoft announced commitments from Time Warner and Comcast Cable Communications to use Microsoft-based solutions for their high-speed Internet access services. MSOs committing to the Microsoft-based open platform could opt to take content from the evolving Microsoft Network (MSN) as well.

Microsoft has said it will move all MSN content to the World Wide Web. Dial-up users can access MSN via the Internet for \$6.95 per month or \$39.95 annually.

TMA

## H-P unveiling I-net software

Hewlett-Packard is providing an end-to-end software system that will allow high-speed Internet access in the modem service rollouts planned by Comcast Cable Communications and Time Warner Cable.

The Comcast rollout is in Baltimore County, Md., slated to start in either June or July and intended to include 10,000 customers. Baltimore will be one of five cities where Comcast will introduce cable modem service by the end of the year.

The Time Warner rollout, in Akron, Ohio, also is one of several deployments in which it will use H-P's technology.

Hewlett-Packard isn't far away from going into production on its QuickBurst cable modem, demonstrated at its booth, but Motorola's CyberSurfr modem is the model to be deployed by both Comcast and Time Warner. H-P announced a deal with Motorola to incorporate the CyberCurfr into its system configuration for high-speed Internet access.

In a separate announcement, Hewlett-Packard introduced the HP MediaStream Integrator, a scaled-down, fully functional version of its Mediatream Server. The \$250,000 Integrator provides both software and hardware for interactive TV applications and supports up to 25 data streams. —RT

## Jones I-Net gets content

The Jones Internet Channel has struck deals with national, international and local content providers for its high-speed access service.

Online merchandising and advertising will constitute much of the content provided by a diverse group including The Weather Channel; Laser Video Network (with Music Source a 3-D online music store); Washingtonian magazine; New Century Productions (providing TV1, customizable TV listings); Internet Communications Corp. (with a Supermodel site about life in front of a lens), and Vancouver, B.C.-based Whoa! Multimedia Entertainment (a daily comic strip, Cyber-Chicken.)

Jones expects to sign agreements with more than 50 providers in the next several months. —RT

Online Services

# Discovery eyes online tier

By Richard Tedesco

**D**iscovery Channel Online is pitching a subscription online service to cable operators that it would look to package as a service tier to subscribers.

Discovery has been developing four special online services it wants to market to create a "flow" from the Web to Discovery on-air and help operators differentiate modem services from telco competition.

The concept would permit subs to use each of the services, all virtual experiences, for nominal fees. "Going forward, micro transactions are the working model," says Thomas Hicks, publisher of Discovery Online. "I think we've got to look at other new revenue streams. Advertisers can't carry all of it."

The four online services would be: a virtual expedition to different locales, such as Jerusalem, with point and click exploration features; "Cyfara," virtual expeditions designed for young online users; "Knapsack," a personalized

content area that individual subs could program to collect online information according to their own interests, and "Virtual Auditorium," a live chat area that would also include video and audio in the context of lectures on various subjects.

Discovery is discussing the concept with operators. And it has already issued a schedule of online events to potential advertisers, including "Olympics: Live in Atlanta," slated for July, a "Magic Bus Tour" of America in September" and "Wreckage of the South Seas," a virtual scuba expedition of wrecked warships from World War II lying on the Pacific Ocean floor.

Discovery feels ESPN has set a precedent in charging for access to areas of its site per month, which is a prelude to some kind of incremental online deals with the advent of high-speed modem access. Hicks envisions a package of online cable services with exclusive content that might be offered for \$30-\$50 per month. **TW**

Set-Top Boxes

# S-A strikes set-top deals

By Richard Tedesco

**S**cientific-Atlanta is making an option play with three major consumer electronics manufacturers, bidding to capture a piece of the action for Time Warner Cable's digital set-top.

S-A announced last week that it had deals in place with Pioneer Electronic Corp., Toshiba Corp. and Thomson Consumer Electronics for each of those vendors to incorporate S-A's PowerTV technology in responses they filed last week to an RFP issued by Time Warner. Winning the bid could mean a pact to produce as many as one million digital set-tops.

In the letters of understanding with Pioneer and Toshiba, S-A is licensing its PowerKey conditional access system and

digital set-top microprocessor chips supporting MPEG-2 and DAVIC industry standards. The cooperation with Thomson combines OpenTV software developed by Thomson and Sun Microsystems.

The S-A strategy anticipates Time Warner's desire to employ more than one manufacturer for its digital set-top product. "Time Warner has made it clear that it would prefer to deal with more than one manufacturer," said an S-

A spokesman who said his company also had submitted its own response to the TW RFP separate from the potential collaborators.

"By proliferating our leading-edge technologies to a wide range of suppliers, we hope to remove a major barrier to widespread deployment of interoperable set-tops," said James McDonald, S-A president.

S-A hopes that aligning with three major consumer electronics powers will improve its odds of getting a Time Warner deal. A successful bid could also give its scaleable open-platform PowerTV architecture a leg up toward becoming a de facto standard. **TW**

## Zenith shows digital box

Zenith Electronics Corp. demonstrated a digital set-top box using compression technology licensed from DiviCom Inc. The box is designed to support a variety of network interface modules (NIMs), including hybrid fiber/coax, switched digital and ATM fiber-to-the-curb. Zenith will incorporate DiviCom's MPEG-2, DVB-compliant chip set. The box also will include QAM (quadrature amplitude modulation) technology.

Calendar

**May 10-12**—MACFAIR LA '96, southern California Macintosh trade show presented by the Los Angeles Macintosh Group and Apple Computer Co. Burbank Hilton Hotel & Convention Center, Los Angeles. Contact: Genex Waite, (310) 319-1824.

**May 14-16**—National Online Meeting & IOLS '96 sponsored by Information Today Inc. New York Hilton & Towers. Contact: Carol Nixon, (609) 654-6266.

**May 21**—"Utilities and PCS: A Hard Look at Balancing the Opportunities and Risks," conference presented by UTC. Hyatt Regency, Dallas-Ft. Worth. Contact: (214) 453-1234.

**May 21-23**—ITCA '96, annual convention and exposition presented by the International Teleconferencing Association. Sheraton Washington Hotel, Washington. Contact: (800) 360-4822.

**May 23-25**—Multimedia '96, Canadian exposition and trade show presented by Multimedia Trade Shows Inc. Metro Toronto Convention Centre, Toronto. Contact: (905) 660-2491.

**May 29-31**—InterShop '96, conference on Internet shopping, retailing and commerce presented by BRP Publications Inc. Sheraton Palace Hotel, San Francisco. Contact: (202) 842-3022.

**June 2-3**—"DVD Briefing—Implications and Applications," conference produced by Knowledge Industry Productions. Red Lion Hotel, San Jose, Calif. Contact: (914) 328-9157.

**June 7**—Internet & World Wide Web business conference, presented by CompuServe. Sheraton City Center, Washington. Contact: (800) 682-5078.

**June 13-14**—Cable/Telco video franchising forum, presented by Strategic Research Institute. Washington Hilton and Towers, Washington. Contact: (800) 599-4950.

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## Automation suppliers tackle digital future

*Companies are juggling disk and tape playback*

By Glen Dickson

**W**ith more broadcasters adopting disk-based systems in their spot playback operations, station automation suppliers are working both to connect new disk devices with traditional cart machines and to integrate full-blown server operations with existing automation software. No matter how well designed a disk recorder or video server may be, it relies on automation software for its ultimate success in the broadcast plant.

At NAB, Louth and Alamar showed software systems that link the Tektronix Profile digital disk recorder with cart machines like the Sony Flexicart and automate the loading of spots from tape

to disk cache for spot playback. Louth and Alamar also are embracing the move to mainframe servers for spot playback as units like the Hewlett-Packard broadcast server and BTS Media Pool gain acceptance in broadcast plants.

Frank Alioto, Alamar chief operating officer, sees two big trends in station automation: "First, there is the continuing video server automation interface market. How many video servers are out there now—40? Most servers are using the VDCP [Louth's Video Disk Control Protocol], which makes the server look like a cart machine. Most manufacturers realize how limiting this protocol is, and that's why people like Tektronix and Philips

are introducing Ethernet protocols to get more flexibility out of the server."

The second automation focus is the ability to control multiple channels of output from the server, which is important both for LMAs and cable origination operations as well as traditional single-channel broadcasters, says Alioto. "If you've got a video server capable of putting out large numbers of streams, will you really need routers in the end?" he wonders.

Louth, of course, has had considerable success with its VDCP disk protocol, which was born out of Louth's experience with the Sony cart machine protocol. VDCP has been adopted by server leaders like Hewlett-Packard, BTS Philips, Silicon Graphics, ASC Audio Video, DEC, Seachange and Tektronix, as well as by automation competitor Alamar.

George Fullerton, Louth vice president of sales and marketing, agrees that the future for automation software suppliers is to move away from VTR emu-

*Continues on page 52*

## Nashville TV station buys DVCPRO Smart-Cart

*WZTV is first buyer of Panasonic automated playback unit*

By Glen Dickson

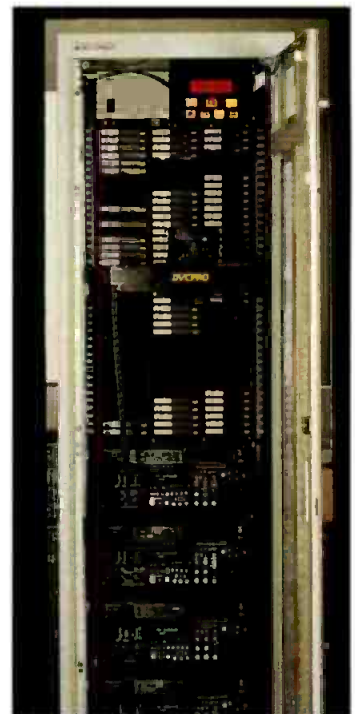
**W**ZTV(TV), the Fox affiliate in Nashville, has become the first purchaser of Panasonic's new DVCPRO Smart-Cart automated/record playback system. The Sullivan Broadcast station will use the digital cart machine to handle both program and spot playback, linking it to a complement of DVCPRO VTRs and a Tektronix Profile digital disk recorder in a \$450,000 system configuration.

The DVCPRO Smart-Cart will replace WZTV's Panasonic MII M.A.R.C. 100 cart machine system, which will be transferred to Sullivan sister station WTAT-TV, the Fox affiliate in Charleston, S.C. Initially, the Smart-Cart will operate with one output channel, but the station plans eventually to use two channels to consolidate WZTV's time brokerage arrangement with WXMT(TV), the local UPN affiliate, says WZTV Chief Engineer Ed Murlatt. WXMT now uses an Odetics

TCS-90 cart machine.

Murlatt says the Smart-Cart's automation software is similar to dual-channel automation with the old M.A.R.C. system and will be able to import WZTV's programming database.

"We have a tremendous database of programming built into M.A.R.C., with shows like *Star Trek: The Next Generation* and *Deep Space Nine*," says Murlatt. "We'll be able to transfer that database and dub the shows over to DVCPRO. That database



*WZTV(TV) is the first purchaser of the DVCPRO Smart-Cart.*

## Automation suppliers

*continued from page 51*

lation and adopt networking protocols to interface specific applications with servers. "Moving digital files around is the next step," he says. "But the big problem there is standards for inter-device networking."

While Odetics is addressing the need for multichannel playout with its new Spectrum master control software (BROADCASTING & CABLE, April 22), the automation hardware and software supplier doesn't think mainframe servers will replace cart machines soon. That's why Spectrum was being shown at the NAB convention controlling the playback combination of a TCS-90 cart machine and a Tektronix Profile or ASC Audio Video disk recorder.

"We've had inquiries on using larger servers with Spectrum," says Michael Guess, Odetics director of marketing. "But we don't think you should put all your eggs in one basket. Part of our playback is coming from the disk cache, with redundancy in the tape library. If the disk unit goes down, you can still play commercials from the TCS90. The software immediately goes back and looks for the tape."

Sony also is advocating a mixture of tape and disk with its new BZA-8100 transmission software, which links a digital cache to Sony's LMS cart machine system. Chris Golson, Sony vice president of broadcast marketing, says the BZA-8100 software grew out of Sony's scheduling and resource allocation experience with DIRECTV. Sony also will offer other software

packages to control Flexicarts and multichannel playback servers.

The Sony software is part of the company's "Total Solutions" philosophy of providing a turnkey broadcast package of Sony hardware and software. Understandably, this has drawn criticism from automation suppliers (who are used to selling software to control Sony cart machines), who question the wisdom of launching a closed, proprietary software system in an age of open architecture.

Ultimately, the market will decide. "Three years ago, we still used to get questions about hardware," says Alamar's Alioto. "Now it's the depth and quality of software that decides the buy. Whether it's a router or master control switcher or a server, the iron is irrelevant. The delineating factor is software." ■

upgrade will all be done automatically at the computer level. We'll only have to re-enter commercial spots."

Only two of wztv's 11 AJ-D750 VTRs will reside in the Smart-Cart, which can hold up to 180 DVCPRO cassettes, says Murlatt. "We've configured master control with four DVCPRO VTRs controlled by the Smart-Cart, with an A and B side for each station," he says. "The five other machines will be used for program dubbing and satellite recording. All spots will be dubbed into the Smart-Cart itself, and programing will be on a second dub station. We have a small

LAN in there to update the database as program segments are being timed."

For spot playback, wztv will use a Tektronix Profile digital disk recorder with two hours of storage as a front-end cache to the Smart-Cart. The Smart-Cart's control software will automatically transfer spots to the Profile for play-to-air.

Murlatt says that using a cache for spot playback with the DVCPRO format is crucial for access time, which is why Panasonic bundles the Smart-Cart with the random-access Profile. "With MII, I can store 10 spots per tape right now," he says. "But I can store 90 spots on a two-

hour DVCPRO tape."

Murlatt plans to have the Smart-Cart up and running by the end of May. He says the operational difficulties of trying to upgrade the M.A.R.C. system or wxmt's Odetics system while staying on-air made it more cost-effective to buy a replacement system, particularly since he picked up the side benefit of digital tape.

"This way, we'll be able to bring in the Smart-Cart and run it in parallel with our existing M.A.R.C." he says. "That will allow us to debug any operational problems before we make the switch." ■

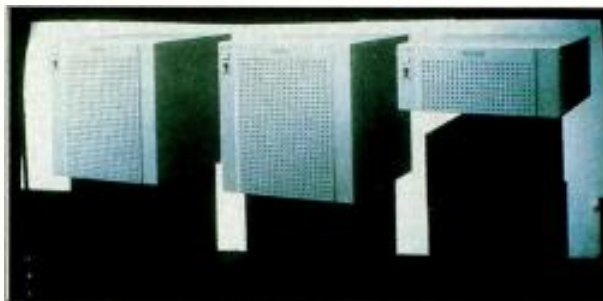
# Channelmatic, Sony win Chicago Interconnect bid

*First big sale for software/hardware team*

By Glen Dickson

**C**hannelmatic and Sony have won a \$1.5 million contract from National Cable Communications to provide the Chicago Interconnect with an 80-channel, five-zone MPEG-2 digital ad insertion system. Installation is targeted for completion by Aug. 1.

The Chicago contract represents the first successful bid of the Channelmatic MVP (Managed Video Playback)/Sony VideoStore system, a package that bundles Channelmatic's automation software and signal-switching hardware



*The Sony VideoStore will provide MPEG-2 digital ad insertion in Chicago.*

with Sony's MPEG-2 VideoStore server system. In winning the Chicago Interconnect contract, the Channelmatic/

Sony duo beat SeaChange International, which last fall was named as the front-runner to provide the digital ad insertion system (BROADCASTING & CABLE, Nov. 20, 1995).

The Chicago Interconnect also will receive the IndeNet Digital SpotServer for MPEG-2 satellite delivery of spots. Channelmatic is a subsidiary of IndeNet.

Channelmatic's Windows NT-based MVP system will manage the Chicago system, which will have a total capacity of 2,500 thirty-second spots and will serve 49 individual headends over an extensive fiber-optic network. Twenty-five of those headends will use Channelmatic's Digital LITE remote switchers controlled by an MVP component

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called NetMate. NetMate is a "smart switching" product that performs remote switching between interconnect and local spots by cue tone decoding.

The core of the MVP system is the Network Server Manager (NSM) software, which provides central database management, a real-time traffic and billing interface, playlist scheduling, material parsing and dis-

tribution, verification and insertion status monitoring.

The NSM software works in conjunction with the Insertion Control Unit (ICU), a schedule processor for remote Sony VideoStores at the headends. The ICU stores traffic schedules, logs, actual cue tones received and switching status and directly communicates to the VideoStore units for spot playback.

"The system we are purchasing will enable us to efficiently sell advertising across the whole market or specifically to five separate, targeted zones," says Ken Little, general manager of National Cable Communications. "We selected Channelmatic because of [its] depth of experience designing and manufacturing remote-controlled audio/video switching systems." ■

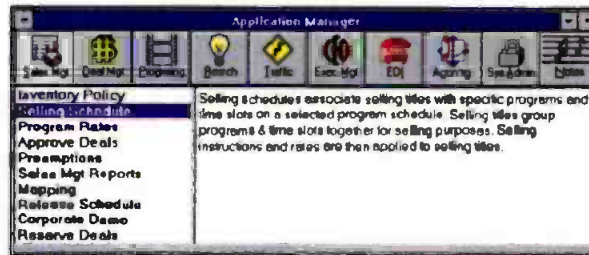
## Gabriel takes aim at cable networks

*Business automation system adopted by Discovery, A&E and Lifetime*

By Glen Dickson

**G**abriel is a comprehensive new business automation system aimed specifically at cable networks. The product, released by Management Science Associates (MSA) at the Cable Advertising Bureau Bureau show in March, incorporates sales management, deal management, programing, research, traffic, EDI (electronic data interchange) and accounting. Lifetime, A&E and Discovery Channel have all purchased the system.

Gabriel's modular architecture is based on a central database that gives users throughout an enterprise network



A look at Gabriel's user interface

real-time access to information. The system can be configured in its entirety or as two separate suites: Asset Management and Traffic and Billing.

The new MSA system captures and stores deal information at the unit level, a process called unit serialization. Each item in inventory is assigned its own serial number, which

is entered into the system only once, eliminating redundant data entry. And by using EDI, Gabriel transmits changes throughout the duration of a deal to give managers the most up-to-date information.

Dave Roth, Discovery's vice president of information systems and services, says that Discovery

has been in discussions with MSA for two years and has tested several versions of Gabriel. Discovery now uses Marketron as its core traffic system and a variety of in-house systems for contract maintenance.

"We've been looking for five years for a new traffic system that can support our long-term needs," he says. "A

## Columbine JDS debuts integrated management software

Leading traffic automation supplier Columbine JDS is looking to connect traffic, master control and purchasing functions with Program Control, its new program management software.

The Windows-based system, which is being released as an integrated module of the Paradigm traffic automation system, combines analysis tools to handle program purchasing and scheduling; system tools to provide integration between different station systems; reporting tools to insure that internal or external organizations receive information in the correct format, and amortization and posting tools to compute current financial information.

As opposed to Columbine's older DOS-based Program Scheduler system, which simply passed files to traffic systems, Program Control relies on a common database with the Paradigm system. Other optional "modules" of Paradigm include a master control module, the MCAS station automation system, and a sales and packaging program called Proposer.

"We're trying to achieve total station integration through interfaced modules," says Columbine JDS Senior Product Manager Peter Wickwire. "The effective way is to hit the same database for different modules—if programing

makes a change, traffic sees it. If traffic makes a change, master control sees it. A tape is a tape; it doesn't matter whether it's a program tape or spot tape."

Wickwire says another change in Columbine's philosophy with Program Control is that the system is designed to handle multichannel or multiowner environments, making it suitable for broadcast and cable operations. In that vein, Columbine has developed DVB, another Paradigm module. DVB is a set-top subscriber management system designed for cable operators sending pay per view and other selective services to addressable converters.

"We've tried to rethink the business, and the thing that fell out that isn't important is 'station,'" he says. "It's multichannel, so you can do cable or you can go to a station group and let all the stations use it over a wide-area network."

The first customer for Program Control is Star Broadcasting of Hong Kong, which will receive the system in July. Columbine also is talking with Turner and such station groups as Chris Craft about the product, says Wickwire. Although Program Control is now sold only in conjunction with Paradigm, Columbine plans to begin selling a stand-alone version in first quarter 1997. —GD



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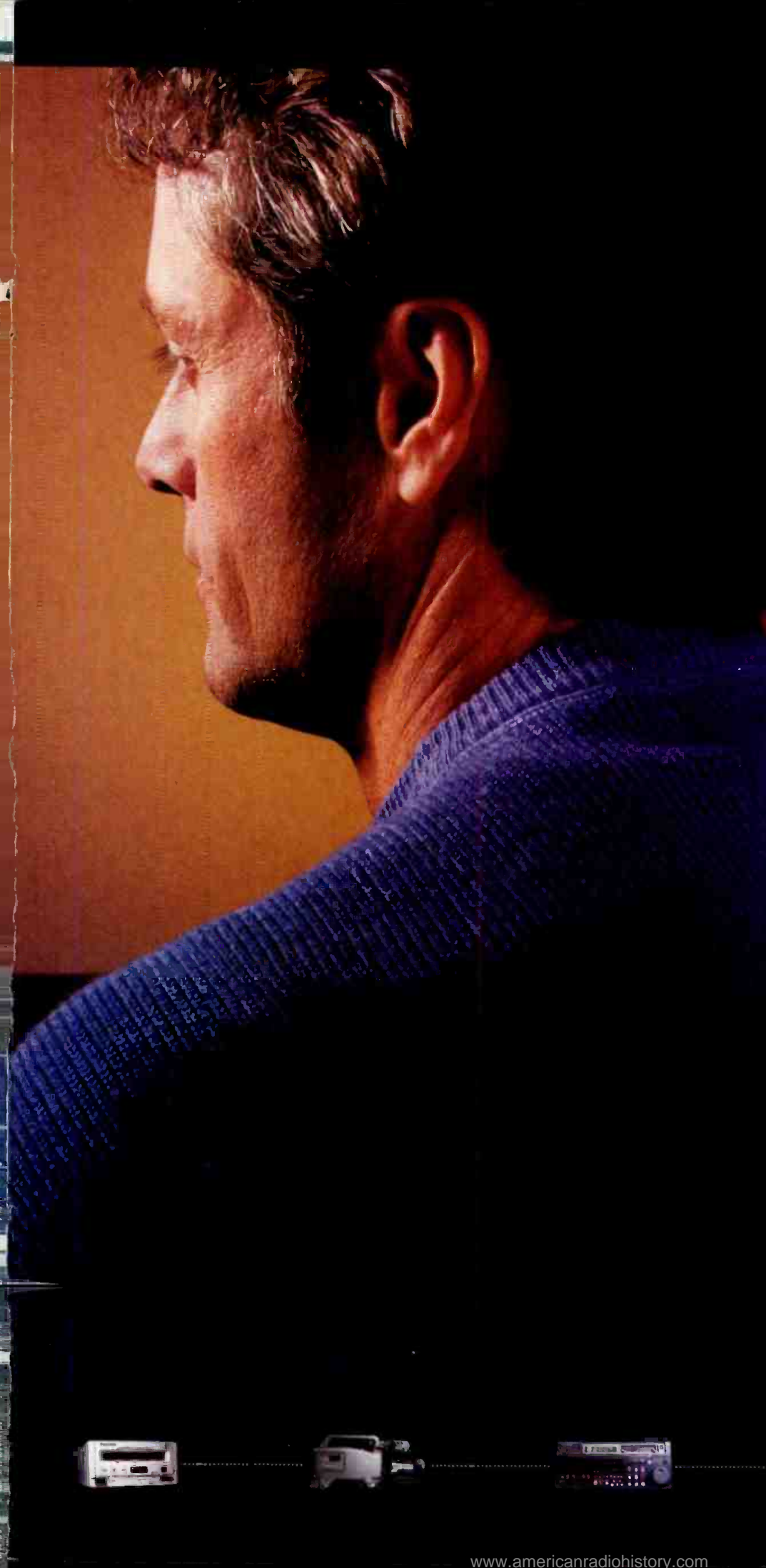
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lot of the old systems are built on old technology [such as AS400 computers with text interfaces] and are not really suited for cable."

Gabriel uses a client/server architecture with an Oracle database running on a Digital Equipment Corp. Alpha 2100 Unix server. The client PCs run through Windows 3.1, which Roth hopes will migrate to Windows 95 next year. Roth emphasizes that Gabriel is more than just a core traffic system.

"We hope to use Gabriel to manage our entire ad sales process and ultimately replace our in-house proposal, contract maintenance, trafficking and scheduling modules, as well as maintaining a database of our commercial tape library."

Since Discovery outsources its program origination to Group W Network Services in Stamford, Conn., its traffic department will use Gabriel to create logs for spot playback that can be fed

into Group W's proprietary traffic automation software.

"We'll send them the log, then they [will] run it into their interface software," says Roth. "Initially we'll send it up as an e-mail attachment. They're on our wide-area network, so we can send files anytime we want."

Discovery will be beta-testing Gabriel throughout the third quarter and plans to use it in the launch of its new network. Animal Planet, Roth says. ■

# Cutting Edge

By Glen Dickson

**TCI Technology Ventures** plans to adopt Imedia's statistical multiplexing technology, Imedia StatMux, for its Headend in the Sky (HITS) compressed program delivery service due to launch later this year. The Imedia StatMux system is a real-time statistical multiplexing compression technology that supports the transmission of 24 programming channels over a single analog transponder. "With channel capacity a scarcity and market demands increasing, the HITS/Imedia combination provides a strong solution for cable operators," says David Beddow, senior vice president of TCI Technology Ventures.

**CableRep Advertising**, the cable advertising arm of Cox Communications, is purchasing fiber-optic equipment and MPEG-2 digital codecs from **Northern Telecom** (Nortel) to provide terrestrial video transmission to and from its master control site in Phoenix. CableRep will use the video transport system to deliver commercials for television insertion, to carry headline

news inserts and to handle backhauls for All Sports Network programming, either from satellite feeds or from live venues in the Phoenix area. The new Nortel codecs, first shown at NAB '96, are being manufactured for Nortel by NUKO Information Systems.

**Sony** is the latest member of the Advanced Television Technology Center, formed last month by a consortium of television broadcast and manufacturing companies to solve the technical problems facing broadcasters in implementing the Grand Alliance HDTV standard. Sony joins CBS/Westinghouse, PBS, CapCities/ABC, Pioneer Electronic Corp. and Mitsubishi Electric in the not-for-profit Technology Center. The new organization stems from the former Advanced Television Test Center, formed eight years ago to conduct the official lab tests of HDTV systems.

**Toko** is shipping its new VAST-p Digital system, a transportable video-audio transmission and conferencing terminal that provides both live and store-and-forward video transmission with dial-up

access to the INMARSAT satellite system. The system also can support two-way video and audio transmission for video conferencing from local or remote sites. VAST-p Digital can transmit and receive digital data at rates from 2.4 kpbs to 2.048 mbps over INMARSAT or any other data channel. It uses MPEG-1, H.261 and JPEG compression algorithms for efficient bit-rate reduction of video signals, and maximizes picture quality in store-and-forward applications with variable bit-rate encoding. Total hard disk storage is 2 gigabytes.

**Tape House Digital**, New York, handled the compositing and FLAME effects for "NOC Man," a new 30-second AT&T commercial for McCann-Erickson. To demonstrate



Toko's VAST transportable system

how effectively AT&T routes long-distance calls, the spot features the Network Operation Center chief, who walks into the side of a bank of 54 monitors and appears to be walking through the screens to review explanatory charts and diagrams. "The creative challenge was to track all 54 monitors using four-point tracking," says Tape House Digital Flame artist Cari Chadwick. "Sometimes the monitors went off screen as the camera moved, so each monitor's matte had to be adjusted to match each camera move. Then highlights and shadows were added to the composited images to heighten the sense of realism."



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#### HELP WANTED SALES

**WHP-TV**, the exclusive CBS affiliate in the nation's 44th market, Harrisburg, PA, is owned by Clear Channel Communications and has entered into a LMA with WLYH-TV. We are seeking an experienced Account Executive to sell an LMA with WLYH-TV, the new UPN affiliate, including the Phillies franchise. Ideal candidate should have at least 2 years experience and a proven news business track record, including Event Marketing, Sports and Promotions. Knowledge of Nielsen Rating Service, excellent research and negotiation skills are vital. Send cover letter and resume to: Mike Lewis, LSM, WHP-TV, 3300 North Sixth Street, Harrisburg, PA 17110. EOE.

**Traffic Manager.** FOX 54, one of the nation's top FOX affiliates, is seeking a Traffic Manager. At least one year Traffic Management experience a must. Candidates must be detail oriented, organized and a team player. VCI experience a plus. Send resume and salary requirements to Mike Reed, WFXG FOX 54, P.O. Box 204540, Augusta, GA 30917. No phone calls. This station is an Equal Opportunity Employer.

**TV National Sales Manager** for Rocky Mountain area. 5 years experience in broadcast sales and a college degree or equivalent experience required. Must have good people skills and computer knowledge. Resumes to: KRDO-TV, EEO Officer, P.O. Box 1457, Colorado Springs, CO 80901. EOE.

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Classified section, call Antoinette Fasulo

TEL: 212-337-7073

FAX: 212-206-8327

AFASULO@B&C.CAHNERS.COM

**Television Account Executive.** Local spot sales, KATU, Portland, Oregon, ABC affiliate in the #24 ranked market, is seeking an individual who not only knows how to sell ratings, shares, and package inventory, but also has the ability to create results oriented campaigns that go beyond CPP's. We're looking for a creative thinker with a proven track record of unique successes who also specializes in developing relationships and solving problems. Minimum 3 years TV sales experience preferred, understanding of retail marketplace a plus, proven new business generation a must, and college degree preferred. For serious inquiries, please send current resume to Mindy Davis, HR Manager, KATU, PO Box 2, Portland, OR 97207. No phone calls please. Equal Opportunity Employer.

**Southeast Florida Market/WBFS, UPN 33** has an immediate opening for a Traffic Manager. Requirements include: 3-5 years experience with BIAS Traffic Systems, live sports programming and formats, electronic contracting of national orders, and national/local copies. No phone calls please. Forward letter of application and resume to Dept. #107, WBFS-UPN 33, 16550 NW 52nd Avenue, Miami, FL 33014. We are an Equal Opportunity Employer.

**Traffic Manager.** Strong #2 CBS station in healthy mid-west market (rank around 100) seeks experienced people manager to run our Traffic Department. We are a BIAS station, newly upgraded to DEC and Salesline. Ideal candidate, who may be #2 person in larger market ready to run their own operation, knows BIAS, plans ahead and is highly organized, has good verbal, written and phone skills. This person is ready to step into a management role and help us increase revenue. Resume, one page letter explaining how you would run the department and salary history in first communication, by May 17, 1996. Reply to Box 00786 EOE.

**KAYU, FOX 28,** is seeking an aggressive individual who wants to learn and earn with Spokane's fastest growing television station. Prefer radio/TV/cable sales experience. Prior sales experience, computer skills, and great attitude a must! Forward cover letter and resume to General Sales Manager, PO Box 30028, Spokane, WA 99223. EOE. Women and minorities encouraged to apply.

**General Sales Manager.** Excellent opportunity to manage the sales department for both FOX and ABC affiliates. Two times the commissions! New management is seeking a talent with excellent motivational and people skills. Must have minimum three years successful inventory management and pricing experience. Needs to be a self-starter with creative ideas for driving revenue. We'll give you the tools, you give us the revenue! Send resumes to 1450 Scalp Avenue, Johnstown, PA 15904. EOE.

**FOX affiliate in Southeast** seeks experienced Local Account Executive. Candidate must be experienced in dealing with local accounts on a direct basis as well as working with agencies. Knowledge of BMP or TV Scan and Windows very helpful. Please send resume to Local Sales Manager, P.O. Box 4050, Albany, Georgia 31706. EOE.

**General Sales Manager.** Top-rated, Cox-owned, NBC affiliate is looking to take its sales department to new heights. We are already the top station in the market with the best sales staff and we intend to get even better. Applicants should be experienced General Sales Managers who have demonstrated excellent management and leadership skills, while aggressively pursuing traditional and non-traditional revenue. Great people skills and an ability to think "out of the box" are a must! Send resume, sales philosophy and examples of your most creative success stories to: John Howell, Vice President/General Manager, WPXI-TV, 11 Television Hill, Pittsburgh, PA 15214. An Equal Opportunity Employer.

**Attention Local Sales Managers.** KAYU FOX 28 in Spokane, WA is looking for a strong, aggressive, tenacious individual to lead our local sales team. Individual must have strong sales and management background in broadcasting. College degree required. Forward cover letter and resume to General Sales Manager, PO Box 30028, Spokane, WA 99223. EOE. Women and minorities encouraged to apply.

**Account Executive.** WDKY FOX 56 has an immediate opening(s) for local Account Executive(s) for two medium lists. Minimum 2-5 years local broadcast sales experience required (television preferred). Must be able to carry agency list and develop direct retail business. Qualified candidate must also be able to document excellence in all aspects of sales, research, specials, pre and post-sell, sports, kids, promotions and print related projects. Enjoy a great lifestyle in the heart of the Bluegrass while you work with the fastest growing FOX affiliate in the region. To apply, mail resume and salary requirements to WDKY FOX 56, Attention: Personnel-AE, Chevy Chase Plaza, 836 Euclid Avenue, Lexington, KY 40502 or fax to 606-269-3775. Minorities and women encouraged to apply. EOE. No phone calls.

**Account Executive TV Promotion.** Keep your present job and make up to \$5250 extra in one day in your own DMA. We're a national company with years of television and marketing experience. Call Wayne L. Boyd right now to reserve your market. 702-457-4241.

**Account Exec.** Univision is looking for local AE. Candidates should have 2-3 years sales experience. Send resume, cover letter and salary history to WUNI-TV, 33 Fourth Avenue, Needham, MA 02194, Attn: MG. No phone calls please. EOE.

**HELP WANTED MARKETING**

**Newschannel 8 Marketing and Promotions Manager.** Regional 24-hour cable news channel serving metro Washington, DC seeks an enthusiastic and dynamic Marketing and Promotion Manager to oversee all Marketing, Promotion and Community Services functions as well as supervision of on-air look. The ideal candidate will have a Bachelor's degree in Broadcast Communications, Marketing or related field and five years of progressively responsible cable or broadcast experience, preferably in the area of marketing, promotion or research. Please send or fax (703-912-5599) resume and salary history to: Newschannel 8, HR Department, 7600-D Boston Boulevard, Springfield, VA 22153. EOE. No phone calls please.

**On Air Promotion Writer/Producer.** Aggressive, fast paced, "take no prisoners" marketing department seeks Writer/Producer with minimum 3 years successful, progressive experience. Strong news background a must. Don't call. Send resume, reel and salary expectations to: Mike Henry, General Marketing Manager, CBS 19 WUAB 43, 1717 East 12th Street, Cleveland, OH 44114. Equal Opportunity Employer.

**Marketing/Promotion Director.** We are searching for a dedicated individual with a strong work ethic, endless energy, and the ability to develop and execute station's overall marketing and promotion strategies. Successful candidate will have exceptional writing and communication skills as well as the ability to plan long term. Electronic media and print knowledge a must. If you are well organized and have a desire to work with a winning team please send your resume, nonreturnable reel, and salary requirements to: KGAN-TV, Human Resources, 600-2 Old Marion Road, NE Cedar Rapids, IA 52402. EOE.

**HELP WANTED TECHNICAL**

**PC PROGRAMMER  
WFLA-TV  
TAMPA, FLORIDA**

To write various applications for MS Windows platform. A.S. degree and 2 years experience preferred. Successful candidate will have experience with MSVC, VIS BASIC and Access. Knowledge of HTML and Perl helpful. Salary commensurate with experience. Send resume to:

**Personnel Department, WFLA-TV,  
905 East Jackson Street,  
Tampa, Florida 33602.**

*No phone calls.*

*Pre-employment drug test required. M/F. EOE.*

**Wanted Chief Engineer.** KVRR-TV FOX, Fargo, ND is looking for a Chief Engineer. Position requires knowledge of VHF/UHF and microwave transmission systems. Please send resume to KVRR-TV, Box 9115, Fargo, ND 58106 Attn: Kathy Lau, GM. KVRR-TV is an EOE.

**Technical Operations Engineer.** WTSP-TV, Tampa Bay's CBS affiliate, is looking for a person experienced in all areas of Technical Operations to include master control switching, video tape operations, microwave and satellite operations. Ideal candidate will be a strong self-starter and a team player. Send resume to Carole Twitchell, TOC Supervisor, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. No phone calls please. EOE.

**Maintenance Technician/Satellite News Gathering Truck Operator.** Progressive mid-sized network affiliate has an immediate opening for a Maintenance Technician/SNG Truck Operator. Position requires an Associate of Science in Electronics, SBE Certification, or equivalent experience in the maintenance and repair of small format videotape (beta preferred), and a class D driver's license. This position works a varying shift and must be available on emergency call. Some travel is required. Send resume, references and salary history to Box 00775 EOE.

**Master Control/Tape Prep.** Master control operational technician needed. Two years television broadcasting experiences, send resume or apply in person. Contact Walter Butler, Chief Engineer for additional information. KAME UPN 21/KRXI FOX 11, 4920 Brookside Court, Reno, Nevada 89502. 702-856-2121 10am - 5pm Pacific time.

**Maintenance Engineer** needed for leading Radio-TV combo at Jersey Shore. Must have transmitter maintenance experience. Please fax resume to: Dan Merlo, 609-927-7014.

**Director of Facilities** -- Allbritton Communications is looking for a Director of Facilities to direct and manage engineering, maintenance, and technical operations for its Central Alabama ABC affiliate serving Birmingham, Tuscaloosa, and Anniston. Demonstrable competence in personnel, budgeting, strategic planning and performance standards along with a solid understanding of computer, studio, UHF transmissions systems and FCC, FAA and EBS regulations. Send cover letter and resume to TV Alabama, Inc., P.O. Box 360039, Birmingham, AL 35236, an affiliate of Allbritton Communications Company. No phone calls please. We are an Equal Opportunity Employer.

**Chief Engineer:** KATC, a progressive, group owned Southwest Louisiana network affiliate, has an immediate opening for a Chief Engineer. Leadership skills are a must. SBE certification or FCC General Class license required. Successful candidate will possess a solid understanding of studio and RF systems. Send resume to Dick Harbinson, General Manager, KATC-TV, 1103 Eraste Landry Road, Lafayette, Louisiana 70506. EOE.

**Chief Engineer.** Must possess superior technical skills to oversee operations of both an ABC and FOX affiliate. The ideal candidate will be SBE certified and possess an FCC General Class License. Must be a good communicator with budgeting and strategic planning abilities. Needs solid understanding of computers and digital systems. Send resumes to 1450 Scalp Avenue, Johnstown, PA 15904. EOE.

**Broadcast Technician** - Multi-channel cable TV facilities in New York, N.Y. and Littleton, Co. Duties include installation and repair of all types of broadcast audio and video equipment. Operational experience with professional audio mixers, analog and digital production switchers, routers, intercom systems, cameras and other associated production equipment a must. Minimum qualifications include: 3+ years broadcast video, audio equipment repair and operations experience. The preferred candidate will also possess an Associates Degree in Electronics and experience in maintenance and repair of multiple format broadcast video tape machines. Other duties, weekends, and shift work as required. An interview will be required of final candidates. Any applicant who is scheduled for an interview should notify the interviewer at time of contact if he/she requires an accommodation for the interview. Drug test and criminal records check required of final applicants. Non-smoking environment. Send resume and salary required to Broadcast Technical Manager, 4100 East Dry Creek Road, Littleton, CO 80122 by 05/24/96. EOE.

**Broadcast Engineer:** 17 WJKS, ABC Network affiliate is seeking a Maintenance Engineer. Requirements include at least 5 years of troubleshooting studio, ENG and SNG broadcast equipment to component level. Betacam experience required. SBE Certification and SNG operations preferred. Send your resume to Personnel, WJKS-TV, PO Box 17000, Jacksonville, FL 32245. EOE. M/F. Drug testing required.

**Assistant Chief Engineer.** KPRC-TV2/Post-Newsweek Stations, an NBC affiliate. Responsibilities include the daily supervision of operations and maintenance technicians, oversee various technical and operating procedures and serve as Engineering Department liaison between the Sales, Traffic, Programming and Promotion Departments. Qualified candidate will possess strong understanding of computer, studio and RF systems as well as 3 to 5 years of management experience and strong interpersonal skills. Send resume to: Dale E. Werner, Engineering Manager, KPRC-TV2, 8181 SW Freeway, Houston, Texas 77074.

**Assistant Chief Engineer:** Immediate opening in Washington, D.C. market. Five years minimum Broadcast TV maintenance experience. FCC General Class License or SBE Certification required, component level troubleshooting, computer literacy, transmitter experience a plus. Fax resume and salary requirements to (703)528-2956.

**A wonderful and exciting opportunity** is coming to New York City! A major network is starting a late night drama and we need to fill many technical, studio, and control room positions. This is your chance to get into the creative and demanding world of nighttime drama. We want to talk to you if you are: Lighting Directors, Technical Directors, Camera Operators, Boom Operators, Audio Engineers, Video Engineers, Record/Playback Engineers, On and Off Line Editors, Utility people, Associate Directors, Stage Managers, P.A.'s. If you've got what it takes, send your resume to: Deanna Gattie, 5th Floor, 215 East 67th Street, NY, NY 10021.

**HELP WANTED NEWS**

**Hearst Broadcasting  
EDITOR**

WDTN is currently looking for a News Videotape Editor (part-time). The candidate should have news editing experience using Betacam equipment, and be experienced in meeting deadlines under pressure. The editor should also display good news judgement and be able to prioritize assignments. The editor is responsible for updating and maintaining the news department's archives.

Hours are variable, including nights and weekends. Videotape shooting and computer experience a plus. Typing and the ability to climb stairs is required.

**Please send resume to:  
Personnel Adm.,  
WDTN-TV, P.O. Box 741,  
Dayton, OH 45401.**

No phone calls please. EOE. M/F/H/D.



**Hearst Broadcasting**

**GENERAL ASSIGNMENT REPORTER**

WDTN's News Department has an opening for a General Assignment Reporter. Applicant should be a motivated, energetic journalist and storyteller who can communicate with our viewers. Applicant must also be able to do great live shots. Prerequisites include excellent communication skills, writing and organizational skills, thorough knowledge of reporting techniques and strong interest in current events. Applicant should be willing to work weekends and evenings. Two years experience reporting and broadcast communications or journalism degree preferred. Computer experience preferred. Minorities strongly urged to apply. Please send non-returnable tape and resume to

**Personnel Adm.,  
WDTN-TV  
P.O. Box 741,  
Dayton, OH 45401.**

*No phone calls please.  
EOE. M/F/H/D.*

**SPORTS ANCHOR**

Weekend Sports Anchor/Weekday Sports Reporter. Three years experience, college degree preferred. NFL post game experience desirable. Send non-returnable tape and resume to:

**Mark Pierce, Station Manager  
WFTX-TV  
621 SW Pine Island Road,  
Cape Coral, FL 33991.**

*We are an Equal Opportunity Employer.*

**Weather Anchor/Meteorologist.** Full-time Weather Anchor position to anchor weekends and fill in during work week on various news programs. Candidate must have stamina for long, heavy work schedule and flexibility to adjust schedule on short notice. Meteorology degree and three years experience required, knowledge of WSI Weather Spectrum 9000 a plus. Send non-returnable resume tape to Rob Allman, News Director, WFMY-TV, 1615 Phillips Avenue, Greensboro, NC 27405. No phone calls please. EOE.

**We're expanding!** WBMG-TV, in the heart of Alabama, is looking for the best to join an established group of innovative, aggressive team players. Only proven journalists with a minimum of 2-3 years experience should apply. Openings available for talented Producers, General Assignment Reporters, Photographers and a Weekend Meteorologist. Send resume, salary requirements and a non-returnable tape to: News Director, WBMG-42 News, 2075 Golden Crest Drive, Birmingham, AL 35209. Absolutely no phone calls. An Equal Opportunity Employer.

**Fax your classified ad to  
Broadcasting & Cable  
(212) 206-8327**



**We are looking to add another Photographer** to our award winning staff. You need to be a go-getter with live experience. Someone who loves hard news and knows how to grab our viewers attention. Please send us a tape of your award winning video along with a resume and a list of references to: Lew Short, Chief Photographer, KARK-TV, 201 West 3rd Street, Little Rock, AR 72201. Tapes are non-returnable.

**WRDW-TV, Augusta's #1 news station**, has opening for Videographer to shoot and edit video tape, as well as set up and shoot live remotes, for newscasts. Previous TV news experience a must. Resumes and tapes to: Judith M. Tredore, WRDW-TV, P.O. Box 1212, Augusta, GA 30903-1212. EOE.

**Top North Texas NBC affiliate** is seeking a Photojournalist. Experience in news photography and editing a must. Experience in 3/4" and Super V equipment helpful. Send VHS tape and resume to: Larry Statser, Acting News Director, KFDX-TV, 4500 Seymour Highway, Wichita Falls, TX 76309. No phone calls. KFDX-TV is an Equal Opportunity Employer.

**Sports Reporter/Fill-in Sports Anchor.** Looking for a creative, motivated, self-starter to join the best sports team in the southwest. Must be energetic and have a love for covering sports. We are looking for a Sports Reporter who can cover the x's and o's, but can also put together memorable sports features. We need someone who is a sports reporter first, but can also anchor a high story count sportscast. Must have at least 2 years prior experience as a sports reporter and anchor at affiliated broadcast station. Must have a bachelor's degree in a news related field and must have strong command of English language, working knowledge of libel laws and generally accepted journalistic ethics, and a good driving record. To apply, send resume and tape by 5/10/96 to Box 00787 EOE.

**Satellite Truck Operator/News Photographer:** Experienced Sat Truck Operator needed for use with one year new state of art WolfCoach truck, dual thread, all the bells and whistles. Candidates must have experience as news videographer; along with a desire to shoot news on down days. CDL preferred, with clean driving record. Minimum two years as satellite truck operator required, or comparable experience. Minimum two years shooting ENG and/or EEP. Only hard working pros need apply. Resume and tape: Dave Mathews, ENG Supervisor, KOAT-TV, 3801 Carlisle Boulevard, NE, Albuquerque, NM 87107. Drug free workplace. Equal Opportunity Employer.

**Reporter.** WCMH, new NBC O&O, is looking for an aggressive hard news On-Air Reporter. Minimum 2 years on-air experience. Recent applicants need not apply. Send resume and non-returnable tape to Thomas Burke, WCMH-TV, 3165 Olentangy River Road, Columbus, Ohio 43202. No phone calls. EOE.

**Morning Anchor/Reporter** - Immediate opening in Florida's capital city to anchor cut-ins and report for early newscasts. Rush resume and tape (VHS preferred) to Bruce Cramer, News Director, WTXL-TV, 8927 Thomasville Road, Tallahassee, FL 32312.

**Rare opportunities at the number one news operation** in New York's Capital District! WRGB-TV seeks an Anchor-Reporter with talent and a great attitude, as well as a top-notch shooter and experienced producer. Two years minimum for each position. Tape/resume to Jim Parisi, News Director, 1400 Balltown Road, Schenectady, NY 12309. Women and minorities encouraged to apply. Callers will be disqualified. EOE.

**News start up, Albany FOX affiliate** starts 10PM News in September. You name it, we need it. No beginners, please. Resume, 3/4 or VHS tape to: Kathy Gazda, News Director, WXXA-TV FOX23, 815 Central Avenue, Albany, NY 12206. EOE.

**News Promotion Writer/Producer.** We are looking for a creative person who can write and produce daily topicals, series and image promotions. The successful candidate will have 2+ years experience, be highly motivated, and have a strong desire to help our station win the news race. Send resume and non-returnable tape to: KGAN-TV, Human Resources, 600-2 Old Marion Road, NE, Cedar Rapids, IA 52402. EOE.

**News Photographer:** Full-time position for hard-working creative Photographer. At least one year experience. "Live" truck experience a plus. Send resume, references, and non-returnable tape to: Rick Moll, News Director, WANE-TV, 2915 West State Boulevard, Ft. Wayne, IN 46808. EOE/M-F. No calls please.

**News Director Fox 54**, one of the nation's top FOX affiliates, is seeking a non-traditional News Director to build a start-up news operation. Candidates must be experienced and innovative with a "take no prisoners" attitude. Must be able to hire, train and lead your chosen team to local news success. Computer skills a must. Send resume to WFXG FOX 54, Mike Reed, P.O. Box 204540, Augusta, GA 30917 or e-mail foxgm@csra.net No phone calls. This station is an equal opportunity employer.

**News Anchor.** WWCP-TV, a leading "Top 100" FOX affiliate, needs male anchor with at least three years anchoring experience to complement its female co-anchor on primary newscasts. Strong writing and reporting skills required. Send resume and non-returnable tape to WWCP-TV (FOX), Attn: Anchor Search, 1450 Scalp Avenue, Johnstown, PA 15904. EOE. No phone calls, please!

**New Star Trainer:** Candidate must have TV news experience and be familiar with New Star's newsroom automation system. Job requires extensive world travel. Video editing experience a plus. Apply to Director of Training Services at 608-274-8686 or fax resume to: 608-273-5876.

**KETK-TV is accepting applications for a Producer/Director.** We're looking for a creative and well organized person to direct news and assist with commercial production. Mail resume to: KETK-TV, Attn: Robert Dodd, 4300 Richmond Road, Tyler, TX 75703. EOE.

**Managing Editor:** KSL-TV in Salt Lake City is looking for a hard-driving, sharp-thinking, cool-headed journalist to come on board as Managing Editor. If working in the shadow of snow-capped mountains, at a dominant number one station with a large staff is intriguing, this job may be for you! Are you a natural at tweaking copy, deciding coverage direction and motivating people to win everyday? Bring your skis and come to the 36th market. An application form and other essential job requirements may be obtained from the News Director's office-Ray Carter or the KSL Human Resource Department, Broadcast House, 55 North 300 West, Salt Lake City, Utah 84110-1160; Phone (801)575-5777; Fax (801)575-7625. KSL will fax or mail an application. Please send resume and tape with application. An Equal Opportunity Employer.

**Investigative Producer.** Top 50 CBS affiliate needs a Producer responsible for putting together investigations. Individual will be responsible for interviews in the field, investigating, writing reports and scheduling shoots and crews. 2 - 3 years producing experience in a small to medium news room and a college degree required. Reporting experience a plus. Send resume and non-returnable tape, if available, to Lisa Stevens, Executive Producer, WFMY-TV, 1615 Phillips Avenue, Greensboro, NC 27405. No phone calls please. EOE.

**FOX owned and operated Station** in Houston, KRIV, has the following openings: Executive Producer: Oversees daily news programs. Responsibilities include: participating in daily news meetings, ensuring producers are informed on developments throughout the day, working closely with assignment desk on story coverage, ensuring reporters understand what is expected from the story, checking producer formats for pace, flow, graphics and content, and other related responsibilities. May occasionally produce broadcasts. Requires 5 years experience as a TV News Producer or equivalent experience in a broadcast or print journalism and a minimum of two years news management experience. College degree in media related field or equivalent experience in a media related required. Producer: Responsible for editorial and production values of the AM newscast. Primary duties include writing, timing and developing newscast and directing staff. Produce other newscasts and breaking specials as needed. Requires 2 years major or minor market producing experience, 4 year college degree, preferably in news related field. Must have excellent news judgement and writing skills. Send resume and non-returnable tape to: KRIV FOX Television, Attn: Charmaine Williams, P.O. Box 22810, Houston, Texas 77227. EOE.

**Executive Producer.** We're searching for an EP with management experience who is interested in taking our superior news team to the next level. Graphic, content and teamwork with news management staff a must. We are an award winning department with an emphasis on teamwork. Send resume to Billye Gavitt, KWTU, PO Box 14159, Oklahoma City, OK 73113. EOE/M-F.

To place an ad in the Broadcasting & Cable  
Classified pages, contact Antoinette Fasulo  
TEL: 212.337.7073 • FAX: 212.206.8327  
INTERNET: AFASULO@B&C.CAHNERS.COM

**Executive Producer.** KMOL-TV 4, the NBC affiliate in San Antonio, Texas is looking for an Executive Producer. We need someone to be a hands-on leader in the daily execution of our newscasts and who will be instrumental in the development of future newscasts. We want an aggressive take-charge leader who has excellent writing and production skills, is a superb visual storyteller, who has dynamic creativity and thinks "out-of-the-box." If you're ready for a winning ride, this might be your opportunity. Write and tell us why you should be our choice. Please enclose tape, resume and news philosophy to Tim G. Gardner, News Director, KMOL-TV 4, 1031 Navarro Street, San Antonio, Texas 78205. KMOL-TV 4 is an Equal Opportunity Employer.

**East Coast affiliate** has an opening for an experienced News Director. EOE. Resume to Box 00789.

**Chief Meteorologist:** Want to work in the most active weather market in the country, with state of the art equipment? We're committed to dominance. Are you? Minimum 2 years on air experience tape and resume to Fred Jordan, General Manager, KBMT-TV, P.O. Box 1550, Beaumont, Texas 77704. EOE.

**CBS affiliate in Phoenix** looking for creative, aggressive Photographer. Also hiring a Weekend Sports Anchor who knows how to tell a story. Minimum three years experience and college degree preferred. No calls. Send tapes and resumes to Personnel Department, KPHO/AZ 5, 4016 North Black Canyon, Phoenix, AZ 85017. EOE.

**Assignment Manager.** WMAR in Baltimore needs a newsroom leader to join our management team. We are looking for an organized individual who thinks beyond the daybook to develop stories viewers really want to see. Strong people skills are a must. Prior desk management experience and college degree preferred. Women and minorities encouraged to apply. Resume and references to Jack Cahalan, News Director, WMAR-TV, 6400 York Road, Baltimore, MD 21212. EOE.

**Anchor/Reporter - News 12,** an innovative regional news operation, is seeking an Anchor/Reporter for our Connecticut location. At least 3 years experience in a commercial TV news department is required. Please send non-returnable tape and resume to: PO Box 999-CT, Woodbury, NY 11797. No phone calls please. EOE.

**Anchor/Reporter/Videographer - WABU-TV,** the new home of the Boston Red Sox is seeking a journalist with strong, writing, editing, and shooting skills for our local news and public affairs program. Three to five years experience required, salary range mid to low thirties. Applicant must be aggressive and possess strong interpersonal skills. Please send non-returnable resume tape to Kathryn Barnicle, Manager of Human Relations, 1660 Soldiers Field Road, Boston, MA 02135. Minorities and women encouraged to apply. EOE.

**Anchor/Reporter:** KJRH-TV in Tulsa seeking energetic Anchor/Reporter for personality driven morning and midday shows. Previous anchor experience preferred. Send resume to: KJRH-TV, Lori Doudican, 3701 South Peoria, Tulsa, OK 74105. EOE.

**HELP WANTED PROMOTION**

**Senior Promotion Producer:** WREG-TV in Memphis, Tennessee is seeking a Senior Promotion Producer in the Creative Services Department. Candidates must have strong writing and strong editing/production skills. Minimum of 3 years of affiliate news promotion experience required. WREG is owned by the New York Times and is an Equal Opportunity Employer. Please send Beta or VHS, non-returnable reel to: Frank Wilson, Creative Services Director, WREG-TV, 803 Channel 3 Drive, Memphis, Tennessee 38103.

**Promotion/Marketing Director.** Rapidly growing independent television station in the New York ADI needs hands-on creative dynamo. Must be able to handle all entertainment and news promotion including contests, print ads, radio copy, and sales marketing support from concept to completion. Three to five years of experience in all aspects of station promotion and strong writing skills required. Send tapes, resume and salary history to Marvin R. Chauvin, WLVG TV, 270 South Service Road, Melville, NY 11747. EOE.

**Promotion/Community Affairs Manager.** Midwest network affiliate is looking for a creative, energetic and organized person to join our team! You'll oversee Promotions and Community Affairs in addition to your creative input in these departments. Manage a staff of three equipped with Macintosh Graphics and an AVID editing suite. You must have experience in developing and implementing promotional campaigns and be driven to be the best. Community Affairs experience helpful. We're part of a great station group that's on the rise! Send your tape and resume to Box 00790 EOE.

**Promotion Writer/Producer.** Come write and produce promos for on-air and outside media -- print and radio -- in top 20 market. Bring us your creative concepts for movie promos and some sports-related promotions. Demonstrate initiative in producing station campaigns, sales tapes and special projects. Must possess abilities to work on multiple projects simultaneously, meet deadlines, know non-linear editing systems, have strong video production background, and superior writing skills. Minimum of 2 years experience required. Send resume to KPLR-TV, Attn: Dept. 114D, 4935 Lindell Boulevard, St. Louis, MO 63108. EOE Employer. No calls please.

**Promotion Manager - WAVY-TV** NBC Norfolk/Portsmouth/Virginia Beach, VA is looking for a creative Promotion Manager to take us to the next level. This department head position is responsible for on-air news promotion, advertising and internet for WAVY-TV and our LMA WVBT WB43, to be FOX in Fall of '98. You will work hand in hand with the GM and News Director. We are moving quickly into the future and looking for the right person to take us there. Our news is in a leadership position and we are looking to grow! Our new LMA has signed on a new transmitter and is ready to rock! If you have the creative skills combined with leadership skills send your resume and non-returnable tape to Ed Munson, Jr.; President, GM; WAVY-TV; 300 Wavy Street; Portsmouth, VA 23704. No phone calls. We are a LIN Television Station and an Equal Opportunity Employer.

**Promotion Writer/Producer:** WPBF, the ABC affiliate in West Palm Beach - the 45th market, seeks a Promotion Writer/Producer. If you have the desire and talent to work in an environment that accepts nothing but the best, send your ten most creative and effective spots. Strong writing skills and a love of news promotion a must. No beginners. Send resume and tape to: Human Resources Coordinator, WPBF, 3970 RCA Boulevard, Suite 7007, Palm Beach Gardens, FL 33410. No phone calls please. EOE.

**News Promotion Hot Shot!** You want to make a name for yourself? KFMB in San Diego is building a top-notch Creative Services team. We're now looking for a key producer who can turn out the hottest stuff in town. If you've got at least 2 years experience producing attention-getting news promotion that gets tune-in results, we want to see your reel. If you're a hands-on craftsman with AVID experience - that's a real plus! This is the job for a pro who wants to push the envelope and grow even more! If that's you, rush your resume and tape to Promotion Manager, KFMB-TV, 7677 Engineer Road, San Diego, CA 92111. EOE/MF.

**Graphic Designer - WFSB,** a Post-Newsweek Station, is seeking an experienced, creative graphic designer with an operating knowledge of Quantel Paintbox, Chyron, SGI animation and Macintosh graphic systems. State-of-the-art equipment will be employed by the designer to conceptualize, design and execute graphics for Connecticut's #1 station. We're copied - we don't copy others. Candidates must also have a working knowledge of print, set and signage design. Send resume to Lori Neuhardt, Art Director, 3 Constitution Plaza, Hartford, CT 06103-1892. EOE.

**Director of Promotions.** WWNY TV7, a small market TV station and CBS affiliate in Watertown, New York, is seeking a highly motivated and innovative Promotions Director. We prefer at least one year TV promotions experience, previous managerial experience a plus. The position is full-time, management level, you would be responsible for on-air promotion and station promotions within the viewing area. Please send resume and/or tape of work to: Kevin Mastellon, General Manager, WWNY TV7, 120 Arcade Street, Watertown, N.Y. 13601. No phone calls please. EOE.

**HELP WANTED RESEARCH**

**RESEARCH DIRECTOR**

**WNDY-TV** is seeking a Research Director to handle coordination of NSI audience information and other Sales related assignments. Requires knowledge of NSI Ratings/Methodology, strong communication skills, oral and written, and good presentation abilities. An individual full of creativity and a desire to join our bright staff. Send resumes to:

**WNDY**  
 4555 West 16th Street,  
 Indianapolis, IN 46222  
 Attn: Jerry Harbin. EOE.

**Research Director:** WTVZ-TV, the FOX affiliate in Norfolk, Virginia, is looking for a future superstar to assist our sales force in their efforts to increase revenue and market share. The duties of this position will focus on, but will not be limited to, processing NSI data, creating and maintaining daily sales pieces. This Sinclair Broadcast Group station needs a candidate that can fulfill the basic duties of this position, but wants a chance to expand their career with the fastest growing media company in America. If you have broadcast experience with Nielsen ratings, TV Scan, Qualitap, Scarborough, and CMR and would like to move to the Virginia shore before the summer, please send your resume, salary requirements and future goals to: GSM, WTVZ-TV, P.O. Box 148, Norfolk, VA 23510. EOE.

**Research Analyst.** NYC television rep firm seeks a Research Analyst to work with TV stations. Previous experience with Nielsen rating data and knowledge of PC Applications and Lotus 1-2-3 for Windows a plus. Bachelor's degree preferred. We offer an excellent salary and benefits package. Please send resume to: Box JAA-276, 150 Varick Street, 8th Floor, New York, NY 10013. EOE. M/F/D/V.

**HELP WANTED  
FINANCIAL & ACCOUNTING**

Small sports television production company seeking a Business Manager. Requirements: budget experience, contract experience and knowledge of remote and studio production. Please send resume and salary requirements to: Business Manager, 6025 Victory Lane, Harrisburg, NC 28075. No phone calls, please. Application deadline: May 10, 1996.

**HELP WANTED PRODUCTION**

**ONLINE EDITOR**

New Media division of major corporation based in Manhattan is looking for an Online Editor with minimum 5 years experience. Working knowledge of GVG 141, Abekas DVE and Digital Betacam a must, nonlinear experience a plus. Successful candidate will be highly motivated, creative and possess leadership skills. Send resume and tape to Box 00785.

**Special Projects Producer:** Major market East Coast network affiliate seeks an experienced Special Projects Producer. Individual must be able to generate own stories, set-up, write, and produce material. Individual must be able to work with minimal supervision. Investigative experience a plus. Project to run approximately July 1996 - June 1997. Please send resumes to: "Special Reports Producer," Ansonia Station, P.O. Box 4041, New York, NY 10023-9495. We are an Equal Opportunity Employer.

**TV Graphic Artist** - Creative individual to prep and execute for live news, etc. Full time position. Send resume/tape: RNN-TV, Attn: Jane Rod, P.O. Box 1609, Kingston, NY 12401. No calls. EOE.

**Senior Producer.** Nationally syndicated fashion/beauty television series seeks creative producer to head production team. Candidate must have excellent writing skills, field production skills, edit-oversight skills, top people skills. Resume to Alton Entertainment, 530 Lincoln Road, Miami Beach, FL 33139.

**Production Editor.** WXYZ-TV, Channel Seven, Detroit, is looking for an experienced Production Video Tape Editor familiar with Accom Axial and Grass Valley editing systems. Familiarization with a variety of support equipment including Chyron, Abekas, DigitalBeta, Zaxcom and Leitch will be an asset. We are expanding our in-house production facilities to include full production of promotional materials, documentaries, graphics and animation projects. The ability to work with a variety of producers, artists and sales account executives is a must. You must be flexible with work hours. Send resume (no phone calls, please) to Chris Allen, Operations Manager, P.O. Box 789, Southfield, Michigan 48037.

**Production.** Growing network of Christian TV stations in Arkansas seeks full-time Editor with at least 1 year experience in AVID or other nonlinear equipment. Duties also include directing live and taped programs. Call David Osburn, Production Director, Victory Television Network, Little Rock, AR (501)223-2525. M-F, 8:30a-4:30p. EOE.

**Cable Television Producer/On-Air Talent** - Producer television programming including scripting, client consultation, site and crew orientation, lighting, editing and directing for single and multi-camera productions; writes, produces, and performs as on-air talent for City oriented programming including news and infomercials. Bachelor's degree in Broadcasting/Communications. 4 years progressively responsible experience as a producer/director in a television production environment, including at least 1 year experience as a news anchor, reporter or on-air talent. Ability to perform as on-air talent. Starting Salary: \$29,486/year. Selected candidate must take and pass a drug test as a condition of employment. Apply by 5:00 pm on 05/17/96 at City of Aurora, Internal Services Department, 1470 South Havana Street, Aurora, CO 80012. EOE.

**Art Director.** KDNL-TV, ABC for St. Louis, has an immediate opening for a station Art Director in a top twenty market. Candidates must possess at least 3 years of experience in television graphic art, with the ability to manage a small staff of artists. It's a unique opportunity for a design professional, prepared to oversee a state-of-the-art broadcast facility, which includes two Silicon Graphic systems. Send a non-returnable demo tape and resume, to Phil Michael, Director of Marketing, KDNL-TV, 1215 Cole Street, St. Louis, MO 63106. (314)436-3030. KDNL-TV, an Equal Opportunity Employer.

**HELP WANTED PROGRAMMING**

**KDOC Program Manager.** Duties include: Program scheduling, TV guide listing, log tapes, shipping duties. Computer knowledge required. Experience preferred. Call Human Resources: 714-442-9800. EOE.

**SITUATIONS WANTED SALES**

**New Business Development.** Are you trying to staff a new business development position at your station, but can't find the right person for the job? Call Al at (317)299-5479 to talk to a television sales professional who knows how to put new revenue on the books.

**SALES TRAINING**

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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.**

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Career Videos prepares your personalized demo. Unique format, excellent rates, coaching, job search assistance, free stock. Great track record. 847-272-2917.

**To place your classified ad in *Broadcasting & Cable*, call Antoinette Fasulo (212) 337-7073**

CABLE

HELP WANTED PRODUCTION

**COMMERCIAL COPY COORDINATOR**

Lifetime Television, the successful cable network is offering an exciting and rewarding opportunity to an experienced hands-on, detail-oriented Traffic Coordinator to handle commercial copy. The candidate must be well-organized, able to work under pressure. Must have excellent communication skills as the position requires heavy interaction between the Sales Department and Advertising Agencies.

Position requires 2-3 years experience in a cable broadcast or agency environment. Knowledge of Traffic systems and experience in a Windows environment essential. College degree preferred.

Lifetime offers a comprehensive benefits package including 401K, tuition and fitness reimbursement. Please send resume to:



**LIFETIME TELEVISION**  
 Human Resources Department  
 309 West 49th Street, New York, NY 10019  
 EOE M/F

**GRAPHIC ARTIST**

*If Comcast just means cable to you, you're missing the real picture.*

Today Comcast has its hands in almost every sector of communications: telephone business, cable television, computers and wireless communications. Strategic alliances with companies like Sprint strengthen our position in the global marketplace. If you're looking for an employment opportunity with a future, the picture doesn't get any clearer than with Comcast.

Working out of our Philadelphia headquarters, you will be responsible for the layout, design and mechanical production of printed material. Additional responsibilities include creating concepts for direct mail and other print campaigns, preparing art for internal presentations and assisting other departments with creative materials as needed. To qualify, you must possess thorough knowledge of Power Mac with system administration skills, as well as Polaroid Sprintscan 35, black & white Laserwriter, Tektronics Phaser 220, Quark 3.3+, and Photoshop 2.5+. A BA degree is preferred.

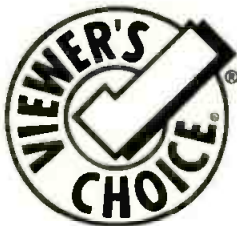
Comcast offers the salary and benefits you would expect from a leader in its industry. For immediate consideration, send your resume no later than Friday, May 17, 1996, to Susan Carden, Marketing Department, Comcast Cable Communications, Inc., 1500 Market Street, Philadelphia, PA 19102. EOE.



HELP WANTED TECHNICAL

**DIRECTOR OF OPERATIONS**

Viewer's Choice, the nation's leading pay-per-view network, is seeking candidates for Director of Operations in its New York City headquarters. Responsibilities include supervising the operation of six channels, managing expansion to 11 channels, over-seeing technical aspects of live events and providing technical assistance to affiliates and other VC departments. College degree and a minimum of five years experience in cable, satellite or related industry is required. Please send resume to:



Viewer's Choice  
 909 Third Avenue, 21st Floor  
 New York, NY 10022  
 Attn: Vice President, Technology & Operations  
 Viewer's Choice is an Equal Opportunity Employer

**ALLIED FIELDS**

HELP WANTED TECHNICAL

HELP WANTED PROGRAMMING

**Director Financial Program Executive**

New Financial Programming Cable Network start-up seeks highly qualified Programming Executive. Must have experience in creating programming, with a thorough knowledge of the entire production process from writing/producing to field gathering to studio to post-production. A proven history of successful programming management is essential. The successful candidate also will be fluent in financial and investment issues. You must be able to conceive of and execute programming ideas that inform and educate viewers about these topics.  
 Atlanta Base.

Fax Resume 404-364-1625.

Videographers/Video Technicians Troy, Mich-based MVP Communications has positions open immediately for full-time videographers and full-time video technicians. Videographer candidates must have minimum 7 yrs. shooting exp. In EFP/ENG and supply current demo reel. Video Technicians should be qualified and experienced in Electronic Field Production. Excellent opportunity to grow with expanding full-service operation, involved in Broadcast, Corporate, and Industrial Video Production, Staging and Multi-Media. MVP Team members are required to be extremely flexible, operating in many diverse production situations, from fast-paced ENG to higher-end studio work. Frequent travel. Competitive salary and benefits. MVP also has full-time videographer positions available in our Los Angeles, CA office serving a national and international news network. Candidates must have extensive ENG experience. Send resume and reel to: Human Resources Dept., MVP Communications, Inc. 1075 Rankin St., Troy, MI 48063. No phone calls please. An Equal Opportunity Employer.

**WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?**

Send resume/tape to:

Box \_\_\_\_\_,

Broadcasting & Cable

245 West 17th St.,

New York, New York 10011

**HELP WANTED MANAGEMENT**

**Editor in Chief:** Our client, a major sports and entertainment company located in South Western CT, seeks an Editor in Chief, Publications. This position reports to the General Manager of Publications and is responsible for the overall editorial direction of all publications affiliated with this sports and entertainment company. Will develop the interactive vision and product development to spawn this company's place in the 90's, such as children's books, multi-media products, and more. Utilize your 9 years plus solid education in journalism to promote, develop and market this already successful group of publications. This is a full time position/salary negotiable. To explore this opportunity in confidence, fax or send resume to the nationally known, retained search firm Morgan/Webber, Inc., Attention: Steven M. Lavender. Fax: 516-799-5233. Address: 5510 Merrick Road, Massapequa, NY 11758.

**HELP WANTED INSTRUCTION**

**Communication Design Department, California State University, Chico.** One year full-time temporary position: teach undergraduate classes in video production, media theory, media production management, and/or media research. A completed doctorate in an appropriate area is preferred; candidates with ABD status may be considered. Relevant post-secondary teaching and/or professional experience and working knowledge of digital video systems are preferred. The candidate must have expertise in the following areas: audio and video production; media writing; broadcast theory and/or history. EEO/AA/ADA/IRCA. Review from May 15, 1996 until filled. Send letter of application, resume, official transcripts, and three letters of recommendation to: Personnel Committee, Communication Design Department, California State University, Chico, CA 95929-0504. Tel. 916-898-4048.

**HELP WANTED HOST**

**Leading SAG/AFTRA Talent Agency seeks on-camera Hosts/Emcees** from hip veejays to corporate spokesperson. Send video tape, bios and photos ASAP to: P.O. Box 5222, FDR Station, NY, NY 10150.

**EMPLOYMENT SERVICES**

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- 4 To record "Talking Resumes" and employers to record job openings
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• 1<sup>st</sup> 867 m/n. JOBPHONE, NEWPORT BEACH, CA

To place an ad in the Broadcasting & Cable Classified pages, contact Antoinette Fasulo  
 TEL: 212.337.7073 • FAX: 212.206.8327  
 INTERNET: AFASULO@B&C.CAHNERS.COM

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**Just For Starters:** Entry-level jobs and "hands-on" internships in TV and radio news. National listings. For a sample lead sheet call: 800-680-7513.

**Entry level TV News Reporters**, MCS offers the hottest leads in the industry. Excellent placement rate. 12th year. 800-484-3816/6578.

**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.

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**HADDEN & ASSOC.**  
 PH 407-365-7832 FAX 407-366-8801

**Southern State Capital AM News/Talk station** seeks new owner/partner, preferably with radio sales and management experience. Station brand new to the market. Exciting ground floor opportunity in an exciting market. Call (904)656-2761.

**Southeast Ohio AM/FM combo.** Near University/Metro Market. Possible B-1 Upgrade Available. Reply to P.O. Box 71 Middleport, OH 45760.

**Gulf and Atlantic Florida LPTV's;** Very attractive FM, Florida Keys; Small combo, Georgia mountain vacation area; Others. Beckerman Associates 813-971-2061.

**Cashflowing Class C2 FM.** East Central Louisiana location. Good equipment. Great coverage. Assume favorable leases. Inquiries to P.O. Box 4626, Alexandria, VA 22303-0626 or fax 703-534-6448.

**BROADCASTING TOWER**

**Denver Tower Space Available.** Mt. Morrison site providing excellent coverage of the Denver market. Call Charley Gross 312-975-9524.

**FCC/EEO COMPLIANCE**

**Take a proactive approach to EEO Compliance.** Compliance Surety Inc. can help you cut costs while improving and simplifying your EEO compliance efforts. Fax your request for free information to CSI at 719-592-9673. Include your station/company name, contact, address and phone number, or through Internet: [www.erols.com/csinc](http://www.erols.com/csinc)

# 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 *italics*.

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

### Accepted for filing

**Berlin, N.H.** (BTCH-960418GR)—New England Broadcasting Inc. for WZPK(FM) 103.7 mhz: involuntary transfer of control from New England Broadcasting Inc. to New England Broadcasting D.I.P. *Apr. 18*

## NEW STATIONS

### Dismissed

**Sac City, Iowa** (BPH-940801MA)—Kevin Lein for FM at 104.7 mhz, ERP 6 kw, ant. 100 m. *Apr. 23*

**Whitley City, Ky.** (BPED-950623MG)—McCreary County Schools Education Center for noncommercial educational FM at 88.3 mhz, ERP .1 kw, ant. 64 m. *Apr. 25*

**Annapolis, Md.** (BPH-950831ME)—Patricia A. Ebbert for FM at 99.1 mhz, ERP 30 kw, ant. 193 m. *Apr. 23*

### Returned

**Nashua, N.H.** (BPED-951017MA)—New Hampshire Public Radio Inc. for FM at 89.3 mhz, ERP 5 kw, ant. 21 m. *Apr. 19*

**McConnellsburg, Pa.** (BPED-950921MB)—Morris Broadcasting and Communications Inc. for noncommercial educational FM at 88.7 mhz, ERP .1 kw, ant. -3 m. *Apr. 19*

**Minor Hill, Tenn.** (BPED-951121MD)—Southern Cultural Foundation for ed. FM at

89.7 mhz, ERP 3.5 kw, ant. 72 m. *Apr. 19*

### Granted

**Albion, Ill.** (BPED-950524MJ)—Music Ministries Inc. for FM at 91.7 mhz, ERP 6 kw, ant. 100 m. *Apr. 15*

**Olivebridge, N.Y.** (BPED-920618MB)—Christian Media Associates Inc. for FM at 88.3 mhz, ERP .1 kw, ant. 21 m. *Apr. 22*

### Filed/Accepted for filing

**Douglas, Ariz.** (BPCT-960405KP)—Ronald L. Ulloa (11322 Chalon Rd., Los Angeles, CA 90049) for TV on ch. 3, ERP 100 kw, ant. 2 m., .2 km NW of U.S. Rte. 80, Douglas. *Apr. 5*

**Eureka Springs, Ark.** (BPCT-9604056L)—Kaleidoscope Affiliates LLC (Larry E. Morton, president/30% owner, 1 Shackelford Dr., Ste. 400, Little Rock, AR 72211) for TV on ch. 34, ERP 63 kw visual, ant. 180 m., 13 mi. SW of Berryville, Ark. *Apr. 5*

**Tehama, Calif.** (BPED-960416MB)—North Valley Educational Community Radio Inc. (Jerrie Katz, president/33 1/3% owner, 861 Gray Ave., Ste. K, Yuba City, CA 95991) for FM at 89.7 mhz, ERP 15 kw, ant. 81 m., 6.5 km W of Paskenta. Katz owns 20% of KCEZ(FM) Corning, KDIG(FM) Orland and KKCY(FM) Colusa, all Calif. *Apr. 16*

**Brush, Colo.** (BPH-960302MP)—New Directions Media Inc. (Robert D. and Majorire M. Zellmer, 100% joint owners, P.O. Box 2475, Greeley, CO 80632) for FM at 106.3 mhz, ERP 2 kw, ant. 100 m., 6 km NE of Brush, on E side of Colorado Hwy 71. *Mar. 2*

**Grand Junction, Colo.** (BPH-960403MC)—Mustang Broadcasting Co. (Paul F. Fee, president/owner, P.O. Box 5253, Snowmass Village, CO 81615) for FM at 100.7 mhz, ERP 100 kw, ant. 278 m., Mesa Point electronic site, 1.9 km N of Sheep Rock, Colo. Mustang owns KEXO(AM), KQIL(AM) and KQIX(FM) Grand Junction, and KKNN(FM) Delta, Colo. *Apr. 3*

**Grand Junction, Colo.** (BPH-960404MH)—CG Broadcasting LLC (Carolyn Green, man-

ager/owner, 6 Delwood Cir., Durango, CO 81301) for FM at 100.7 mhz, ERP 46 kw, ant. 404 m., Black Ridge communications site on Bureau of Land Management property, Colorado National Monument, Grand Junction. *Apr. 4*

**Grand Junction, Colo.** (BPH-960403MD)—Rocky Mountain Radio Co. (Clifton H. Gardiner, P.O. Box 559, Avon, CO 81620) for FM at 100.7 mhz, ERP 40 kw, ant. 432 m., Black Ridge electronics site, 1.4 km SSE of intersection of I-70 and US 6/50, 11 km S of Fruita, Colo. Rocky Mountain owns KZYR(FM) Avon, KSMT(FM) Breckenridge, KSNO-FM Snowmass Village, KKYV(FM) Gunnison, KIDN-FM Hayden, and KVFC(AM) and KRTZ(FM) Cortez, and has CP for FM in Glenwood Springs, all Colo. *Apr. 3*

**Grand Junction, Colo.** (BPH-960405MK)—MBC Grand Broadcasting Inc. (Richard C. Dean, president/owner, 7401 Powder Valley Rd., Zionsville, PA 18092) for FM at 100.7 mhz, ERP 47.5 kw, ant. 397 m., 9.7 km W of Redland, Colo. MBC Grand owns KNZZ(AM) and KJYE(FM) Grand Junction. Dean owns 54.4% of WFMZ(FM)-TV Allentown, Pa., and WKJE(FM) Hertford, N.C., and has applied for FM in Gulf Breeze, Fla. *Apr. 5*

**Destin, Fla.** (BPCT-960405KH)—ValueVision International Inc. (Nicholas M. Jaksich, president/3.98% owner, 6740 Shady Oak Rd., Minneapolis, MN 55344) for TV on ch. 64, ERP 1,000 kw visual, ant. 124.2 m., 8.2 km WNW of intersection of SH 20 and US Hwys 20 and 331. ValueVision owns kvvv(tv) Baytown, Tex.; wvvv(tv) Manassas, Va., and k8GE(tv) Bellevue, Wash., and has applied for TVs on ch. 3, Douglas, Ariz.; ch. 69, Des Moines, Iowa, and ch. 34, Spokane, Wash. *Apr. 5*

**Marianna, Fla.** (BPCT-960404LN)—Steven Soldingier (9424 Hunting Ct., Matthews, NC 28105) for TV on ch. 51. *Apr. 4*

**Hilo, Hawaii** (BPED-960411MA)—Hilo Christian Broadcasting Corp. (Richard Love, president, 237 E. Keawe St., Hilo, HI 96720) for noncommercial educational FM at 90.3 mhz, ERP 14 kw, ant. 50 m., N. Glenwood Rd., W of Hwy 11, Hilo. *Apr. 11*

**Honolulu** (BPED-960416MA)—Calvary Chapel of Honolulu Inc. (William Stonebraker, president/20% owner, 1190 Nuuanu Ave., Honolulu, HI 96817) for FM at 91.5 mhz, ERP 100 kw, ant. 574 m., 5.6 km E of Nanakuli. Calvary owns KLHT(AM) Honolulu. *Apr. 16*

**Kaneohe, Hawaii** (BPED-960417MB)—Maka'ainana Broadcasting Co. Ltd. (James Boersema, president, 1142 Auahi St., Ste. 2204, Honolulu, HI 96814) for FM at 91.5 mhz, ERP 50 kw, ant. 659 ft., on side of existing tower atop Wiliwilinui Ridge, 4 km SE of Waimanalo, Hawaii. *Apr. 17*

**Pocatello, Idaho** (BPCT-960405KN)—Redwood Broadcasting Inc. (John C. Power, president/.006% owner, P.O. Box 3463, Carefree, AZ 85377) for TV on ch. 31, ERP 1,000 kw, ant. 335.3 m., 3.78 km WSW of Pocatello. Redwood owns KNSN(AM) Chico

## BY THE NUMBERS

### BROADCAST STATIONS

Service	Total
Commercial AM	4,906
Commercial FM	5,285
Educational FM	1,810
<b>Total Radio</b>	<b>12,001</b>
VHF LPTV	561
UHF LPTV	1,211
<b>Total LPTV</b>	<b>1,772</b>
FM translators & boosters	2,453
VHF translators	2,263
UHF translators	2,562
<b>Total Translators</b>	<b>7,278</b>

Service	Total
Commercial VHF TV	559
Commercial UHF TV	622
Educational VHF TV	123
Educational UHF TV	240
<b>Total TV</b>	<b>1,544</b>

### CABLE

Total systems	11,660
Total subscribers	62,231,730
Homes passed	91,750,000
Cable penetration*	65.3%

\*Based on TV household universe of 95.9 million  
Sources: FCC, Nielsen, Paul Kagan Associates  
GRAPHIC BY BROADCASTING & CABLE

and KHSL-FM Paradise and has LMA with option to buy KHZL(FM) Shingletown, all Calif., and has applied for FM in Payson, Ariz., and TVs in Marquette, Mich.; Great Falls, Butte and Missoula, all Mont. *Apr. 5*

**Newton, Iowa** (BPCT-960405KJ)—Kaleidoscope Partners (George S. Flinn Jr., president/owner, 1 Shackelford Dr., Ste. 400, Little Rock, AR 72211) for TV on ch. 39, ERP 550 kw visual, ant. 355 m., 6.8 km S of Baxter, Iowa. Kaleidoscope has applied for TVs in Des Moines, Iowa; Arcade, N.Y.; Spokane, Wash.; Greenville, N.C.; Minden, La., and Provo, Utah. Flinn owns WHBQ(AM) Memphis and WNWZ(AM) Germantown, Tenn.; KFTH(FM) Marion and KDRE(FM) North Little Rock, Ark., and WCCL(TV) New Orleans, and has CP for TV in Memphis. *Apr. 5*

**Newton, Iowa** (BPCT-960405LX)—MTN Broadcasting Inc. (Mark K. Osmundson, president/15% owner, P.O. Box 538, Marshalltown, IA 50158) for TV on ch. 39, ERP 3,100 kw, ant. 186 m., 1.9 km E of intersection of SR 330, SR 117 and US Hwy 65, 4.5 km N of Mingo, Iowa. MTN owns KDAO(AM) Marshalltown. *Apr. 5*

**Newton, Iowa** (BPCT-960405KU)—TV-39 Inc. (Douglas L. Sheldahl, president/50% owner, P.O. Box 201, Huxley, IA 50124) for TV on ch. 39, ERP 52.1 kw, ant. 78 m., on side of existing nonbroadcast communications tower at 6208 Geneva Ave., near Newton. Sheldahl has 40% interest in application for FM in Madrid, Iowa. *Apr. 5*

**Salina, Kan.** (BPED-960419MA)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for FM at 88.5 mhz, ERP 46 kw, ant. 120 m., Tescott Junction, Kan. Family owns FMs in Tupelo, Cleveland and Forrest, Miss., Wichita and Topeka, Kan., an AM in Forrest, Miss., and has applied for FMs in Selma, Ala.; Kankakee, Ill.; McComb and Natchez, Miss.; Hubbard, Neb.; Ardmore, Okla.; Huntsville, Tex., and Independence, Kan. *Apr. 19*

**Minden, La.** (BPCT-960405KL)—Kaleidoscope Partners (George S. Flinn Jr., president/owner, 1 Shackelford Dr., Ste. 400, Little Rock, AR 72211) for TV on ch. 21, ERP 720 kw visual, ant. 84 m., 4.8 km W of Minden. Kaleidoscope has applied for TVs in Des Moines and Newton, Iowa; Arcade, N.Y.; Greenville, N.C.; Spokane, Wash., and Provo, Utah. Flinn owns WHBQ(AM) Memphis and WNWZ(AM) Germantown, Tenn.; KFTH(FM) Marion and KDRE(FM) North Little Rock, Ark., and WCCL(TV) New Orleans and has CP for TV in Memphis. *Apr. 5*

**Marquette, Mich.** (BPCT-960405KS)—Redwood Broadcasting Inc. (John C. Power, president/.006% owner, P.O. Box 3463, Carefree, AZ 85377) for TV on ch. 19, ERP 1,000 kw visual, ant. 164.1 m., Morgan Meadows tower site, 2.7 km E of Eagle Mills. Redwood owns KNSN(AM) Chico and KHSL-FM Paradise and has LMA with option to buy KHZL(FM) Shingletown, all Calif., and has applied for FM in Payson, Ariz., and TVs in Great Falls, Butte, and Missoula, all Mont., and Pocatello, Idaho. *Apr. 5*

**DeKalb, Miss.** (BPH-960415MB)—K. Darryl

Jackson (P.O. Box 566, Butler, AL 36904) for FM at 105.7 mhz, ERP 50 kw, ant. 150 m., SE of downtown DeKalb, on Depot Hill Rd., DeKalb. Jackson owns 49% of WPRN(AM) and WOGL(FM) Butler, Ala. *Apr. 15*

**DeKalb, Miss.** (BPH-960415MC)—Bobby Caldwell (P.O. Box 789, Wynne, AR 72396) for FM at 105.7 mhz, ERP 50 kw, ant. 149.7 m., 1.2 km S of DeKalb reference point. Caldwell owns KWYN(AM)-FM Wynne, and KBRI(AM) and KQMC-FM Brinkley, and 50% of KWAK(AM)-FM Stuttgart, all Ark., and has applied for FMs in Harrisburg and Earle, Ark., and Tunica, Miss. *Apr. 15*

**DeKalb, Miss.** (BPH-960415MD)—K&D Spain Partners (Walter D. Spain, 50% owner, P.O. Box 12, Tupelo, MS 38802) for FM at 105.7 mhz, ERP 29.5 kw, ant. 150 m., 1 km WNW of Mt. Nebo, Miss. *Apr. 15*

**Butte, Mont.** (BPCT-960405KW)—Big Sky Television Inc. (Constance M. Colla, president/owner, 436 Righters Mill Rd., Gladwyne, PA 19035) for TV on ch. 24, ERP 331 kw, ant. 580 m., on XL height, 5 km E of Butte, adjacent to KXLF(TV) tower. Big Sky has applied for TV in Missoula, Mont. *Apr. 5*

**Butte, Mont.** (BPCT-960405KR)—Redwood Broadcasting Inc. (John C. Power, president/.006% owner, P.O. Box 3463, Carefree, AZ 85377) for TV on ch. 24, ERP 355 kw visual, ant. 591.5 m., Maxwell Peak communications site, 1.68 km E. of Columbia Gardens. Redwood owns KNSN(AM) Chico and KHSL-FM Paradise and has LMA with option to buy KHZL(FM) Shingletown, all Calif., and has applied for FM in Payson, Ariz., and TVs in Great Falls and Missoula, all Mont.; Marquette, Mich., and Pocatello, Idaho. *Apr. 5*

**Missoula, Mont.** (BPCT-960405KN)—Redwood Broadcasting Inc. (John C. Power, president/.006% owner, P.O. Box 3463, Carefree, AZ 85377) for TV on ch. 17, ERP 290 kw visual, ant. 620.7 m., TV Mountain communications site, 16.7 km N of Missoula. Redwood owns KNSN(AM) Chico and KHSL-FM Paradise and has LMA with option to buy KHZL(FM) Shingletown, all Calif., and has applied for FM in Payson, Ariz., and TVs in Great Falls and Butte, Mont.; Marquette, Mich., and Pocatello, Idaho. *Apr. 5*

**Missoula, Mont.** (BPCT-960405KW)—Big Sky Television Inc. (Constance M. Colla, president/owner, 436 Righters Mill Rd., Gladwyne, PA 19035) for TV on ch. 17, ERP 314 kw visual, ant. 602 m., TV Mtn., 17 km N of Missoula. Big Sky has applied for TV in Butte, Mont. *Apr. 5*

**Hubbard, Neb.** (BPED-960328MJ)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for FM at 91.3 mhz, ERP 2.8 kw, ant. 97 m., 1/3 mi. N of Ireton Ave., Hubbard. Family owns FMs in Tupelo, Cleveland and Forrest, Miss., Wichita and Topeka, Kan., an AM in Forrest, Miss., and has applied for FMs in Selma, Ala.; Kankakee, Ill.; McComb and Natchez, Miss.; Ardmore, Okla.; Huntsville, Tex. and Salina and Independence, Kan. *Mar. 28*

**Silver City, N.M.** (BPCT-960412KE)—Caroline K. Powley (224 Amberglow Pl., Cary, NC 27513) for TV on ch. 6, ERP 100 kw

visual, ant. 406 m., Pinos Altos Mtn., Gila National forest. Powley owns WNGS-TV Springville, N.Y., 51% of WORG-TV Danville, Va., is building FM in Centerville, Tex., and has applied for TVs in Holbrook, Ariz., Des Moines, Iowa, and Provo, Utah. *Apr. 12*

**Newburgh, N.Y.** (BPED-960417MC)—Family Stations Inc. (Harold Camping, president, 4135 Northgate Blvd., Ste. 1, Sacramento, CA 95834) for FM at 88.1 mhz, ERP .025 kw, ant. 113 m., N side of Mine Hill Rd., 1.16 km SE of intersection of Mine Hill and Angola rds, 5 km SW of center of Cornwall, Orange Co. Family owns KFTL(TV) Stockton, Calif., FMs in San Francisco, North Highlands, Le Grand, Fresno, Chico and Ukiah, all Calif.; Longview, Wash.; Phoenix; Springfield, Ore.; Beaumont, Tex.; Salt Lake City; Birmingham, Ala.; Erie and Johnstown, Pa.; Buffalo, Kingston, Webster and Smithtown, all N.Y.; Charleston, S.C.; Newark and Camden, N.J., Columbus, Ga.; Milwaukee; Annapolis, Md.; Des Moines, Iowa; St. Petersburg, Jacksonville, Okeechobee and Youngstown, all Fla.; Joliet, Ill.; Toledo and Youngstown, Ohio, and AMs in Kirkland, Wash.; Rocklin, El Cajon—San Diego and Long Beach, all Calif.; Shenandoah, Iowa; Vernon, Conn., and Cuyahoga Falls, Ohio. *Apr. 17*

**Utica, N.Y.** (BPET-960408KE)—Public Broadcasting Council of Central New York (Richard W. Russell, trustee, 506 Old Liverpool Rd., Syracuse, NY 13220) for noncommercial educational TV on ch. 59, ERP 10.2 kw visual, ant. 250.1 m., Smith Hill and Grace rds., Smith Hill, Utica. The applicant owns WNYC(TV)-FM Syracuse, WUNY-FM Utica and WJNY-FM Watertown, all N.Y. *Apr. 8*

**Aurora, N.C.** (BPED-960417MB)—Friends of Down East Public Radio Inc. (James R. Dickens, president, P.O. Box 963, Rocky Mount, NC 27804) for noncommercial educational FM at 91.1 mhz, ERP 8 kw, ant. 95 m., 4.3 mi. SW of Aurora, on Hwy 306, .36 mi. S of Whitehill Church Rd. Friends owns WRQM(FM) Rocky Mount. *Apr. 17*

**Greenville, N.C.** (BPCT-960405KK)—Kaleidoscope Partners (George S. Flinn Jr., president/owner, 1 Shackelford Dr., Ste. 400, Little Rock, AR 72211) for TV on ch. 38, ERP 720 kw visual, ant. 104 m., 2.4 ESE of the intersection of Hwys 102 and 1746, N.C. Kaleidoscope has applied for TVs in Des Moines and Newton, Iowa; Minden, La.; Arcade, N.Y.; Spokane, Wash., and Provo, Utah. Flinn owns WHBQ(AM) Memphis and WNWZ(AM) Germantown, Tenn.; KFTH(FM) Marion and KDRE(FM) North Little Rock, Ark., and WCCL(TV) New Orleans, and has CP for TV in Memphis. *Apr. 5*

**Coweta, Okla.** (BPED-960412MB)—Creative Educational Media Corp. Inc. (Gerald David Ingles, president/33 1/3% owner, P.O. Box 1924, Tulsa, OK 74101) for FM at 88.1 mhz, ERP 1.1 kw, ant. 469.9 m., N side of Muskogee Tpke., 6 mi. SE of Broken Arrow. *Apr. 12*

**Tulsa, Okla.** (BPED-960412MA)—The University of Tulsa (Robert H. Donaldson, president, 600 S. College, Tulsa, OK 74104) for noncommercial educational FM at 88.7 mhz, ERP 5 kw, ant. 325.2 m., Oneta, Okla. *Apr. 12*

**Rapid City, S.D. (BPCT-960405KI)**—Max Media Properties LLC (John A. Trinder, president, 900 Laskin Rd., Virginia Beach, VA 23451) for TV on ch. 21, ERP 1,495 kw visual, ant. 125 m., Skyline Dr., Rapid City. *Apr. 5*

**Rapid City, S.D. (BPCT-960405KQ)**—Harlan L. Jacobsen (318 S. Main, Sioux Falls, SD 57102) for TV on ch. 21, ant. 107 m., 2.4 km S of Rapid City. *Apr. 5*

**Portland, Tex. (BPED-60408MD)**—World Radio Network Inc. (Abe C. VanDerPuy, president, Box 3333, McAllen, TX 78502) for noncommercial educational FM at 91.1 mhz, ERP 3 kw, ant. 91 m., NE of Gregory, 1 km N of intersection of SRs 3284 and 136, on 136, rural San Patricio Co., Tex. *Apr. 8*

**Snyder, Tex. (BPH-960409MC)**—Delbert Foree (4502 Galveston St., Snyder, TX 79549) for FM at 97.1 mhz, ERP 5.6 kw, ant. 104 m., corner of Sandra Dr. and Ave. O, Snyder. *Apr. 9*

**Snyder, Tex. (BPH-960412ME)**—Frances Beane (7912 Joliet, Lubbock, TX 79423) for FM at 97.1 mhz, ERP 3 kw, ant. 144 m., 6 km NNE of Snyder. *Apr. 12*

**Snyder, Tex. (BPH-960411MB)**—Highland Broadcasters (Mark C. Nolte, 50% owner, P.O. Box 628, Lake Havasu City, AZ 86405-0628) for FM at 97.1 mhz, ERP 6 kw, ant. 100 m., W of Ave. E, .35 mi. N of FM 1673, Snyder. Nolte owns KYRK-FM Eunice, N.M., 50% of KAKR-FM Sterling City, Tex., and has interest in applications for FMs in Pahrump and Pioche, Nev. *Apr. 11*

**Provo, Utah (BPCT-960405KM)**—Ronald L. Ulloa (11322 Chalon Rd., Los Angeles, CA 90049) for TV on ch. 32, ERP 1,480 kw visual, ant. 694 m., on West Mtn., 2.9 km W of SR 147. *Apr. 5*

**Provo, Utah (BPCT-960405KV)**—Gary M. Cocola (706 W. Herndon Ave., Fresno, CA 93650) for TV on ch. 32, ERP 1,207.8 kw visual, ant. 841 m., Lake Mtn., 20 km W of Provo. Cocola owns KGMC(TV) Clovis, Calif., and KXVO(TV) Omaha. *Apr. 5*

**Provo, Utah (BPCT-9604057L)**—Kimberley A. Kralowec (1938 C West Roby, Porterville, CA 93257) for TV on ch. 32, ERP 750 kw visual, ant. 876 m., Lake Mtn., 23 km W of Provo. Kralowec is a beneficiary of The Kralowec Children's Family Trust, which owns KKAG(TV) Porterville, Calif., and has applied for TVs in Spokane, Wash., Gosnell, Ark., and Newton, Iowa. *Apr. 5*

**Christiansted, St. Croix, Virgin Islands (BPH-960405MH)**—Clara Communications Corp. (Jonathan K. Cohen, president/owner, P.O. Box 4084, Christiansted, St. Croix, US VI 00822) for FM at 104.9 mhz, ERP 6 kw, ant. 213 m., atop Lowery Hill, 3 km SE of Christiansted. Cohen has 25% interest in buying W1YC(FM) Charlotte Amalie, Virgin Islands. *Apr. 5*

**Pullman, Wash. (BPCT-960404KY)**—WinStar Broadcasting Corp. (Stuart B. Rekant, president, 1146 19th St. NW, #200, Washington, DC 20036) for TV on ch. 24, ERP 5,000 kw visual, ant. 290 m., on Paradise Ridge, 4.4 km S. of Rte. 8, near Moscow, Idaho. WinStar has applied for TVs in Dou-

glas and La Grande, Ariz.; Destin, Fla.; Pocatello and Sun Valley, Idaho; Newton, Iowa; Minden, La.; Greenville, Mo.; Butte, Holbrook, Missoula and Great Falls, all Mont.; Arcade, N.Y.; Greenville, N.C.; Rapid City, S.D.; Farwell, Tex.; Provo, Utah; Spokane, Wash.; Crandon and Marquette, Wis., and Sheridan, Wyo. *Apr. 4*

**Spokane, Wash. (BPCT-960405KZ)**—Universal Media of Spokane Inc. (Murray Michaels, president/24% owner, 120 Hurlingham, Columbia, SC 29223) for TV on ch. 34, ERP 5,000 kw visual, ant. 407 m., KSKN-TV tower, .61 km N. of KREM-TV tower, on Krell Hill, Wash. Michaels has interest in applications for TVs in Newton, Iowa and Minden, La. *Apr. 5*

**Spokane, Wash. (BPCT-960404LG)**—KT Broadcasting Inc. (John B. Tupper, president/owner, 183 Haviland Rd., Ridgefield, CT 06877) for TV on ch. 34, ERP 1,450 kw visual, ant. 575 m. KT has applied to build TVs in Gosnell, Ark.; Provo, Utah, and Arcade, N.Y. Tupper owns 40% of wxv-tv Gulfport, Miss., and has interest in the buying of wvgv-tv Lewisburg, W.Va. *Apr. 4*

**Spokane, Wash. (BPCT-960405LU)**—Value-Vision International Inc. (Nicholas M. Jaksich, president/3.98% owner, 6740 Shady Oak Rd., Minneapolis, MN 55344) for TV on ch. 34, ERP 1,870 kw visual, ant. 351.2 m., on Look-out Mtn., 3.6 km S of intersection of Wodlard and Spotted Rds., in Deer Park division, Spokane Co. ValueVision owns KVVV(TV) Baytown, Tex.; WVVV(TV) Manassas, Va., and K8GE(TV) Bellevue, Wash., and has applied for TVs on ch. 3, Douglas, Ariz., ch. 64, Destin, Fla., and ch. 69, Des Moines, Iowa. *Apr. 5*

**Spokane, Wash. (BPCT-9604051K)**—Venture Technologies Group LLC (Lawrence Rogow, president/50% owner, 6611 Santa Monica Blvd., Los Angeles, CA 90038-1311) for TV on ch. 34, ERP 64.6 kw, ant. 410 m., .61 km N of KREM-TV ant., at Krell Hill, Spokane Co. Venture has applied for TVs in Arcade, N.Y.; Douglas and Holbrook, Ariz., and Minden, La. *Apr. 5*

**Spokane, Wash. (BPCT-9604055K)**—Kaleidoscope Partners (George S. Flinn Jr., president/owner, 1 Shackelford Dr., Ste. 400, Little Rock, AR 72211) for TV on ch. 34, ERP 200 kw visual, ant. 355 m., Lookout Mtn., 8 mi. NNW of Spokane. Kaleidoscope has applied for TVs in Greenville, N.C., Provo, Utah; Arcade, N.Y.; Newton and Des Moines, Iowa, and Minden, La. Flinn owns WHBQ(AM) Memphis and WNWZ(AM) Germantown, Tenn.; KFTH(FM) Marion and KDRE(FM) North Little Rock, Ark., and WCCL(TV) New Orleans and has CP for TV in Memphis. *Apr. 5*

**Spokane, Wash. (BPCT-960405LQ)**—John B. Toms (815 S. Montavilla Dr., Spokane, WA 99204) for TV on ch. 34, ERP 16.54 kw visual, ant. 178 m., 4.3 km NE of Spokane city center, on Beacon Hill next to Fancher Beacon. *Apr. 5*

**Crandon, Wis. (BPCT-960404LC)**—WinStar Broadcasting Corp. (Stuart B. Rekant, president, 1146 19th St. NW, #200, Washington, DC 20036) for TV on ch. 4, ERP 100 kw visual, ant. 159 m., 1/2 mi. E of County

Fairgrounds. WinStar has applied for TVs in Douglas and La Grande, Ariz.; Destin, Fla.; Pocatello and Sun Valley, Idaho; Newton, Iowa; Minden, La.; Greenville, Mo.; Butte, Holbrook, Missoula and Great Falls, all Mont.; Arcade, N.Y.; Greenville, N.C.; Rapid City, S.D.; Farwell, Tex.; Provo, Utah; Pullman and Spokane, Wash.; Marquette, Wis., and Sheridan, Wyo. *Apr. 4*

**Crandon, Wis. (BPCT-960404LJ)**—KM Communications Inc. (Myoung Hwa Bae, president/owner, 3654 West Jarvis Ave. Skokie, IL 60076) for TV on ch. 4, ERP 100 kw visual, ant. 294 m., N. side of Glen Rd., 2 km E. of Crandon. KM has applied for FMs in St. John's, Ariz.; Pearson, Ga.; Merced, Calif.; Parkersburg, Iowa; Neillsville, Wis., and Breese, Ill., and TVs in Holbrook, Flagstaff and Sierra Vista, all Ariz.; Gosnell, Ark., Boise, Idaho; Ames, Iowa City and Newton, all Iowa; Hutchinson, Kan.; Albuquerque, N.M.; Arcade, Batavia and Syracuse, all N.Y.; Greenville, N.C.; Muskogee and Shawnee, Okla.; Pendleton, Ore.; Salt Lake City and Provo, Utah; Spokane, Wash., and Jackson, Wyo. *Apr. 4*

**Crandon, Wis. (BPCT-960405KO)**—Dennis R. Selenka (4529 Hickory Heights, Oshkosh, WI 54904) for TV on ch. 4, ERP 3,420 kw visual, ant. 199 m. *Apr. 5*

**Marquette, Wis. (BPCT-960404KZ)**—WinStar Broadcasting Corp. (Stuart B. Rekant, president, 1146 19th St. NW, #200, Washington, DC 20036) for TV on ch. 19, ERP 5,000 kw visual, ant. 197 m., 3.2 km S of Rte. 28/US-41, and 5.1 km SW of intersection with Washington St., Marquette. WinStar has applied for TVs in Douglas and La Grande, Ariz.; Destin, Fla.; Pocatello and Sun Valley, Idaho; Newton, Iowa; Minden, La.; Greenville, Mo.; Butte, Holbrook, Missoula and Great Falls, all Mont.; Arcade, N.Y.; Greenville, N.C.; Rapid City, S.D.; Farwell, Tex.; Provo, Utah; Pullman and Spokane, Wash.; Crandon, Wis., and Sheridan, Wyo. *Apr. 4*

**Sheridan, Wyo. (BPCT-960404LD)**—WinStar Broadcasting Corp. (Stuart B. Rekant, president, 1146 19th St. NW, #200, Washington, DC 20036) for TV on ch. 7, ERP 316 kw visual, ant. 237 m., 1 km NE of Red Grade Rd., near Bosin Rock, 13 km S of Beckton, Wyo. WinStar has applied for TVs in Douglas and La Grande, Ariz.; Destin, Fla.; Pocatello and Sun Valley, Idaho; Newton, Iowa; Minden, La.; Greenville, Mo.; Butte, Holbrook, Missoula and Great Falls, all Mont.; Arcade, N.Y.; Greenville, N.C.; Rapid City, S.D.; Farwell, Tex.; Provo, Utah; Pullman and Spokane, Wash.; Crandon and Marquette, Wis. *Apr. 4*

**Sheridan, Wyo. (BPCT-960321KF)**—Sunbelt Broadcasting Co. (James E. Rogers, president/48.9% owner, 1500 Foremaster Ln., Las Vegas, NV 89101) for TV on ch. 7, ERP 5 kw visual, ant. 129 m., 5 km from Story, Wyo. Sunbelt owns KPVI(TV) Pocatello and KIVI(TV) Twin Falls, Idaho; KJVI(TV) Jackson, Wyo.; KRNVTV-FM Reno and KVBC(TV) Las Vegas; KYMA-TV, Yuma, Ariz./El Centro Calif.; has CPs for TVs on ch. 10, Elko and ch. 7, Winnemucca, Nev., and has applied to build TVs in Sun Valley, Idaho, and Rapid City, S.D. *Mar. 21*



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**May 6**—Peabody Awards luncheon presented by *University of Georgia College of Journalism and Mass Communication*. Waldorf-Astoria, New York City. Contact: (706) 542-3787.

**May 6-7**—"Introduction to Telephony," *Society of Cable Telecommunications Engineers* regional training seminar. Quality Hotel-Central, Phoenix. Contact: (610) 363-6888.

**May 8**—Fred Friendly First Amendment Award presentation by *Quinnipiac College* to Leslie Stahl. Metropolitan Club, New York. Contact: (203) 281-8655.

**May 8**—*International Radio & Television Society Foundation* Awards luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

**May 8-9**—"Introduction to Fiber Optics," *Society of Cable Telecommunications Engineers* regional training seminar. Quality Hotel-Central, Phoenix. Contact: (610) 363-6888.

**May 9**—*Federal Communications Bar Association* luncheon featuring John Sie. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

**May 9**—"Writing and Performing Television Comedy," seminar presented by the *Museum of Television and Radio*, New York City. Contact: (212) 621-6600.

**May 11-14**—100th *Audio Engineering Society* convention. Bella Center, Copenhagen, Denmark. Contact: (212) 661-8528.

## MAY

**May 14**—Seminar on Telecommunications Reform Act of 1996 and mass media issues, presented by *Federal Communications Bar Association* and *Glasser LegalWorks*. National Press Club, Washington. Contact: (800) 308-1700.

**May 14-15**—"March on Washington," annual Washington rally hosted by the *Association of Local Television Stations* (formerly *INTV*). Contact: Angela Giroux, (202) 887-1970.

**May 14-16**—"Innovative Strategies for the 21st Century: Creating and Managing New Growth Partnerships," conference presented by the *American Stock Exchange* and *Forbes Magazine*. Waldorf-Astoria, New York City. Contact: Elizabeth Ames, (212) 620-2398.

**May 15**—"The Cable Phenomenon," *International Radio & Television Society Foundation* under-30s seminar. NBC, New York City. Contact: Maria De Leon, (212) 867-6650.

**May 15-16**—East EuroLink, eastern and central European pay-TV conference presented by *Global Exposition Holdings*. Atrium Hilton Praha Hotel, Prague. Contact: (713) 342-9826.

**May 15-19**—Annual public radio conference, presented by *National Public Radio*. Washington Hilton and Towers, Washington. Contact: Alma Long, (202) 414-2000.

**May 15-19**—"Content '96," educational media conference and market presented by *National Educational Media Network*. Waterfront Plaza Hotel, Oakland, Calif. Contact: (510) 465-6885.

**May 16**—"How to Survive (and Thrive) in a Merger," *International Radio & Television Society Foundation* Q&A seminar. NBC, New York City. Contact: Dave Killeen, (212) 867-6650.

**May 16-17**—"Successfully Implementing Object-Oriented Technology for Telecom Cable and Wireless Companies," conference presented by *Global Business Research Ltd.* Doubletree Guest Suites, Chicago. Contact: (212) 366-3212.

**May 17**—Deadline for entries for the 1996 *National Association of Broadcasters* Service to Children Television Awards. Contact: Virginia Cullen, (202) 429-5368.

**May 17-19**—*Federal Communications Bar Association* annual seminar. Hot Springs, Va. Contact: Paula Friedman, (202) 736-8640.

**May 17-19**—"Economic Issues in the 1996 Elections," conference for journalists presented by the

*Foundation for American Communications*. University Inn and Reynolds School of Journalism, Reno. Contact: Christina Gardner, (213) 851-7372.

**May 17-21**—*National Association of Black-Owned Broadcasters* 20th annual spring management conference. Marriott Crystal Palace, Nassau, Bahamas. Contact: (202) 463-8970.

**May 18**—23rd annual Daytime Emmy Awards Creative Arts Awards, presented by the *National Academy of Television Arts and Sciences*. Marriott Marquis Hotel, New York City. Contact: David Beld, (212) 586-8424.

**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 21**—Digital television and Internet conference presented by *Convergence*. Sheraton New York, New York City. Contact: (303) 393-7449.

**May 21**—Seminar on Telecommunications Reform Act of 1996 and telecommunications issues, presented by *Federal Communications Bar Association* and *Glasser LegalWorks*. National Press Club, Washington. Contact: (800) 308-1700.

**May 22**—23rd annual Daytime Emmy Awards, presented by the *National Academy of Television Arts and Sciences*. Radio City Music Hall, New York City. Contact: David Beld, (212) 586-8424.

**May 22**—*Foundation for Accounting Education of the New York State Society of CPAs* entertainment and sports conference. Grand Hyatt Hotel, New York City. Contact: (212) 719-8383.

**May 22-23**—"Learning-Oriented Leadership," course presented by *Women in Cable & Telecommunications*. TCI Building, Denver. Contact: Molly Coyle, (312) 634-2353.

**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.

**May 30**—Seminar on FCC implementation of the Telecommunications Reform Act of 1996, presented by *Federal Communications Bar Association* and *Glasser LegalWorks*. National Press Club, Washington. Contact: (800) 308-1700.

## JUNE

**June 2-5**—"CABLEXPO '96: New World...New Rules!," Canadian cable convention presented by the *Canadian Cable Television Association*. Edmonton Convention Centre, Edmonton, Alberta. Contact: Christiane Thompson, (613) 232-2631.

**June 2-5**—"Marketing in the Real World and All That Jazz," 6th annual *Claritas* preclusion marketing conference. Hotel Intercontinental, New Orleans. Contact: (800) 678-8110.

**June 2-5**—*RTNDF/University of Missouri School of Journalism* Management Seminar for News Executives. University of Missouri, Columbia, Mo. Contact: (573) 882-4201.

**June 3-6**—"Case Study '96: Reinventing the Way We Do Business," *Women in Cable & Telecommunications* national cable management conference. San Francisco Hilton & Towers, San Francisco. Contact: Tracy Mitchell, (312) 634-2339.

**June 4-5**—3rd annual *Montreux International Symposium on Digital Audio Broadcasting*. Montreux Palace, Montreux, Switzerland. Contact: (800) 348-7238.

**June 5**—Deadline for entries for the *Unda-USA* 1996 Gabriel Awards, which honor radio and television programs that enrich their audiences and uplift and nourish the human spirit. Contact: Colleen Phelan, (513) 229-2303.

**June 5-6**—Iberica Link, Iberian pay-TV conference presented by *Global Exposition Holdings*. Mella Castilla Hotel, Madrid. Contact: (713) 342-9826.

**June 5-9**—*American Advertising Federation* 1996 conference. Sheraton San Diego Hotel and Marina, San Diego. Contact: (800) 999-2231.

**June 6-9**—*Montreux International Radio and*

*Interactive Media Services Symposium and Technical Exhibition*. Montreux Palace, Montreux, Switzerland. Contact: (800) 348-7238.

**June 7-9**—*Georgia Association of Broadcasters* Convention '96. Marriott Bay Point Resort Hotel, Panama City Beach, Fla. Contact: (770) 395-7200.

**June 7-9**—"Tapping the Hidden Stories In Your Community," workshop for journalists presented by the *Radio-Television News Directors Association* and the *Pew Center for Civic Journalism*. Marquette Hotel, Minneapolis. Contact: Cy Porter, (202) 467-5219.

**June 9-11**—1996 Business-to-Business Marketing Conference, presented by the *Association of National Advertisers*. Ritz-Carlton Palm Beach, Manalapan, Fla. Contact: (212) 697-5950.

**June 9-12**—*Cable Television Association of Maryland, Delaware and the District of Columbia* annual spring meeting. Sheraton Fontainebleau Hotel, Ocean City, Md. Contact: Wayne O'Dell, (410) 266-9111.

**June 9-15**—17th annual *Banff Television Festival*. Banff Springs Hotel, Banff, Alberta, Canada. Contact: (403) 678-9260.

**June 10**—2nd annual Wireless Communications Summit Conference sponsored by the *Federal Communications Bar Association* and *Warren Publishing*. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

**June 10-13**—*Society of Cable Telecommunications Engineers* 20th annual engineering convention and 14th annual Cabetech Expo. Opryland Hotel, Nashville. Contact: (610) 363-6888.

**June 11**—*Federal Communications Bar Association* luncheon featuring James Quello. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

**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, co-sponsored by *BROADCASTING & CABLE* and the *Federal Communications Bar Association*. New York Grand Hyatt, New York City. Contact: Joan Miller, (212) 337-6940.

## OCTOBER

**Oct. 9-12**—World Media Expo, comprising the *National Association of Broadcasters* Radio Show (contact: [800] 342-2460); *Radio Television News Directors Association* international conference (contact: Rick Osmani, [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.

## DECEMBER

**Dec. 11-13**—The Western Show, presented by the *California Cable Television Association*. Anaheim Convention Center, Los Angeles, Calif. Contact: (510) 428-2225.

Major Meeting dates in red

—Compiled by Kenneth Ray  
(ken.ray@b&c.cahners.com)

## Rocking the world for ratings and charity

**A**s an aspiring disk jockey working in college radio, Jeffrey Pollack day-dreamed about turning on friends to new bands and playing unusual segues. But he likely never envisioned turning on listeners worldwide.

Six years after leaving the University of Denver, Pollack set out to establish a music consulting company from his family's Los Angeles home. Beginning with a small client list, his reputation for recognizing hit songs by instinct and crafting successful radio formats spread quickly.

During the past 16 years, his business has expanded from a one-man shop to a worldwide multimedia consulting firm. He credits his success largely to his ability to target mass-appeal music.

"I've always been able to listen to the radio or watch television as an average listener or viewer would and understand why people are responding to it," Pollack says. "I think it's the discipline of being able to remove my personal tastes that has been important."

Pollack sprang from a typical background as a disk jockey and music director at FM stations from Albuquerque, N.M., to Fresno, Calif., before landing a consulting position working on pop formats with Drake-Chenault, the former syndication and music consulting firm. From Drake, Pollack was recruited in 1978 to program WMMR(FM) Philadelphia, which ranked at the bottom of its market with a progressive rock format.

In less than two years, Pollack grew WMMR's audience share from a 1.0 to a 7.0 with an album-oriented rock format that has become its staple. Soon after, fellow radio broadcasters started calling for his help in refashioning their sound. "It sounded like it could be a job," Pollack says of their offers.

Riding his success at WMMR, Pollack in January 1980 launched the Pollack Media Group. His interests quickly turned to foreign markets, and in 1982 he began serving as a consultant to pop stations in Australia. With the fall of communism in Eastern Europe in 1989, Pollack began forging rock formats for emerging commercial FM stations in Prague, Moscow and, later, Istanbul. Meanwhile, his domestic client list expanded.

With a growing reputation in the radio and music industries, Pollack was tapped to assist various charity fundraisers. The self-described "Mister Benefit" has donat-



*"Your biggest challenge, whether you are a radio station or a music channel, is to continue to surprise your audience."*

### Jeffrey Miles Pollack

**Chairman, Pollack Media Group Inc., Los Angeles; b. March 6, 1954, Hollywood; attended University of Denver, 1974; disk jockey, KFML(FM) Denver, 1974; music director, KMYR(FM) Albuquerque, N.M., 1974-75; music director, KBPI(FM) Denver, 1976; program director, KYNO(FM) Fresno, Calif., 1977; consultant, Drake-Chenault, 1977-78; program director, WMMR(FM) Philadelphia, 1978-80; founder/chairman, Pollack Media Group Inc., 1980-present.**

ed his expertise to such events as Live Aid, where he helped produce the concert's radio broadcast, and Pavarotti's benefit concert in Sarajevo last year, where he served as executive music consultant.

In addition, Pollack has helped to raise money—with musician Paul Simon—to provide medical treatment for homeless children, created a Boston-area radio station campaign to coincide with Don Henley's tour in support of saving Walden Woods, and coordinated a "Friends of the Earth" campaign in conjunction with Paul McCartney's 1990 tour to ban ozone-depleting chemicals.

Pollack says his "strong social conscience" has guided much of his involvement in benefit efforts, and he advises radio stations to support various social causes to "help develop character."

"I think that anybody who cares about being in contemporary music or in the entertainment business has to remain open-minded and fresh and care about things that are happening," Pollack says.

About the time Pollack launched his firm, MTV was created. Like his radio and music industry peers, he thought that the concept of airing music videos was "amazing," but did not know "it would transform the business as much as it has." Several years after MTV had earned an established audience, Pollack was hired as a consultant and "idea person" for MTV U.S.A. and MTV Europe.

The "creative restlessness" among staffers at MTV has kept the music channel top of its game. "Your biggest challenge, whether you are a radio station or a music channel, is to continue to surprise your audience," Pollack says. "You've got to remain interesting."

To keep his personal interest in music consulting fresh, Pollack signed to consult on music scores for films released by Columbia Tri Star and Paramount Pictures. He claims credit for working on such films as "Robin Hood: Prince of Thieves," which earned an Oscar nomination for the hit "Everything I Do, I Do It for You," by Michael Kamen and Bryan Adams.

Despite a diverse schedule, Pollack and his 10-person staff devote a great deal of time to consulting at radio stations. With relaxed station-ownership limits, Pollack says, "the best news" for radio listeners is that broadcasters with multiple stations will have outlets for experimental and mainstream formats.

—DP

# Fates & Fortunes

## BROADCAST TV

**Rick Henry**, assistant sports director, WIS(TV) Columbia, S.C., named sports anchor.

**Christine Ortiz**, assignment editor, WPVI-TV Philadelphia, joins WCBS-TV New York in same capacity.

**Bill Burke**, assistant news director, WIS(TV) Columbia, S.C., joins WPBF(TV) West Palm Beach, Fla., as news director.

**Suzyn Waldman**, sports announcer, joins WPXI(TV) New York as a commentator for 13 road games of New York Yankees baseball.

**Dennis Sublett**, director/editor, WSET-TV Lynchburg, Va., named manager, creative services.

Appointments at Advantage Television Software, Chicago: **Matthew Kreiner**, president/GM, WLUK-TV Green Bay, Wis., joins as president/CEO; **Andrew Welch**, president AWA-TV, Los Angeles, joins as executive VP/COO; **David Janney** named VP/director, operations.

**Gretchen Carlson**, reporter/weekend anchor, WOIO(TV) Shaker Heights and WUAB(TV) Lorain, Ohio, named weekend co-anchor, *19 News CBS*, WOIO.

Appointments at *Extra*, Burbank, Calif.: **Gloria McDonough-Taub**, supervising producer, special projects, and **Eugene Young**, supervising producer, shows, named senior supervising producer, news and features, and senior supervising producer, broadcasts, respectively; **Jerry Schmetterer**, deputy metropolitan editor, *New York Daily News*, joins as New York bureau chief.

**Dayna Crisco**, human resources manager,

Aspen Systems Inc., Rockville, Md., joins WMAR-TV Baltimore as director, human resources.

**Al Blinke**, news director, WPXI(TV) Pittsburgh, joins WSB-TV Atlanta in same capacity.

Appointments at Benedek Broadcasting, Rockford, Ill.: **Douglas Gealy**, president/GM, WCMH(TV) Columbus, Ohio, joins as executive VP; **Terry Hurley**, VP/GM, KDLH(TV) Duluth, Minn., named senior VP, Benedek Broadcasting; **Keith Bland**, VP/GM, WTAP-TV Parkersburg, W. Va., named senior VP, planning and technology; **Clyde Payne**, division VP/GM, WBKO(TV) Bowling Green, Ky., accepts expanded responsibilities for various corporate projects.

## PROGRAMING



**Hookstratten**

**Jon Hookstratten**, partner, Hookstratten & Hookstratten law firm, Los Angeles, joins CBS/GroupW/Maxam there as senior VP, business affairs.

Appointments at Semaphore Entertainment Group, New York: **David Isaacs**, VP, named COO; **Campbell McLaren**, GM/VP, programming, named president, SEG Productions; **Michael Abramson**, executive VP, marketing and distribution, named president, SEG Pay-Per-View.

**Karen Stein**, senior supervising producer, *Our Home*, Lifetime Television, joins Hearst Broadcasting Productions, Needham, Mass., as executive produc-

er, program development.

Appointments at ABC Television Network, New York: **Alex Wallau**, VP, operations, named executive VP; **John Wolters**, senior VP, finance, and controller, named executive VP; **Barry Goodman**, VP, network marketing, NBC, New York, joins as VP/executive producer, marketing.



**Beekman**

**Bernadette Beekman**, attorney, legal and business affairs, Warner Bros. International Television Distribution, Burbank, Calif., joins Saban International, Los Angeles, as VP, international administration.

Appointments at Matinee Entertainment, Los Angeles: **Jennifer Levine**, independent producer/publishing consultant, joins as director, creative affairs; **Celia Bonaduce**, animation coordinator, Nickelodeon, joins as manager, development.



**Widmann**

**Nancy Widmann**, president, CBS Radio Division, joins CBS/GroupW/Maxam, New York, as senior VP, market development.

**Philip Kent**, president, Turner Home Entertainment, New York, named managing director, Turner Broadcasting System Ltd., London.

## RADIO

**Randy Meyer**, operations manager, Westwood One Radio Networks, Arlington, Va., joins WHP(AM) Harrisburg, Pa., as operations manager.

**Sam Milkman**, assistant program director, WHTZ(FM) Newark, N.J., joins WXRK(FM) New York as operations director.

**Ron Williams**, on-air host, *Club FLY* and *The Vibe*, WFLY(FM) Troy, N.Y., named music director.

Appointments at KAJA(FM) San Antonio, Tex.: **Randy Carroll**, program direc-



**Mitrovich**



**McMackin**



**Givens**



**Weigand**



**Bickel**

Appointments at KTTY(TV) San Diego, Calif.: **Dan Mitrovich**, publisher, *Californian*, Riverside, Calif., joins as controller; **Kelly McMackin**, NSM, KGT(TV) San Diego, named GSM; **Will Givens**, manager, special projects, Tribune Creative Services, named director; **John Weigand**, director, engineering, KFMB-AM-FM-TV San Diego, joins in same capacity; **Sam Bickel**, director, programming, public affairs, KABB(TV) San Antonio and KRRT(TV) Kerrville, both Texas, joins as director, programming.

tor/morning show host, named creative manager; **Keith Montgomery**, music director/afternoon air personality, named operations manager.

**Kathleen Jackson**, manager, human resources, Atlantic Electric Co., Pleasantville, N.J., joins National Public Radio, Washington, as VP, human resources.

Appointments at WQSR(FM) Catonsville, Md.: **Buz Hiken**, GSM, named director, sales and special projects; **Robert Phillips**, NSM, named GSM; **Jon Blum**, local account executive, named NSM; **Tracy Brandys**, retail marketing manager, WXYV(FM) Baltimore, joins as director, new business development.

**John Casey**, VP/GM, WSGW(AM) and WIOG(FM) Saginaw, Mich., becomes president, Casey Communications, and owner/manager, WWOJ(FM) and WWTG(AM) Sebring, Fla., the new company's first broadcast properties.

## CABLE



Harbeck

**Tom Harbeck**, senior VP, marketing and associate worldwide creative director, Nickelodeon/Nick at Nite, named senior VP, Nickelodeon marketing and on-air promotion, and creative director, U.S. Television.

**Sarah Lesch**, director, public relations, E! Entertainment Television, Los Angeles, named VP.

Appointments at ESPN, Bristol, Conn.: **Evan Sternschein**, VP, advertising sales, adds OCC Sports and ESPNET Sports-Zone to his responsibilities; **Brian Carr**, account executive, named VP, sales planning and administration.

Appointments at Cartoon Network, Atlanta: **Michael Ouweleen**, copywriter, Korey, Kay & Partners, New York, joins as associate creative director; **Craig Steven McAnsh**, VP, marketing, named senior VP.

**James Hall**, project manager, TCI of Washington, Seattle, joins Summit Communications Inc., Bellevue, Wash., as director, Seattle cable operations.

**Cynthia Burnell**, senior VP, affiliate relations and marketing, SportsChannel Regional Network, Woodbury, N.Y., expands her responsibilities to include

## BMI hosts 48th annual NAB dinner



Wayne Vriesman; FCC commissioners James Quello and Rachelle Chong, and BMI Chairman of the Board/Berkshire Broadcasting President Donald Thurston.

Joining BMI President/CEO Frances W. Preston (center) at the 48th annual dinner in honor of present and former commissioners of the FCC and officers and directors of the NAB are, from left: New City Communications President Richard A. Ferguson; FCC Commissioner Susan Ness; NAB President Edward Fritts; Preston; Tribune Broadcasting, Co. Radio Group Vice President

management of NewSport.

**Mark Bradford**, European account manager, Turner International Sales, Atlanta, joins Sci-Fi Channel Europe as advertising sales controller.

**Joseph Fulmino**, VP, financial operations and affiliate auditing, Showtime Networks Inc., New York, named VP/controller.

## MULTIMEDIA

**William Dorn Jr.**, senior VP, global finance, communications, Nations-Bank, Atlanta, joins Cox Enterprises there as director, business development.

**Rodney Brady**, president/CEO, Bonnevile International Corp., Salt Lake City, named president/CEO, Deseret Management Corp. (holding company).

**Michelle Kearney**, VP, Latin American and Asian television sales, Alliance Entertainment, Los Angeles, joins Solomon International Enterprises, Beverly Hills, Calif., as VP, international sales.

## SATELLITE/WIRELESS

Appointments at PanAmSat Corp., Greenwich, Conn.: **Robert Bednarek**, VP, engineering and operations, named senior VP; **James Cuminale**, general counsel, named senior VP/general counsel; **Alvaro Gazzolo**, GM, Latin America, named VP, Coral Gables, Fla., office.

**Ken Gerdes**, VP/GM, WGXA(TV) Macon, Ga., joins Wireless One Inc. there as GM.

Appointments at Scientific-Atlanta, Atlanta: **Patrick Tylka**, president, North American sales division, named president, North American and Latin American sales, Broadband Communications Group; **Thomas Steipp**, GM, Federal

Computer Operations, Hewlett-Packard Co., joins as VP/GM, high-speed data systems including cable modems.

## DEATHS

**Duane Kell**, 49, VP/GM, WKBD(TV) Detroit, died of cancer May 1 at his home in Rochester Hills, Mich. A native of Detroit, Kell previously worked for WDIV(TV) and Campbell Ewald Advertising there, and WJRT-TV Flint, Mich. He had been at WKBD since 1985, first as director, sales and operations. Kell is survived by his wife, Susan, and two children.

**Sherlee Barish**, 69, died April 28 of complications following surgery at Sarasota Memorial Hospital in Florida. A well-known leader in executive placement and news talent management, Barish ran Sherlee Barish & Associates, a personal management firm specializing in representing television news anchors, reporters and news management. In 1961 she formed Broadcast Personnel Agency in New York. Before that, Barish was a sales executive at Official Films, New York, and program director, WIRK-TV West Palm Beach, Fla.

**Lester Sumrall**, 83, evangelistic broadcaster, died April 28 at St. Joseph Medical Center, South Bend, Ind. Sumrall founded LeSEA Broadcasting Inc., owner and operator of television and radio stations including WHMB-TV Indianapolis; KWHB(TV) Tulsa, Okla.; KWHE(TV) Honolulu; WHME(FM) South Bend, and World Harvest Radio International, which beams shortwave programming worldwide 24 hours a day. Sumrall is survived by three sons: Frank, Stephen and Peter.

—Compiled by Denise Smith  
e-mail: d.smith@b&c.cahners.com

**The FBI advised the NAB last Friday (May 3) that it had received a letter threatening to bomb "any radio or TV station broadcasting commercials [for] alcoholic beverages."** The NAB sent out a station advisory that, although the FBI has no way of verifying the seriousness of the threat, "NAB wants you to know so you can make your own determination of what, if any, special measures you may wish to make at your station." The threat directed at "commercials only," and specified that transmission equipment, towers and network microwave relays would be targeted, as well as breweries that advertise on TV or radio.

**More post-merger changes at Capital Cities/ABC:** The Walt Disney Co.'s new subsidiary will shorten its name to ABC by early next year. Sources say president Bob Iger wants to simplify the broad-

cast group's moniker and emphasize the brand name best known to consumers.

**Members of Washington's V-chip implementation committee were set to meet with Hollywood leaders** in Beverly Hills today (May 6) to update TV's creative community on plans for a TV content ratings system to work in conjunction with the federally mandated program-blocking device. Expected to attend the session with MPAA President Jack Valenti, NCTA President Decker Arstrom, NAB President Eddie Fritts and others are Leslie Moonves, president of CBS Entertainment; producer Steven Bochco; NATPE President Bruce Johansen, and Walt Disney President Dean Valentine. ABC, NBC, Fox and UPN also planned to send representatives, as did the major studios and talent guilds.

Fox veteran **Adam Ware**, senior VP, network distribu-

tion, will leave the network later this month to join Barry Diller's Silver King Communications as executive VP, broadcasting. Ware will oversee Silver King's plans to gradually replace the Home Shopping Network on its 12 UHF stations with original and syndicated programming. He also will manage Silver King's acquisition strategy. Another longtime Fox executive, **Doug Binzak**, senior VP, scheduling and marketing strategy, is set to join Silver King this month as executive VP, focusing on programming and production.

**Ameritech New Media won its largest cable TV franchise last week** when it was granted approval by the city council of **Columbus, Ohio**, to offer competitive cable service. Ameritech plans to offer alternative cable service to the 280,000 households in Columbus now served by Time Warner Cable and Coaxial Com-

munications. The service will be offered under the Americast programming brand name.

**Viacom reported a 61% drop in net earnings for the first quarter, to \$27.8 million**, on a 3% revenue gain, to \$2.8 billion. The company's cable networks and broadcasting segment posted a 19% revenue gain, to \$542 million, and an 18% gain in operating income before depreciation and amortization, to \$126 million. Revenue at the MTV Networks rose 28%, to \$264 million, while operating income there rose 20%, to \$93 million.

Burbank, Calif.-based **SI Communications has filed a \$10 million lawsuit against Nielsen Media Research** that claims the ratings service does not have enough black households in its audience sample to generate reliable ratings for programs targeted to black viewers. SI, producer of quarterly magazine *24/7* and other syndicated shows, claims that the margin of error in Nielsen's survey of black households typically exceeds 25%. A Nielsen spokesperson said that the suit, transferred last month from state to federal court in New York, is without merit. Nielsen has filed a \$50,000 counterclaim against SI for non-payment of fees.

**Westinghouse reported an 8% gain in operating income**, to \$110 million (on pro forma basis), for its broadcast segment (Westinghouse/CBS Broadcasting Group) on a 7% revenue boost, to \$1.1 billion, in first quarter 1996. Operating income for the radio group rose 36%, the company said, while TV station income was roughly flat.

## Redstone standing firm on Spelling price



acquired in its 1994 merger with Blockbuster Entertainment.

"Our agenda with Spelling has not changed," Redstone said following his speech last Thursday to the Hollywood Radio & Television Society on the globalization of the television industry. "If we get what we're looking for, we'll sell it," Redstone said. "If not, we'll keep it. It's a great asset."

And Spelling Entertainment is no longer in danger of losing one of its key assets, producer Aaron Spelling, whose contract expired last month. Spelling confirmed last week that he is negotiating a new contract with Redstone.

On hand for Redstone's remarks to HRTS were (l-r) Jonathan Dolgen, Viacom; Kay Koplovitz, USA Networks; Redstone, and Rod Perth, USA Networks and HRTS president.

—CL

Viacom is in no hurry to sell its 77% stake in Spelling Entertainment Group, Viacom Chairman Sumner Redstone said last week. Redstone's reported \$1.5 billion asking price for the production/distribution company is said to have kept potential buyers at bay ever since Viacom put its majority interest on the block last August. Speculation has mounted in recent weeks that Viacom would reverse its course and buy the remaining 23% of publicly held Spelling, which Viacom

## Toast of TV



Phil Donahue's staff doused him with champagne after he finished taping his final broadcast last Thursday (May 2) in New York. At a press conference after the show, Donahue described his 29-year talk show career as "an adventure that ought to happen to everybody."

Network earnings were down, due to lower ratings.

**Bonneville International Corp. is entering the nation's capital**, buying oldies-formatted WXR-FM in suburban Waldorf, Md., from Robert F.X. Sillerman's SFX Broadcasting Inc. It also bought WQSI(AM) Frederick-wxvr(FM) Brad-dock Heights, Md. All three sold for \$25 million, broker Paul T. Leonard of Star Media Group said last Friday. SFX has not yet closed on its purchase of the stations from Liberty Broadcasting Inc. When it does, it will simultaneously turn over the three stations to Bonneville, which declined comment on possible format changes. SFX, however, apparently is not completely bowing out of the D.C. market; it's holding on to Liberty's WHFS(FM) Annapolis, Md. The alternative rocker is said to turn a healthy profit.

Senate Commerce Committee Chairman **Larry**

**Pressler (R-S.D.) has scheduled a hearing on spectrum policy for May 23.** Broadcasters are expected to testify at what may be the first hearing on Pressler's self-described "grand spectrum bill." Pressler, who is up for re-election, has said it is unlikely that there is enough time in the current legislative term to pass a spectrum bill.

**NAB warned** its members last week that Representative Joseph Kennedy (D-Mass.) is working on a proposal to require **warnings on all beer and wine advertisements.**

**Former MTV personality Karen Duffy** has been tapped as one of several co-hosts for King World Productions' upcoming first-run strip *Off the Hook*, which has been revamped with a new team of hosts since the project was unveiled late last year. King World officials declined comment, but Duffy's agent

says he's just waiting to hear from King World if the show is a firm "go" for fall. Actress Katie Wagner, daughter of Robert Wagner and the late Natalie Wood, also appears as a co-host in the pilot for the music-oriented magazine.

**Combined local and national radio ad revenue climbed an average 4% in March 1996** compared with March 1995, according to the Radio Advertising Bureau. For the first three months of 1996, the RAB reported combined revenue pacing an average 6% during the same period last year.

**Sports Illustrated Television (SITV) and the National Basketball Association will offer NBA on Demand** for Time Warner's Full Service Network interactive test trial in Orlando, Fla. The on-demand program package, comprising a collection of vintage NBA videos called *NBA Entertainment Theater*, will function like a

VCR, letting FSN subscribers fast-forward, rewind or pause the programming. NBA is SITV's second professional on-demand sports package; last fall FSN introduced *NFL on Demand*, comprising *NFL Double Header*, *Highlights on Demand* and *NFL Films Theater*.

**TCI and Microsoft have partnered with Brooklyn Union Gas Co. and Pacific Gas & Electric Co. in an energy information services trial** in Walnut Creek, Calif. The test will allow consumers to monitor and manage household energy consumption by personal computer. Pacific Gas software is connected to a wireless remote and a TCI set-top box. A Microsoft multimedia operating system connects the interactive services to a television interface. The trial eventually will reach 1,000 homes in the San Francisco Bay area. Brooklyn Union will run the same test in approximately 100 New York-market homes later this year.



Drawn for BROADCASTING & CABLE by Jack Schmidt

"I thought I might be helpful during the sweeps...I impersonate members of the clergy."

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## Odious comparisons

At last week's NCTA convention, two of the industry's erstwhile adversaries, Vice President Gore and FCC Chairman Hundt, had nothing but nice things to say. "You are helping the country meet the goal of delivering the benefits of the communications revolution to all our children," said Hundt. Gore praised the industry for its "good corporate citizenship," and both cited cable for its children's programming, free airtime to candidates, information campaigns about TV violence, and embracing the V-chip.

For an industry that has been cast as the villain in Washington—as much for its runaway success as for any transgression—it was a welcome respite. And an earned one.

The Vice President and Mr. Hundt were off course, of course, when they sought to use cable's public service to diminish broadcasting's. You cannot compare a medium using hundreds of channels to a medium confined to one. You cannot contrast what happens in a niche to what happens in the mainstream. You cannot put side by side a system for which all in the audience pay something and one for which the audience pays nothing at all.

We're all for broadcasting and cable duking it out in the marketplace and in the court of public opinion. They shouldn't be set against each other by the U.S. government.

## First things first

Now that the digital spectrum is secured, broadcasters and policymakers are worrying about the return spectrum—the analog spectrum that is to be returned for auction once the digital beachhead is established.

The administration's plan calls for a 2005 return, with the auction three years previous (and anticipated to produce \$17 billion). The catch-22: If the auction failed to produce that sum, broadcasters would have to make up the difference.

Senators John McCain (R-Ariz.) and Phil Gramm (R-Tex.) would give broadcasters 10 years to return the analog spectrum without penalty, with an escalating scale of payments up to a certain return at year 15.

Senator Dan Coats (R-Ind.) would allow broadcasters to keep the analog spectrum until digital penetration hit 80%.

If ever carts were ahead of the horse, these are. There's no analyst in America who can project with certainty the growth of digital. And the notion of penalizing broadcasters because the transition goes more slowly than Washington would like, or because someone else puts a lower value on the spectrum than the current guess, is pure looking glass.

What Washington can do, if it will, is accelerate the process of converting to digital. The FCC has been sitting on the standard-setting process since November. Senators Dole and Pressler both have a hold on the FCC's spectrum allocations; there would be more than symbolic value in their releasing the commission from a promise to go slow. The faster the first adapters get on the air with digital, and the showrooms fill with sets, the sooner analog can be consigned to memory and the spectrum turned to cash.

## A tale of two quotations

"Freedom of the press is guaranteed only to those who own one."

A.J. Liebling said that, and he was dead right. Disney owns the press (in this case WABC[AM] New York) and was completely within its rights—as well as its responsibilities—in firing Bob Grant for airing opinions offensive to anyone you would want to know. Those who find Grant's First Amendment rights violated don't know the Constitution.

WOR(AM) New York is now completely within its First Amendment orbit in offering house room to the Grant diatribes. It was of that station's actions that Voltaire said: "I disagree with what you say, but I will defend to the death your right to say it."

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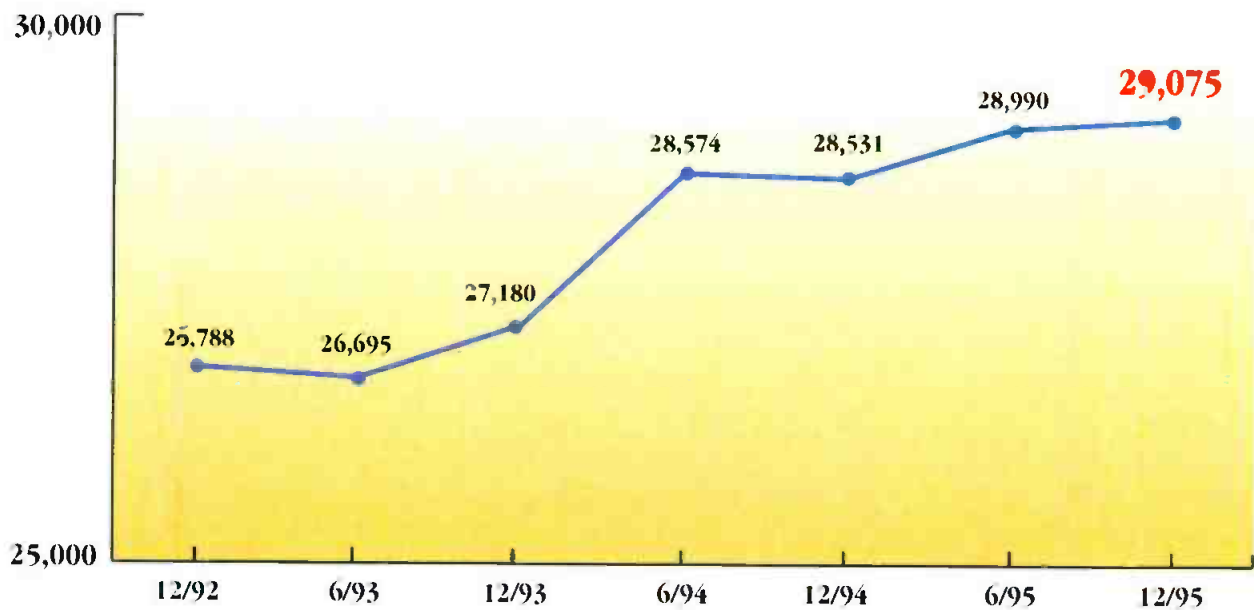
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