

JULY 22

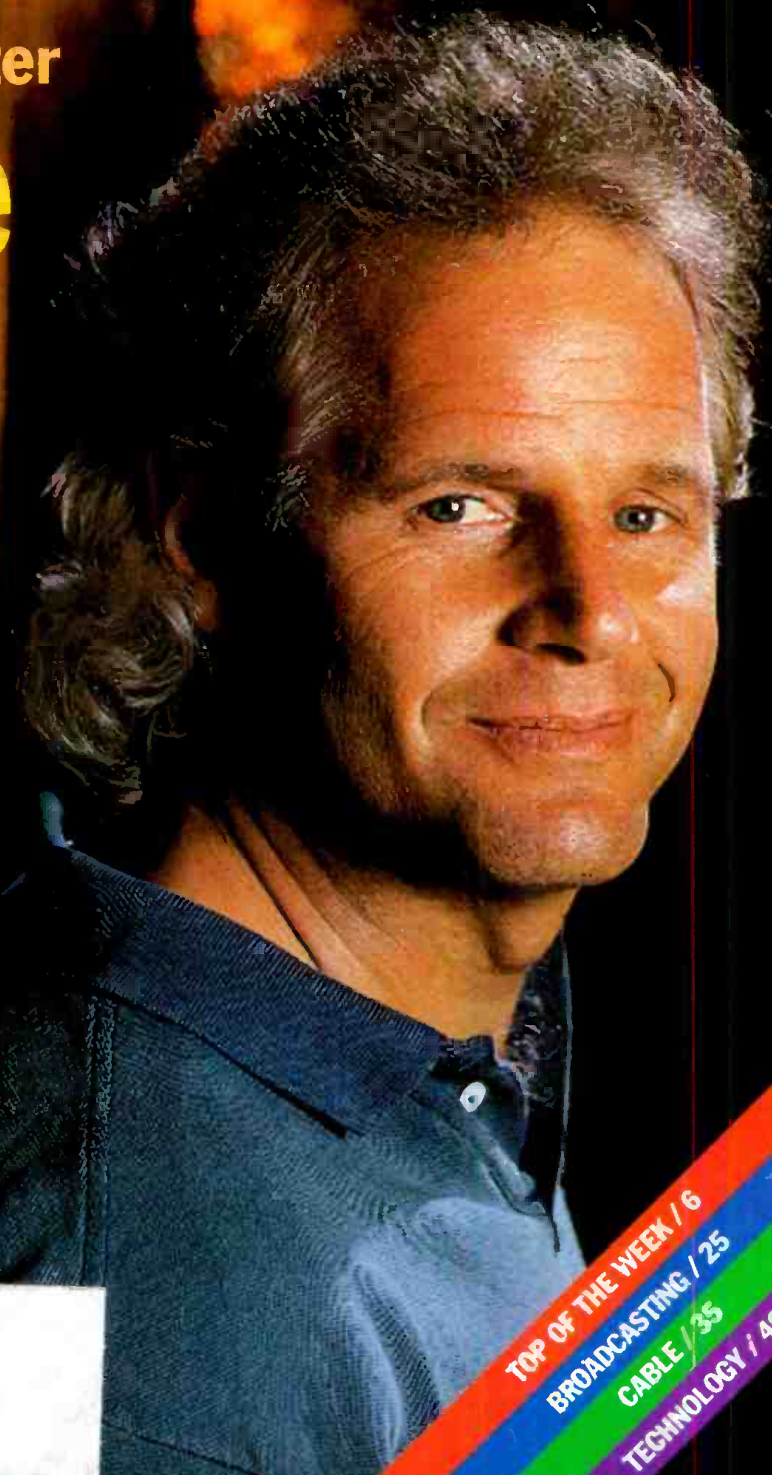
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Broadcasting & Cable

The Newsweekly of Television and Radio

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The X-Files' Chris Carter It's In To Be Out There



**Murdoch Buys New World,
Goes to Head of Class
Among Station Groups**

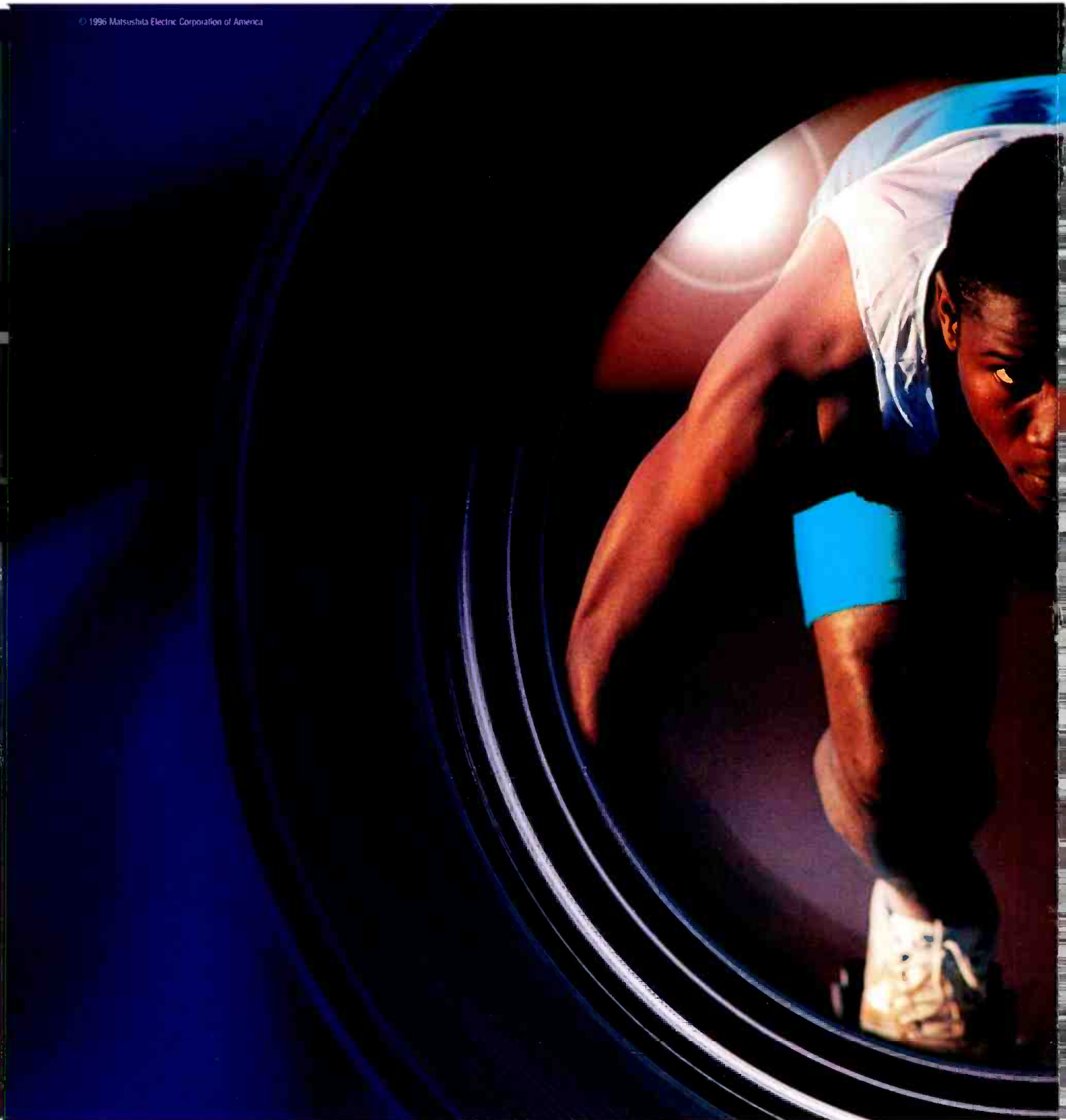
**Time Warner/Turner:
Biggest Media Merger
Gets by the FTC**

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CABLE / 35
TECHNOLOGY / 49

*****3-DIGIT 591
BC0751E* AVE97 EGB 694
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KTWQ-TV
979 NEPTUNE BLVD
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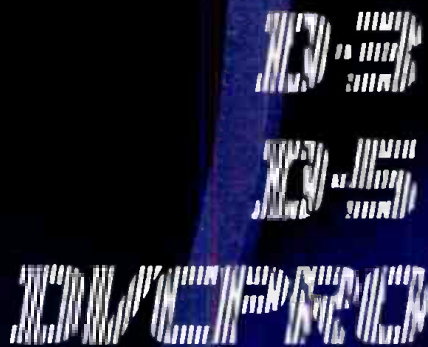


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Fast Track

Must Reading from

Broadcasting & Cable

July 22, 1996

TOP OF THE WEEK / 6

Murdoch claims New World News Corp's \$3 billion acquisition of New World Communications makes Fox the nation's leading TV station owner. / 6



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Congressmen ask for nightly family hour Lawmakers complain of inappropriate early evening TV fare, seeking changes in 8-9 p.m. programming. / 10

White House calls for digital TV standard The Clinton administration wants the FCC to set a standard for digital television transmission. / 18

FCC may tap NTIA experts to hear CD Radio bid The commission has asked the NTIA to assemble a panel of government experts to evaluate "pioneer's preference" applications, including CD Radio's. / 18

UHF is telcom's hot new property Broadcasters, mobile phone companies and others will make their claims on a piece of the increasingly valuable UHF 60-69 range. / 19



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The six stars of TV hit 'Friends' reportedly are each asking for \$100,000 per episode and a piece of syndication profits. / 26

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Fox chief tells critics network is holding its own Fox Entertainment President John Matoian addresses a critics group, telling them that, while there were no breakout hits last year, the network is doing just fine. / 27

Broadcasters ponder consolidation At a meeting of radio execs, questions are raised about the implications of industry consolidation. / 36

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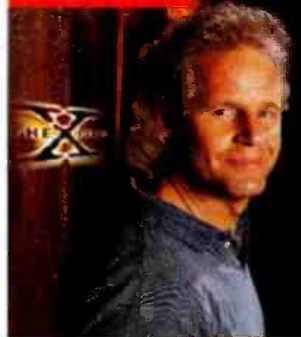
MSNBC launch covers TWA crash MSNBC shows the power of multimedia news coverage, breaking the story of the tragic TWA crash in New York, then continuing to combine its reporting and distribution resources with CNBC and NBC News. / 35



Infinity Broadcasting radio personality Don Imus's morning drive-time show will air live on MSNBC. / 36

TNN brings back J.R. Ewing Bolstered by the success of *Dukes of Hazzard* reruns, TNN will make *Dallas* a part of its fall schedule. / 39

COVER STORY



Chris Carter: Serial thriller Writer/producer Chris Carter discusses his current hit, *The X-Files* as well as his upcoming *Millennium*. He also discusses scheduling and the V-chip, and recalls the TV shows that made him gasp in fear. Cover photo by Tim Rue/Black Star / 20

Telemedia Week

Internet loaded with Olympic sites Several Internet sites will help fans follow the action in Atlanta. / 46

Internet may provide a marketplace for music Musical artists look to the Internet as a way to market their music, minimizing the need for big labels. / 47

Classic Albums and The Hotz Corp. will collaborate on online documentaries covering legendary rock albums. / 48



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Five Panasonic Postboxes installed Quincy Newspapers Inc. has installed Panasonic Postbox nonlinear workstations in five of its member stations. / 49

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It is time that we all put our conscience first when it comes to television for our children.

Encore Media Corporation offers a block of educational programming to broadcasters -- at no cost.

July 22, 1996

With the widespread call for more educational programming, we must all work together as television programmers to make a positive contribution to our children, America's future. Television is just too powerful **not** to use for learning. That's why WAM! America's Kidz Network, is inviting you to take an important step with us.

WAM!, Encore Media Corporation's 24-hour commercial-free children's network, is offering broadcasters an initial three-hours per week of high quality children's educational series, **at no cost**, to meet your educational programming needs. We recognize that your energies are dedicated to buying commercially-viable programming -- that is your focus, as it should be. Our focus at WAM! is to provide top-notch socially-conscious, kid-proven educational programming that satisfies the most discerning parents as well as the toughest policy-makers.

For the first time, these titles are all available for broadcast:

Global Family -- explores the interrelationships between man, animals and the environment from around the world.
30 minutes / 20 episodes

World Youth News -- cutting edge international news and information produced by teens around the world.
30 minutes / 18 episodes

Time Exposures -- three kids travel through a time portal to meet legendary and historical figures.
30 minutes / 26 episodes

Kaboom Kazoom -- extraordinary feats by kids around the world promote global understanding and multi cultural perspectives. 30 minutes / 26 episodes

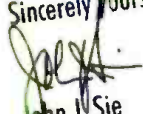
F.R.O.G. (Friends of Research & Odd Gadgets) -- provides hands-on science lessons that teach kids how to research and build fun, unusual gadgets. 30 minutes / 20 episodes

Space Journals -- highlights space footage, how to become an astronaut and how experiments are conducted in zero gravity conditions. 15 and 60 minutes / 8 episodes

I think we are all in agreement that high-quality children's programming is vital. A good educational foundation for our children is key to an economically-competitive and culturally-enlightened society as we head into the next millennium. To that end, I am personally extending this offer of WAM! programming to enable you to move swiftly for the good of our young people.

These series are available now. I hope we all put our conscience first to give our children a positive alternative when they turn on the television.

Sincerely yours,



John J. Sie
Chairman & Chief Executive Officer

5445 DTC Parkway, Suite 600
Englewood, CO 80111



**For details please call (303) 771-7700
& ask for the WAM! information line.**

Murdoch claims New World

News Corp.'s \$3 billion play creates largest station group, surpasses Westinghouse/CBS

By Elizabeth A. Rathbun and
Cynthia Littleton

Don't call Rupert Murdoch's Fox the fourth network anymore. With last week's \$3 billion acquisition of the remaining 80% of New World Communications Group Inc., News Corp. and Fox become the nation's leading TV station owner.

The ground-breaking stock deal also brings News Corp. within a hairbreadth of the new TV station ownership cap of 35%. Its 22 stations will reach 34.83% of the nation's TV households, using the FCC's calculations. The deal includes producer and distributor New World Entertainment.

The addition of New World's 10 Fox affiliates to News Corp.'s 12 gives News Corp. an O&O in every top-10 market except San Francisco (see box, next page).

"[Murdoch] has such great strength in having that block" of top-10 holdings, says broker Richard Foreman. "There's been nobody that's had that in our business."

The merger is "a very important and strategic move," agrees analyst John S. Reidy of Smith Barney. "The ability to reach 35 percent of the audience with owned-and-operated television stations...is a powerful weapon as Fox [moves] forward into late night, early morning, daytime, overtime and, of course, news."

"Fox is the locomotive for creating the brand and the properties that allow us to build new [distribution] platforms around the world," says Chase Carey, chairman of Fox Television. With the merger, News Corp. and Fox also gain:

- A more cohesive marketing and promotional strategy, particularly for Fox Sports. Nine of New World's stations are in Major League Baseball markets, while five New World mar-



News Corp. Chairman Rupert Murdoch has TV stations in nine of top 10 markets, 15 of top 20.



public affairs hour, *Fox News Sunday*.

It also could lead to the creation of an in-house unit to handle spot sales for the 22 stations. Most of Fox O&Os currently are represented by Petry Television or Telerep.

News Corp. has been looking to buy New World since May 1994, when it invested \$500 million for a 20% stake in the company. As part of that deal, which also involved syndicated programming access, New World switched its stations' affiliations (mostly CBS) to Fox.

This past April, News Corp. Chairman Murdoch and New World Chairman Ronald O. Perelman deadlocked over the price of the deal. Perelman was seeking \$29 a share, while Murdoch was offering \$23.

Murdoch and Perelman met again recently at investment banker Herbert

Allen's annual executive retreat in Sun Valley, Idaho. The deal came together with "lightning speed" last Monday, Fox and New World sources say. In the end, News Corp. will exchange about \$2.48 billion in stock and assume New World's debt of approximately \$540 million, says Bloomberg Business News. The \$3 billion total works out to a reported 15 times cash flow, or about \$27 a share for New World stock, which closed last Friday at \$21.75.

News Corp. has not explained why it went so far over the trading price for New World. "Perelman simply played a better poker game in the final round," suggests Art Rockwell, media analyst with Yaeger Capital Markets.

"New World shareholders are really the winners," says Rita Zanella of Gruntal & Co. Perelman alone could gain as much as \$900 million for his 37% worth of New World's outstanding shares.

New World stockholders must approve the deal, and the FCC also must review the proposed merger.

Left out in the cold was King World Productions Inc., which New World

TOP 10 TV GROUPS

	stations	Coverage of US HH*	
		FCC%	Full%
1. Fox/NW	22	34.83	40.35
2. Westinghouse	14	30.95	31.86
3. Tribune	16	24.96	35.34
4. NBC	11	24.65	25.12
5. Disney/ABC	10	24.07	24.32
6. Silver King	16	20.00	31.13
7. Paxson	17	18.71	39.18
8. Chris Craft	8	17.70	19.49
9. Gannett	15	14.08	14.29
10. Univision	11	12.80	25.59

*FCC%—Consistent with FCC rules, UHF stations are credited with half the market households in the FCC percentage column. Full% includes local marketing and time brokerage agreements. Each full market is counted only once.

kets have professional hockey teams.

- Help in building a national news presence, both on the Fox network and on the Fox News cable channel scheduled to launch in October.

- Boosted in-pattern clearances of Fox's non-prime-time programming, including the upcoming morning show *Fox After Breakfast* and its Sunday

reportedly came close to buying for \$1.5 billion. Observers say the New World/King World talks may have been a ploy by Perelman to coax Murdoch back to the bargaining table.

Fox insiders predict a major turnover of general managers at the New World stations, but Carey says it is far too soon to make decisions on personnel matters.

One thing is clear. "Without question, [the New World] stations could be performing better than they are today."

Carey says. Fox executives were known to have been unhappy with New World's management.

Carey predicts that the profitability of the New World stations will double during the next three to four years, from a reported \$200 million to \$400 million. That in turn will strengthen the network's performance.

"We look at the stations and the network as one business," Carey said. "They are inextricably tied in the profitability sense."

News Corp. builds syndication muscle

Twentieth gets expanded first-run launchpad

By Cynthia Littleton

News Corp.'s buyout of New World has made Fox's Twentieth Television arm the 800-pound gorilla of the syndication marketplace, but it also raises questions about the fate of New World shows set for launch in less than two months.

With the Fox O&O group swelling, Twentieth has clear advantage over competitors in launching first-run product, and the stations gain new leverage in negotiating with outside suppliers.

Fox is likely to fold New World's production and distribution operations—valued at about \$450 million—into Twentieth. However, Chase Carey, chairman of Fox Television, stressed last week that no decisions will be made until all New World assets are thoroughly evaluated.

Brandon Tartikoff, chairman of New World Entertainment, made a quick evaluation and decided to resign.

Tartikoff said the deal will create a "powerful force" in television. "However, my personal and professional goals are to get closer to the product, and therefore I concluded that those goals will be best fulfilled elsewhere."

Tartikoff, whose Moving Target Productions was bought by New World for \$9 million in 1994, said he intends to remain active in network development and step up activities with his



New World Chairman Brandon Tartikoff responded to the deal with his resignation.

book imprint, Brandon Tartikoff Books.

New World Entertainment had an uneven record under Tartikoff's two-year tenure. In network prime time, the dramas *Strange Luck* and *Profit* had brief runs on Fox last season, but *Second Noah* is getting a second season on ABC.

On the syndication side, Fox went into business overnight with NBC on a new entertainment magazine strip, *Access Hollywood*, set to launch in September in prime access on the New World and NBC O&Os. The show is the first in a 10-year deal New World struck last year with NBC to co-produce first-run programs.

Although Fox and NBC have battled publicly in the past, both sides say *Access Hollywood* remains a definite go in September. The fate of two other new New World shows on tap for fall was unclear last week, although industry observers noted that Fox won't risk generating ill will with broadcasters by withdrawing shows so late in the year.

Fox also inherits New World's deal with producer Stephen J. Cannell, whose production company was bought by New World last year.

New World was also preparing to launch a late-night strip, *Loveline*, taking advantage of the time period commitments it received on the Fox network and its O&Os as part of New World's ground-breaking affiliation/programming pact with Fox.

NEWS CORP.'S NEW MEDIA WORLD

News Corp. (NYSE:NWS, NWSpr): \$9.74 billion
New World (Nasdaq:NWCG): \$605 million

TV station group (all Fox affiliates):

32 stations

Coverage of U.S. households: 34.83% FCC count**/40.35% full markets

- WNEW New York ch. 5
- KTUV Los Angeles ch. 11
- WFLD-TV Chicago ch. 32
- WPTX Philadelphia ch. 29
- WFSX Boston ch. 25
- WTIG-TV Washington ch. 5
- KDFW Dallas ch. 4*
- WJBL-TV Detroit ch. 2*
- WAGA-TV Atlanta ch. 5*
- KRIV Houston ch. 26
- WJW-TV Cleveland ch. 6*
- WTVT Tampa, Fla. ch. 13*
- KSAZ-TV Phoenix ch. 10*
- KCVR Denver ch. 31
- KTVI-TV St. Louis ch. 2*
- WITI-TV Milwaukee ch. 6*
- WDAF-TV Kansas City, Mo. ch. 4*
- KSTU Salt Lake City ch. 13
- WBOC-TV Memphis ch. 3
- WGHP Greensboro, N.C. ch. 8
- WBRC Birmingham, Ala. ch. 6
- KTCB Austin, Tex. ch. 7*
- LMA with KDFI-TV Dallas (inc. ch. 27)*

TV: Fox Broadcasting Co.; Fox News; 15% of Seven Network, Australia; 32.6% interest in Blackstar Communications (3 TVs); 25% interest in SF Communications (4 TVs)

Cable & satellite: 50% of Fox Sports Net (X, FXM); Movies from Fox, Prime Sports regional networks) 50% of ASkyB and Sky MC; Canal Fox and 30% of Sky Latin America, Latin America; 40% of BSKyB, UK; 49.9% of VOX, Germany; 50% of Foxtel, Australia; STAR TV and 49.9% of Zee TV, Asia

TV production: 20th Century Fox Television; Twentieth Television; New World Entertainment*; 37.5% of Guthy/Renker*; Canell Entertainment*

Movie production: 20th Century Fox; Fox 2000; Fox Searchlight; Fox Family Films; Fox Animation studios; Fox Studios, Australia

Publishing: *New York Post*; 4 newspapers in the UK, including *The Times* and *The Sun*; 127 newspapers in Australia and the Pacific Basin, including *The Australian*; 50% of *Premiere* magazine*; magazines and inserts in North America, Europe, Australia and the Pacific Basin, including *TV Guide*; HarperCollins U.S./UK/Australia

Information: News Electronic Data; 71% of Sky Radio, UK; News Data.com Ltd.; News Multimedia Ltd., and BroadSystem Ltd., UK; 50% of Beijing PDN Xinren information technology; New World Sales and Marketing*; numerous printing plants; New World International/Genesis Entertainment*

*New World holdings

**UHF stations credited with half the market household

Sources: News Corp., Nielsen —Compiled by Jessica Sardin

Time Warner/Turner go for October

FTC to sign off on merger creating nation's largest media company; next stop, FCC

By Rich Brown

Time Warner and Turner Broadcasting have effectively cleared the Federal Trade Commission's antitrust hurdles, but the would-be partners still need to tie up several loose ends to make for a smooth transition.

The FTC is expected to give the deal final approval in two or three weeks. If all goes well with company shareholders and the FCC, which must also give its approval, the \$6.5 billion deal could close in October. (When originally struck in September of last year, the deal was valued at \$7.5 billion, but Time Warner stock has fallen since that time.)

Come that date, the newly formed giant will top the list of telecommunications players with combined revenue of roughly \$19 billion a year. The deal



It's been 10 months since Ted Turner and Gerald Levin announced the merger.

comes about a year after current chart-topper Walt Disney Co. set the stage for the mega-media age with its \$18.5 bil-

lion purchase of Capital Cities/ABC.

As with any merger, Time Warner and Turner need to resolve what consolidation might take place in a variety of common business segments, ranging from home video to film production. It is possible the companies will have greater success integrating management and operations than did companies involved in earlier mergers, according to Mark Riely of New York-based Media Group Research.

"I think this may wind up being a little easier in the sense that these two companies have worked together before," says Riely. "If the people at Time Warner are smart, they will respect the talents of the team that Turner built. I think you'll get a better outcome than you did in the merger between Time and Warner."

The more difficult integration issues for Time Warner will likely center on the company's three-year-old partnership agreement with US West. Talks between the companies to restructure or dissolve their partnership in Time Warner Enterprises have been held up since earlier this year, when the companies entered a messy court battle. US West maintains a 25% stake in TWE, which comprises Warner movie studios, HBO and cable systems.

Another work in progress is Turner's plan to convert its superstation WTBS to a cable network.

"It's happening a lot faster than people might have imagined," says one industry source. "They really want to move that conversion along fast."

It is not likely that Turner will be able to persuade Major League Baseball and the National Basketball Association to allow WTBS to continue carrying Braves and Hawks games nationally once the service loses its superstation status. And that raises questions about what value Time Warner will see in the Turner-owned teams.

Also still to be worked out is the likely sale of Turner production units New Line Pictures and Castle Rock Entertainment. It has long been expected that a combined Time Warner/Turner operation would sell off part of its film business to reduce the large number of titles it would have flowing through the pipeline. ■

TW/Turner OK'd with Malone buffer

From the outset, the Federal Trade Commission's goal has been to keep John Malone at bay.

To that end, the agency last week tentatively approved the merger of Time Warner and Turner in exchange for Malone's commitment to further distance himself from the operation of the merged company and undo sweetheart contracts to carry Turner networks.

As a 22% owner of Turner Broadcasting, Malone-controlled Liberty Media (the programming subsidiary of his Tele-Communications Inc., the nation's largest cable operator) would have emerged with a 9% nonvoting stake in Time Warner/Turner. The FTC feared the interest would increase Malone influence in the cable programming marketplace, to the benefit of Liberty and Time Warner/Turner networks and to the detriment of all others.

According to informed sources, under the tentative consent decree, Liberty must spin off the interest into a new company with the same shareholders, but with a completely independent management and board. Malone and TCI Chairman Bob Magnuss would have no voting rights in the new company and, one source says, would be forbidden from even communicating with it. The spin-off is subject to a favorable tax ruling by the IRS.

Liberty and TCI blessed the settlement, saying it would continue to permit Liberty shareholders to profit from Time Warner/Turner's expected growth. Indeed, the settlement permits the new company to increase its stake in Time Warner/Turner up to 15%.

Responding to complaints by Comcast and Continental—large cable operators with small stakes in Turner—the FTC settlement also requires TCI to void 20-year discount contracts for carriage of several Turner services. TCI negotiated the deals last summer—a time when TCI had virtual veto power over the Time Warner/Turner merger.

The decree also imposes several anticompetitive safeguards on Warner/Turner. The company's cable systems must carry a news services to rival Turner's CNN and Headline News and they are prohibited from discriminating against unaffiliated cable networks. —HAJ

DOMINATING



Rank In Time Period Women 18-34 Women 18-49

Early Fringe

Market	Day	Time	18-34	18-49
New York, WPIX	M-F	5PM	#1	#2
Los Angeles, KTLA	M-F	4PM	#1	#2
Boston, WSBK	SAT	6PM	#1	#3

Daytime

Market	Day	Time	18-34	18-49
Washington DC, WDCA	SUN	11AM	#1	#1
Dallas, KTXA	M-F	9AM	#1	#1
Detroit, WXON	M-F	12N	#1	#1
Houston, KTXH	SAT	11AM	#1	#1
Tampa, WTOG	M-F	9AM	#1	#1
Tampa, WTOG	M-F	10AM	#1	#1
Miami, WBFS	SUN	12N	#1	#1
Denver, KTVD	SUN	11AM	#1	#1
Charlotte, WJZY	SAT	11AM	#1	#1
Topeka, KTMJ	SUN	12N	#1	#2

Afternoon

Market	Day	Time	18-34	18-49
Phoenix, KPHO	SUN	3PM	#1	#3
Anchorage, KYES	SAT	4PM	#1	#2
Grand Junction, KCO	SAT	4PM	#1	#1
Cheyenne, KLWY	SAT	2PM	#1	#1

Late Fringe

Market	Day	Time	18-34	18-49
Portland, KPDX	SUN	1AM	#1	#1
Kansas City, KCTV	SAT	11:30PM	#1	#1
Roanoke, WSLS	SUN	12:30AM	#1	#1
Chattanooga, WRCB	SAT	1AM	#1	#1
Amarillo, KAMR	SUN	10:45PM	#1	#1
Lubbock, KCBD	SAT	12M	#1	#1

Beverly Hills
90210 delivers
daypart flexibility,
dominating *all*
time periods
among women.



Source: Nielsen, May 1996

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Frank threatens new obstacle for digital TV

Broadcasters mobilizing against possible legislation

By Chris McConnell

Broadcasters could face new obstacles from Congress this week in their journey toward digital television.

Representative Barney Frank (D-Mass.) is preparing to introduce legislation that would bar the FCC from assigning licenses for digital television during the next fiscal year. Late last week Frank was considering tacking one of two measures to appropriations legislation House members are expected to consider this week.

One amendment would bar the FCC from issuing digital licenses unless it auctions them or first establishes a rule defining specific public interest obligations. The alternative amendment would simply prohibit the commission from assigning the licenses.

Late last week Frank had not decided which amendment to introduce or whether he would offer either, a member of his staff said. But broadcasters were not taking any chances.

The National Association of Broadcasters was calling on its members to urge congressmen to oppose Frank's proposals. Networks also were contact-

ing their affiliates and urging them to do likewise.

"If one of these amendments passes, it effectively lays the groundwork for Congress to pass spectrum auction legislation next year," says one industry source. "Either one of them would be very harmful to the schedule we're trying to keep."

Capital Cities/ABC Vice President of Government Affairs Bill Pitts adds that the amendment requiring the FCC to first set public interest rules before assigning the digital licenses could run afoul of House rules that bar legislating in an appropriations bill.

Other sources on Capitol Hill voiced doubts about the amendment's chances. But they also said a potential vote by the full House on the issue could pose a threat to broadcasters.

Frank has pushed for the FCC to impose public interest requirements on broadcasters through a children's educational programming rule.

"While my preference is for unrestricted auction...it seems to me [to be] your obligation to impose appropriate conditions for carrying out that public interest," Frank said in an April 19 letter to the four commissioners. ■



WAM! offers free kids shows

Encore Media CEO John Sie is extending an offer to broadcasters that he believes they won't refuse. Encore's WAM! America's Kidz Network is offering local broadcasters three free hours a week of educational children's programming.

"We just want to offer a token to show that even though we are competitors we want to make children's educational television above the day-to-day competition," Sie says. "I want to show that there are programs that are educational in nature, yet entertaining and inspiring."

WAM! has secured the broadcast rights to six of its shows: *Global Family*, *World Youth News* (pictured), *Time Exposures*, *Kaboom Kazoom*, *F.R.O.G.* and *Space Journals*. Stations will be free to sell commercials in the programs. —MK

Congressmen call for nightly family hour

Cybill complains about how long it's been since she's had sex, and *Melrose Place*'s Dr. Kimberly Shaw straddles a subject atop an office desk.

Appropriate fare for kids? A group of lawmakers doesn't think so.

"It's certainly nothing that I can discuss sitting at the table with my mother," says Representative Joseph Kennedy (D-Mass.).

Last week Kennedy was one of a group of House and Senate lawmakers who called on broadcasters to devote one hour a night to shows for the entire family. The lawmakers held a Capitol Hill news conference to show clips from *Melrose Place*, *Cybill* and *The Drew Carey Show*.

"TV shows increasingly feature the corrupt, the immoral and the bizarre," said Representative Lamar Smith (R-Tex.), who further charged networks with "racing each other to the bottom of the cultural barrel."

"It's a matter of what's seriously wrong with our entertainment culture," added Senator Joseph Lieberman (D-

Conn.). Lieberman, however, also offered praise for the response of broadcasters to complaints about the content of daytime talk shows.

Additionally, Lieberman applauded CBS's program plans for this fall, recounting a pledge from one of the network's programming executives that each night between 8 and 9 CBS would deliver a show that Lieberman could watch with his daughter.

To encourage other broadcasters to follow that example, the lawmakers said they are introducing resolutions in both houses of Congress asking the networks to reserve the first hour of prime time as the "family hour."

"The family hour should not be dead," said Senator Kent Conrad (D-N.D.). "We hope they'll take up this challenge."

The planned Senate resolution says that the "clear majority of American parents are concerned about the negative influence of television on younger viewers," and asks the networks to act voluntarily.

"This is not a mandate," Conrad said. —CM

GROWING



Rating % Increase vs Year Ago

Women 18-34 Women 18-49

Early Fringe/Access

City/Station	Days	Time	Women 18-34	Women 18-49
New York, WPIX	M-F	5PM	+213%	+125%
Los Angeles, KTLA	M-F	4PM	+529%	+164%
Boston, WSBK	SAT	6PM	+107%	+50%
Phoenix, KPHO	SUN	3PM	+64%	+17%
San Diego, KUSI	SAT	6PM	+800%	+100%
San Diego, KTTY	M-F	7PM	+183%	+25%
Charlotte, WFVT	M-F	5PM	+267%	+50%
Eugene, KLSR	SUN	5PM	+2000%	+183%
Bakersfield, KUZZ	SUN	7PM	+54%	+11%

Daytime

City/Station	Days	Time	Women 18-34	Women 18-49
Washington DC, WDCA	M-F	11AM	+25%	+33%
Washington DC, WDCA	SUN	11AM	+22%	NC
Dallas, KTXA	M-F	9AM	+1233%	+1050%
Detroit, WXON	M-F	12N	+689%	+350%
Houston, KTXH	M-F	11AM	+43%	+26%
Tampa, WTOG	M-F	9AM	+4400%	+800%
Tampa, WTOG	M-F	10AM	+3900%	+460%
Miami, WBFS	SUN	12N	+225%	+300%
Nashville, WXMT	M-F	10AM	+100%	+50%
San Antonio, KRRT	M-F	11AM	+155%	+122%
Albany, WRGB	SAT	12N	+1200%	+550%

Afternoon

City/Station	Days	Time	Women 18-34	Women 18-49
Cleveland, WJW	SUN	1PM	+2300%	+1900%
Cheyenne, KLWY	SAT	2PM	+420%	+550%
Victoria, KVCT	M-F	1PM	+260%	+50%

Late Night

City/Station	Days	Time	Women 18-34	Women 18-49
Chicago, WBBM	SAT	10:30PM	+900%	+28%
St. Louis, KPLR	SUN	9PM	+783%	+143%
Kansas City, KCTV	SAT	11:30PM	+144%	+288%
Chattanooga, WRCB	SAT	1AM	+1100%	+200%
Amarillo, KAMR	SUN	10:45PM	+50%	+130%
Lubbock, KCBD	SAT	12M	+400%	+240%

Beverly Hills
90210 has
grown its
audience
year after
year, in all
time periods.



WORLDVISION
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Fight heats up over kids TV

President weighs in on stalled initiative

By Chris McConnell

Lawmakers and even the President last week weighed in on the contentious FCC children's programming battle, as FCC commissioners continued exchanging volleys over the proposed rules.

"The [children's TV] initiative is stalled, and some people have opposed it," Clinton said during a ceremony for Boys and Girls Nation. "But the airwaves clearly, under our law, are designed to promote the public interest."

House and Senate lawmakers said they plan to "turn up the heat" on commissioners James Quello and Rachelle Chong. Representative Edward Markey (D-Mass.) cited the President's July 29 summit meeting on educational TV, and said that if the issue is not resolved by the fall, it will surface in the presidential election. Markey also said he would seek more House members' signatures on a letter endorsing the three-hour weekly programming standard.

Efforts toward such a standard have

stalled since Quello announced on July 10 that he would not support a draft rule circulating at the commission. Quello complained last week that the draft rule contains "page after page of even more burdensome and pointless ancillary requirements." He cited, for instance, several provisions maintaining that every TV station would be required to file quarterly reports with the commission on children's programming.

"On and on it goes, for over 100 pages and 200 paragraphs—an intrusive and meddlesome regulatory mess," Quello said, although he reiterated that he supports setting a three-hour processing guideline.

"We're talking about a three-hour processing guideline and three pages of rules," FCC Chairman Reed Hundt responded.

Hundt maintained that the rest of the draft document carries a review of the issue, and legal support for the commission action. An official in Hundt's office also contended that the draft rule requires annual, not quarterly, filings

with the commission.

To dispel such discrepancies about the draft rule's contents, lawmakers last week were calling on commissioners to release the document.

"If the public is going to be treated to this spectacle, the public should have access to the underlying document," Representative John Dingell (D-Mich.) said in a letter to the FCC.

Quello also favors releasing the document, and Hundt has said he will release it if the other three commissioners agree. But Chong and Commissioner Susan Ness are opposed.

Hundt and Ness last week did issue a three-page summary of the rule changes they favor. Their proposal would define core children's educational programming as: regularly scheduled shows of at least 30 minutes in length, airing weekly between 7 a.m. and 10 p.m. Educating children 16 and younger would have to be a "significant purpose" of the show.

FCC sources said the Hundt/Ness proposal did not include other regulations present in the draft rule, including a restriction on the number of times stations can preempt the core educational programming and a requirement for a minimum number of airings each season. ■

Enough listeners for bronze

Based on spring 1995 listenership the following 36 stations* make Evergreen the third-largest radio group. Westinghouse is number one; Clear Channel, number two.

BOSTON	WJMN(FM), WXKS-FM, WXKS(AM)
CHICAGO	WPNT-FM, WLUP-FM, WNUA(FM), WRGX(FM), WVAZ(FM), WEJM-FM,** WEJM(AM), WMVP(AM)
CHARLOTTE, N.C.	WRFX(FM), WNKS(FM), WPEG(FM), WBAV-FM, WBAV(AM), WFNZ(AM)
DALLAS	KSKY(AM)
DETROIT	WKQI(FM), WNIC(FM), WDOZ(AM), WWWW-FM, WDFN(AM)***
HOUSTON	KLOL(FM), KTRH(AM)
LOS ANGELES	KKBT(FM)
MIAMI	WVCG(AM), WEDR(FM)
NEW YORK	WKTU(FM)
PHILADELPHIA	WYXR(FM), WJZZ(FM)
SAN FRANCISCO	KIOI(FM), KMEL(FM), KYLD(FM)
WASHINGTON	WGAY(FM), WASH(FM), WWRC(AM), WTOP(AM)

*stations owned or being acquired

**Evergreen plans to sell WEJM-FM to comply with FCC rules.

***WWW-FM and WDFN(AM) are LMAs with option to buy

—Compiled by Jessica Sandin

Evergreen pays \$68 M for Chicago FM

Evergreen Media's purchase last week of WPNT-FM Chicago should improve the group's coverage of the nation's third-largest broadcast market, but it will not increase the number of stations it has there.

Evergreen says that it will pay Century Broadcasting \$68 million for the adult contemporary station. Evergreen already owns two AMs and five FMs in Chicago.

But to stay below the FCC's five-FM-per-market ownership cap, Evergreen says it will sell or trade WEJM-FM. Licensed in Oak Park, Ill., WEJM-FM's signal does not cover the entire Chicago metropolitan region as does that of WPNT-FM.

"The addition of WPNT is representative of ongoing efforts to optimize broadcast cash flow and the value of our major-market station portfolio," says Evergreen's Scott Ginsburg.

The stronger station may help Evergreen close the gap between it and the

combined Westinghouse/ CBS Radio and Infinity Broadcasting group. Westinghouse/Infinity controls 10 stations in Chicago, including WBBM-AM-FM, WXRT-FM, WMAQ(AM), WSCR(AM), WUSN-FM, WJMK-FM, WJJD(AM), WCKG(FM) and WYSY(FM). The near \$5 billion Westinghouse/CBS/Infinity merger was announced last month, and is still pending FCC approval.

Media analyst Harry DeMott of CS First Boston estimates that Evergreen stations now account for 20% of listeners ages 12 and older in Chicago, while stations under the Westinghouse/CBS/Infinity group account for 25%-30% of listeners ages 12 and older.

Evergreen stations will control about 25%-30% of Chicago radio revenue, according to DeMott. By comparison, Westinghouse officials say their combined holdings will control 32% (following FCC approval of the Infinity deal) of Chicago market revenue. —DP

LEADING



Share % Increase vs Lead-In
Women 18-34 **Women 18-49**

Early Fringe/Access

New York, WPIX	M-F	5PM
Los Angeles, KTLA	M-F	4PM
Philadelphia, WPSG	M-F	6PM
San Francisco, KOFY	M-F	6PM
Boston, WSBK	M-F	6PM
Detroit, WXON	SUN	5PM
Minneapolis, KLGT	M-F	6PM
Denver, KTVD	M-F	4PM
Sacramento, KQCA	M-F	5PM
Charlotte, WFVT	M-F	5PM
Albuquerque, KASY	SAT	4PM
Fresno, KAIL	SAT	7PM
Las Vegas, KFBT	SAT	5PM
Las Vegas, KFBT	M-F	5PM
Green Bay, WACY	SAT	4PM
El Paso, KJLF	M-F	6PM

+425%	+275%
+243%	+167%
+38%	+17%
+250%	+33%
+45%	+29%
+22%	NC
+133%	NC
+800%	+900%
+225%	+233%
+900%	+400%
+800%	+400%
+300%	+100%
+800%	+500%
+267%	+200%
+1400%	+1000%
+100%	NC

Daytime

Boston, WSBK	SUN	12N
Washington DC, WDCA	SUN	11AM
Washington DC, WDCA	M-F	11AM
Dallas, KTXA	M-F	9AM
Detroit, WXON	M-F	12N
Houston, KTXH	M-F	11AM
Houston, KTXH	SAT	11AM
Tampa, WTOG	M-F	9AM
Miami, W3FS	SUN	12N
Denver, KTVD	SUN	11AM
Charlotte, WJZY	SAT	11AM
San Antonio, KRRT	M-F	11AM
Norfolk, WGNT	M-F	12N
Albany, WRGB	SAT	12N

+300%	+200%
+2600%	+600%
+600%	+150%
+400%	+325%
+700%	+667%
+280%	+117%
+1900%	+14%
+1650%	+2100%
+42%	+45%
+183%	+178%
+82%	+125%
+250%	+100%
+200%	+200%
+1500%	+1500%

Afternoon

Atlanta, WAGA	M-F	2:30PM
Phoenix, KPHO	SUN	3PM
Phoenix, KPHO	M-F	3PM
Cheyenne, KLWY	SAT	2PM
Victoria, KVCT	M-F	1PM

+27%	+86%
+283%	+100%
+56%	-11%
+2200%	+1500%
+800%	+500%

Late Night

Chicago, WBBM	SAT	10:30PM
St. Louis, KPLR	SUN	9PM
Portland, KPDX	SUN	1AM
Kansas City, KCTV	SAT	11:30PM
Knoxville, WKXT	SUN	11:30PM
Lubbock, KCBD	SAT	12M

+33%	NC
+150%	+75%
+5900%	+833%
+260%	+218%
+700%	+600%
+44%	+27%

Beverly Hills
 90210
 grows its
 audience
over lead-in
in all time
periods.



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Source: Nielsen, May 1996

TCI debt rating stabilizes

Increased cash flow, spin-offs improve financial picture

By Price Colman

An improving cash flow combined with business spin-offs may be just the prescription for cable giant Tele-Communications Inc.'s anemic debt ratings.

TCI expects to report cash flow of \$535 million to \$550 million for the quarter, up 6.6% to 9.6% from \$502 million in the first quarter. "We'll be up nicely," says TCI Chief Financial Officer Bernard Schotters.

That's good news, although it may not be enough to get core cable business TCI Communications—which had more than \$12 billion in debt at the end of 1995—out of the junk category, where two agencies placed it in April. Moody's Investors Service and Duff & Phelps Credit Ratings Co. downgraded TCI Communications' debt in the spring. At the same time, Standard & Poor's maintained its BBB- debt rating but revised its outlook to negative from stable.

"We believe the rating is stable at



BB+ at this time," says Duff's James Stork. Robert Nelson, media analyst at S&P, says TCI Communications needs to maintain a debt-to-cash flow ratio of 5:1 or 5.5:1 to keep at least marginal investment-grade quality on its debt.

Nelson says that although S&P's overall long-term outlook for the company is positive, that ratio has increased during the past four quarters. Before a rating change, S&P likely would place the company on credit watch.

While acknowledging that a downgrade would move TCI Communications' debt into the noninvestment, or junk, category, Nelson considers that unlikely based solely on second-quarter results.

"We're looking for them to squeak into our range" if the TCI Satellite

Entertainment spin-off spells a financial plus for TCI, Nelson says. "Spinning off PrimeStar to shareholders with an intercompany note—we view this as a very positive development."

Such spin-offs are a key part of TCI's debt-reduction strategy, Schotters says.

"We think it's very clear that through things like that, through growth in cash flow and other things we've shared with rating agencies, we'll consistently reduce leverage through the latter part of this year and continue that into the future," he says.

Schotters acknowledges that a spin-off of TCI's digital compression center is a possibility, but indicates it is unlikely because the center is "too strategic to the core business."

Another option is spinning off all or part of TCI Internet Services, which includes At Home Corp. An additional potential candidate is TCI Telephony Services, which includes TCI's Sprint Spectrum investment, wired residential phone services and TCI's 30% stake in Teleport Communications Group. Analysts suggest that TCI is likely to keep the telephone division, however, because its revenue potential is too great and it meshes too well with the cable business. ■

Taking stock of cable

The entire stock market may have taken some hits last week, but cable stocks have been taking a flogging over the past six months, despite sky-high cable ratings, the bull market and the supposed benefits of the Telecommunications Act of 1996.

All the top cable issues posted losses for the period with the exception of Jones Intercable, up a modest 2%. TCI led the losers (down 27.5%), followed by Cablevision (down 25.4%) and Comcast (down 24.3%).

But depressed prices often mean a buying opportunity, and the cable industry's core strengths should lead to improvement in the second half, analysts suggest.

"I'm very positive on TCI and actually on the whole cable group," says Merrill Lynch's Jessica Reif. "It's not a time to be negative.... I'm looking for a very strong second half."

Rick Westerman of UBS Securities generally agrees, but with certain caveats. Cash flow should increase, in part because of subscriber growth and widespread rate increases, but deployment of new technology—digital boxes, cable modems and telephony services—may have a short-term downside.

"We think at least initially that will create negative cash flows as opposed to incremental revenues because of heavy start-up costs for these businesses," he says.

—PC,MK

Company	Jan. 18	Apr. 18	Jul. 18	% change
TCA Cable	29.6875	28.625	26.875	-9.5%
Time Warner	38.875	40.625	37.125	-4.5%
Comcast	20.3125	17.5	15.375	-24.3%
Jones	12.5	14.5	12.75	+2.0%
Cox	21.25	20.75	20.25	-4.7%
C-Tec	33.75	31.125	25.75	-23.7%
Falcon	10.875	9.625	8.875	-18.4%
Century	8.25	10.0	7.125	-13.6%
Adelphia	8.125	7.75	6.875	-15.4%
Cablevision	56.125	53.5	41.875	-25.4%
TCI	22.0625	20.0	16.0	-27.5%

Despite the promise of a better future with sky-high cable ratings, last year's bullish market and the Telecommunications Act, cable stocks received a flogging in the first half of 1996.

In a survey of 10 of the top publicly owned cable companies, all but one experienced a drop in price-per-share, at an average 16.75%, in the six months between Jan. 18 and July 18. Jones Intercable was the only company to see its price increase, and that was on 25 cents a share. TCI's and Time Warner's stocks were up last week after the Federal Trade Commission informally OK'd the Time Warner/Turner merger, but it was not enough to make up the loss over the past six months, during which Time Warner's stock fell 4.5%.

TCI, Cablevision, Comcast and C-Tec were hit the hardest: their prices plummeted 27.5%, 25.4%, 24.3% and 23.7%, respectively.

Is Pittsburgh next for Fox?

Network said to be in line to buy public TV station

By Elizabeth A. Rathbun

Fox is rumored to be an interested buyer should noncommercial WQEX(TV) Pittsburgh go commercial. Station owner WQED Pittsburgh has asked the FCC to convert the station at ch. 16 to its original commercial status. The commission has until Wednesday (July 24) to act on the request.

WQED, which also owns the city's much larger PBS affiliate, WQED(TV) ch. 13, is on the brink of bankruptcy, president George Miles says. Selling WQEX could save public broadcasting in Pittsburgh by commanding \$35 million—\$60 million, he says.

Asked if Fox, which has an affiliate in Sinclair Broadcast Group's WPGH-TV Pittsburgh, has expressed interest in WQEX, Miles says, "We've talked to everybody." Although Pittsburgh is the nation's 19th-largest TV market, it has few commercial TV allotments. Of the Big Four networks, only CBS has an O&O (KDKA-TV).

FCC approval of WQED's "petition to de-reserve" would set a precedent for the sale of other duopolized public TV stations. Public broadcasters have been seeking that authority.

Senators Arlen Specter and Rick Santorum (both R-Pa.) and Representative John Murtha (D-Pa.) insured that the FCC will act shortly on WQED's June 24 application. They inserted the requirement into the 1996 appropriations bill in April.

Several groups oppose WQED's request. "In 40 years, we have never had a public TV channel de-reserved," says Washington lawyer David Honig. "It's the equivalent of killing off the national parks." The FCC should turn down the request and call for a rule-making on the issue, he says.

Also opposing the request are Channel 29 Associates, which operates a low-power station that airs Warner Bros. programs, and a group of local politicians who have offered to run WQEX themselves, according to the *Pittsburgh Post-Gazette*. ■

Closed Circuit

Chandler leaves US West

Scott Chandler, head of US West's cable multimedia group, has resigned to take over as president of C-COR Electronics. C-COR is a leading supplier of products for hybrid fiber/coax networks and other telecommunications equipment. Chandler, 34, plans to take the helm at C-COR Aug. 13, replacing Richard Perry, who will continue as board chairman. "The adage of 'when you're not looking for an opportunity, the opportunities always come'—I think that applies here," Chandler says. "It's a once-in-a-lifetime deal." US West says it hasn't selected a successor for Chandler, but is looking at candidates both internally and externally. For just under a year, Chandler had headed the US West division responsible for implementing video services in Omaha. He was at US West for six years, serving in various capacities. A US West spokesperson says the Baby Bell initially was surprised by Chandler's decision, adding, "When you've got good people, they get good offers." The spokesperson says Chandler's departure won't affect the company's commitment to cable multimedia as a key element in its competitive strategy. —PC

WASHINGTON

WRAL leads HDTV race

The race to be the first state-of-the-art high-definition television station comes down to the wire this week, with WRAL-HD Raleigh, N.C., the favorite to make the first transmissions this Tuesday or Wednesday (the transmitter was to have been installed last weekend). The so-called model station, at WRC-TV Washington, is still looking for a license and isn't expected on air before July 31.

DENVER

Midnight 'Millennium'

Fox is marketing the November premiere of *Millennium*, the new drama series from *X-Files*' creator Chris Carter, as if it were a feature film. Among other nontraditional promotions planned, Fox has struck a deal with the United Artists theater chain to host an invitation-only midnight screening of the premiere episode in the top 25 markets in October. Carter will introduce the screenings via a satellite hookup.

NEW YORK

Three's no crowd

Despite incendiary rhetoric by MSNBC and Fox News Channel (FNC) executives last week over

how much exclusive cable carriage each of their all-news networks will lock up this year, one cable industry veteran says that for some major markets, winning exclusive carriage may turn out to be irrelevant. Dick Aurelio, president of Time Warner Cable, New York, says Time Warner—the country's second-largest MSO, with 11.7 million subscribers—may wind up having to carry both networks in New York. "It would be very difficult for [Time Warner New York] to drop MSNBC [in New York]. And if we work out a carriage deal with Fox, I'm sure Murdoch's going to insist on New York. It's conceivable we may not carry both of them everywhere in the country, but we may be forced to carry them both here."

Democrats go digital

In August, LIN Productions' new all-digital mobile unit will be used by CBS News as the main production truck for its coverage of the Democratic Convention in Chicago. "It can accommodate the number of cameras CBS needs, it's got the digital quality, and it has all of the analog routers that still let you work in the analog world," says LIN Productions President Lee Spieckerman. The 51-foot unit, outfitted by Sony, is currently covering baseball for LIN, which holds the rights to Texas Rangers baseball games.

Once upon a time, the television business was simple. Advertisers knew what they wanted. Government knew what the rules should be. The decision process was less frantic. Profits, it seemed, were easily obtainable if you just did your job well.

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MEDIAWEEK

The News Magazine of the Media

White House calls for digital TV standard

Administration official tells FCC that standard would 'ignite investment in digital television technology'

By Chris McConnell

The Clinton administration wants the FCC to set a standard for digital television.

"A single transmission standard would ignite investment in digital television technology," Lionel Johns of the White House Office of Science and Technology Policy told the FCC. The commission also heard from Commerce Department Assistant Secretary Larry Irving, who said adopting the proposed digital system would provide assurance to broadcasters, equipment makers and consumers.

"One need only look to America's experience with AM stereo to realize that the acceptance and likelihood of

FCC Chairman Hundt has questioned the government's need to mandate a digital broadcasting standard.

success of new broadcast technologies are greatly enhanced when a standard is adopted," Irving said.

FCC Chairman Reed Hundt has questioned the government's need to mandate a digital broadcasting standard, citing several concerns, including potential barriers to innovation.

Although administration officials did not specifically call on the commission to "mandate" the new standard, they took issue with claims that setting a digital standard would stifle innovation.

"The FCC process always is open to review[ing] new alternative standards," Johns said. "In point of fact, a technological freeze will be occasioned only upon the failure to adopt a standard." ■

DUELING VISIONS OF DIGITAL TV

WHAT TV STATIONS STAND TO LOSE AND GAIN

TRANSITION (NTSC AND DTV SERVICE)	MSTV/ NAB	FCC
Channels needed	2-69	2-59
Spectrum recovered (mhz)	0	60*

NTSC service

% of current coverage area	97.3	95.9
% of current population	94.6	93.9

DTV service

% of current coverage area	106.8	105.5
% of current population	105.6	104.7

POST-TRANSITION (DTV ONLY)

	MSTV/ NAB	FCC
Channels needed	NA	7-51
Spectrum recovered (mhz)	NA	138
% of current coverage area	107.8	107.1
% of current population	107.6	107.3

* The FCC plan envisions auctioning of leftover spectrum between channels 60 and 69. But band would not be completely cleared. In addition to the approximately 100 NTSC, 24-30 digital TV stations would be assigned to the band.

New panel may hear CD Radio license bid

FCC considers non-commission experts for peer review

By Chris McConnell

FCC officials may tap experts from other parts of the federal government to evaluate satellite radio proponent CD Radio's bid for a license.

The commission has asked the National Telecommunications and Information Administration (NTIA) to assemble a new panel of government experts to evaluate applications for a "pioneer's preference." Commissioners in May were poised to grant CD Radio such an award, which would include a license, but held off after Representative John Dingell (D-Mich.) expressed concerns with the plan.

In two letters to the commission, Dingell questioned the FCC's methods of evaluating pioneer's-preference requests. In a June 12 letter, he said he was especially distressed that the commission has not enlisted a peer review panel to review the applications.

Commissioners were ready to grant CD Radio a license, but held off after Rep. John Dingell expressed concern.

In response, the commission has asked NTIA to assemble a peer review panel staffed by experts from government agencies other than the FCC. The panel would evaluate CD Radio's application as well as two other pioneer's-preference requests.

A Dingell staff member said the idea would be an improvement over the previous FCC approach: a panel assembled from FCC bureaus. But the staff member was unsure whether the continued use of government agencies to evaluate the applications would sat-

isfy Dingell's concerns.

"We may still have problems with it," the staff member said.

CD Radio chief David Margolese was more enthusiastic, predicting that his company will emerge with a pioneer's preference even if a new panel of experts evaluates the application. "I don't think there's going to be any doubt," Margolese said. "We are the pioneers here."

The Washington-based company hopes to beam 50 subscription channels of news and music to silver-dollar-size mobile antennas. Broadcasters have opposed authorizing such services, fearing they will siphon listeners and advertising dollars from terrestrial radio.

The commission's plan to grant pioneer's preference to CD Radio was part of a ruling that would have set aside two 12.5 mhz bands for satellite radio and parceled another 25 mhz for a general auction. ■

maintaining that broadcasters could run into unforeseen interference problems once they start delivering the digital signals. "If we are wrong and [the FCC] auctions off that spectrum, what are we going to do?"

Others also dispute the spectrum's potential market value. While government officials predict that an auction would generate at least \$5 billion, broadcast lawyer Gerard Waldron predicts the UHF channels would not raise as much money. Unlike PCS spectrum bidders, contestants for the UHF channels would have to avoid interfering with TV stations, Waldron says.

"The market has digested a lot of spectrum in the last 18 months," Waldron adds. He also maintains that the government would generate more money by waiting until after broadcasters have completed their transition to digital TV to auction the spectrum.

Commission plans call for eventually "repacking" all broadcasters into spectrum between channels 7 and 51 so that the government could reclaim and auction spectrum below channel 7 and above channel 51.

An FCC official counters that the commission is concerned with efficient spectrum use and not with auction revenue. ■

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CHRIS CARTER

Serial Thriller

In The X-Files, writer/producer Chris Carter has truly created a monster.

Since the show's debut in 1993, the paranormal and paranoid subtext of the stylish Fox drama has struck a nerve with believers and skeptics alike. Carter has made his creative mark with intelligent treatment of stories involving alien encounters, government conspiracies and other outlandish subjects. Meanwhile, devotees have taken to heart the show's anti-establishment slogans: "Trust no one" and "The truth is out there."

The X-Files graduated from a cult hit to a cultural phenomenon in its second season, when the show's growing fan base began translating into regular Friday night wins for Fox. The X-Files, which moves to Sunday this fall, has become Fox's biggest franchise (see story, page 24) and has sparked a resurgence of reality-bending dramas in prime time (see story, page 22). Carter's dark new Fox drama, Millennium, is one of next season's most anticipated entries.

A Southern California native, Carter worked as a potter, a free-lance writer and an editor of Surfing magazine before a screenplay he wrote attracted attention in Hollywood in the mid-1980s. In 1985 Carter signed a TV writing deal with Walt Disney Studios. He went on to work with Brandon Tartikoff on short-lived comedies at NBC Productions (Rags to Riches, A Brand New Life) before moving to 20th Century Fox in 1992.

Carter, 39, who is as soft-spoken as The X-Files' Scully and Mulder, spoke with BROADCASTING & CABLE's Cynthia Littleton at his Ten Thirteen Productions bungalow on the Fox lot in Los Angeles.

How did you make the creative leap from the singing orphans of *Rags to Riches* to *The X-Files*?

When I came [to television], I'd been working in the surfing world, so people immediately thought I could write these young, contemporary stories and dialogue. I got pigeonholed as a person who could do that kind of stuff. What I realized after having worked on several Disney Sunday movies—that's where I cut my teeth in television—was that I have an ability for drama, and I started pushing in that direction. When I finally came to 20th Century Fox, they said, "What do you want to do?" which was a luxury I guess I'd earned. I said, "I want to do a scary show because there's nothing scary on TV. I want to do something as scary as [Kolchak:] *The Night Stalker* was when I was a kid," and [20th Century Fox Television President] Peter Roth said, "Great. Come up with an idea." And that was *The X-Files*.

Is scary television your niche?

It is now. I mean, I'm interested in telling these stories. I'm interested in the tense [clenches fists] kind of storytelling. It's really a compressed thriller that we try to tell on *The X-Files* every week. It's got a thriller sort of momentum to it. It starts to go faster and faster and faster until there's resolution. It's really the suspense thriller that I know how to tell; *Millennium* has similar storytelling techniques and rhythms to it.

Do you think it was the "gasp" factor that made *The X-Files* such a breakout hit?

We'd had spook shows before—*Twilight Zone*, *Outer Limits*, *Night Gallery*. It's not like I was the first to think of it. I just think it had been left behind; it was kind of an unloved genre. Sometimes what I do and what people believe it is [are different]. They think it's more science fiction. I always tried to think of *The X-Files* as something that was other than science fiction. But now, in fact, I realize that's a good label. It does encompass what we do, but we are on one end of the spectrum, which I believe is the part closest to reality—not the futuristic science fiction that I always used to associate with [the genre]. I was never a science fiction fan as a kid, so I think that's why I have a bias against it.

We've heard that you lobbied against the network's decision to move *The X-Files* from Friday to Sunday [at 9 p.m.] next season.

It wasn't so much lobbying as it was [Fox Entertainment President] John Matoian taking me for drinks and saying, "What do you think about *The X-Files* on Sunday night?" and I said "I



Tim Ruer/Black Star

wouldn't like that," and that's about as far as my lobbying efforts got. They went ahead and did it. There's very little effect a producer can have on a move like this. The programmers take something that's obviously a strong piece on their chessboard and they want to move it to a night that's problematic. That's why they moved it to Sunday. I don't agree with the decision, but I'm hopeful that it won't hurt the show.

If you were calling the shots, where would you have put *Millennium*?

I actually wouldn't have minded *X-Files* on Friday and *Millennium* on Sunday. I like that Friday time slot for *X-Files*. It felt like home, but you have to roll with the punches.

What are the underlying themes of *Millennium*? The first episode offers a gripping example of the retired FBI agent's struggle with his psychic gift for getting inside the minds of serial killers.

Millennium is about crime in society, evil in society and the unraveling of the social safety net. It's about heroism, or the lack of it. Spirituality. Faith. Goodness. Evil. Those kinds of themes.

How do you think the two shows will be judged by the con-

tent ratings code being developed to work in conjunction with the V-chip?

I have no idea. As far as violence goes, I think we would fall into a very acceptable category. But I think V isn't just standing for violence these days. It should be called the C-chip, the content chip.... It could be devastating to storytellers and TV producers like me if it were used in a way to censor what I did. There are lots of considerations. I understand why people want to institute the V-chip, but I don't know if people will use it—and I certainly hope that it doesn't abridge freedom of expression that people like me need to tell stories that are true and that are resonant to life and are not moralizing. You can't sugarcoat and raise a generation of people who will be smart and able to make decisions for themselves. I think you should protect people by educating them rather than just protecting them.

Fans often read a lot into each episode. Do you try to build social or political commentary into the stories?

More with *Millennium* than with *X-Files*. With *X-Files*, I just set out to scare the pants off people, and if I don't do that, I'm not successful. And if there's anything that comes through as messages, or there's a literary reference, it's in there because these things make interesting television. But

X marks spot for new sci-fi shows

Veteran TV observers say the most promising sign among this fall's new crop of sci-fi/fantasy shows is that none of them are thinly veiled knockoffs of the hit behind the trend.

The new offerings range from ABC's teen-oriented comedy *Sabrina the Teenage Witch* to NBC's shadowy *Dark Skies* to CBS's feel-good *Early Edition*. UPN is adding the extrasensory powers of *The Sentinel* to a lineup that already includes *Star Trek: Voyager*.

Ghostbusters are coming to first-run syndication with *Poltergeist: The Legacy* and *Psi Factor: Chronicles of the Paranormal*, the latter billing itself as "the real-life *X-Files*." Even the spin-off of the world's most popular TV show, *Baywatch Nights*, is shifting into a paranormal gear this fall.

"The new shows are of a genre, but they are not clones," says Helen Tocheff, senior vice president with Zenith Media.

Even outside the drama format, reality and entertainment series with paranormal underpinnings have become so popular in the last few years that they've spawned their own watchdog group. The New York-based Council for Media Integrity, whose members include TV pioneer Steve Allen and astronomer Carl Sagan, would like to see more science and less fiction on TV.

Skeptics aside, producers agree that explorations of the supernatural generally make for compelling TV these days.

"We all want to believe that there's something more in the cosmos," says Peter Roth, president of 20th Century Fox Television. "*The X-Files* has captured the fancy of the American public."

But will a flood of new shows dilute overall demand? Those concerns have been eased by the box-office success of this summer's alien-invasion blockbuster, "Independence Day." This genre is not going to soften, it's going to heat up," says Robb Dalton, senior vice president of Eyemark Entertainment. Eyemark is looking to turn its new first-run weekly *Psi Factor* into a major franchise supported by books, radio vignettes and a syndicated newspaper column penned by series host Dan Aykroyd.

Media buyers say *The X-Files*' biggest contribution to the TV industry has been to give young adults a reason to watch network TV on Friday nights. Few forecasters expect that the show's move to Sunday will hurt it. Some are even betting that Scully and Mulder will find an even wider audience by going up against movies on ABC, CBS and NBC. Fox is hoping to strike gold again in the Friday 9 p.m. slot with *Millennium*.

NBC is investing the most in the sci-fi boom by transforming its weakest night of the week into a "super-charged Saturday," according to Warren Littlefield, president of NBC Entertainment.

The ride begins at 8 p.m. with *Dark Skies*, focusing on an idealistic young couple who start an underground resistance movement to fight an alien force living



'*Millennium*' will take over the '*X-Files*' slot on Friday nights.

secretly among us. *Pretender* centers on a benevolent super-genius who uses his powers to right wrongs and protect the vulnerable. *Profiler*, like Carter's *Millennium*, revolves around a psychic FBI serial killer profiler.

Although sci-fi shows tend to skew young and male, Littlefield says the three shows were selected after focus group testing indicated they had broad appeal among adults 18-49. Littlefield is confident that NBC's promotion machine will drum up strong debuts for the new Saturday night lineup, but he also knows from experience—most recently with *seaQuest DSV* and *Earth 2*—that sci-fi concepts can be hard to sustain.

"We've got one of the strongest hooks in any series of recent times," says Bryce Zabel, co-creator and executive producer of *Dark Skies*. The show will have a "Forrest Gump" feel as it progresses from its 1960 starting point. Early on, the lead characters realize that historic events, such as the assassination of President John F. Kennedy, were staged by either the aliens or the secretive government agency that also wants to find them.

The Beatles' 1964 Ed Sullivan appearance figures into another episode, titled "A Dark Day's Night," Zabel said. "We're taking an established genre and an established paradigm—people on the lam—and turning both on their heads," he said.

—CL

with *Millennium*, it's going to be a chance to put a mirror up to society, hopefully. And even though I feel the show is very graphic—it has dark content—I believe that is important for creating really good heroes. You can't write for heroes well or realize them well unless you put them against a very dark background.

Do you consciously put a lot of autobiographical material in your work?

Yeah, I'm a big skeptic. I actually don't believe in much beyond what you can taste, see, smell, touch, feel. But there is a desire in me; I want to believe. The poster on Mulder's wall [which reads: "I Want to Believe"] emphasizes this need in me to have some sort of religious experience. I'm a nonreligious person looking for a religious experience. I'm looking for something that gives me faith, that tests my faith and that gives me reason to believe there's something more out there. It's really just a human search for meaning and the questions behind existence.

With two series on the air this fall, will you have to step back a little from *The X-Files*?

Not from the stories and scripts. We do a tedious and thought-out process to come up with our stories. It's not by chance. We take the chance out of it. We really map them out carefully, and if I don't understand the story by the time we're done—even if it's somebody else's story—then I won't let it go to script. Because if I don't understand it, then I can't take it and rewrite it, and that is very important to me. That's really the way the process goes. This year it will be doubly hard because last year, to be honest, I wrote or had a hand in rewriting 20 of 24 episodes. If that happens on *Millennium*, I'm a goner. I don't know how I'll ever be able to do both. There's not enough time in the day. It's going to be crucial that I have good people, and I feel that I do, but that's going to be what will make it or break it.

How much time do you spend mapping out the weird camera angles and other distinctive touches in your shows? Some of the scenes in the pilot for *Millennium* start out in black and white and then zoom into fluorescent colors.

In the script for *Millennium* the idea is actually that of a Polaroid. It was difficult to do and it's less than perfectly successful, in my mind, because a Polaroid develops slowly and these scenes have to develop in seconds. So it's a little bit of an artistic license. But no other TV show starts its acts like that.

Who has influenced you as a filmmaker?

I don't know. I know who my favorite moviemakers are: Martin Scorsese, Francis Ford Coppola. I think Oliver Stone

is a great moviemaker, whether or not you agree with his politics. These men all understand point of view. They understand the camera has to be telling someone's story.

There's been talk of an *X-Files* feature film. Is *Ten Thirteen* working on other feature projects?

They [Fox] want an *X-Files* movie. It's a natural expansion. But I'm not all that excited to just go out and make movies as fast as I can. I think the ruiner in this business is to try to take your success and parlay it into 100 different things, none of which you have time to do. To be honest, doing one TV show is some kind of madness, and doing two TV shows

is insanity. If I have time to do anything besides two TV shows, it will be a miracle. And I am trying to get at least one feature project off the ground with someone I'm anxious to work with.

What do you think are the strengths of TV as a medium for creative people?

For storytellers, it's great, because you have a chance to do things that you can't do in movies. Actually, they are things that don't work in movies, a kind of exploration of character and stories about small things. Human drama. Sometimes the particulate matter is something you can't deal with in movies, but in TV you can. You can tell people's stories and you can tell them from various perspectives and points of view. The stories can be small and somehow television likes those stories, whereas movies don't. You get a movie about somebody taking somebody's child away; you can't do it on the big screen because that

drama just doesn't translate. The small human stories: on television you can tell those stories. They're beautiful stories—and actually they're extremely important to us and worth telling—but somehow they don't make it to the big screen. So I think television is a good place to tell that kind of human drama. It is perfect for what I do, which is a series of stories, a constant exploration of human character and the world we live in. That just doesn't translate in movies. People want a big story with a beginning, a middle and an end. It's just a different experience and right now, for storytellers, television seems to be the medium.

It would seem you have a lot of creative freedom at Fox.

So far, so good. With *Millennium*, I pitched them an idea, told them it was an area I wanted to work in and I told them who I wanted to cast, and they sort of went with it. They believed in me every step of the way, although I did have to cast for the role of the wife [played by Megan Gallagher].

How do you respond to critics who claim *The X-Files* and other shows are promoting "pseudoscience." Last month you addressed the World Skeptics Congress, where a new



media watchdog group, the Council for Media Integrity, was formed. [The conference was hosted by the Committee for Scientific Investigation of Claims of the Paranormal, a New York-based group mostly composed of academics.]

I met the enemy. I listen to that stuff and I heed it to the extent that it gives me an idea of who's watching out there. But beyond that, I really take no ideas and no direction from these people. I just listen to what they have to say.... I went to meet with this group of skeptics because you want to face your accusers. I believe that they were a little misinformed, first of all, and had a lack of understanding of me and of the show and of the effect that it has on the audience and their understanding and appreciation of science. My brother, who is a scientist—a guy who is a serious scientist—says that he actually became interested in science as a kid through sci-fi. So I stressed to them the idea that I think *The X-Files* is like no other show on television. It's true to factual real science and therefore leads people toward science. What we do with storytelling is about existence, meaning souls. So as a storyteller you have an obligation to move beyond the exterior life, which is what science is about, to the interior life, which is about emotions, about faith and belief and existence and all those things that science can't really deal with because it has no answers.

I wanted to express that to them, and I hope I acquitted myself. There were some tough questions and some people challenged me. But I actually had the temerity to read a passage from a book by [council member] Carl Sagan, which was a point at which I felt we parted, where he said that instead of teaching kids hatred, cruelty, violence and all these other things that media and television teach them, we should be teaching them about science and the wonders of science and how it creates hope. And I said to the audience of 500 people, "Tell me how science can create hope." I just bluntly said to them, "Tell me how science can teach about hope." One lady talked about the advancements made by medical science, but I think science gives us very little hope. Science gives us the grim facts of existence. We're going to be born and die. What storytellers do, what I have to do, is give people hope that there is something beyond the temporal, possibly a hereafter. To be honest, I went [to the conference] with absolutely no idea of what I was going to say. I introduced myself as Chris Carter, heretic.

How has fame changed your life?

It's simplified everything. I actually realize how little in life I want now. There's nothing I want to own, there's nothing I want to have. What I want to be able to do is just do the best work possible, and that would be absolutely enough for me.

What do you think of the new crop of sci-fi dramas headed for network prime time this fall?

I think it's nice I've opened up the genre. Beyond that, I don't know how to feel about them. What I do is so hard. My feeling and my advice to the people working on these shows is: Good luck. It's just a very hard thing to do to tell these stories week in and week out with the kind of production quality, directorial quality that we do. And so I think that it's nice to know that the genre is alive again because of shows like *The X-Files*. ■

'X-Files': It's out there

The truest test of *The X-Files*' viability as a TV franchise for Fox will come next year when the show debuts in syndication. Meanwhile, the franchise is extending its reach in ancillary markets and through a host of related merchandise.

Reruns of *The X-Files* will bow as a weekday strip on Fox's fX cable network next September, when it will also have weekend outings with broadcasters. FX paid more than \$600,000 per episode for rights to at least 100 hours late last year. Despite the cable exposure, broadcasters in some markets ponied up cash to secure the show, even though Twentieth Television was asking for only seven minutes of barter.

Twentieth has sealed two-year, weekend double-run deals for the show in 92% of the country, according to Rick Jacobson, president of Twentieth. Jacobson admits that broadcast sales might not have been as strong if fX, now in about 25 million cable homes, had wider distribution.

Still, Twentieth's two-pronged sales strategy for *The X-Files*, along with *NYPD Blue*, has since been adopted by Warner Bros. with *ER* and Columbia TriStar Television Distribution with *Walker, Texas Ranger*.

In the meantime, *The X-Files* is already a hit in other ancillary markets, like home video. Japanese fans bought more than 120,000 *X-Files* videos in less than three months last

year. And a pinball machine is in the merchandising pipeline for Fox's richest retail gold mine since *The Simpsons*.

"*The X-Files* is moody and cool, and anything connected to it has to have that aura," says Ken Horton, former 20th Century Fox Television senior vice president who joined Carter's Ten Thirteen Productions as president last month.

The key is to find products that enhance the spirit of the show without cheapening it. On that list are a soon-to-be-unveiled World Wide Web site, as well as *X-Files* novels, comic books, calendars, soundtrack CDs and a CD-ROM game, all either in stores or in the works.

"I've been very vigilant about not letting merchandise out that I think is cheesy even though I have no contractual right to be," Horton says. "Fox has been very good about including me in the loop on this, and they've followed my thinking almost completely." —CL



X-Files collector cards are included as premiums in home video's of the show

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MGM sold for \$1.3 billion

Mancuso, Kerkorian, Australia's Seven Network combine for bid

By Cynthia Littleton

Metro-Goldwyn-Mayer Inc. is about to change hands for the fifth time in 10 years.

MGM's current management team, led by chairman Frank G. Mancuso, won the bidding contest for the fabled Hollywood studio last week with a \$1.3 billion offer backed by Australia's Seven Network and investor Kirk Kerkorian's Tracinda Corp. The studio was put on the auction block in March by a holding company of the French bank Credit Lyonnais.

Rival bidders for MGM/United Artists included Dutch music giant PolyGram, Los Angeles-based Morgan Creek Productions and Rupert Murdoch's News Corp. In what turned out to be a busy week for Murdoch (see "Top of the Week"), the Australian media mogul still wound up with a marginal interest in MGM through his 15% stake in Seven Network.

Seven and Kerkorian, who has taken control of MGM twice before, emerged as last-minute players in the closely watched auction managed by investment bank Lazard Freres & Co. At the outset, the management team's bid for the studio was considered a long shot.

Mancuso, former chairman of Paramount Communications, had spearheaded a turnaround in the studio's fortunes since being appointed chairman by Credit Lyonnais in 1993. Not surprisingly, few changes are expected at MGM now that Mancuso and his highly regarded executive team have bought into the studio, formed in 1924 by the merger of Louis B. Mayer's Metro Pictures and Samuel Goldwyn Pictures.

New movie deals at MGM have been in limbo during the sale process, but MGM's TV arm has expanded its cable and first-run slate. MGM this fall plans to launch a talk show strip, *The Bradshaw Difference*, and a big-budget weekly drama, *Poltergeist: The Legacy*.

Kerkorian is said to be investing the most of the three partners at about \$650 million. His third go-round with MGM stunned Hollywood when word of his involvement with Mancuso's team leaked last month.

Kerkorian bought into MGM in 1969, merging the long-troubled studio

with United Artists in 1981. He sold MGM/UA to Turner Broadcasting for \$1.45 billion in 1986. Turner kept the bulk of the film library but sold the production and distribution assets back to Kerkorian the same year.

In 1990, Kerkorian sold the studio to Italian investor Giancarlo Parretti for \$1.3 billion. Two years later, Parretti defaulted on a \$1 billion loan from Credit Lyonnais, which in turn seized MGM. Under U.S. banking law, Credit Lyonnais had to sell MGM within five years, or by spring 1997.

Wall Street analysts say Mancuso has performed a near miracle over the past three years, turning out a string of box-office hits. MGM's TV arm has also re-

bounded with the first-run revival of *The Outer Limits* and the reality strip *LAPD*.

MGM's primary assets are its distribution operation and library of nearly 1,600 films. The list includes such classics as "High Noon," "West Side Story" and the James Bond and Rocky franchises, as well as such TV series as the original *Outer Limits*, *In the Heat of the Night* and *thirtysomething*.

Additionally, MGM is preparing to launch a satellite/cable entertainment channel, MGM Gold, in Asia this year. The studio has equity partnerships in the global TV market with Australia's Optus Vision, Japan's Star Channel, Latin America's CineCanal and Brazil's Telecine. ■

'Friends' cast wants piece of off-net pie

Six stars unite to renegotiate their contracts

By Cynthia Littleton

Just call them TV's perkier collective bargaining unit.

The cast of *Friends* is reportedly playing hardball in contract renegotiations with Warner Bros. Television as the hit NBC sitcom heads into its third season this fall.

The six stars are said to have threatened not to return to work next month unless their salaries are boosted to \$100,000 per episode. The actors—Courteney Cox, David Schwimmer, Jennifer Aniston, Lisa Kudrow, Matt LeBlanc and Matthew Perry—are also asking for a piece of the syndication profits. Industry veterans say the united front is unprecedented in recent TV history.

"We are reviewing the *Friends* cast members' request to renegotiate with the expectation that it will be amicably and successfully resolved," according to a Warner Bros. statement last week.

The group reportedly decided to get

aggressive after realizing that *Friends* is on track to generate more than \$4 million per episode for Warner Bros. when its off-network run begins in fall 1998. Warner Bros. decided to strike while the show was red-hot, starting the syndication sales process late last year, when the series was just halfway through its second season.

Representatives for the six actors declined comment. But sources close to the show said Warner Bros. wasn't approached for salary renegotiations until after news of the brewing mutiny broke in last week's issue of *Time* magazine. Later in the week, sources



The gang is demanding \$100,000 each per episode and a share of syndication profits.

on both sides said talk of a dispute between the stars and the studio had been blown out of proportion. NBC officials concurred.

"This is not a situation where two weeks ago we were supposed to go

back into production," noted Warren Littlefield, president of NBC Entertainment. The show is set to go back into production the week of Aug. 11.

Warner Bros. officials would not comment on financial specifics, but the

actors reportedly made about \$40,000 per episode last season and were due for another raise this year. Warner Bros. signed the group to five-year deals at \$22,500 per episode when the series debuted in 1994. ■

Fox holding its own, says Matoian

Fox chief says he's sticking around, defends move of 'X-Files' to Sunday

By Cynthia Littleton

Fox didn't field a breakout hit and it didn't post double-digit growth last season, but the network more than held its own in an increasingly competitive marketplace, the president of Fox Entertainment told TV critics last week.

In his presentation to the summer Television Critics Association gathering outside Los Angeles, John Matoian said Fox's performance met the three main goals he had set at the start of the season. The Fox audience is continuing to broaden beyond its teen and young-adult core; the gap between Fox and CBS in adults 18-49 is wider, and the gap with ABC in the same key demo is far narrower.

In head-to-head competition during the May sweeps, Fox actually beat ABC—by a slim margin—in adults 18-49. Even the top-rated network, NBC, notched just 6% growth in that key demo last season.

"In an environment that saw the depletion of the broadcast audience, we held our own," Matoian said.

Matoian started his session by dashing the rampant rumors in TV circles that he would soon be leaving the network. He defended the decision to cancel one of Fox's signature shows, *America's Most Wanted*, and explained the rationale behind moving Fox's hottest returning series from Friday to Sunday.

"*The X-Files* is appointment television," Matoian said. "With the higher HUT levels on Sunday and the decline of the three Sunday movies [on rival networks], it just made sense."

Matoian said Fox's fall launch schedule has been complicated by pre-emptions from baseball's postseason games. The league championship and World Series games will interrupt Fox's regular Sunday schedule at least five times in September and October.

The season premiere date for *The X-Files* will not be set until baseball's postseason schedule is finalized. The same goes for *Millennium*, the new



Fox Entertainment chief John Matoian

drama from *X-Files*' creator Chris Carter, which is inheriting *The X-Files*' Friday 9 p.m. slot. Matoian would not elaborate, but sources say *X-Files* will debut in its Friday 9 p.m. slot in Octo-

ber and move to Sundays in early November, when *Millennium* will premiere in the old *X-Files* slot.

As usual, Fox is getting its new season off to an early start, with the premieres of *Beverly Hills, 90210* and *Party of Five* set for Wednesday, Aug. 21. One new night will be added each following week, capped Saturday, Sept. 21, by the second-season premiere of late-night sketch comedy hour *Mad TV*.

Matoian also formally unveiled Fox's midseason comedy contenders: a self-titled Pauly Shore vehicle; *Secret Service Guy*, with Judge Rheinhold as a bumbling federal agent; and *King of the Hill*, an animated look at suburbia from *Beavis and Butt-head* creator Mike Judge.

In other Fox news, four new cast members will be joining *Melrose Place* when its fifth season debuts Monday, Sept. 9 at 8 p.m. The new Thursday 9:30 p.m. comedy *Come Fly with Me* has been renamed *Love and Marriage*. ■

NBC new season starts Sept. 17

Three midseason candidates; O'Brien renewed for fifth year

By Cynthia Littleton

NBC will begin rolling out its new fall lineup on Tuesday, Sept. 17, wrapping up its regular-series season openers on the following Monday, Sept. 23, with the debut of *Jeff Foxworthy* and *Mr. Rhodes*.

The only exception to the premiere-week game plan is the sitcom *Boston Common*, a midseason replacement that will bow with fresh episodes on Aug. 11.

Pretender, the new drama pegged as the tentpole of the network's all-sci-fi Saturday night, will get a special debut

airing Sept. 19 in the plum Thursday 10 p.m. slot usually occupied by *ER*. NBC's lead-off Saturday show, *Dark Skies*, will kick off with a special two-hour premiere Sept. 21. *Pretender* will move to its regular Saturday 9 p.m. berth the following week.

At the summer Television Critics Association gathering outside Los Angeles last week, Warren Littlefield, president of NBC Entertainment, unveiled three new additions to NBC's roster of midseason candidates for 1996-97.

Prince Street is a crime drama set in



the intelligence division of New York City's police department, while *One L* revolves around a group of law students. *The Centre* is another ensemble hour, led by actress Kellie Martin.

In the comedy department, *Fired Up* features former *NYPD Blue* star Sharon Lawrence. *The Naked Truth*, like *Jeff Foxworthy*, spent its freshman year last season on ABC. When asked during his TCA presentation, Littlefield denied that NBC had any ulterior motive in going after the two shows. Both series are co-produced by ABC and Brillstein-Grey Communications. B-G's decision to take a full-season pickup from NBC on *The Naked Truth* over ABC's 13-episode offer has reportedly strained relations between executives at NBC and ABC. NBC's top brass is also said to be still resentful of ABC's aggressive courtship of senior NBC programming executive Jamie Tarses, who was named president of ABC Entertainment last month.

NBC is betting that Foxworthy, the self-described "redneck comic," has the makings of a major TV star. On NBC, the show will become more of a family comedy with the help of a new production team and cast members.

Littlefield said NBC tried to develop a show with *Naked Truth* star Tea Leoni before she was nabbed for the ABC/Brillstein-Grey series. In the new season, Leoni's character, a photographer, will be promoted from a trashy tabloid to a glitzy entertainment magazine. "We're changing the tone of the show," said Littlefield. "A lot of the humor in it [last season] was pretty coarse."

In other NBC announcements at TCA last week:

- The network renewed *Late Night with Conan O'Brien* for a fifth year, extending O'Brien's contract through fall 1997.

- Wes Kennedy, formerly executive

producer of ABC's *General Hospital*, was named co-executive producer of Aaron Spelling's new daytime soap, *Sunset Beach*, set to premiere in January.

- Several long-form projects for 1996-97 were unveiled. *Frasier* star Kelsey Grammer and other NBC players will star in Neil Simon's *London Suite*, a two-hour special set for Sept. 15. Richard Dean Anderson is at the helm of a doomed airliner in the four-hour miniseries *Pandora's Clock*, to air Nov. 3-4. Other miniseries in the works for sweeps periods include *Asteroid*, Robin Cook's *Lethal Weapon* and a new take on Homer's *Odyssey*.

- Steven Spielberg's 1993 Oscar-winner, "Schindler's List," will have its broadcast premiere Feb. 23. The Holocaust saga will run nearly four hours, with limited commercial breaks (two to three). The movie will air unedited, although a four-letter word will be clipped from one scene.

SYNDICATION MARKETPLACE

Royal treatment

Britain's beleaguered royal family is the focus of a new two-hour special offered by All American Television. Veteran sportscaster Jim Lampley and BBC1 anchor Susan Ellicott will co-host *The Royal Soap Opera*, recapping the tumultuous events within the House of Windsor over the past few years. The broadcast window for the special is Aug. 26-Sept. 8.

'Know It Alls' in Indianapolis

Brandon Tartikoff's *Know It Alls* is coming to Indianapolis this fall on Sinclair Communication's WTTV(TV). The game show, developed by the chairman of New World Entertain-

ment, will be tested in the Saturday 7 p.m. slot for a possible wider rollout in other Sinclair markets next year. The quiz show taps contestants' knowledge of history, sports, people and places with questions tailored to each market. *Know It Alls*, originally developed for WGNO(TV) New Orleans, has also been picked up by New World's WAGA(TV) Atlanta.

'Strange' co-hosts

Dana Adams and Emmett Miller have been named co-hosts of *Strange Universe*, the new magazine strip from Rysher Entertainment and Chris Craft/United Television. Adams, formerly news reporter with WNBC(TV) New York and KCOP(TV) Los Angeles, most recently served as correspondent and fill-in anchor for *Extra*. Miller was formerly anchor and reporter for WOIO(TV) Cleveland. *Strange Universe*, billed as "the phenomenal daily news magazine," has been cleared for a fall start on 135 stations covering 87% of the country.

Gordon on the go

Gordon Elliott is getting ready to go live on Fridays as part of an overhaul that will add more comedy and celebrity-driven segments to the Eyemark Entertainment/Twentieth Television talk show strip. Starting Sept. 9, the live Friday shows will give the garrulous Australian host an opportunity to

show his comedic strengths, according to the show's newly appointed executive producer, Joni Holder. Holder says *Gordon Elliott* will also go on the road at least three times in its third season.

Fife beats drum for WGN

Don Knotts is helping WGN(TV) Chicago promote the return of *The Andy Griffith Show*, weekdays at 6 p.m., by lending his voice to a promotional campaign dubbed "Barney Fife's Postcards from Chicago." Postcards shown this summer in four on-air promo spots depict Fife at Wrigley Field and other Chicago landmarks; Knotts's voiceover reads the note Fife is purportedly sending to the gang back in Mayberry. —CL

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending June 30. Numbers represent average audience/stations/% coverage.)

- 1. Wheel of Fortune 9.7/226/99
- 2. Jeopardy! 8.4/220/99
- 3. Home Improvement 7.6/228/98
- 3. Imagination III 7.6/158/96
- 5. Oprah Winfrey Show 6.8/235/99
- 6. Seinfeld 6.6/222/96
- 7. Star Trek: Deep Space Nine 6.2/235/98
- 8. Wheel of Fortune-wknd 5.6/185/85
- 9. Nat'l Geog on Assignment 5.5/187/97
- 10. Entertainment Tonight 5.4/180/95
- 11. Inside Edition 5.2/166/91
- 12. Fox Hollywood Theatre II 4.8/208/95
- 12. Hercules, Journeys of 4.8/229/97
- 12. Simpsons 4.8/194/97
- 15. Jenny Jones Show 4.5/213/97

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending July 7. Numbers represent average audience/stations/% coverage.)

- 1. Wheel of Fortune 9.2/226/99
- 2. Jeopardy! 7.9/217/98
- 3. Home Improvement 6.5/228/98
- 4. Oprah Winfrey Show 6.2/223/97
- 5. Seinfeld 5.8/221/97
- 6. Hercules, Journeys of 5.3/232/97
- 6. Wheel of Fortune-wknd 5.3/183/84
- 8. Star Trek: Deep Space Nine 5.1/235/98
- 9. Entertainment Tonight 4.9/178/95
- 9. Xena: Warrior Princess 4.9/204/96
- 11. Inside Edition 4.4/162/91
- 12. Simpsons 4.3/193/96
- 13. Montel Williams Show 4.0/167/92
- 14. Home Improvement-wknd 3.9/220/95
- 14. Live w/Regis & Kathie Lee 3.9/221/97

Broadcasting & Cable PEOPLE'S CHOICE Ratings according to Nielsen July 8-14

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

Week 42	abc	CBS	NBC	FOX	UPIN	
	8.0/14	8.0/14	10.0/18	3.8/7	2.2/4	
MONDAY	8:00		13. The Nanny 9.6/19	26. Fresh Prince 8.3/16	79. Ned and Stacey 3.9/8	86. Star Trek: Voyager 2.8/5
	8:30	50. The Marshal 6.3/12	26. Almost Perfect 8.3/15		84. Last Frontier 3.1/6	
	9:00		31. Murphy Brown 8.1/14	5. NBC Monday Night Movie—Robin Cook's 'Mortal Fear' 10.8/19	77. L.A. Firefighters 4.1/7	103. Nowhere Man 1.6/3
	9:30	20. ABC Monday Night Movie—Far and Away, Part 2 8.9/15	23. Cybill 8.5/14			
	10:00		39. Chicago Hope 6.9/12			
10:30						
TUESDAY	8:00	9.1/16	7.5/13	12.5/23	5.9/11	2.3/4
	8:30	11. Home Imprvmt 10.2/20	56. John Grisham's The Client 5.7/11	14. All-Star Pregame 9.4/19	53. Fox Tuesday Night Movie—The Crush 5.9/11	8. Moesha 2.6/5
	9:00	17. Drew Carey 9.2/17				97. Minor Adjustments 2.1/4
	9:30	14. Roseanne 9.4/16	25. CBS Tuesday Movie—Lady Killer 8.4/15	2. MLB All-Star Game 13.2/23		96. Minor Adjustments 2.2/4
	10:00	21. Coach 8.8/15				8. Moesha 2.6/4
10:30	23. NYPD Blue 8.5/15					
WEDNESDAY	8:00	8.2/16	4.9/10	8.9/17	3.5/7	1.7/3
	8:30	40. Ellen 6.8/15	61. Dave's World 5.4/12	37. Unsolved Mysteries 7.1/15	79. Beverly Hills, 90210 3.9/8	99. The Sentinel 2.0/4
	9:00	51. The Faculty 6.0/12	68. Can't Hurry Love 4.6/9		84. Party of Five 3.1/6	97. Pt 'Hood 2.1/5
	9:30	26. Grace Under Fire 8.3/16	68. American Gothic 4.6/9	8. Dateline NBC 10.7/20		93. Sister, Sis 2.5/5
	10:00	44. Champs 6.7/12	62. American Gothic 5.2/10	21. Law & Order 8.8/16		99. Swift Justice 2.0/4
10:30	5. PrimeTime Live 10.8/20				93. Wayans 2.5/5	
THURSDAY	8:00	6.1/12	6.3/12	11.7/22	4.6/9	
	8:30	68. High Incident 4.6/10	38. World's Most Dangerous Animals 7.0/15	12. Friends 9.8/21	74. Martin 4.2/9	
	9:00			8. Frasier 10.7/22	68. Living Single 4.6/9	
	9:30	40. ABC Thursday Night Movie—The Commish 6.8/12	63. American Gothic 5.1/9	1. Seinfeld 14.2/27	67. New York Undercover 4.8/9	
	10:00		40. 48 Hours 6.8/12	3. 3rd Rock fr/Sun 12.6/22		
10:30			4. ER 11.4/21			
FRIDAY	8:00	8.3/17	6.5/13	7.1/14	5.1/10	
	8:30	32. Family Matters 7.7/17	49. Diagnosis Murder 6.4/13	44. Unsolved Mysteries 6.7/15	74. Sliders 4.2/9	
	9:00	34. Boy Meets World 7.2/15				
	9:30	34. Step by Step 7.2/14			19. Dateline NBC 9.1/17	51. The X-Files 6.0/12
	10:00	34. Hangin' w/Mr. C 7.2/14				
10:30	10. 20/20 10.3/20	47. Nash Bridges 6.6/13	59. Homicide: Life on the Street 5.5/11			
SATURDAY	8:00	4.4/9	8.0/17	5.3/11	5.5/12	
	8:30	79. Second Noah 3.9/9	47. Touched by an Angel 6.6/15	77. JAG 4.1/9	66. Cops 4.9/12	
	9:00				57. Cops 5.6/12	
	9:30	68. Saturday Night at the Movies—The Legend of Ruby Silver 4.6/10	30. Touched by an Angel 8.2/17	53. NBC Saturday Night Movie—Seduced and Betrayed 5.9/12	55. America's Most Wanted 5.8/12	
	10:00		17. Walker, Texas Ranger 9.2/19			
10:30						
SUNDAY	7:00	5.4/10	8.6/16	7.9/15	4.6/9	2.4/5
	7:30	83. Muppets Tonight 3.2/7	5. 60 Minutes 10.8/23	64. Dateline NBC 5.0/11	82. Why Planes Go Down 3.6/8	102. Pinky & The Brain 1.8/4
	8:00	64. Am Fun Hm Vid 5.0/10				99. The Parent 'Hood 2.0/4
	8:30	74. Lois & Clark 4.2/8	26. Murder, She Wrote 8.3/16	40. Mad About You 6.8/13	59. The Simpsons 5.5/11	88. Sister, Sister 2.6/5
	9:00				57. Married w/Childrn 5.6/10	95. Kirk 2.4/5
	9:30	44. ABC Sunday Night Movie—Betrayed by Love 6.7/12	33. CBS Sunday Movie—A Stranger in Town 7.6/14	16. NBC Sunday Night Movie—Tequila Sunrise 9.3/17	68. New York Undercover 4.6/8	88. Unhap'ly Ever After 2.6/5
	10:00					86. Unhap'ly Ever After 2.8/5
	10:30					
WEEK AVG	7.0/13	7.2/14	9.0/17	4.7/9	UPN: 2.2/4; WB: 2.4/5	
STD AVG	10.0/17	9.2/16	11.2/19	6.8/11	UPN: 2.9/5; WB: 2.4/4	

For sale: One ABC affiliate, nice location

Paxson may put TV station on the block to concentrate on infomercial network

By Elizabeth A. Rathbun

With Paxson Communications Corp.'s radio stations and Infomall TV Network (inTV) its top priorities, the company is considering selling its ABC affiliate in Florida.

Last week, Paxson said it has hired Alex. Brown & Sons Inc. to "advise it on strategic alternatives" for ABC affiliate WPBF-TV Tequesta/Palm Beach, Fla., ch. 25, and for its time brokerage agreement with UPN affiliate WTVX-TV West Palm Beach, ch. 34. WTVX-TV is owned by Whitehead Media Inc.

"The company would benefit through redeploying these assets into its two core businesses: inTV...and its Florida radio group," a Paxson news release says.

Besides a sale, swapping also is possible, Paxson says.

Paxson's affiliates are performing well, with a 39% revenue increase in the second quarter of this year compared with last year.

But, Paxson notes, inTV revenue grew more rapidly: 114%, from \$6.8 million to \$14.6 million. Meanwhile, with the purchase of 17 more radio stations, Paxson Radio revenue grew 33%, from \$12.8 million to \$17.1 million. Overall, Paxson reports a second-quarter revenue increase of 57%, to \$37.2 million, compared with \$23.7 million in the same period a year ago.

inTV added six owned or operated TV stations in the second quarter, giving Paxson 36 TVs. The deals expand the infomercial network's cable reach by 1.26 million cable households, to 14.7 million households.

Freedom Forum ponders mega-mergers

More important than the money and personalities behind the wave of media mega-mergers is the mergers' effect on American culture, according to a roundtable of journalists and think-tank types gathered last Wednesday by the Freedom Forum in Arlington, Va.

But do citizens themselves pay any attention? Poll results in the forum's spring/summer issue of the Forum's *Media Studies Journal* show: not really. Asked in September 1995 how closely they followed the Time Warner/Turner Broadcasting merger, for example, 29% of the respondents said they followed it "very closely" (6%) or

"fairly closely" (23%). A full 60% followed the merger "not at all closely" (37%) or "not too closely" (23%).

Asked if "mergers between big companies [are] a good thing or a bad thing," 40% didn't know or had no strong opinion. Thirty-nine percent said they are a bad thing, while 15% said they are good. Thirty-seven percent agreed, however, that large mergers are good for consumers, with 43% saying they are bad.

The panelists cited as problematic journalists' apparent reluctance to report on the failures of their colleagues. "Will ABC [which is merging with the Walt Disney Co.] really want to do an exposé on the next Disney park? I don't think so," said CNN *Reliable Source* panelist Martin Schram.

Washington Post columnist Dorothy Butler Gilliam worried that media concentration "really diminishes the potential for diversity." Because African Americans, Asians, Hispanics and other minorities entered broadcasting late in the game, it will be "hard [for them] to be a part of this change," she said.

Others criticized the buying companies for not being part of journalism. "It doesn't look like journalism," Freedom Forum ombudsman Paul McMasters said of media-company owners such as Disney and Westinghouse Electric Corp., which owns CBS and is buying Infinity Broadcasting Corp. "Those deep pockets want to get deeper."

No need to worry—yet, said William Shew of think tank the American Enterprise Institute. But if trends continue, there's "potentially a very serious problem," he said. With the relaxation of FCC rules early this year, "we need special rules for the media limiting concentration," he said.

Cubs play into Tribune growth

The Chicago Cubs have gone to bat for Tribune Co., increasing the company's second-quarter broadcasting and entertainment operating revenue by 15%, from \$220.9 million to \$253.3 million. Meanwhile, operating profit for that category rose 24%, from \$53 million to \$65.9 million.

Tribune says it has enjoyed "significantly reduced losses" since last year's Major League Baseball strike was settled. The revenue hop also was aided by a 15% rise in TV revenue and a 4%

increase in television operating profit. The 15% revenue increase was attributed to improvements at Tribune stations in Chicago and New York, and the purchases of KHTV(TV) Houston in January and KTTY(TV) San Diego in April. Excluding the new stations, the revenue increase would be 9%, Tribune says.

Chicago-based Tribune owns or will own 17 TV stations, pending FCC approval of its \$1.13 billion purchase of Renaissance Communications (BROADCASTING & CABLE, July 8).

The company's overall operating revenue in the second quarter rose 11%, from \$577.2 million to \$641.9 million, Tribune reports. Meanwhile, net income rose 3%, from \$82.1 million to \$84.3 million.

Year to date compared with the first half of 1995, revenue was up 7% (broadcasting/entertainment jumped 11%); operating profit also was up 7% (broadcasting/entertainment up 16%), and net income was up 49%, from \$150.1 million to \$224 million.

Clear Channel down under

Clear Channel Communications Inc. isn't limiting its expansion to the U.S. The company's 50%-owned Australian Radio Network LTD. last Wednesday paid about \$23.1 million cash for what Clear Channel says are two leading radio stations in Adelaide, Australia.

The stations are the number-one-rated FM and the number-two talk stations in the South Australian city, Clear Channel says in a news release.

The Australian Radio Network will own or operate 10 stations across the continent. Clear Channel's partner in the venture is Australian Provincial Newspapers.

Gannett broadcast gains

Broadcasting gains offset lower newspaper profits in the second quarter for Gannett Co. Inc. While newspaper earnings declined 1%, broadcast income rose 73.5%, from \$47.3 million to \$82.1 million. An improved market for TV advertising fueled that growth, Gannett says.

Overall revenue grew 19%, from \$1 billion to \$1.2 billion, the Arlington, Va.-based company reports. Net income went from \$139.4 million to \$150 million. Gannett owns 15 TV stations, 11 radio stations and 92 daily newspapers. ■

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 \$210,000,000 1
Combos \$17,475,000 5
FMs \$125,500,000 5
AMs \$2,020,000 2
Total \$354,995,000 13

SO FAR IN 1996:

TVs \$3,891,793,896 57
Combos \$3,895,848,579 212
FMs \$1,486,476,453 241
AMs \$127,754,405 129
Total \$9,401,873,333 639

SAME PERIOD IN 1995:

TVs \$2,357,042,000 74
Combos \$1,156,483,250 119
FMs \$390,199,113 200
AMs \$63,719,744 96
Total \$3,967,444,107 489

Source: BROADCASTING & CABLE

COMBOS

WZFX(FM) Whiteville/Fayetteville and WYRU(AM) Red Springs/Fayetteville-WLRD(FM) St. Pauls/Fayetteville, all N.C.

Price: \$8.2 million (\$7 million for WZFX; \$1.2 million for WYRU-WLRD)
Buyer: Sound Communications LLC, Boston (Richard H. Churchill Jr., manager/99% owner). Churchill has interest in WKRF(FM) Tobyhanna, Pa., OmniAmerica Communications Inc. and Crescent Communications GP.

Sellers: ■ WZFX: Joyner Communications Inc., Goldsboro, N.C. (David Weil, president/owner); no other broadcast interests; ■ WYRU-WLRD: Lumbee Regional Development Association Inc., Pembroke, N.C. (Adolph Blue, chairman); no other broadcast interests

Facilities: WZFX: 99.1 mhz, 100 kw, ant. 1,000 ft.; WYRU: 1160 khz, 5 kw day, 250 w night; WLRD: 107.7 mhz, 6 kw, ant. 328 ft.

Formats: WZFX: urban; WYRU: gospel; WLRD: urban

Broker: Whittle Agency (sellers)

KKSO(AM) Des Moines-KJY(FM)

Ankeny/Des Moines, Iowa

Price: Transfer of WCSO(FM) Portland and WLPZ(AM) Westbrook, Me., and WHOM(FM) Mount Washington, N.H., plus \$3.5 million (contract also requires seller to assign purchase

agreement for WZPK-FM Berlin, N.H., to buyer)

Buyer: WCSO Broadcasting LP c/o Barnstable Broadcasting Inc., Newton, Mass. (Albert J. Kaneb, principal).

Kaneb owns WTOU(AM)-WKDD(FM) Akron, Ohio; WWKL(FM) and WCMB(AM)-WYMJ(FM) Harrisburg, Pa., and WGKX (FM) Memphis; 91% of WHLI(AM)-WKJY (FM); 20% of WSSR-FM Millington, Tenn.

Seller: Fuller-Jeffrey Broadcasting Cos. Inc., Newburyport, Mass.

(Robert F. Fuller, president/50.003% owner); owns KRUU-AM Boone/Des Moines; WCYY(FM) Biddeford/Portland, WCYI(FM) Lewiston/Portland, WXBB-FM Kittery/Portland and WBLM (FM) Portland, all Maine, and WOKO (FM) Dover, N.H.; is buying KRKQ(FM) (formerly KRUU) Boone/Des Moines, Iowa (see item, below); is selling KLCQ(FM) Healdsburg/Santa Rosa, KSRO(AM)-KXFX(FM) Santa Rosa and KSTE-AM Rancho Cordova/Sacramento, all Calif.

Facilities: AM: 1390 khz, 1 kw; FM: 92.5 mhz, 41 kw, ant. 541 ft.

Format: AM: country; FM: popular country

Broker: Americom Radio Brokers Inc.

WRIE(AM)-WXKC(FM) Erie, Pa.

Price: \$3.25 million

Buyer: Media One Group Erie LLC, Beachwood, Ohio (James T. Embrescia, managing member/51% owner). Embrescia is president of Erie Broadcasting II Inc., which is selling WLEC(AM)-WCPZ(FM) Sandusky, Ohio.

Seller: Atmor Properties Inc., Arlington, Va. (Lee W. Shubert, president); owns KMBY(AM) Capitola, Calif. Shubert owns Pinnacle Broadcasting Co., which owns WSOY-AM-FM Decatur, Ill.; WYNG-FM Evansville, Ind.; WRNS-AM-FM Kinston, N.C.; WYAV(FM) Conway, S.C., and KLLI-AM-FM Lubbock, Tex.; is buying WRRF(AM)-WDLX (FM) Washington, N.C.; is selling W DUR(AM)-WFXC(FM) Durham, N.C. Note: Atmor bought stations in 1995 for \$2.35 million.

Facilities: AM: 1260 khz, 5 kw; FM: 99.9 mhz, 50 kw, ant. 492 ft.

Format: AM: Music of Your Life; FM: adult contemporary

Broker: Americom Radio Brokers Inc. (seller)

WHBL(AM)-WWJR(FM) Sheboygan, Wis.

Price: \$2.1 million

Buyer: Walton LLC, Milwaukee (Michael R. Walton Sr., president/51% owner). Michael Walton owns Sheboygan County Broadcasting Co., which owns WHTC(AM) Holland, Mich.

Seller: Central States Network LP, Chicago (Thomas L. Bookey, president); owns WROE-FM and WNCY-FM Appleton/Oshkosh, WNFL(AM) -WKFX-FM Green Bay and WHBL(AM)-WWJR (FM) Sheboygan, all Wis.; is selling WPRC(AM)-WWTE-FM Lincoln and WTAX (AM)-WDBR(FM) Springfield, Ill.

Facilities: AM: 1330 khz, 5 kw day, 1 kw night; FM: 93.7 mhz, 6 kw, ant. 296 ft.

Format: AM: news/talk; FM: adult contemporary

Broker: Blackburn & Co. Inc.

KMIS(AM) Portageville-KMIS-FM New Madrid, Mo.

Price: \$425,000

Buyer: Williams Communications Inc., Somerset, Ky. (Walton E. Williams Jr., president); owns WLLK-FM Somerset, and WTRB-AM-FM Ripley, Tenn.

Seller: New Madrid County Broadcasting Co. (Julie M. Sweet, Shelley Rudd, principals). Sweet owns WCBL-AM-FM Benton, Ky.

Facilities: AM: 1050 khz, 1 kw day, 87 w night; FM: 106.5 mhz, 50 kw, ant. 469 ft.

Format: Both country

Broker: Media Venture Partners

RADIO: FM

WPNT-FM Chicago

Price: \$68 million cash

Buyer: Evergreen Media Corp., Irving, Tex. (Scott Ginsburg, chairman); owns WMVP(AM)-WLUP-FM, WRGX(FM), WVAZ(FM) and WEJM-AM-FM, all Chicago; is buying WNUA-FM Chicago (for other holdings see "Changing Hands," June 24). Note: Evergreen will sell WEJM-FM to comply with federal ownership limits.

Seller: Century Broadcasting Corp., Chicago (George Collias, president); no other broadcast interests

Facilities: 100.3 mhz, 8.3 kw, ant. 1,174 ft.

Format: Adult contemporary

Broker: Broadcasting Asset Management Corp. (seller)

KRWM(FM) Bremerton/Seattle, Wash.

Price: \$29.25 million

Buyer: Sandusky Newspapers Inc., San Francisco (David Rau, chairman/CEO; Norman Rau, president, Sandusky Radio); owns KEZX(AM)-KWJZ(FM) Seattle, KIXI(AM) Mercer Island/Seattle and KLSY-FM Bellevue/Seattle, all Wash.; KDKB(FM) Mesa, KUPD-FM Tempe and KUKO-AM Phoenix, all Ariz., and KEGL-FM Dallas

Seller: Brown Broadcasting Co. (Phil Melrose, president); owns KXOA-AM-FM and KQPT-FM Sacramento; KPPO

(AM)-KGB-FM San Diego, and KKSF-FM and KDFC-AM-FM San Francisco
Facilities: 106.9 mhz, 100 kw, ant. 820 ft.

Format: Soft adult contemporary
Broker: Star Media Group (seller)

KBZT(FM) San Diego

Price: \$25 million for stock

Buyer: Jefferson-Pilot Corp., Greensboro, N.C. (David A. Stonecipher, president); owns KSON-AM-FM San Diego; KYGO-AM-FM Denver and KWMX-AM-FM Lakewood, Colo.; WLYF-FM Miami and WMRZ(AM) South Miami; WQXI(AM) Atlanta and WSTR-FM Smyrna, Ga.; WBTV-TV and WBT-AM-FM Charlotte, N.C.; WCSC(TV) Charleston, S.C., and WWBT-TV Richmond, Va.; is buying WMXJ-FM Pompano Beach, Fla.
Seller: Anaheim Broadcasting Corp., San Diego (Timothy R. Sullivan, president)

Facilities: 94.9 mhz, 21.8 kw, ant. 710 ft.

Format: Oldies

KRKQ(FM) (formerly KRUU) Boone/Des Moines, Iowa

Price: \$2.35 million

Buyer: Fuller-Jeffrey Broadcasting Cos. Inc. is swapping away this station and KJYJ(FM) Ankeny and KKSO-AM Des Moines, Iowa, for WCSO(FM)

Portland and WLPZ(AM) Westbrook, Maine, and WHOM(FM) Mount Washington, N.H. (see combo item, above)

Seller: Radio Ingstad of Iowa Inc., Moorehead, Minn. (James D. Ingstad, president/owner). Ingstad is president/owner of Ingstad Broadcasting Inc., which is buying WQFN (AM) West Fargo, N.D., and KQWB-FM Moorehead, Minn. Ingstad owns KCHA-AM-FM Charles City, KIAQ(FM) Clarion, KLKK (FM) Clear Lake, KGLO(AM)-KIAI-FM Mason City, KCZE-FM New Hampton, KCZY-FM Osage and KTLB-FM Twin Lakes, all Iowa; KNUJ(AM)-KXLP(FM) New Ulm; KRFO-AM-FM Owatonna; KNSG(FM) Springfield; KNUJ-FM Sleepy Eye, KYSM-AM-FM Mankato and KOWO (AM)-KRUE(FM) Waseca, all Minn.; KLXX (AM), KBYZ(FM) and KKCT(FM), all Bismarck, N.D.; and is applying to build FMs at Pillager, Minn., and Bismarck. Ingstad owns KWAD(AM) and KKWS(FM) Wadena, KLIZ-AM-FM and KVBR-AM-FM Brainerd, KLLZ-AM-FM Walker and KNSP(AM) Staples, all Minn.

Facilities: 98.3 mhz, 3 kw, ant. 210 ft.
Format: Young country

WHZT(FM) Mahonet, Ill.

Price: \$900,000 (includes \$290,000 consulting agreement + \$10,000 noncompete agreement)

Buyer: Liberty Radio II Inc., Peoria, Ill. (James D. Glassman, president/85.1% owner); owns WZNF-FM and WQQB(FM) Rantoul, Ill. Glassman owns 95% of WIRL(AM)-WSWT-FM Peoria, Ill., and 92.5% of WTAO-FM Murphysboro, Ill.

Seller: Odyssey Broadcasting Inc., San Luis Obispo, Calif. (Gerald Mason, principal); no other broadcast interests

Facilities: 105.9 mhz, 1.25 kw, ant. 512 ft.

Format: Current rock

Broker: Media Services Group Inc.

RADIO: AM

WURD(AM) Philadelphia

Price: \$1.57 million

Buyer: Mega Broadcasting Corp., Englewood Cliffs, N.J. (Alfredo Alonso, president/owner); no other broadcast interests

Seller: Philadelphia Christian Radio Inc., Norfolk, Va. (Bishop L.E. Willis Sr., president). Willis owns Willis Broadcasting Corp. (For complete list of holdings see "Changing Hands," June 10.) Willis owns WURD (AM) Philadelphia and is president/owner of Willis Broadcasting Corp. (for holdings see "Changing Hands," July 10).
Facilities: 900 khz, 1 kw day, 42 w night

Format: Gospel; to be Hispanic

KBLV(AM) Bellevue/Seattle, Wash.

Price: \$450,000

Buyer: Personal Achievement Radio Inc., Palo Alto, Calif. (N. John Douglas, president/owner); owns KYPA(AM) (formerly KGFJ) Los Angeles and KWPA (AM) (formerly KTSJ) Pomona, Calif. Douglas also owns KPPC(AM) Pasadena, KECR-FM El Cajon/San Diego, KEST (AM) San Francisco, KSJX(AM) San Jose and KOBO(AM) Yuba City/Sacramento, all Calif.; WNDZ(AM) Portage, Ind./Chicago, and WVVX(FM) Highland Park/Chicago, Ill.; WBPS(AM) Dedham, Mass./Boston (formerly WBIV); WNJR (AM) Newark, N.J./New York, and KGOL(AM) Humble/Houston, Tex.

Seller: Country Gold Network Inc. (Barbara Geesman, principal). Geesman has interest in KJUN(FM) Eatonville, KENU(AM) Enumclaw, WKYZ (AM) Everett, KTOL(AM) Lacey/Olympia and KJUN(AM) Puyallup/Tacoma, all Wash.

Facilities: 1540 khz, 5 kw

Format: Country gold

Broker: Montcalm Brokerage

—Compiled by Elizabeth A. Rathbun

Big deals

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

■ Ten TV and 31 radio stations are involved in the merger of River City Broadcasting LP into Sinclair Broadcast Group Inc. (Note: All stations involved have not yet been submitted to FCC.) Price: \$1.2 billion. Broker: Communications Equity Associates Inc.

■ **WALA-TV Mobile, Ala.; KHON-TV Honolulu and satellites KHAU-TV Hilo and KAIH-TV Wailuku, all Hawaii; WVUE(TV) New Orleans, and WLUK-TV Green Bay, Wis.** Price: \$210 million (merger). Buyer: Silver King Communications Inc., St. Petersburg, Fla. (Barry Diller, owner; Liberty Media Corp./Tele-Communications Inc., sole nonattributable shareholder); owns KHSC-TV Ontario, Calif.; WYHS-TV Hollywood and WHBS-TV Tampa, Fla.; WEHS-TV Aurora, Ill.; WSHS-TV Marlborough, Mass.; WHSW-TV Baltimore; WHSE-TV Newark and WHSP-TV Vineland, N.J.; WQHS-TV Cleveland, and KSHS-TV Alvin and KHSX-TV Irving, Tex. Seller: Savoy Pictures Entertainment Inc., New York (Lewis Korman, president/COO). Broker: Gleacher & Co.

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Radio consolidation on minds of New York broadcasters

Opinions are mixed on effects of trend; program quality may suffer

Radio

By Donna Petrozzello

As the number of radio groups shrinks with mergers and swaps, talk about the implication of industry consolidation dominated the 35th executive conference of the New York State Broadcasters Association held last week at the Rye Town Hilton.

Leading New York broadcasters, industry brokers and consultants had mixed views on consolidation, particularly about its effect on competition between stations in singular markets.

WPLJ(FM) New York Program Director Scott Shannon said that bringing former rivals under mutual ownership through consolidation is likely to compromise programming quality.

"The more people there are competing, the better the level of play there will be," Shannon said. "The focus on the product has been reduced." He also said looming consolidation has led "product to take a back seat to management issues."

All-news WINS(AM) New York General Manager Scott Herman, whose station

is now owned by Westinghouse/CBS Radio, which also owns format rival all-news WCBS(AM) New York, disagreed. "I feel more competitive with WCBS than ever," Herman said.

NewCity Communications President Dick Ferguson said that he expects consolidation to create regional management jobs in radio that have not existed in the industry. By owning stations in market clusters, Ferguson said, groups "will create some of the best new jobs in radio, where you can have group heads who never have to get on a plane."

Ferguson and others who participated in a panel discussion agreed that consolidation will filter out mediocre employees, leaving more capable programmers and broadcasters in charge.

Although industry consultant Fred Jacobs agreed, he added that consolidation likely will reduce the number of radio-related jobs: "There will be fewer of all of us, from consultants to group heads."

Industry broker Dick Foreman said consolidation has reached a level that is forcing stand-alone operators in markets of various sizes to "either sell or swap" with competitors. Ferguson said

that consolidation has made it particularly difficult for small-market stand-alone operators to "stay alive" unless they "buy the guy across the street."

FCC Mass Media Bureau Chief Roy Stewart reminded broadcasters on the panel of their commitment to public service. "The essence of broadcasting is programming for the community," Stewart said. "I implore you not to let consolidation change your focus from public service to how you will make enough money to pay off station transactions."

Meanwhile, Zenith Media Executive Vice President Bonita LeFlore said that despite ownership consolidation, media buyers will buy inventory on stations with formats that "best serve their clients," even if that involves "breaking up a duopoly."

Joining Ferguson, Shannon, Jacobs, Foreman and LeFlore on the panel were Andy Bloom of Coleman Research, Lucille Luongo of the Katz Media Group, Stewart Yaguda of The Interep Radio Store, lawyer Matt Leibowitz, Mark Scheerer of CNN and Michael Rau of the Radio Data Group. Former Katz Radio president Gordon Hastings moderated the discussion. ■

Karmazin offers sales tip



Infinity President Mel Karmazin advised owners with multiple stations in a single market to program a wide variety of formats on those stations.

Infinity Broadcasting President Mel Karmazin was one of several radio industry leaders to address broadcasters at the 35th annual executive conference of the New York State Broadcasters Association held last week at the Rye Town Hilton.

He encouraged radio sales teams to increase the demand for radio inventory among media buyers by promoting the industry as an advertising channel, not by trying to outsell competing stations. "It's either a zero-sum game, or you're in this together," Karmazin said.

In addition to Karmazin's appearance, Senator Alfonse D'Amato, Bloomberg Communications' founder Michael Bloomberg, former New York State governor Mario Cuomo and CNBC/CBS Radio show host Mary Matalin addressed members of the NYSBA during the three-day meeting. —DP

Talent drives mornings, afternoons in spring ratings

News/talk dips slightly in Los Angeles

By Donna Petrozzello

Top-rated radio personalities held their ground in New York; audience share for news/talk dipped in Los Angeles, and Chicago market leaders remained steady in key time slots, according to Arbitron's latest spring 1996 survey of radio listening. The ratings below measure listening by people ages 12 and older.

In New York, Infinity Broadcasting's syndicated Howard Stern led the pack of morning personalities, earning a 7.5 rating during the weekday at 6-10 a.m. on alternative rock WXRK(FM). Controversial talker Bob Grant pushed weekday afternoon drive audience share at WOR(AM) from 1.8 to 5.5. Grant joined the station last May.

By contrast, audience share for Stern rival Don Imus, whose syndicated morning show originates from WFAN(AM) New York, dipped from 3.6 to 3.3 between the winter and spring books.

In Los Angeles, all-news KNX(AM), news/talk KFI(AM), and news/talk KABC

(AM) lost audience share in afternoon drive. KNX dropped from 2.4 to 1.9, KFI dropped from 3.6 to 2.7, and KABC dropped from 3.1 to 2.7. Only news KFVB(AM) showed a slight gain in afternoon drive, moving from 2.1 to 2.2 between winter and spring.

In Chicago, full-service WGN(AM) swept competitors for first place in morning drive with 9.7, and urban contemporary WGCI-FM won afternoon drive with 6.1 for spring. WGCI replaced former afternoon host Doug Banks with "Crazy" Howard McGee earlier this year.

Following is a closer look at ratings in the top three markets.

New York

Evergreen Media's WKTU(FM) proved to be stiff competition in morning drive as well as in afternoon drive in the nation's top market. The rhythmic dance station, which debuted its format last February, jumped from 2.1 to 4.4 in morning drive. WKTU tied for sixth place in morning drive with talk WOR(AM), which

jumped from 4.0 to 4.4 between the winter and spring surveys.

Both all-news WINS(AM) and all-news WCBS(AM) lost audience share in morning drive, with WINS dipping from 6.8 to 6.3 and WCBS dropping from 5.8 to 5.0. Also in morning drive, audience share dipped from 4.5 to 3.7 for Hispanic WSKQ-FM, but improved for Hispanic WADO(AM), which went from 3.0 to 3.4.

In afternoon drive, WKTU went from 4.2 to 7.8 between the winter and spring books. Meanwhile, ratings for classic soul WRKS-FM went from 5.4 to 4.6 in the same time slot.

Los Angeles

Although the top 10-rated morning shows held firm in Los Angeles between the winter and spring books, spring ratings shook up the ranking of several afternoon drive shows in the market.

While Heftel Broadcasting's Hispanic KLVE(FM) ranked first with 7.2 among listeners ages 12 and older, the station also ranked first in morning drive with 7.6, and first in afternoon drive with 6.1. By comparison, Hispanic competitor KLAX(FM) showed a small gain in audience share in afternoon drive, from 2.9 to 3.1.

Among music formats, urban contemporary KKBT(FM), contemporary hits KPWR(FM) and oldies KRTH(FM) gained audience share in afternoon drive in the spring book. Of the three, KKBT showed the strongest gain, earning 5.3 in afternoon drive in the spring survey, compared with its 4.7 last winter.

Chicago

In Chicago, morning drive audience share jumped for news/talk WLS(AM), which moved from 3.3 to 4.1; for oldies WJMK(FM), which jumped from 2.7 to 3.3, and for adult contemporary WLIT-FM, which went from 3.9 to 4.2.

Morning audience share for talk host Jonathon Brandmeier at talk WLUP-FM improved by nearly a full point, from 3.2 to 4.1 between the winter and spring books.

In afternoon drive, show host Scott Miller at WJMK earned a larger audience share between the winter and spring books. Afternoon ratings at WJMK went from 3.2 to 4.4. Also, afternoon drive ratings improved for WLIT and talk WLS(AM).

However, the market leaders in morning drive—WGN and all-news WBBM(AM)—lost audience share in afternoon drive. WGN slipped from 5.0 to 4.4 and WBBM dipped from 3.0 to 2.8. ■

R I D I N G G A I N

Fewer owners control more dollars in top 10

Radio's top 30 groups will reap the same amount of revenue in 1996 as the top 50 groups earned in 1995—\$4.5 billion, according to BIA Companies.

The top 50 radio groups own or operate a total 1,187 stations in 1996, BIA found, compared with the 876 stations owned by the 50 largest groups at the close of 1995. In addition, consolidation has reduced the total number of radio stations owners from 5,222 in 1995 to 5,095 in mid-1996, a decrease of 127 owners, BIA found.

KVI(AM) Seattle hooks Medved

Talk KVI(AM) Seattle has signed film critic Michael Medved to host a weekday talk show from noon to 3 p.m. PT. Medved fills a vacancy created last May after host Mike Siegel was dismissed for allegedly repeating rumors on-air about a homosexual affair by Seattle Mayor Norman Rice.

'Sports Byline' to deliver in Spanish

National sports talk *Sports Byline USA* plans to launch *Sports Byline Spanish*, a weeknight sports talk program in Spanish, next January.

Initial programming slated for the 10 p.m. to 1 a.m. ET show will emphasize soccer, baseball and boxing, but will also cover NFL, NBA and NCAA events. Listeners will be able to talk with show hosts and athletes in Spanish over a toll-free phone line. *Sports Byline Spanish* will be produced and syndicated from the network's San Francisco studios. *Sports Byline*'s English-language talk shows are carried by 300 stations in the U.S. —DP

MSNBC blankets big story

Combines cable and broadcast resources to cover Flight 800 crash

By Jim McConville

On just its third day of operation, NBC's all-news cable network MSNBC was thrown into the breaking-news race with the Wednesday night explosion of TWA Flight 800.

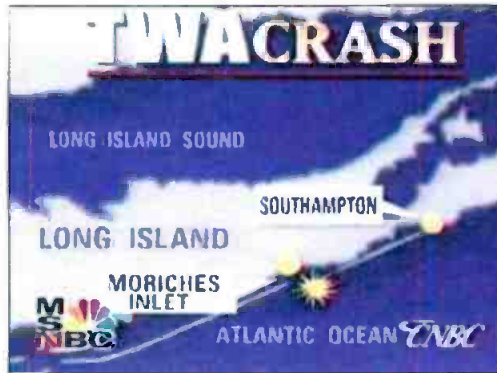
MSNBC apparently broke the story, airing its first report at 9:37 p.m. NYT, roughly 52 minutes after the crash off the coast of Long Island and eight minutes before CNN's first bulletin.

MSNBC anchor Brian Williams covered the story continuously without commercial break until 1:30 a.m. The network cut away to NBC four times between 9:55 p.m. and 12:35 a.m. and began simulcasting on CNBC at 10:09 p.m.

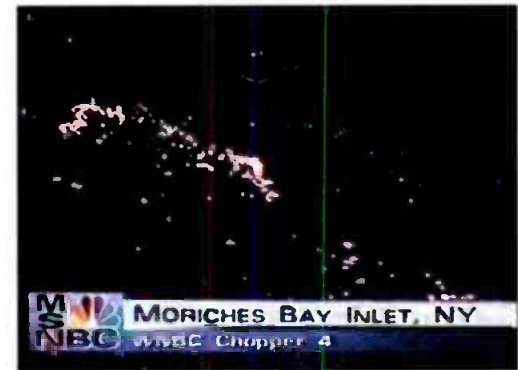
Some were surprised that the NBC broadcast network switched to MSNBC, rather than NBC News. "The news coverage was already originating with MSNBC, and it becomes NBC News at that time of day," says MSNBC spokeswoman Beth Comstock.

CNN's first report aired at 9:45 p.m., cutting into *Larry King Live* for two minutes. The network returned at 9:58 p.m. with continuous commercial-free coverage until 2 a.m.

Media watchers complimented MSNBC's first effort at continuous news, but some cautioned the network to know when to stop. "The challenge for MSNBC, and any all-news station, is whether to keep a story alive when you really should not be reporting on it at the moment," says Nancy Woodhull, executive director of the Freedom Forum's Media Studies Center. ■



The combined broadcast and cable resources MSNBC can throw at a news story was brought home in only its third day of operation. MSNBC's coverage of the crash of Flight 800 just off the coast of Long Island, N.Y., was anchored by Brian Williams (above right), simulcast on co-owned cable channel CNBC and used for cut-ins by the NBC television network. The crash-site footage (right) was provided by NBC-owned WNBC-TV New York.



Whose news to choose?

Time Warner ponders cable news mix and match

By Jim McConville

Under the FTC's proposed Time Warner/Turner merger deal, Time Warner cable systems must carry an independent news channel to compete with Turner-owned CNN.

The question: Which independent channel does Time Warner choose?

While Time Warner Cable now carries NBC's just-launched all-news channel MSNBC, the MSO will reportedly soon add Rupert Murdoch's proposed Fox all-news network, set to launch in October. With no long-term

contract extension with NBC in place, the question becomes whether the country's second largest MSO will carry all three networks—CNN, Fox News and MSNBC.

Time Warner now carries MSNBC to 3 million of its estimated 11 million subscribers, a carryover of its previous contract with NBC's America's Talking, which NBC converted to MSNBC.

Time Warner officials say they're still talking with MSNBC. "We expect to continue to talk with MSNBC about a new contract," says Mike Luftman, vice president, Time Warner Cable. "I

wouldn't preclude anything." Another Time Warner official implied a carriage deal with Fox may be a fait accompli.

"We have talked to the Murdoch people," says Dick Aurelio, president of Time Warner Cable of New York. "It's inevitable that we will have to do some deal with [News Corp.] for carriage, but it's not coming tomorrow."

Aurelio's "tomorrow" refers to NBC President Bob Wright's prediction last Monday, to surprised attendees at

MSNBC's New York launch, that Time Warner would sign with News Corp. last week.

Aurelio interpreted Wright's comments as frustration on the part of NBC at not locking up extended carriage deals for MSNBC with Tele-Communications Inc. and Time Warner. Combined, the MSO's reach nearly 40% of the nation's 65.9 million cable households.

"NBC is worried that we [Time Warner] have been giving them a hard time on

changing 'AT' to MSNBC," says Aurelio. "We want to renegotiate, and we haven't given MSNBC broader distribution until we deal with that."

If Time Warner signs with News Corp., it will give Fox's news network a sizable subscriber base at its Oct. 7 launch. Fox has already signed a five-year deal with TCI that gives it at least 10 million subscribers at launch. Fox is also reportedly close to signing deals with MSOs Continental and Comcast. ■

Imus in morning on MSNBC

Cable channel will televise morning show from WFAN

By Donna Petrozzello

NBC has teamed with Infinity Broadcasting's morning radio talent Don Imus to headline its fledgling MSNBC weekday programming 6-9 a.m. starting Sept. 3.

MSNBC, which rolled out to 22.5 million cable subscribers July 15, will carry Imus's syndicated *Imus in the Morning* radio broadcast live from the show's WFAN(AM) New York studios. (The move takes a page from Howard Stern, whose show is taped by E Entertainment for two half-hours weekly at 11 p.m.-midnight.) Other major MSOs, including Time Warner Cable, Comcast and Continental Cablevision, are said to still be negotiating with NBC for MSNBC carriage.

Although Imus says he has turned down several opportunities to do a television show, he said the MSNBC venture offered "great potential to make this a terrific morning show."

To make the radio show more visually appealing, Imus says he may interview more guests in the studio rather than over the phone, introduce a live studio audience and use animation to fill in segments of the broadcast. Yet the "I-Man," a longtime staple of New York radio, says he intends to "stay true to the fact that we are a radio program."

NBC News President Andrew Lack described Imus's show as "consistent" with MSNBC's endeavor to "do things a little bit differently and take risks that you don't generally see taken [by] news organizations."

Although Imus has been a staple of New York radio since the early 1970s and now

claims an estimated 10 million radio listeners in syndication, the cranky and politically savvy host gained wide media attention from a speech peppered with insults, including jokes about President Clinton's alleged extramarital affairs at a correspondents' dinner.

"Imus is exactly what MSNBC needs in the morning," Lack said. "He's smart and has his own take on things." MSNBC's initial deal with Imus extends several months into early 1997. ■



Show will broadcast live from WFAN(AM).

New network launches Web site amid graphics and glitches

Site is 'optimized' for MS browser

By Richard Tedesco

MSNBC's attempt to break from the online news pack last week was complicated by a few glitches: high-quality graphics and audio were available only to some users.

The site is "optimized" for Microsoft's Explorer Web browser—which is offered at the site for downloading. With explorer, MSNBC's graphics appear glossy, and RealAudio and wave files deliver soundbites

along with text. Using Netscape 2.01, however, the graphics are typical and access is limited. Stories were relatively long for online content.

"Our images are generally of high-quality and bigger," said Peter Neupert, Microsoft vice president of strategic partnerships. "Our navigation is simpler. We make it faster by making a lot of effort behind the scenes to condense and compress things. But the key is integrating applications into the story-telling process."

Live audio coverage of events also



MSNBC's Web site

will be offered for select events, according to Neupert, who stressed that the site's objective is to be a daily online news magazine. Major international stories will provide audio links from NBC correspondents. Initially video content will be limited, as most users lack the technology and the bandwidth to access it easily.

Neupert claims that MSNBC will be the first service of its kind specifically designed as a crossover entity between the Internet and cable TV. Nonetheless, its prime target is obvi-

ously CNN.

Users can access big stories on MSNBC's front page or go to one of several story categories. A scroll across the screen will deliver breaking news related to the day's top news stories. "Our goal is to change how people think about interactive news," said Bill Gates, Microsoft chairman. Gates said Microsoft and NBC will be "taking news and software and integrating them in a new way on the Internet."

Twelve NBC-affiliated broadcast

stations, including ones in New York, Los Angeles, Chicago and Washington, are creating localized news pages for the MSNBC site.

While it attempts to break ground in content, MSNBC will likely follow ESPN's business model for its SportsZone Web site, Neupert said. Users will probably be charged at some point for what he called "high-value" or archival content. Ads providing Web links are being sold on-site, and space is sold in tandem with the cable side of the operation. ■

Redstone shares myth list with CTAM

Viacom chairman says technology does not drive cable industry, nor is TV market saturated

By Michael Katz

In his keynote address to CTAM's marketing conference in Boston last week, Viacom Chairman Sumner Redstone attempted to dispel four myths that he believes dominate the cable industry.

Great anticipation over technological advances, such as digital set-top boxes and cable modems, contributes to the first myth, that technology drives the cable industry.

"Don't let the technology tail wag the entertainment dog," he said. "Technological advances are critical, but not decisive.... New, innovative and creative products are what keep us ahead of the curve."

Speaking on the same day that the *New York Times* published on page one of its business section a story about Viacom's financial problems, Redstone said that his favorite myth is that media conglomerates are too slow to stay on the cutting edge.

"Media stocks, including Viacom, have been taking it on the chin lately on Wall Street," he said. "Industry analysts are anxiously—and as we have seen lately, not so patiently—waiting to see what we do with all this size and strength. Success in the future requires deep pockets, a long reach and a wide range."

One of the things Viacom will do

with its size and strength, Redstone said, is to expand globally. He cited Viacom's recent agreement with Germany's Kirch Group, meetings with government officials in Hong Kong and Beijing and meetings with potential partners in South America.

Redstone used the international angle to dispel a third myth—that the market is saturated. "Our industry has only begun to break into the foreign markets, and the potential for growth is enormous," he said. "At Viacom today, 17 percent of our revenue comes from outside the U.S., but by 2000, that statistic will grow to 40 percent."

To strengthen his point about international potential, he said that in South America, there

are only 75 million households with television, compared with 96 million in the U.S. The population in South America, however, is nearly double that of the U.S., he said. In the Asia-Pacific region, he continued, about 15% of households have TVs.

The final myth that Redstone identified was the so-called war between broadcast and cable networks. "The press loves to write about how cable is breathing down the neck of the networks, or compare our ratings to theirs," he said. "Unfortunately, this us-versus-them mentality is absurd."

In his speech, Redstone also explained Viacom's decision to spin off

its cable systems, a decision that he said most attendees probably considered sacrilegious. "I'll admit that it was not an easy decision," he said. "But the bottom line is that if Viacom cable were to continue to compete in the new communications world, we would have to become a much larger player in cable and invest resources that we preferred to commit elsewhere." ■

C T ~~A~~ M



Viacom Chairman Sumner Redstone

Avoid Hidden Costs Of Lip Sync Errors

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

The programming may be perceived as less interesting, successful or influential, more unpleasant or aggravating than the same material without the lip sync errors.

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PIXEL
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Cable execs hear from giants and tall pygmies

Marketing often takes back seat to product, sales

By Michael Katz

The founder of The Boston Beer Company demonstrated the power of product marketing as he quaffed a couple of his Samuel Adams lagers while addressing a cable conference in Boston last week.

Jim Koch's demonstration—or perhaps just his fondness for his work—was in response to an invitation from CTAM, which sought tips from executives representing various industries at its marketing conference.

Despite his presence among marketers, Koch said he owed much of his success not to marketing but to selling his beer door-to-door in bars and restaurants.

Also speaking as experts in their industries were Jim Barksdale, president of Netscape, and Michael Bloomberg, president of Bloomberg Financial Markets.

Koch started his company in 1984 and has created a national trend of taking "micro," or "craft," beer to a wider market. Koch says The Boston Beer Company is growing at a rate of 40%-50% a year, although he pointed out

that being the largest micro-brewer is like being "the tallest pygmy."

Boston Beer succeeded despite the presence of much larger brewers, like Budweiser and Miller, by selling its beer as an alternative rather than by directly competing, Koch said. "[It's] like the Big Mac," Koch said. "There's nothing the matter with the Big Mac, but you wouldn't want to live on it. My idea was: Wouldn't it be nice if there were another choice?"

Koch also stressed the importance of branding. "In order to have a strong brand you have to stand for something, and we stand for quality, flavor, character and tradition," he said. "You also give up stuff. It's not fun; it's not beach volleyball; it's not going to get you laid—I tried."

Liz Dolan, vice president of marketing for show and sportswear giant Nike Inc., said that among the similarities between Nike and the cable industry is a marketing catchphrase echoed throughout the conference: increasing the pie. And like many cable companies, Nike has tried to do this through international growth. [see story, page 87.]

Managing a global brand is "really a trick," Dolan said, "and I would honestly say we haven't quite figured it out yet. We believe it is incredibly important to be grounded locally...we really need to make sure that Nike Germany, or Nike Italy, or Nike Japan or Korea are getting to know the true sports consumers in their countries."

Even as cable companies attempt to learn from other industry success stories, those companies have their role models as well. "We admire Sony,"



"In order to have a strong brand you have to stand for something."—Jim Koch, Boston Beer Company.

Dolan said, "and we do think about Sony a lot [at] Nike because we believe the brands are similar in that they are really committed to constant innovation."

Dolan said the company's sales rise and fall with product innovation, regardless of marketing.

Netscape's Barksdale discussed simplifying products, a goal shared by his company and cable companies. "The thrust of most of the software being developed today is: How do we make it easier and easier for the person to use, and more entertaining," he said.

Bloomberg, whose company is

best known for its news service, attempted to dispel the myth that a company can't compete with incumbent giants, suggesting that his company would not have fared as well if its competition—the Associated Press and Reuters—weren't so large. "Had we gone into an industry where you had lots of smaller, scrappy competitors, I think history would have been very different," he said. "They change on a dime, they copy what you do every day and they improve on it, but giants tend not to be able to react very well because they have enormous infrastructure." ■

C T ~~A~~ M



Broadcasting & Cable Publisher Peggy Conlon (l) presents a \$5,000 check to incoming CTAM Chairman Josh Sapan and CTAM President Char Beales. The money represents inaugural contribution to CTAM's educational foundation.

C T ~~A~~ M



NCTA President Decker Anstrom (r) receives 996 Grand Tam award from CTAM Chairman Chuck Ellis. Award is CTAM's top individual honor.

E! goes Latin this fall

E! Entertainment Television plans to launch a 24-hour channel in Latin America in partnership with HBO Olé. It marks E!'s first full-channel venture outside the U.S. The entertainment channel will begin broadcasting off PanAmSat 3 within Galaxy Latin America's DIRECTV package starting Sept. 30. The new service, targeting 18-34-year-olds, will join HBO Olé's other services in Latin America: Cinemax, HBO Brasil, WBTV—The Warner Channel, Sony Entertainment Television and Mundo Olé. Programming will be dubbed and subtitled in Spanish and Portuguese. E! is also negotiating to launch channels in Asia and Europe, according to Chris Fager, E!'s senior VP, international development. Fager says he has held talks with the UK's BSkyB, soon-to-be-launched Channel 5, and a number of newspaper publishers about a possible UK launch. But Canada is E!'s next port of call. E!, together with Canada's Chum Ltd., expects to hear next month whether its application for a cable license was successful.



GLA signs HBO Olé, HBO Brasil

Galaxy Latin America has signed HBO Olé Partners and HBO Brasil Partners for DIRECTV's Latin American package. The deal will enable GLA subscribers to receive five multiplexed feeds of HBO Olé and Cinemax or HBO Brasil and, shortly, Cinemax Brasil, as well as WBTV—The Warner Channel and Sony Entertainment Television. The channels will be available in Spanish, Portuguese and English. DIRECTV plans to offer 19 channels by year-end, but wants to increase that number to 192 over time.

Saban makes German program pact

LA-based Saban International and German public broadcaster ARD have inked a \$50 million, non-exclusive, three-year production/distribution pact with ARD's central buying arm, Degeto Film. Degeto and Saban will co-produce six animated kids series (totaling 182 half-hour episodes). As part of the deal, ARD will acquire 390 additional kids half-hours and 30 TV movies from Saban's current and future productions.

—By Debra Johnson

TNN takes shot with J.R.

Adds off-net 'Dallas' to nighttime lineup

By Rich Brown

The Nashville Network has traditionally prided itself on its schedule of virtually all-original programming, but it appears that the network is beginning to see value in off-net shows.

Encouraged by the ratings success of *Dukes of Hazzard* reruns in early fringe, TNN plans to make off-net episodes of *Dallas* a part of its schedule when it revamps its nighttime schedule on Sept. 30. The network has picked up all 356 episodes of the long-running soap from Warner Bros. Domestic Pay TV, Cable and Network Features, and it plans to air the series in the highly competitive 11 p.m. ET time slot.

"It's a great complement to the majority of programming on our network," says Brian Hughes, vice president, programming. Off-net series can be helpful in bringing new viewers to the network who might not be familiar with the country music programming available on the TNN schedule, Hughes says.

In addition to the *Dallas* acquisition, TNN is planning a prime time revamp for the fall that will include a shorter

version of flagship talk show *Prime Time Country*. Currently 90 minutes, the nightly show will be pared to 60 minutes to make way for *TNN Country News* at 10 p.m. (The nightly roundup now airs at 11.)

"There are not a whole lot of 90-minute formats out there," says Hughes. "Most television programming today is 30 to 60 minutes, so it's difficult to sustain an audience beyond that."

Hughes says it has been difficult to find the right time slot for *TNN Country News*. Ratings improved when TNN moved the show from 7:30 p.m. to 11:30 p.m., but some viewers still felt the show was on too late. Following *TNN Country News* in its new time slot is a half-hour edition of TNN daytime dance series *Club Dance* at 10:30 p.m. Hughes says *Dallas* is expected to have particular appeal to the strong women demographic attracted to the dance show.

In addition to airing at 11 p.m., *Dallas* will air at 11 a.m. and 4 p.m. daily. *The Dukes of Hazzard* will continue to air at 7 p.m., but a telecast in a new time period—midnight—will replace the 4 p.m. telecast. *Dukes* first joined the TNN schedule in February.



J.R. and company are Nashville Network's newest off-net family.

In other programming developments, TNN on Oct. 19 will telecast a six-hour special featuring Willie Nelson, John Mellencamp and other musicians from the upcoming Farm Aid benefit concert in Columbia, S.C. Other specials this fall on TNN will include *Fruit of the Loom All-Star CountryFest '96*, *Demolition Derby* and *Canadian Country Music Awards*.

Hughes says TNN is primarily targeting prime time for changes in 1997 but that some magazine-type formats are in development for daytime. ■

News Corp. open to talks with TCI

Barriers to Canada service may renew interest in DBS here

By Jim McConville

With Tele-Communications Inc.'s (TCI) plan to launch a Canadian DBS service in limbo after an FCC ruling last week, the MSO may rekindle talks with News Corp./MCI to launch a service in the U.S.

Last week the FCC dismissed applications from TCI and TelQuest Ventures Ltd. to broadcast into the U.S. from a Canadian orbital slot, using satellites owned by Telesat Canada. The FCC said the companies must gain Canadian government approval before applying for a U.S. license.

Industry observers say the FCC ruling, coupled with scarce orbital slots and uncertain U.S./Canadian trade relations, may prompt renewed talks between TCI and News Corp./MCI.

"The deal from a business standpoint makes absolutely perfect strategic sense," says Mickey Alpert, a Washington-based DBS consultant. "TCI brings satellites and customers, and MCI/News Corp. brings [transponder] capacity. It's a perfect combination."

The companies discussed linking up for a U.S./DBS partnership in the past, but could not make it work. Ironically, TCI and News Corp. are already international partners in DBS ventures in South America and Asia, and TCI will be an anchor tenant in Fox's proposed 24-hour news network.

News Corp. and MCI say they're game on resuming talks, but TCI officials say it plans to focus on getting its Canadian deal approved.

"We're concentrating specifically on the Telesat Canada agreement," says TCI spokeswoman LaRae Marsek. "We're looking to the FCC appellate process within the agency for the next step."

At this point, Marsek says, a new round of TCI partnership talks with News Corp./MCI Corp. would be premature. "That's kind of like step D and we're not even at step A yet as to whether that would be possible. We're focused on the Canadian opportunity."

Susan Mayer, president of Sky MCI, says News Corp./MCI remains open to a DBS partnership with TCI, but it

must be along terms that make sense for both companies.

"TCI, in many ways, is an ideal partner for us because we have the slots and they have the satellites," says Mayer. "When business deals make sense, rational parties typically try to find a way to work together, but I just don't know if there's a deal here yet that makes sense."

Mayer adds that TCI's satellites may lose some of their market value now that the launch date has been put back from September to December or January—after the Christmas selling season, when consumers buy the most DBS hardware.

"If they're [TCI] not going to launch until December or January, 1997, a whole lot of potential value that they could have brought to the table is not there anymore," Mayer says.

Another alternative to TCI's Telesat deal is to launch a limited-frequency DBS service on its 119 degree orbital slot with PrimeStar Partners.

"There would be a launch at a later point in time in the 119 slot, where we

have 11 transponders available," says Robert Thomson, senior vice president of communications, TCI.

Other DBS options include pairing with another DBS provider, EchoStar Communications, or with Loral, which manufactures TCI's satellites.

Alpert says Colorado-based EchoStar Communications, with one satellite already launched and a second bird with 16 transponders scheduled to launch Sept. 16, would be TCI's next best DBS partner.

EchoStar Chairman Charlie Ergen says EchoStar's door for TCI remains open. "We never close any doors," he says.

A stumbling block to such a deal, says Ergen, could be TCI's existing partnership—with four other cable companies—in the PrimeStar DBS service.

Ergen says if TCI can spin off its section of PrimeStar into its own separate company and "can speak with its own separate voice, then maybe that partnership possibility can be revisited." ■

Riot, low blows mar fight on HBO

Bowe's contract with pay programmer preserved; Time Warner's Seth Abraham wants to cut influence of promoters, sanctioning bodies

By Dan Trigoboff

The most telling image from the recent Riddick Bowe-Andrew Golota heavyweight fight on HBO may have been when Bowe's arm was raised in victory as he lay in pain on the canvas, a riot erupting around him.

That the agonized fighter's apparent lack of preparation and dismal showing could lead to victory, solely due to his opponent's inability to aim his punches north of the beltline, demonstrated the absence of any real victory for anyone involved.

Films of the 30-minute melee that followed Golota's final low-blow,

which put Bowe on the canvas, indicate that a member of Bowe's entourage raced across the ring to strike Bowe with a walkie-talkie. The fight spread inside and outside the ring, leading to several arrests, the hospitalization of Golota's 74-year old manager Lou Duva, and the postponement of Bowe's \$5 million paycheck.

In addition to those receiving blows to their persons—and reputations—in and outside the ring, potential casualties of the debacle include HBO Sports, which televised the fight and the post-fight festivities and, of course, the sport of boxing.

HBO has a multifight contract with

the former champion; one that would have terminated if Bowe lost. While Bowe's poor physical condition and lackluster performance went a long way toward canceling HBO's obligation, Golota's repeated low blows, despite numerous warnings and point deductions, kept the contract intact by forcing referee Wayne Kelly to disqualify Golota.

But Golota's determination to avoid ring success left HBO in a continuing relationship with a fighter whose reputation is as bruised as his...well, bruised.

"Bowe did not lose," says one cable source, who insisted that the fighter maintained some value to HBO. "Did his performance lower his stock? Certainly. But he's still one of the most marketable heavyweights. And there are still big fights out there."

If Bowe's appeal as a fighter is tarnished, his place in the time-honored boxing sideshow is brighter than ever. Yet HBO passed up its first chance to exploit the Bowe-Golota debacle. Although ratings actually rose 2 points, from 14.3 to 16.3 during the post-fight, the network chose not to replay the event.

Although the riot footage was played extensively in news broadcasts, a rebroadcast of the controversial fight and its outrageous aftermath would likely have brought a considerable audience.

The post-fight change in ratings, notes HBO boxing executive Lou DiBella, "is perverse and disappointing. This [riot] was not something we like to see in any event we're covering." DiBella said he and Time Warner Sports President Seth Abraham, who was in Los Angeles, spoke "for about 30 seconds" in deciding not to rerun the fight.

"It was a very easy decision to make," DiBella said. "We generally do not replay fights. The only exception was [Mike] Tyson-[Buster] Douglas." In that fight, the highly favored Tyson lost to Douglas in one of sports' greatest upsets. "This was a good heavyweight fight, but we wouldn't have thought of replaying it. To replay it because of the mayhem would have been irresponsible."

The economics of big fights seems to mandate some improvement. Abraham would like to cut the influence of sanc-

tioning bodies and promoters, to a system where writers rank fighters. Such a system could lead to better matchups, writers believe, since the current system is tainted by promoters who control fighters.

BOWE VS. GOLOTA



But better rankings would not have affected Bowe-Golota. The lightly regarded Polish fighter proved more than a match for the former world champion until his fouls cost him the bout.

Madison Square Garden thinks greater security and better control of the credentials given out to fighters' handlers might help. Boxing entourages range from a trainer and a handler or

two, for most boxers, to the legendary legions of dubious professionals that accompanied Sugar Ray Robinson, Muhammad Ali and now Bowe. "If a promoter says these people have to be credentialed, the promoter has to take responsibility," said a source close to Garden officials. The promoter for Bowe-Golota was Bowe's manager, Rock Newman, who did not return calls at press time.

"It's almost a cliché to call it another black eye for boxing," said Steve Farhood, editor of *Ring*, the sport's oldest publication. "But boxing gets 650 black eyes and survives them all."

The riot following the Golota fight is merely the latest in a series of violent and bizarre events that seem to follow Bowe and his entourage. They include: Bowe's decking an opponent at a pre-fight press conference, Newman's leaping on the ring apron to pull a Bowe opponent from behind over the ring ropes and out of the ring, Bowe's striking an opponent while down.

another brawl following one of Bowe's title fights with Evander Holyfield, and the pummeling of the infamous skydiver who parachuted into the ring during a Bowe-Holyfield bout. ■

TV vs. 'nocturnal male subculture'

The televised debacle that was Bowe-Golota reminds boxing people that television was blamed for killing off boxing in the 1950s.

Longtime boxing writer Herb Goldman, former managing editor at *Ring* and the current editor at *International Boxing Digest*, says TV is indeed to blame for the absence of interest in all but a few high-profile fights—but not in the way most people think.

Conventional wisdom has it that television brought overexposure to the sport; killing off the small fight clubs with regularly televised Friday night alternatives. Goldman says that's a part of it, but television's real damage has come in its destruction of what Goldman dubs "the nocturnal male subculture."

"In the 1950s," recalls Goldman, "you had a subculture of men who were blue collar, lower middle class...they'd go to work, they'd put in their time. Then they'd go home and have dinner, and go out in the evening.... Where did they go? They went to the poolroom, to the bowling alley, to bars...and what killed it? Television. I've looked into this. I've had this verified. I found that lodge memberships have declined since the 1950s."

Television even provides the perfect illustration, Goldman says. "The image of Ralph Kramden playing pool, attending a lodge [meeting]...by the late 1960s gave way to Archie Bunker sitting in his chair in front of the TV set."

—DT

Wall Street high on HSN turnaround

Shopping network has shown continued improvement

By Rich Brown

Wall Street analysts are giving thumbs-up on the second-quarter turnaround of Home Shopping Network, which had net earnings of \$5 million during that period, versus a net loss of \$9.7 million during second quarter 1995.

HSN is showing continued improvement this year following dramatic staff reductions and a revamped merchandise line. During the second quarter HSN boosted gross profits to 34%, well before its original target of late 1996, according to Kevin McKeon, chief financial officer. McKeon thinks the 34% level is sustainable for the rest of the year.



HSN net sales during second quarter 1996 were \$270.4 million, with a gross profit of \$92.3 million, versus net sales of \$246.7 million and a gross profit of \$80.5 million for the same period last year.

Net earnings during the second quarter doubled first-quarter net earnings of \$2.2 million. HSN during the second quarter was not burdened by the amount of discounted merchandise the company had to sell off earlier in the

year, says McKeon.

The company expects to carry through on its strategy to lower the average price point of its merchandise as the year progresses, McKeon says. He says HSN also hopes to eventually offer more product in the \$30-\$60 range versus the lower- and higher-priced merchandise traditionally offered by the network.

In other HSN developments, McKeon says the company's Internet Shopping Network so far has logged 100,000 "members" who have purchased something from the online service. ISN now sells only computer products, but expects to expand its inventory to include other merchandise within one or two years, he says. ■

EchoStar plans 2nd DBS satellite

Launch is scheduled for September

By Price Colman

EchoStar Communications Corp. plans to launch its EchoStar II spacecraft, the company's second direct broadcast satellite, in early September.

Construction and testing of the Lockheed Martin Series 7000 satellite, with 16 transponders capable of trans-

mitting more than 100 additional channels, was recently completed, and the spacecraft was shipped last week to Arianespace's launch site in Kourou, French Guiana.

Launch is scheduled for early September, the company said. Like EchoStar I, EchoStar II will occupy the 119 degrees west longitude orbital slot, which under the FCC definition covers

the continental U.S. It will also have 16 transponders.

The new satellite will enable EchoStar to expand sports and pay per view, business and data offerings and international service, according to company officials.

EchoStar has a contract with Lockheed Martin for an AX 2100 satellite, which will be EchoStar III. The launch is scheduled for a September-November 1997 window on a Lockheed Martin Atlas 2AS rocket.

EchoStar III will have 32 transponders that can be switched to 16 to double their power. Assuming the FCC approves the merger of Direct Broadcasting Satellite Corp. and an EchoStar subsidiary, the satellite will occupy the 61.5 degrees west longitude orbital slot. That position reaches virtually all of the continental U.S., but with low angles in some places on the West Coast.

EchoStar also is developing plans for an EchoStar IV satellite. The current scenario calls for launch on a Russian Proton rocket sometime in first quarter 1998.

An EchoStar spokesperson said that EchoStars I, II and III are fully insured for launch and for the price of the satellite. The company declined to disclose the value of the satellites. ■

TW numbers are up

Time Warner's cash flow grew to \$1.03 billion during the just-completed second quarter, a 20% boost over \$860 million

for the same period last year. Time Warner Cable, which in the past year has expanded under various mergers and acquisitions, had combined EBITDA (earnings before interest, taxes, depreciation and amortization) of \$494 million, up 13% from the same period last year. Despite the rise in cash flow, costs associated with the cable system mergers resulted in a net loss of \$40 million for the company during the quarter (versus a net loss of \$8 million in second quarter 1995). Home Box Office EBITDA was \$87 million, up 16%, compared with \$75 million for the same period last year. Filmed entertainment and publishing also saw double-digit cash-flow gains, but Time Warner's fledgling WB Network matched its second quarter 1995 performance with losses of \$12 million.

TIME WARNER

—RB

H E A D E N D I N G S

Sci-Fi to change look

The Sci-Fi Channel plans to change its image by hiring legendary Hollywood film designer Syd Mead to create a new on-air look for its studio. Mead, whose film design credits include "Aliens" and "Bladerunner," will work with Sci-Fi's staff, led by recently named vice president Harry Mosher.

USA fights racism

USA Network has developed an information kit for affiliates on how they can join a grass-roots program to fight racism and foster community pride. The program is part of USA Network's "Erase the Hate" campaign and its corporate sponsorship of the YMCA's "Week Without Violence."

TNN gets down on the farm

The Nashville Network will televise the 12th annual Farm Aid Concert as part of a six-hour special to air Oct. 19 at 6 p.m. The concert, to be held Oct. 12 in Columbia, S.C., will fea-

ture Willie Nelson, John Mellencamp, Neil Young and Hootie and the Blowfish.

Traci Lords hosts E!'s 'Melrose Place' special

Former porn actress and current *Melrose Place* star Traci Lords will host E! Entertainment Television's one-hour special *The Seven Deadly Sins of Melrose Place* as part of E!'s continuing "Summer with the Stars" programming and the premiere of *Melrose* reruns on the network. The show airs July 28 at 9 p.m.

Fox Sports Net nets pigskin package

Fox Sports Net, the recently formed cable partnership of Fox Sports, Liberty Sports and the FX network, will air more than 30 games from the Pac-10 Conference as part of its 1996 college football package. Fox fall football will air on the nationwide system of Fox Sports Net regional affiliates. Game coverage starts Aug. 30 with a

USA Conference game between Cincinnati and Tulane at 7:30 p.m.

NewSport adds cable carriage

NewSport, the 24-hour all-sports news channel, has reached MSO carriage agreements with CableAmerica and Cablevision, and signed a hunting license with the National Cable Television Cooperative (NCTC). NewSport will roll out on a CableAmerica system in Wickenburg, Ariz., Aug. 15 and on a Cablevision system in Waveland, Miss., on Aug. 1.

Teleport opens Denver shop

Teleport Communications Group (TCG) plans to open a customer service and order management center in suburban Denver. A company official says the new center, occupying some 52,000 square feet in a 105,000-square-foot building now under construction, will be the company's largest presence outside its New York headquarters and will employ about 200. Teleport—owned by cable MSOs Tele-Communications Inc.,

ESPN, Lifetime get in the game

Cable networks ESPN and Lifetime Television have signed agreements to televise Women's National Basketball Association (WNBA) games starting in June 1997.

The networks join WNBA partner NBC-TV, which last month said it will broadcast the games on Saturday afternoons beginning June 21.

As with NBC's deal, ESPN and Lifetime won't pay any upfront fees, but will be part of a revenue-sharing deal with sales handled by the WNBA.

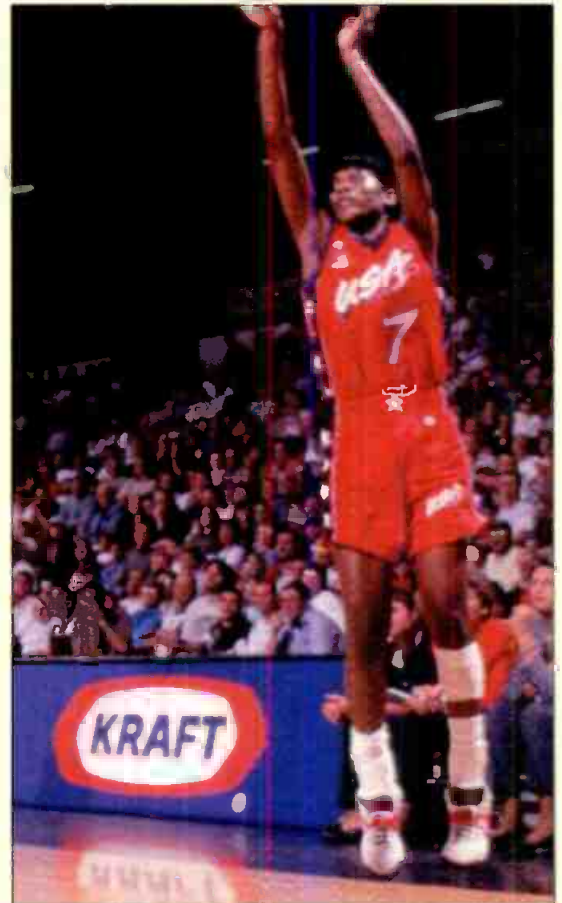
Each cable network will televise one live weeknight game throughout the WNBA season. The networks will also simulcast a WNBA playoff doubleheader Aug. 30. ESPN will typically air games Monday nights. Lifetime will air its games Friday evenings.

WNBA will operate eight teams, all located in NBA cities. Franchises will be owned by the NBA and operated by teams in those markets. The NBA plans to announce franchise cities after Labor Day.

ESPN will produce games for two networks, but each channel will have its own announcing crew, says Lifetime President Doug McCormick.

Games will be cross-promoted on all three networks. The league is looking to sign at least seven regular-season advertisers. "Unsolicited, we have received strong interest from more than double that number," says NBA Commissioner David Stern.

—JM



HEADENDINGS

Comcast Corp. and Cox Communications—is the nation's largest competitive access provider of local telephone service, serving primarily business customers.

DIRECTV offers half season of baseball

DBS provider DIRECTV is offering the second half of its Major League Baseball "Extra Innings" season package free to new subscribers. The package, valued at about \$99 retail, is free for new customers who purchase the "Total Choice Gold" or "Total Choice Platinum" program package July 8-31.

Independent film festival

The Independent Film Channel will present its first "Advisory Board Film Festival" Sept. 6-27. Festival films, to be aired each night at 10, will include works by IFC Advisory Board members Martin Scorsese, Tim Robbins, Jim Jarmusch and Steven Soderbergh.

Wireless launch

Wireless cable operator American Telecasting Inc. has completed its launch of new wireless cable systems in Portland, Ore. (passing an estimated 652,000 households), and Anchorage (102,000 homes).

DIRECTV expands

AT&T and DIRECTV have expanded sales of DIRECTV programming and hardware to eight additional markets: Texas, Florida, California, Illinois, Maryland, Michigan, Virginia and the District of Columbia. The move is part of the companies' partnership, in which AT&T is investing \$137.5 million in exchange for 2.5% of DIRECTV.

New look for TBS

Superstation WTBS(TV) Atlanta will rework its on-air look and personality to coincide with the channel's 20th anniversary in December. Three design firms vying for the TBS redesign.

Book 'em

A&E, INSO Corporation and Houghton Mifflin Co. together will publish an annual reference book, "The A&E Entertainment Almanac," beginning in November with publication of the 1997 edition.

50

PEOPLE'S CHOICE Top Cable Shows

Following are the top 50 basic cable programs for the week of July 8-14, ranked by rating. All ratings are coverage area ratings within each basic cable network's universe.

Program	Network	Time	(ET)	HHs. {000}	Fig.	Share
1. Home Run Derby	ESPN	Mon	8:30p	3,051	4.4	7.5
2. NASCAR/Jiffy Lube 300	TNN	Sun	1:00p	2,822	4.3	11.4
3. Movie: "Uncle Buck"	USA	Sun	3:00p	2,728	4.0	10.1
4. Movie: "Planes Trains & Automobiles"	USA	Sun	5:00p	2,621	3.9	8.9
4. Real World V	MTV	Wed	10:00p	2,507	3.9	6.9
4. Movie: "McLintock"	TNT	Sun	8:00p	2,859	3.9	7.0
7. Movie: "Homecoming"	USA	Sun	7:00p	2,532	3.7	7.1
7. World Champ. Wrestling	TNT	Mon	9:00p	2,521	3.7	6.3
9. MLB/Celebrity Softball	ESPN	Mon	10:28p	2,410	3.5	6.2
10. Dream team/U.S. vs China	TNT	Wed	8:00p	2,205	3.3	6.3
10. World Champ Wrestling	TNT	Mon	8:00p	2,247	3.3	6.3
12. Rugrats	NICK	Sun	10:00a	2,145	3.2	10.7
13. Movie: "Raiders of the Last Ark"	TBS	Mon	8:05p	2,128	3.1	5.4
14. Raahhlll Real Monsters	NICK	Sun	10:30a	2,026	3.0	10.0
14. Rugrats	NICK	Fri	9:00a	2,002	3.0	11.5
14. Rugrats	NICK	Wed	6:30p	2,025	3.0	6.6
14. Rugrats	NICK	Mon	6:30p	1,996	3.0	6.2
14. WCW Wrestling	TBS	Sat	6:05p	2,078	3.0	7.5
19. The Ren & Stimpy Show	NICK	Sun	11:00a	1,938	2.9	9.7
19. Salute Your Shorts	NICK	Sat	12:00p	1,937	2.9	9.2
19. Tiny Toon Adventures	NICK	Sat	9:30a	1,947	2.9	9.9
19. Doug	NICK	Tues	7:00p	1,961	2.9	5.8
19. Rupert	NICK	Tues	12:30p	1,913	2.9	9.3
19. The Busy World of Richard Scarry	NICK	Mon	1:00p	1,910	2.9	8.5
19. M. Sendaks Little Bear	NICK	Mon	12:00p	1,925	2.9	8.9
26. Movie: 'Uncle Buck'	USA	Fri	9:00p	1,893	2.8	5.2
26. Rocko's Modern Life	NICK	Sun	11:30a	1,886	2.8	9.2
26. My Brother and Me	NICK	Sat	12:30p	1,900	2.6	9.0
26. Jim Henson's Muppet Babies	NICK	Fri	10:30a	1,888	2.8	10.5
26. Rupert	NICK	Fri	10:00a	1,890	2.8	10.9
26. Rugrats	NICK	Tues	6:30p	1,889	2.8	5.8
26. Doug	NICK	Mon	7:00p	1,866	2.8	5.6
26. Rupert	NICK	Mon	12:30p	1,849	2.8	8.4
26. Gullah Gullah Island	NICK	Mon	11:30a	1,877	2.8	9.5
26. Jim Henson's Muppet Babies	NICK	Mon	10:30a	1,882	2.8	11.1
26. Rupert	NICK	Mon	10:00a	1,876	2.8	1.9
37. Secret World of Alex Mack	NICK	Sat	8:00p	1,812	2.7	6.1
37. Jim Henson's Muppet Babies	NICK	Sat	10:00a	1,769	2.7	5.5
37. Rugrats	NICK	Fri	6:30p	1,780	2.7	6.0
37. Gullah Gullah Island	NICK	Fri	11:30a	1,870	2.7	5.4
37. Rugrats	NICK	Thu	6:30p	1,829	2.7	6.1
37. Papa Beaver Storytime	NICK	Thu	12:00p	1,777	2.7	8.9
37. Doug	NICK	Wed	7:00p	1,777	2.7	5.6
37. M. Sendaks Little Bear	NICK	Tues	12:00p	1,783	2.7	8.9
37. Singled Out	MTV	Wed	11:00p	1,718	2.7	5.4
46. Movie: "Summer Rental"	USA	Sun	1:00p	1,740	2.8	7.1
46. Movie: "Planes, Trains & Automobiles"	USA	Thu	8:00p	1,762	2.6	4.8
46. Secret World of Alex Mack	NICK	Sun	12:30p	1,747	2.6	8.1
46. All That	NICK	Sat	9:00p	1,728	2.6	5.3
46. Jim Henson's Muppet Babies	NICK	Sat	10:30a	1,724	2.6	8.5

Sources: Nielsen Media Research, Turner Research



Little eyes. Big Os.

Opportunities for advertisers, networks, producers and others involved in children's programming are in the midst of a growth spurt. While Washington continues to debate the merits of mandatory educational program hours, competition remains hot for young viewers on the advertising, production and licensing fronts.

On August 12, *Broadcasting & Cable* opens your eyes to the big opportunities present in programming for kids today. And you can bet our audience of 35,000 top television players will be tuned in. Call your advertising representative to reserve your space.

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Week[®]

Online

Olympics sites fill the Internet

Infoseek is latest to weigh in with Web site

By Rich Tedesco

Infoseek Corp. last week became the latest company to carry the Olympic torch to the Internet.

In Infoseek's case, its Olympics presence covers a number of Web sites through which users can access information about individual athletes, teams and sports (www.infoseek.com). As with most Olympics sites online, Infoseek permits users to access breaking stories about the games, TV coverage information, as well as Olympics Web chat sessions and Webcasts. Reuters, in turn, provides the information to Infoseek.

Apart from its own

Olympics-related sites. Infoseek also enables Internet surfers to skim many of the other such sites that have proliferated over the past several

months, some of which are profiled below.

■ Users who want a primer on Olympic events can go to the Web site of the Amateur

Athletic Foundation of Los Angeles (www.aafila.com).

■ Discovery Channel Online features daily updates on athletes' day-to-day activities as they prepare for the competition (www.discovery.com).

■ For Web surfers who want information about Atlanta, there is the "It's Atlanta" site (www.comstock.com/dave/), featuring shots taken during the construction of the Olympic stadium, links to home pages of athletes with their addresses, and information on newsletters and on clubs for Olympic pin collectors.

■ ESPN offers an offbeat approach in its SportsZone site (www.sportszone.com), where users can pick 15 athletes or teams from the roster of participants. The participants whose picks win the most medals win a prize. For history buffs, ESPN also offers a list of the Olympic medalists from 100 years of competition.

■ Narrowing the focus, AT&T has home pages for the 26 Olympic athletes it sponsors, along with each athlete's favorite Web links. Users can see a live video feed of events and, when nothing else is going on, an aerial view of the Olympic village.

■ To top it off, Sun Microsystems and House of Blues are putting together a JavaJoint site featuring live music and chat sessions with athletes.

Pseudo Radio gaining momentum

The Pseudo Online Network, an Internet radio service, is gaining momentum in the wake of its spring launch.

After debuting with nine shows in April, it now carries 30 shows on its Web site (pseudo.com). The service is drawing several thousand listeners per week and selling sponsorships and ads to support the venture, according to Janice Erlbaum, producer and program manager for the service. "We'd really like to be a production house and have other people buying it," says Erlbaum.

Its programing peaks at 11 hours during mid-week and runs six hours on Fridays. The latest addition to its lineup is "Pseudo Sports," an hour-long show Mondays at 4 p.m. (ET) featuring "embattled

conversation about the sports issues that count the most," along with commentary on live events from MSG Network's Tom Delahanty.

Regular staples include "Hecklers Online," also available on America Online's "Greenhouse," a Hollywood gossip show called "Lurid Details," and "Church of Billy," an ersatz "midnight mass" originating from Pseudo Radio's studio based in New York City.

Pseudo Radio would like to add video capabilities to its RealAudio technology within the next few months.

The fledgling service hopes to syndicate segments of its eclectic mix to other outlets, Erlbaum says.

"We'd really like to be a production house most of all, and have other people buy our content."—RT

Online Music

Artists look for 'Net change in music

Time to download your favorite album?

By Rich Tedesco

The Internet could lead to closer contact between musicians and consumers as new business models emerge, allowing artists to market their music more directly through the 'Net through small, independent labels.

"What excites me about the Internet is that the gap between me and my public has narrowed," says Thomas Dolby, musician and president of Headspace. "There will be people setting up the equivalent of record labels on the Internet." And, Dolby says, at a lower cost. He foresees sell-

ing a 45-minute music program to PC users for \$2, based on the current market rates.

N2K Inc., an online recording retailer, is a prime candidate to become an online label. Larry Rosen, N2K chairman, claims that his company has been approached by prominent artists seeking to better leverage their recording sales. "It's a dynamic time," says Rosen, who points to international sales as a prime market for Internet marketers. N2K operates the Jazz Central Station site on the Internet.

Dolby and Rosen were among the speakers at last week's Plug-In music conference sponsored by Jupiter Communications in New York at which a panel of music industry figures suggested that a fundamental change in the music industry is imminent.

"There are going to be artists who [will] break on the Internet," says Ed Bennett, president of Prodigy and an MTV

Networks veteran. "When bandwidth comes along, this business is going to explode."

Bennett says the ability to eventually download and record music directly onto CDs will transform the business. PC users already go online for such events as chat sessions with musicians on the road. He says more musicians will innovate use of the medium "if they can make a living."

Rosen indicates that N2K is beta testing technology that would enable live performances online through the use of audio streaming. The company is working with MPEG wave files and RealAudio technology to provide sampling online.

Mark Geiger, vice president of marketing and new media for American Recordings, predicts a "major change" in recording deals for bands seeking distribution channels. "It's a great time to build new brands," he says,

comparing the state of the Internet to the early days of television. "They're building a new marketplace."

Geiger says record labels would still play a role in financing recording costs and concert tours, and says he expects record companies to cut deals with artists through online recording clubs. But he says it would take a prominent artist with "balls" to make the move toward a Web-based distribution model.

Rosen foresees 10% of the \$40 billion music industry selling its products online within the next two years, capitalizing on an older audience of consumers disinclined to shop in the typical mall music store.

Susan Mulcahy, editor-in-chief/publisher of Starwave's Mr. Showbiz site, says on an average week the site records 20,000 impressions, indicating that music aficionados are indeed cruising the Web. TMW

Microsoft releases Explorer 3.0

Microsoft issued the second beta version of its Internet Explorer 3.0, with integrated Java support and support for plug-ins.

The new Explorer also features more precise layout control and the ability to do layering and transparency in creating World Wide Web. It has improved Internet mail and news functions, and users can now personalize the Explorer by putting Web links on the browser's toolbar.

Last week Microsoft introduced a new program called Site Builder Network, which provides ongoing information, support and business development resources to designers and site producers.

Adobe Systems and Macromedia are contributing special software offers, including Adobe Acrobat ActiveX Control and Macromedia Shockwave ActiveX Controls as part of the program's benefits.

Microsoft is offering more than \$1 million in prizes to developers for the most creative and aesthetic uses of ActiveX technology in Web sites.—RT

Data Broadcasting

WavePhore spurns NDBC field tests

By Glen Dickson

When the National Data Broadcasting Committee's field tests kick into full gear this week, data broadcasting proponent WavePhore probably won't be there.

Tempe, Ariz.-based WavePhore, which has repeatedly questioned the NDBC's testing procedures during its standards-setting process (BROADCASTING & CABLE, Nov. 20, 1995), has written to the committee to request the postponement of the field tests in Washington because "the playing field at present is not level," according to WavePhore COO R.

Glenn Williamson. (Williamson declined to comment, but provided a copy of his letter to NDBC co-chairs Lynn Claudy and Werner Wedam.)

WavePhore claims that Digidock has made substantial changes to its systems since the lab tests, and that the configuration of Digidock equipment being field tested is not representative of projected production equipment.

But the field tests will go on with or without WavePhore, said Claudy, senior vice president for NAB Science and Technology. Competitor Digidock of Menlo Park, Calif., has installed its equipment in host stations WJLA-TV, the

ABC affiliate owned by Allbritton Communications. PBS member station WETA-TV in Arlington, Va., and the NDBC's receiving van should be picking up Digideck's vestigial side band (VSB) signals this week.

"We have certainly asked them to participate, and we want their participation," Claudy said last week. "But after this week [ending last Friday], it would be very difficult to integrate them into the field tests, which are being run at the time they're advertised."

Claudys expects the field tests to run for six or seven weeks, after which the NDBC will analyze the results and make a recommendation on the standard to the FCC. Notwithstanding that recommendation, both Digideck and WavePhore have received FCC approval for their systems and are free to pursue their busi-

ness plans, says Kelly Williams, director of engineering for NAB Science and Technology and a committee member.

NDBC co-chair Wedam, director of the New Jersey office of Sharp Laboratories, says that WavePhore's complaints may be due to increased participation within the NDBC from consumer electronics representatives.

"They perceive an opportunity to make new products, and as such, the consumer electronics manufacturers have strongly urged the committee for a single standard," says Wedam. "WavePhore has continuously complained about that approach."

Wedam adds that test receivers for both WavePhore and Digideck are far from consumer products. "They're both relatively expensive and large," he says. TM

AOL, Tribune form Digital City alliance

America Online and the Tribune Company have formed a partnership around the local information Digital City initiative the two companies have developed.

The Tribune Company will now take a minority ownership stake, about 20%, in Digital City Inc., which will provide localized online information to 88 markets around the country. Sites will be launched both on AOL and on the Internet (www.digitalcity.com).

The business plan calls for Tribune's 10 TV stations, which reach approximately two-thirds of U.S. households, to launch Digital City affiliates in each of its four newspaper markets. The stations will be anchor information providers for other DC affiliates expected to be created over the next several months.

Tribune will own and operate affiliates in Chicago; south Florida; Orlando, Fla., and Hampton Roads, Va. "As the interactive evolves, users are demanding more intensely local content and services. That's what we do best," says John Madigan, Tribune chairman and president.

The partnership of Tribune and AOL began in 1991, with the creation of Chicago Online, the first localized service of its kind on AOL. The launch of Destination Florida followed two years later and, most recently, the Orlando Sentinel Online, created in 1995.

Based on the recent deal Tribune struck to acquire six TV stations owned by Renaissance Communications Corp., the venture is likely to expand further. —RT

Interactive Music

Musical partners to create interactive 'rockumentaries'

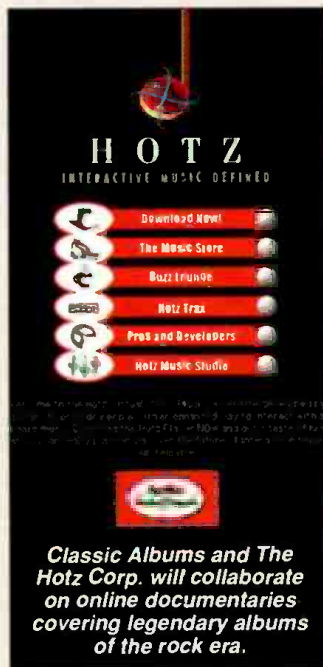
Classic albums will be examined and accompanied

By Richard Tedesco

Classic Albums and The Hotz Corp. are collaborating on a series of documentaries that discuss and analyze seminal rock albums. A new Hotz technology will enable fans to play along on a PC keyboard.

The initial series of six hour-long documentaries, already in production, will begin airing on VH1 in January. The series will feature Paul Simon's "Graceland" and The Grateful Dead's "American Beauty," Jimi Hendrix's "Electric Ladyland," Crosby, Stills & Nash's first album, Stevie Wonder's "Songs in the Key of Life" and The Band's "Music from Big Pink."

The documentaries will provide a behind-the-scenes perspective on the making of the albums, breaking down the musical parts in the recordings. Viewers will be able to play along and actually re-record parts of the recordings using a Hotz



Translator, which interfaces a PC keyboard with any instrument and allows a user with little or no musical ability to play along. Users need a 486-66 mhz PC or better, a sound card to enable the technology.

The documentaries will also air on the Netherlands' NCRV public television station and on the BBC, which inspired the series in 1993 with a documentary about the Beatles' Sgt. Pepper. Classic Albums and Hotz also hope to produce documentaries about Led Zeppelin and Fleetwood Mac.

The Hotz technology is available in two versions on its Web site (www.hotz.com): the Hotz Player, a basic version downloadable at no cost, and the more sophisticated Hot Trax, available for \$49. A version intended for professional use, Hotz Translator, can be obtained from the company for \$199. During the introductory press briefing last week, Mick Fleetwood of Fleetwood Mac endorsed the technology as one that "opens a huge door" for musical expression.

"We're going to empower everyone in the world to play an instrument," said Jimmy Hotz, chief technical officer of Hotz. TM

Technology

July 22, 1996

Quincy installs Panasonic Postbox in five stations

Buys nonlinear units for promo editing

By Glen Dickson

Quincy Newspapers Inc. (QNI) has installed Panasonic Postbox nonlinear workstations in five of its member stations: WGEM-TV Quincy, Ill.; WREX-TV Rockford, Ill.; WSJV(TV) South Bend, Ind.; KTIV(TV) Sioux City, Iowa; and WVVA(TV) Bluefield, W.Va. With the exception of Fox station WSJV, all are NBC affiliates.

Terms of the group purchase were not disclosed. The list price for the Postbox workstation starts at \$39,990, says Panasonic.

The QNI stations are using the nonlinear editors—which use a Windows-based operating system and include character generator, effects, paint, and chroma key capabilities—to edit promos and commercials, replacing traditional tape-to-tape systems in the station's promo suites.

"Previously, we did traditional linear editing," says WGEM-TV production/promotions manager Jim Lawrence.

"Much of the equipment was cumbersome and troublesome. Our choice was either to replace tape machines and other equipment or go with a box that does everything the old suite does. The Postbox fits our needs at the right price point. We're in market number 154—we don't have \$100K for a nonlinear editing suite."

According to Brady Dreasler, QNI director of capital projects, the station group compared various nonlinear editors during the last year—including Avid, Immix and Lightworks models—and member station WREX-TV started testing a unit in November 1995. QNI decided on the group Postbox buy at NAB '96; installations at the four other stations are now complete.

"We liked the price, the operating system and the fact that Panasonic is a broadcast company, not a computer outfit," says Dreasler. "So the Postbox brought a lot to the table."



The Postbox workstations will be used by Quincy's TV station to edit promos and commercials.

At WREX-TV, promos used to be edited deck-to-deck in the master control room in the few hours between newscasts. "Before, we were doing our online editing in control with the DVE and CG, and we needed two people at least to operate the things," says Joe Cygan, WREX-TV creative services manager.

Now WREX-TV edits at least 10 promos a week on the Postbox, which re-



Let the games begin

NBC's two Olympics control rooms in Atlanta's International Broadcast Center will ferry video feeds over fiber to the network's "virtual broadcast center" in New York, where graphics, post-production and commercial insertion will be performed. NBC will control over 170 hours of Olympics programming from the Atlanta control rooms, which feature video walls consisting of 124 Panasonic monitors. During the games, NBC will use more than 250 Panasonic D-3 and D-5 VTRs for recording, editing and archiving as well as for graphics creation and storage.

—SD

resents 90% of the station's promotional work. "When we're in full production, we use it a good 14 hours a day," says Cygan. "The titles are great, and we use the graphics packages and Paintbox a lot."

WREX-TV uses the Postbox at its "Q6" level of M-JPEG compression, which gives the unit 72 minutes of storage. Cygan says the Q6 picture quality is equivalent to Beta or M-11 tape.

"It's the heart of promo editing for

us," he says. "We did have a problem with it—we had a hard-drive crash—which Panasonic was quick to repair. But in the day or two it was gone, we realized how dependent on it we've become." ■

WNBC opens doors of new newsroom

Phase one of three-step upgrade now complete

By Glen Dickson

WNBC-TV, the NBC owned-and-operated station in New York, has moved its news operation into a new high-tech newsroom, the latest of \$18 million in capital improvements made at the station over the past four years.

A.F. Associates handled the technical integration for the job, which involved the complete renovation and rewiring of 30,000 feet of WNBC-TV's old newsroom space. According to Joe Berini, WNBC-TV director of engineering and operations, the work completed so far represents only phase one of a three-step newsroom makeover to be completed by December.

Phase one included nine new edit rooms, a new signal acquisition area, a new playback area and a new assignment desk and facilities for all producers and writers, says Berini. Phase two—due for completion in September—will add two post-production rooms, a sports record area, another news edit room and working spaces for all the reporters, who are now crammed into temporary work areas. Phase three will lay out modular working spaces for special units such as medical and consumer news.

The newsroom has been wired with Category 5 computer wiring to prepare it for a future migration to digital equipment. There's also a new Ethernet local area network, which is upgradable to 100-base T. The Category 5 wiring will be able to support either ATM networking at 150 mbps, or 100-base T.

"It's all high-speed cable in preparation for digital," says Berini. The wiring should come in handy next year, when WNBC-TV plans to implement a nonlinear editing/server-based production architecture.

The new newsroom marks the station's first use of the Windows-based Avid Netstation newsroom computer



WNBC-TV's \$18 million newsroom makeover includes computer wiring for a future migration to digital.

system, which runs on 17 new Pentium 166 computers. WNBC-TV still uses 140 other "dumb terminals" to run the DOS-based BASYS newsroom system, which feed to DEC data servers to link with the Avid system.

The new feed area coordinates all incoming microwave signals and controls WNBC-TV's three SNG downlinks in Paterson, N.J. All news feeds travel through a Grass Valley 7000 router system, which previously had been dedicated to master control. All inputs from NBC network news, as well as signals from WNBC-TV's 19-camera Skycam Network of remote weather-proof cameras, are available on the Grass Valley router.

WNBC-TV is reusing Panasonic M-II decks in the new playback area, but will consider using a video server for playback in the future, says Berini.

The newsroom also has a new "flashcam" area, which WNBC-TV uses to shoot its hourly news updates. "We've enhanced it with ease of operation for IFB and links to control," says Berini.

According to Berini, a unique aspect of the new facility is the circular assignment desk, where each position has a computer-assisted station with a 20-inch monitor. By using a multi-win-

dow environment and an RF card, producers and writers are able to watch incoming microwave feeds that are accessed by WNBC-TV's in-house cable system. Eventually, every position in the newsroom will have that video and script capability.

NBC is also installing a CD-ROM-based map system that will be available to the entire newsroom. "We'll have fax modems in the computers that will allow the producers to fax a map right to our live trucks over cell phone lines," says Berini.

Another improvement to WNBC-TV's news operation debuted last Friday: a new Doppler 4000 radar system, with a 250 kw transmitter/receiver with a 12-foot dish on the roof at 30 Rock. The new system, which can see weather conditions at a range of 300 miles and measure the velocity of rain and wind shear up to 75 miles away, replaces a small Collins radar system (175 kw and 30-inch dish) that had a range of 75 miles.

"But the biggest part will be the timeliness," says Berini. "We've been using [National Weather Service's] Nexrad, which has from a five-minute to a 15-minute delay. "This Doppler system will give us a real-time display of weather conditions." ■

Cutting Edge

By Glen Dickson

Harris Corp. plans to establish a research and development facility, the Harris Digital Television Center of Excellence, that will focus on producing transmission products for digital television (DTV) and providing systems integration for TV stations making the switch to digital. The \$10 million facility will be located in the greater Cincinnati/northern Kentucky area and will house Harris's DTV R&D staff, along with Harris's systems division, which is now located in Florence, Ky. Manufacturing will remain in the company's Quincy, Ill., headquarters. "This is a vote of confidence that DTV transmission will be a reality in the next few years," says Chester Massari, VP and general manager of Harris's broadcast division. "We've been waiting a long time."

Murray Hill Studio, a new Manhattan production and post-production house, is now open for

business. The facility, located in the original home of cable network Court TV, features a 40x25-foot studio with live transmission capabilities, online linear and nonlinear editorial, offline nonlinear editing, animation, graphics and remote production services. Although the facility has been totally refurbished and re-engineered, existing infrastructure from Court TV has been incorporated into the new operation, including a fiber-optic link to the Switch; a rooftop earth station; and major capacity for power and air conditioning.

KPRC-TV, the NBC affiliate in Houston, has installed an Electrosonic ProCube 3x3 videowall display in its redesigned news set. The Post-Newsweek station is using the high-resolution videowall to create an on-set presentation area for special segments for the newscast, such as sports, breaking stories and health care-related specials. "We are continually

impressed by how much the wall can do—creativity is never-ending," says KPRC-TV General Manager Steve Wasserman.

Galaxy Latin America, the Latin American provider of DIRECTV, has licensed Macrovision's pay-per-view copy-protection technology for implementation in its satellite uplink centers and the integrated receiver/decoders it will deploy to consumers. The receiver/decoders will initially be manufactured by Thomson Consumer Electronics. Macrovision's technology allows consumers to view, but not record, pay-per-view programs that are copy protected at the direction of systems operators or program suppliers.

Bell Atlantic, through a contract with Lucent Technologies, will use Broadband Technologies' switched digital broadband technology for its proposed fiber-to-the-curb "Full Service Network" platform, which the telco will start to deploy late in 1996. Broadband Technology's Fiber Loop Access (FLX) 2500 technology is part of Lucent Technologies' SLC 2000 access system with FLX switched digital video. Bell Atlantic says the fiber-to-the-curb platform will initially offer telephony service, with digital video broadcast capabilities being added by third quarter 1997.



One of USA Network's new IDs

Lee Hunt Associates has created a new look for the USA Network. The comprehensive on-air package includes network IDs, movie opens, production credits, image spots and toolbox items. Five directors shot footage for the spots in New York, Boston, Los Angeles, Seattle and Orlando. The project used multiple, complex shooting techniques, including exterior and interior multicamera live action, motion control and tabletop shots with models and miniatures.

JVC is supplying 60 compact KY-F55 3-chip cameras to Dutch camera control company Egriment for use during the Olympic Games in Atlanta. Egriment is providing KY-F55 "COM-CAMS" for use in commentator boxes at each major venue, allowing each country to watch a simulcast of its own broadcaster. The COM-CAM is a combination of Egriment's Minishot miniature remote pan-and-tilt head and JVC's KY-F55 1.1-pound mini camera with zoom lens.



KPRC-TV's new videowall, shown displaying a station ID

Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

Saga Communications has a great opening for a Manager/Sales Manager at Oldies 104 in Sioux City, Iowa. Here is your chance to build your team and enhance an already successful radio station. All replies will be held in strict confidence. Fax cover letter and resume to Ed Christian, President/CEO, Saga Communications, Inc., 313-886-7150.

Ready to become a General Manager? 4 years of sales management success? Emphasize training, customer focus, creativity, and a positive, goal oriented atmosphere? A track record of overachieving market share? If so, we should talk. Our growing middle/small market group applies major market approaches to local problems. If you are ready for your "own" station, put your sales management skills to use while we support your development into a great General Manager. Reply to Box 00887 EOE. All replies confidential.

Operations Manager going in to medicine. Live free in desirable mountain resort of Highlands, NC at 4118 feet. Experienced, mature, sober, non-smoker, trustworthy operations manager needed for established successful adult station. Air work, production, included in duties. Good communication/people skills a must. Great benefits including maid service, cable TV and all utilities. Send resume, salary history, references, cassette tape and picture to Charisma Radio Corporation, P.O. Box 1889, Highlands, NC 28741. EOE.

LSM for KTFM. Lead superior staff at Heritage FM Contemporary in beautiful San Antonio. Are you a creative people-person with 3+ years sales management experience and a winning track record? Fax a letter by July 29th telling about yourself and include salary requirements: Dave Hoxeng 210-599-5588. EOE/Minorities encouraged.

General Manager for AM turn-around. Highly desirable NC small market. Base salary plus profit sharing. Minimum five years management experience, including latest technology, with interest in block programming, including Christian inspirational. Integrity, vision, initiative essential. Woolstone Corporation, P.O. Box 1087, Angier, NC 27501.

Four-station group in Huntsville, AL is looking for a Local Sales Manager. Will assist GSM with planning and pricing, plus on the street selling and training. Prefer management experience but, this may be the right job for the salesperson looking to get into management. We offer a stable environment with great benefits in a growing market ranked #1 in average household income in the Southeast. Send resume to Bill West, P.O. Box 389, Athens, AL 35612 or fax 205-232-6842. EOE.

Dame Media, one of the East's fastest growing radio groups, anticipates additional expansion in Fall 1996. We are looking for quality General Managers to operate small and medium market stations in the Northeast and along the eastern seaboard. If you are tired or working for investors and want to work for broadcasters, send your resume c/o COO, Dame Media, 600 Corporate Circle, Harrisburg, PA 17110. EOE.

HELP WANTED SALES

Radio Sales Manager needed at Atlantic City combo. Looking for a strong leader and motivator to manage a great sales team. This unique opportunity comes at a great time! Resumes to: Dick Irland, 1601 New Road, Linwood, NJ 08221. EOE.

Experienced General Sales Manager wanted for newstalk format, KVON-AM, Napa, CA. Please fax resume and salary requirements to Charles B. Moss, Jr. at Moss Entertainment 970-925-7503.

HELP WANTED TECHNICAL

Engineering help critically needed in Northern Michigan, full or part-time. Group owner. New equipment in many areas. 100,000 watt FM and AM facilities. Would be one of three person engineering staff. Reply to Box 00776 EOE.

HELP WANTED ANNOUNCER

Sports Announcer/News Person. Year 'round play-by-play. FB/BB/LL and local news. Stable 40-year AM/FM in small south Arkansas town. Strong sports history. Salary \$1,500 monthly to start. Send resume and tape to Box 00881 EOE.

HELP WANTED PROMOTION

Promotions Director wanted for Aspen, Colorado based growing broadcast company. Responsible for corporate sales promotions. Please fax resume and salary requirements to Moss Entertainment 970-920-9082.

HELP WANTED PROGRAMMING

Program Director. WFRN, a national leading Adult Contemporary/Inspirational music station is seeking a Program Director with a strong ability to teach and develop air staff. Must have strong one on one communications skills and the ability to model the skills necessary to build and maintain audience involvement, loyalty and response. Position will include a daily air shift: music supervision, creative development and execution of on air promotions. Position will build team involvement in "selling" the station to the audience. A personal commitment to ministry and spiritual character is essential. WFRN, #2 of Christian Contemporary Music stations in the nation, covers Northern Indiana and Southern Michigan. Call Roger Booth at WFRN, at 1-800-933-0501. WFRN is an EEO employer.

HELP WANTED PUBLIC RELATIONS

RADIO NEWS & PUBLIC AFFAIRS COORDINATOR

College of DuPage's award winning radio station is seeking a coordinator to produce radio news and public affairs programming. Responsibilities include researching, writing, editing and supervising news department to ensure informative and timely news coverage throughout District 502.

The ideal candidate will possess a Bachelor's Degree in Radio, TV or Broadcasting, and 2 years prior radio news, voice and production experience or an equivalent combination of education and experience. Good supervisory, communication and interpersonal skills are needed.

In return, we offer a competitive compensation package and outstanding benefits. Please call for an application:

708-942-2800, Ext. 2936
Office of Human Resources
COLLEGE OF DuPAGE
Glen Ellyn, IL 60137

Equal Opportunity Employer

SITUATIONS WANTED MANAGEMENT

General Manager - Multi-talented leader with dedication, vision and integrity. Let me multiply my success for you. Will relocate. Ed (518) 580-9717.

SITUATIONS WANTED TECHNICAL

Skilled Chief Engineer seeks work. Over 20 years of radio experience. General class license. Will relocate. For resume, phone (304) 863-3395.

MISCELLANEOUS

Expanding private broadcast company with music and newstalk stations seeks to hire experienced people with strong backgrounds in all phases of operations, including production news, sales, traffic, promotions and on air work. Opportunities available in the Colorado Rocky Mountains and Napa Valley, CA. Fax resume, in confidence, to Moss Entertainment Corp., Fax #970-920-9082.

SERVICES

Custom Weather. Full service and specific weather for your area. Newest technology, best prices. Call for details and pricing. (217) 465-5968.

TELEVISION

HELP WANTED MANAGEMENT

VP, Development. Oregon Public Broadcasting seeks Vice President responsible for management and administration of fundraising and development needs. OPB's development department includes individual giving (memberships), planned giving, on-air fundraising, corporate support (underwriting), mid-level gifts, major gifts, capital campaign, volunteer services, etc. Serve as member of senior management group and report to CEO. Requires college degree and at least five years progressively responsible development experience. Budgetary and supervisory experience essential; computer skills needed. Salary plus generous benefits package. To apply, send cover letter, salary history and resume to OPB Personnel, Mail Stop BRD, 7140 SW Macadam Avenue, Portland, OR 97219. Materials must be received by August 22, 1996.

Television Station Manager needed for successful NBC affiliate, KSNT-TV, Topeka, Kansas. Superior leadership and marketing skills required. Prior management experience required. Send resume to: Gary Schmedding, Vice President, Lee Enterprises Incorporated, 215 North Main, Davenport, IA 52801. No phone calls, please. KSNT and Lee are Equal Opportunity Employers.

HELP WANTED SALES

Traffic Assistant. WATL 36 #1 WB affiliate seeks a Traffic Assistant. Responsible for order entry, pre-log, avail manipulation and copy. If qualified, the candidate must have 3-5 years TV traffic experience, and 1-2 years PC BIAS experience. College degree helpful. If qualified, please send or fax resume to: Human Resources Department, WATL 36, One Monroe Place, Atlanta, GA 30324. Fax (404) 881-3759. No phone calls please. EOE.

Senior Account Executive: KCPM-TV in Chico, CA, (local NBC) has an open position for an individual with a proven track record in television sales. Minimum 3 years experience. Must be a strong self starter and be a leader in developing local and regional accounts. If you meet these qualifications send your resume to J.R. Jackson, 180 East 4th Street, Chico, CA 95928 or Fax to 916-893-1033. EOE.

Local Sales Manager. WCPX-TV the CBS affiliate in Orlando is looking for a creative and aggressive individual to lead our local sales and marketing staff to the next level. Candidates should possess strong people and negotiating skills plus an expertise with inventory pricing and control. Being organized, a strong work ethic and the ability and patience to manage multiple sales projects at the same time a must. Thinking out of the box should be your norm. Experience with Scarborough, TVScan and Enterprise helpful. Previous television sales management preferred. Qualified candidates please fax resume to Howard Zeiden, Director of Sales and Marketing WCPX TV (407)521-1208. No phone calls please. M/F. EEO.

Account Executive: Media sales experience is required, with proven success in new business development. Work and live in the beautiful mountains of northern Arizona. Send resume to Stan Koplowitz, G.S.M., KNAZ-TV (NBC), 2201 North Vickey Street, Flagstaff, Arizona 86004. EOE.

Local Sales Manager. Central Texas television station seeking individual with strong independent background, ability to develop new business and grow client relationships and meet revenue objectives. Successful candidate has strong leadership abilities, is a team player with strong people skills and is successful in time management and organization. Ability to hire, train and motivate sales staff is essential, as are solid negotiation, communication and selling skills. Revenue forecasting and establishing budgets are a priority. Three to five years broadcast sales experience required, management experience a plus. Please send all resumes with a cover letter to Box 00883 EOE. No phone calls, please!

Local Sales Manager. Central IL FOX affiliate, WYZZ-TV has an opening for Local Sales Manager. Excellent opportunity for right candidate. Need proven success record of Local and/or National sales, good people and organizational skills. Can you train, motivate and lead a staff of 7? WYZZ-TV is in an exciting rebuild with new owner Sinclair Broadcast Group. Send resumes to: Larry Halcomb/General Sales Manager, 2714 East Lincoln Street, Bloomington, IL 61704. Phone 309-662-4373. Fax 309-663-6943. E-Mail lhalcomb@ice.net Compensation and benefit package very competitive. WYZZ is an EOE agency.

Local Sales Manager - WMC-TV5, an Ellis Communications property and market leading NBC affiliate, seeks a management leader who can fulfill the revenue potential of strong station and experienced staff. History of "real" selling success and relationship skills with business owners and agency principles a must. Send resume to: Scott Leslie, General Sales Manager, 1960 Union Avenue, Memphis, TN 38104. WMC is an Equal Opportunity Employer and an Affirmative Action station.

General Sales Manager. Reside in the 39th most livable city in the U.S., just a short drive from the world's most beautiful beaches. WTVY-TV, a Benedek Broadcasting station and the CBS affiliate for Dothan, Alabama, and Panama City, Florida, has an immediate opening for a General Sales Manager. This is an excellent career opportunity for the person with the proper organizational, leadership and management skills to successfully direct our total sales effort in the achievement of very challenging sales goals. If you believe that you have the proper qualifications and abilities, tell us why by sending the appropriate information including references to Tom Wall, Vice President/General Manager, WTVY-TV, P.O. Box 1089, Dothan, Alabama 36302. Benedek Broadcasting Corporation/WTVY-TV is an Equal Opportunity Employer.

Director of Sales. The CBS affiliate in the nation's 35th largest market, and it's WB "LMA" partner station is beginning a search for a Director of Sales. WSPA-TV (CBS) Spartanburg, SC and WASV-TV (WB) Asheville, NC has an immediate opening for a unique individual who has exceptional leadership, organizational and "people" skills to direct our affiliates and independent sellers. Individual must have a strong desire to teach and motivate a local staff and is knowledgeable and experienced in all sales support systems. Inventory control, new business development, and strong client relationships required. Send resume to: Jim Conschafter, Vice President and General Manager, WSPA-TV, PO Box 1717, Spartanburg, SC 29304. WSPA-TV and WASV-TV are Spartan Communications stations. EOE. M/F.

General Sales Manager. One of the country's top television stations has an opening for a General Sales Manager. WKBD-TV, Detroit's UPN affiliate and a leader in the Paramount Stations Group, is seeking an individual with a proven track record for being a true leader in sales with innovation, dedication, and drive. Applicants for this position should possess the ability to effectively market the station's strong program schedule, including a successful 10:00pm newscast and sitcoms like "Home Improvement," "The Simpsons," "Fresh Prince," "Roseanne," and "Married With Children." Under license for upcoming years are "Hangin' With Mr. Cooper," "Martin," "Living Single," "Frasier," "Sister, Sister," and "Friends." UPN50 also is Detroit's sports leader as the flagship station for Red Wings Hockey, Pistons Basketball, and Tigers Baseball. Qualified candidates must have both local and national sales experience, excellent organizational and people skills, and four to ten years of experience at a major market television station in sales management. College degree a plus. Qualified applicants should send resumes to: WKBD UPN50, Attn: Personnel, GSM, P.O. Box 50, Southfield, MI 48037. WKBD is an Equal Opportunity Employer.

Broadcast Sales Professional Sports. Top Five Market major group owned station has unique opportunity for direct to client sales of outstanding professional sports teams including broadcast, cable and in-arena. Emphasis on long term development of relationship between advertiser, team, and station. Reports directly to GSM. Minimum five years national and/or local rep experience preferred. Previous sports background useful. Reply to Box 00884 EOE.

HELP WANTED PROMOTION

Promotion and Marketing Director needed at WRBW, Orlando, Florida's UPN affiliate. We need a high energy individual to take charge of promotion department and develop and execute station's overall marketing, look and branding strategies. Must be creative and have hands on and management experience. Send resume and tape to: Susan Jaramillo, 2000 Universal Studios Plaza, #200, Orlando, FL 32819. EEO.

Promotion Producer: Creative and innovative dynamo with a commitment to solid promotion to support dominant news operation. Two years of hands-on editing/producing/writing is preferred. Avid experience a plus. Must show strong news series and station image work. Send non-returnable tape, resume and salary expectations to: Mark Wilson, Creative Services Director, WICS-TV, 2680 East Cook Street, Springfield, IL 62703. EOE.

Promotion Producer. At WANE-TV Promotion is the number one priority! We're looking for energy, dedication, and creativity. We'll give you the tools, the resources and the product to work with. You'll get to write and produce news topicals on a digital Avid system, promote station image including IU and Purdue basketball, and help organize station promotion projects. If you're a creative, organized person with video editing experience, we want you to join our Promotions team! Send a resume and VHS tape to Creative Services Director, "Promo Producer," WANE-TV, 2915 West State Boulevard, Ft. Wayne, IN 46808. WANE-TV is a M/F Equal Opportunity Employer.

Promotion Manager. Must be creative, innovative, energetic, organized. Writing ability and a flair for creating standout appearance a must! We're a group owned sunbelt station with dominant news and programming numbers. Send VHS tape, letter and resume to Box 00872 EOE.

HELP WANTED MARKETING

Join Nielsen Media Research, the recognized leader in the media research industry, and a company of the Dun & Bradstreet Corporation. We currently have an opportunity in our NY office, to join our National Cable Network Division.

Responsibilities will be the servicing of National Cable Networks as well as the sale of National Products.

MARKETING REPRESENTATIVE

Successful candidates will possess a 4 year degree, at least 3 years' experience with media research data and systems, and an in-depth knowledge of the cable industry. Additional requirements include strong organizational skills, sales and PC skills.

Please fax resume, including salary requirements to: Human Resources/JD, 212-708-7533, or mail to: Nielsen Media Research, 299 Park Avenue, New York, NY 10171-0074.

Nielsen Media Research is an Equal Opportunity Employer M/F/D/V.
No Phone Calls.

Nielsen Media Research

DB a company of The Dun & Bradstreet Corporation

HELP WANTED NEWS



A Tribune Broadcasting Station
An Equal Opportunity Employer

TELEVISION TALENT NEEDED FOR TRIBUNE STATION IN LOS ANGELES

KTLA, a growing Tribune television station, seeks top-notch individuals for its broadcast & operations department.

DIRECTOR

Responsible for directing all aspects of the live on-air newscast. This position requires an undergraduate degree in communications journalism or television or equivalent related experience. A minimum of five years directing experience, preferably directing newscast, and a thorough knowledge of television production is a must.

ASSOCIATE DIRECTOR

Responsible for assisting the director with the technical aspects of the news broadcast; maintains still store and graphics library; operates chyron infinit system and NewStar MCU System; logs video feeds for broadcast. The position requires two years undergraduate studies in communications, television or related experience. The ability to operate chyron, still store, and other broadcast equipment and a knowledge of control booth & stage operations is required.

INTERNET/NETWORK SPECIALIST

Responsible for the technical support of network users, hardware & software. Will participate in the design and development of the station's website. Knowledge of PC, Macintosh, AS 400, LAN & WAN communication systems. Lotus 1-2-3, CC:Mail, and HTML is essential. General knowledge of software applications. CNE preferred. Candidate must be organized and a self-starter to work independently. A minimum of three to five years experience required.

Rush resume to:

KTLA HRD,
5800 Sunset Boulevard, Dept. 33
Los Angeles, CA 90028

Weekend Sports Anchor/Reporter: Southeast market seeking person to produce and present sports segments for weekend newscast and report/shoot sports features three days per week. Resumes/tapes to Human Resources Officer, WRDW-TV, P.O. Box 1212, Augusta, GA 30903-1212.

Want to Anchor? Entry level Reporter position open with NBC affiliate, offers you opportunity. Send non-returnable VHS or 3/4 Inch tape to: WOWL-TV, P.O. Box 2220, Florence, AL 36530. An Equal Opportunity Employer.

WPGH-TV (FOX) Pittsburgh, PA. Executive News Producer. FOX affiliate WPGH, Pittsburgh, is gearing up for primetime news. The construction crews are working on the building and the station is in search of an Executive News Producer. If you are an idea person with the creative bent and an eye for details, one who knows writing, graphics and how to bring out the best in the news staff, this is an excellent opportunity in a top twenty market with Sinclair Communications, Inc. No phone calls. Send resume only to: Dave Janecek, News Director, WPGH FOX 53, 750 Ivory Avenue, Pittsburgh, PA 15214. EOE. M/F.

WOFL-FOX 35/Orlando, FL is seeking a News Director with a proven track record. Responsibilities will include all facets of news including start-up. If you are ready to meet the challenges of this hyphenated, 22nd market, send your resume to Business Manager, 35 Skyline Drive, Lake Mary, FL 32746 no later than Wednesday, July 31, 1996. Equal Opportunity Employer. No phone calls please.

Videographer: Detroit production company seeks creative, quick thinking photojournalist for diverse clientele including network news, syndicated programs and Fortune 500 firms. Sharp eye for composition and lighting. Editing a plus. Send resume and tape to: General Manager, KDN, P.O. Box 71708, Madison Heights, MI 48071. EOE.

Sports Reporter: KOTV has an immediate opening for a full-time Sports Reporter. Leave the cliché's behind. I need a good writer, interviewer with extensive live skills. You must be aggressive, a self-starter, energetic, and work well with others. Please have at least two years television sports reporting experience, a college degree is preferred. Interested persons should send non-returnable tape and resume to: Bill Evans, KOTV, 302 South Frankfort, Tulsa, OK 74120. No phone calls please. EOE.

Sports Producer. Produce sports programming. Select, write, edit, and organize news stories for air. Direct reporters, photographers, and editors. Field produce and report. Shoot and edit videotape. College degree. 2 years sports or news production experience. Self motivated, hard worker, take charge. Computer experience helpful. Reply by cover letter and resume to: Business Office #149, 770 Twin Rivers Drive, Columbus, OH 43215. Qualified minorities and women are encouraged to apply. EOE. Smoke and drug free workplace.

Special Projects Producer. WCMH TV is looking for a Special Projects Producer with line producing experience. Call Executive Producer Barb Maushard (614) 253-5555. EOE.

Assignment Planner. WCMH TV is looking for an Assignment Planner who aggressively coordinates daily news coverage. Two years of radio or TV experience. Call Tom Burke (614) 263-5555. EOE.

Special Projects Producer. Produce short and long-form programming. Direct reporters, anchors, photographers and editors. Field produce, report stories and segments. College degree, 2 years news producing or reporting experience. Reply by cover letter and resume to: Business Office-#148, 770 Twin Rivers Drive, Columbus, OH 43215. Qualified minorities and women are encouraged to apply. EOE. Smoke and drug free workplace.

Reporter/Photographer: We're awaiting the perfect combination of skill and desire in a team player to be our next Reporter/Photographer. If you have the ability to find news without being assigned, dig to find the story beneath the meeting, and tell a story viewers actually remember, you may fill the spot. Ability to shoot a plus, positive attitude a must. Send resume and VHS tape to Jim Bailey, News Director, WKJG-TV, 2633 West State Boulevard, Fort Wayne, IN 46808. Phone call immediately disqualifies. Minorities are encouraged to apply. WKJG-TV is an Equal Opportunity Employer.

Reporter/Photographer - Anchor our AM and Noon weather segments as a Weather Reporter/Photographer for this aggressive NBC affiliate in Ft. Wayne, Indiana. We are seeking a communicator who can interest viewers in more than the temperatures. Must be able to report and package on climate, environment on human interest topics, handle live presentations in field and studio, as well as create maps and weather graphics using Kavouras system. Meteorology degree and seals a plus, desire to achieve a must. Rush VHS tapes to Jim Bailey, News Director, WKJG-TV, 2633 West State Boulevard, Fort Wayne, IN 46808. Phone calls immediately disqualifies. WKJG-TV is an Equal Opportunity Employer.

Promotion Writer/Producer. San Diego network affiliate is looking for a top-notch Promotion Writer/Producer to do killer daily news topical promotion for our late news. Experienced only. If you think you have the right stuff, and want to work with the best, in America's finest city, send tape and resume to Box 00886 EOE.

Producer: Creative, high energy Producer needed for a unique news magazine program. We're a successful FOX affiliate in the midwest. You should have experience producing talk shows and/or fast paced news programs. Send resume and tape to Box 00888 EOE.

Producer. Opening for a creative, experienced television News Producer. Strong writing skills, attention to on-air look through graphics and aggressive response to breaking news is required. Bachelor's degree preferred. If interested send letter of application, resume and resume tape to: Ted Canova, News Director, WCCO-TV, 90 South 11th Street, Minneapolis, MN 55403. Present employees, particularly female and minority employees are encouraged to refer female and minority candidates, and to apply themselves, if qualified. Equal Opportunity Employer.

Producer-News. Dominant NBC affiliate in top 20 market seeks major Newscast Producer. Strong on creativity, decision making, and flexibility. Excellent benefits and work environment. Send tape and short statement about news philosophy to Box 00877 EOE.

Meteorologist: With 2-3 years on-air experience needed for Sioux Falls, S.D. NBC affiliate. Send resume, 3/4" tape and salary requirements to: News Director, KDLT-TV, 3600 South Westport Avenue, Sioux Falls, SD 57106. EOE. M/F.

Photojournalist. CBS O&O has opening for Photojournalist in the truest sense of the word. Successful applicant will have the ability to pull the story together, marrying words to pictures to tell viewers the complete story. Must have prior experience gathering news and pictures. College degree preferred. If interested send letter of application, resume and resume tape to: John Seidlitz, Chief Photographer, WCCO-TV, 90 South 11th Street, Minneapolis, MN 55403. Present employees, particularly female and minority employees are encouraged to refer female and minority candidates, and to apply themselves, if qualified. Equal Opportunity Employer.

Photographer/Editor. Handle videotape photography, editing for news. Produce, shoot, edit. College degree, five years experience news photographer/editor. Work nights, weekends and overnight shifts. Reply by cover letter and resume to: Business Office-#151, 770 Twin Rivers Drive, Columbus, OH 43215. Qualified minorities and women are encouraged to apply. EOE. Smoke and drug free workplace.

Photographer. WOTV-41 and ABC affiliate in Battle Creek, Michigan, Kalamazoo, Grand Rapids seeks a creative, self-motivated Photojournalist. We are an expanding news organization looking for talented, energetic people. Applicants should have at least two years experience shooting and editing news and exhibit strong technical abilities. We want a good eye and creativity. An ability to troubleshoot equipment problems and maintain gear important. Send resume and non-returnable tape to: Nancy L. Bruce, WCTV-41, News Director, 5200 West Dickman Road, Battle Creek, MI 49517. WOTV is an EOE.

Photographer for Rocky Mountain area. Full-time, good benefits. Must have a degree in broadcasting or related field and 1 year experience in commercial television. Resumes to: KRDO-TV, EEO Officer, PO Box 1457, Colorado Springs, CO 80901. EOE.

Part-Time Editor. Part-time editor for early morning news program to edit satellite feeds, re-edit previous night's packages and overnight news stories. Must be able to work under deadline pressure. College degree preferred. If interested contact: John Seidlitz, Chief Photographer, 90 South 11th Street, Minneapolis, MN 55403. Present employees, particularly female and minority employees are encouraged to refer female and minority candidates, and to apply themselves, if qualified. Equal Opportunity Employer.

One of the nation's top-rated stations is looking to expand and upgrade its on-air look. Looking for two Producer/Anchors for weekday newscasts. Bachelor's degree and producing experience required. Anchor experience preferred. Competitive salaries, fringes. Send resume and tape to: News Director, WTAP-TV, One TV Plaza, Parkersburg, WV 26101. WTAP is an EOE. Women and minorities encouraged to apply.

News Producer: Need sharp, creative pro who can take charge of newscast from story development to control room. Ideal candidate will have at least one year experience producing television newscasts. Send resume, statement of news philosophy, and non-returnable VHS tape to Jim Bailey, WKJG-TV, 2633 West State Boulevard, Fort Wayne, IN 46808. No phone calls! EOE.

News Photographer - Hot station looking for a hot shot Photographer. If you like to tell stories with pictures and want to work with the best in the business, send a resume and non-returnable tape to: Bob Smith, KCRG-TV 9, 2nd Avenue at 5th Street, S.E., Cedar Rapids, Iowa 52401. No phone calls. EOE.

News Producer: KSFY-Television, the Ellis Communications ABC affiliate in Sioux Falls, South Dakota. A creator not a stacker, with flexibility and an instinct for what makes an exciting program. Send resume and a non-returnable 3/4 or VHS tape with rundowns to Producer Search, KSFY-Television, 300 North Dakota Avenue, Suite 100, Sioux Falls, SD 57102. Accepting until July 31st. EOE. No phone calls.

News Photojournalist. A photojournalist's dream! WNDU-TV, an NBC affiliate and major league station in a medium sized market, is looking for a Photojournalist that likes working on long-term projects and in-depth series. The ideal applicant will be a person who likes using video and sound to tell a good story, and enjoys working along or with a reporter. Minimum two years experience is required and NPPA membership is a plus. We have a great news team in a great facility with all the toys! Send your resume and non-returnable reel to: Human Resources Manager, Golden Dome Productions, Position #00152, P.O. Box 1616, South Bend, IN 46634. EOE.

News Photographer. Do you look at life through a viewfinder? Immediate opening for a Photojournalist who is super on spot news, makes features stand-out and is a whiz in the edit bay. Live truck experience a must. Send tape (VHS preferred) and resume to Bruce Cramer, News Director, WTXL-TV, 8927 Thomasville Road, Tallahassee, FL 32312.

News Director. Southwest affiliate looking for a highly motivated professional that can drive our news department to #1. Candidate must have strong journalistic and management skills, be a team player and able to develop and implement long term strategies. EOE. Women and minorities encouraged to apply. Send salary history, resume, references to Box 00867.

Mega-Creative Producer in a Rut. We're looking for an E.P. for our morning newscast. It's a news and information show driven by personalities and quality humor, in the rich tradition of the KTLA Morning News. Our show's first E.P. called it the most fun he ever had. You'll have extensive line producing experience, be a good manager, and be so creative Letterman will want to hire you someday. Tapes and resumes to KPWB TV 31, Attn: Personnel/BB, 500 Media Place, Sacramento, CA 95815. EOE.

Main News Anchor to compliment existing anchor woman. Proven communicator to help lead aggressive midwest ABC affiliate in 81st market. Minimum 5 years experience. Morning Weathercaster, Minimum 1 year experience. Tapes and resumes to Lee Williams, News Director, WAND-TV, 904 Southside Drive, Decatur, IL 62521.

KSTW-Seattle's CBS affiliate is looking for an experienced and creative Producer to join our 11 News Team. The ideal candidate will have a degree in Broadcast Journalism or related field, a minimum of 5 years experience producing at an affiliate level and excellent communication, writing and computer skills. If you qualify, please send your resume to Human Resources, KSTW Television, PO Box 9328, Seattle, WA 98109-0328.

KLAS-TV in Las Vegas has an immediate NPPA Photojournalist position open. We have a strong NPPA shop that encourages creativity through storytelling. We have all of the toys and are the region 10A hub. We want a storyteller, not just a photographer. 2 years experience NPPA member, college degree. Send tape and resume to: Eric Sorenson at KLAS-TV, 3228 Channel 8 Drive, Las Vegas, NV 89109. EOE.

KCNC Denver-Afternoon News Producer. "First News" combines news of the day with stories about celebrities, lifestyles, parenting, consumer affairs and the like. It wins its time period, 4 to 5 p.m. weekdays, leading KCNC's three-hour afternoon news block. Your mission: reach more target demos! If you're an experienced producer with a flair for this kind of newscast, phone NEWS 4 at 303-830-6400, Ext. 9905, and record a brief verbal resume. We'll be in touch with applicants who most closely match our needs. EOE-M/F.

Investigative Reporter. WCMH TV, NBC O&O, is looking for an Investigative Reporter with at least two years of hard new TV reporting experience for our award winning team. Send resume and non-returnable tape to Tom Burke, WCMH, 3165 Olentangy River Road, Columbus, Ohio 43202. No phone calls. EOE.

Executive Producer. Oversee daily news operation. Minimum five years TV news experience. Background in show producing and management strongly preferred. Knowledge of Utah and the Intermountain area a plus. Must have sound editorial judgement and working knowledge of changing television news technology. Primarily responsible for look and content of all news shows, works with producers to ensure the shows meet the goals set for them. Work with reporters on the look and feel of packages. Must have a good feel for graphics and how to get maximum use out of station production capability. Salary commensurate with ability and experience. Send resume to: John Edwards, News Director, News 4 Utah, 1760 Fremont Drive, Salt Lake City, Utah 84104. Please include with resume a one page letter about your news philosophy and how news must meet the challenges of a changing environment. No phone calls or tapes, please. An Equal Opportunity Employer.

Anchor/Reporter: Eastern Iowa's 24 Hour News Source is looking for an Anchor/Reporter. This is not a beginner's job. Minimum two years experience. If you have what it takes to become part of our outstanding news team, send your resume and non-returnable tape to: Bob Smith, KCRG-TV, 2nd Avenue at 5th Street, S.E., Cedar Rapids, Iowa 52401. EOE.

Anchor. Binghamton, New York's Number 1 news station is looking for someone to complement its male co-anchor. Looking for an Anchor who really connects with copy, not just a reader. Successful candidate will be outstanding writer and newsroom leader. Must have anchoring and reporting experience in commercial television. We have dominated the region for years by providing a big-market look in a small market. Company offers excellent benefits, including profit-sharing and 401-k plans. If you want to become a member of our community-minded station, send a non-returnable tape and resume to: Steve Koegel, News Director, WBNG-TV12, PO Box 12, Johnson City, NY 13790-0012. A service of Gateway Communications, Inc. An Equal Opportunity Employer.

Assistant News Director. Strong news station looking for a strong leader to run day-to-day newsroom operations. We have more news, more often and we want someone to take a greater news product and make it greater. Four live trucks, live helicopter, fully computerized newsroom...we have it all! And you can have it all by sending a resume and non-returnable tape to: Bob Smith, KCRG-TV, 2nd Avenue at 5th Street, S.E., Cedar Rapids, Iowa 52401. EOE.

Junior Filer/Assignment Editor. Supervise and coordinate news gathering activities of nine journalists. Determine priority of news items and assign coverage. Edit stories regarding Latin American financial markets and politics written by Reuters' Spanish-speaking correspondents in Latin America to make them suitable to all Reuters' clients throughout the Americas according to the company's policies of impartiality, veracity and clearness. Supervise journalists' translations and editing of stories written by English-speaking correspondents, following the same principles of impartiality, veracity and clearness and ensuring that the Spanish language used in the stories is proper and acceptable in all Latin American countries. Direct and advise correspondents to clarify, enlarge or change, in both English and Spanish, categories of the stories under the policies set by the Editor of the Spanish Language Service. Study and apply technical and computer tools such as SLS and News 2000 delivery systems, used by Reuters to access its clients in every country in Latin America. Send stories to the wire. Act as correspondent and cover stories when necessary. At three month intervals change between any of the following shifts: 10 p.m.-5 a.m., 5 a.m.-12 p.m., 12 p.m.-7 p.m., 3 p.m.-10 p.m. Requirements: Bachelors degree in Journalism or Communication Sciences* plus four years experience as Junior Filer/Assignment Editor or 4 years experience as Newswriter or Subeditor or Assistant Producer. Must be able to write and speak Spanish and English fluently. Must have at least one year experience writing or editing stories dealing with Latin American financial markets and political situations. Must have at least one year experience with SLS or News 2000 delivery systems. Must have at least two years experience supervising writers or journalists in the coordination of news gathering activities. Must be willing to work any of the following shifts: 10 p.m.-5 a.m., 5 a.m.-12 p.m., 12 p.m.-7 p.m., 3 p.m.-10 p.m. *Degree may be achieved through a combination of education and experience in the field (three years of experience for every year of education lacking) 35 hrs./wk. \$43,259.84/year. Interested applicants submit resume to Job Service of Florida, 701 SW 27th Avenue, Room 47, Miami, FL 33135-3014. Reference: Job Order Number FL-1453444.

HELP WANTED PUBLIC RELATIONS

Director of Community Affairs: WTVD, the ABC-owned station in the Raleigh/Durham/Fayetteville market is looking for an experienced Director of Community Affairs to oversee the station's public service and community outreach efforts. Qualified applicants must have a minimum of 5 years experience in public or community relations work and should have prior broadcasting/media experience. A thorough understanding of the central North Carolina area is strongly recommended. Applicants must be extremely detail-oriented and able to juggle overlapping responsibilities with varying deadlines and be able to demonstrate excellent written and oral skills. Interested applicants should send a resume and writing samples to: Emily Barr, President and GM, WTVD, P.O. Box 2009, Durham, NC 27702. No phone calls please. Women and minorities are encouraged to apply. EOE.

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

HELP WANTED PRODUCTION

PRODUCTION MANAGER

WTHR-TV, a Dispatch Broadcast Group, the NBC affiliate in Indianapolis, is looking for an experienced Production Manager who knows how to create dynamic television. We are an aggressive station with an emphasis on local news and the production of other live, special events. Our production facility has the very best equipment and is matched by a commitment to produce award winning television. This individual will be responsible for all production staff and facilities. If you have a minimum of ten years of experience working in all areas of television production and can hire, train and motivate production personnel to the highest levels of excellence we want to hear from you. Applicants possessing these skills should submit a letter of referral source, a current resume and examples of your work to Human Resources, WTHR, 1000 North Meridian Street, Indianapolis, IN 46204. Replies held in confidence. Female and minority applicants encouraged. We are a smoke and drug free environ-

TV PRODUCTION TEACHER FOR HIGH SCHOOL MAGNET PROGRAM

Resume to:
Palm Beach Gardens High School,
4245 Holly Drive
Palm Beach Gardens, FL 33410.
Call 561-694-7300.

GRAPHICS

Fox Tape is looking for experienced graphics persons for all areas including design, animation and production to support our new Fox Sports Cable venture. The following positions will be needed:

- **Graphic Artist/Senior Designer** - Macintosh & Quantel Hal experience required
- **Graphic Artist** - Quantel Paintbox experience required
- **Electronic Graphics Operator** - Chyron Infinit experience required

If you would like to join our team, please send your resume and tape to: Gary Hartley, S-240, 5746 Sunset Blvd., Los Angeles, CA 90028. EOE.



Full-Time Satellite Capacity

Most competitive prices for high powered West-Hemi/West-Hemi transponders on Intelsat 705 and domestic transponders on GE-1.

Digital compression and automated signal origination available.

Call Hero Productions at (305) 863-1111

HEAD ELECTRONIC GRAPHIC OPERATOR

Fox Tape is looking for a Head Electronic Graphic Operator for our graphics department. Responsible for archiving, logging and media management for Chyron Infinites, tape and digital media. Candidate will also be responsible for maintaining update Chyron font directories for studio and edit bays, ensuring that remote media is logged and backed-up and keeping all animation tapes organized.

For consideration, please send your resume and tape to: Gary Hartley, S-240, 5748 Sunset Blvd., Los Angeles, CA 90028. EOE.



Two position open: Experienced SHOOTER, writer and voice-over talent. Requires a creative, motivated person with at least 3 years shooting experience at a broadcast station. Commercial and promo shooting requires knowledge experience desired. We will train in some secondary skills such as a nonlinear editing and computer graphics. ACCOUNT CONSULTANT. Writing, voice-over and on-camera skills required. Need a creative self-starter who is highly motivated and can provide commercial instructions to clients, shooters, editors and graphic operators. Related degree from a 4 year college preferred. Send resume and tapes to: Mike Swift, Creative Services Mgr., WPSD-TV, 100 Television Lane, Paducah, KY. 42003-5098. EOE/MF/DV/ADA.

Camera Operator P/T. Operate studio camera, basic lighting, floor directing, script preparation. Production equipment knowledge. Learn variety of operational duties. Versatile, flexible. Bachelors or Associate degree in Broadcasting or equivalent experience. Reply by cover letter and resume to: Business Office-#151, 770 Twin Rivers Drive, Columbus, OH 43215. Qualified minorities and women are encouraged to apply. EOE. Smoke and drug free workplace.

Production Manager. Reside in the 39th most livable city in the U.S., just a short drive from the world's most beautiful beaches. WTVY-TV, a Benedek Broadcasting station and the CBS affiliate for Dothan, Alabama, and Panama City, Florida, has an immediate opening for a Production Manager. This person will be an experienced team leader with hands-on knowledge of all aspects of commercial and programming production with strong organizational, management and leadership skills. If you believe that you have the proper qualifications and abilities, tell us why by sending the appropriate information including references to Tom Wall, Vice President/General Manager, WTVY-TV, P.O. Box 1089, Dothan, Alabama 36302. Benedek Broadcasting Corporation/WTVY-TV is an Equal Opportunity Employer.

Television Producer-Director. Valdosta State University is seeking a television Producer/Director for a newly acquired satellite uplink system. This person should possess: considerable knowledge of the methods, materials, and techniques used in the production of television programs; considerable knowledge of the uses, operation, and limitations of television broadcast equipment; ability to think and act quickly and efficiently and to work effectively as a part of a closely coordinated team; and the ability to translate information and ideas into effective program content. Training and experience: graduation from an accredited college or university, with major work in television broadcast production, and experience in television program production, or any equivalent combination of training and experience. Salary commensurate with training and experience. Excellent benefits. Starting date: August 1996. Please send letter of application, resume, and three letters of reference to: Dr. Cuba McKay, Director, Public Services, Valdosta State University, Valdosta, GA 31698 by July 31, 1996. EOE/MF.

Graphic Designer. Cincinnati's NBC affiliate continues to search for an expert Designer to join WLWT's Graphics Department. Highly creative applicants need familiarity with Quantel Paint Box, Picture Box, Infinit, Macintosh, and at least two years on-air design experience. Send resume, 3/4 demo reel, and print samples to Lori Shefa, Marketing and Creative Services Director, WLWT, 140 West Ninth Street, Cincinnati, Ohio 45202. Equal Opportunity Employer. M/F/D.

Producer/Writer. International Christian Relief Organization is seeking a television Producer/Writer with strong broadcast quality writing skills to write and produce programs, feature stories, promos, and commercials. 3-5 years of TV writing experience a must. Must be willing to travel. Send resume to Box 00879 EOE.

Paramount-owned television station needs Paint Box Operator/Production Technician to create 3-D animation using Liberty paint box system and to operate television production equipment. Two years experience required. Send letter, resume and tape to: Production Manager, UPN 20/WDC, P.O. Box 39113, Washington, DC 20016. Equal Opportunity Employer.

On-Line Editor: Fast-paced television news service needs experienced full-time on-line editor. On-line suite includes Betacam SP, Paltex, Chyron Maxine, Quanta, Pinnacle DVE and GVG 110 Switcher. Two years experience. Send resume and non-returnable tape to Becca King, Ivanhoe Broadcast News, 401 South Rosalind Avenue, Suite 100, Orlando, FL 32801.

Senior Producer. Senior Producer wanted to lead creative team in the development of on-air television promotions. An effective communicator with superior skills in conceptualization, writing, and computer-based editing. A minimum of five years experience in broadcast production and editing; with two years in a supervisory position. Must be a team builder with the ability to guide staff toward a common creative vision. Experience in 3D animation is a plus, as is working knowledge of World Wide Web and multimedia development tools. This is a full-time position. Has a starting salary of up to \$33,000 d.o.e. Interested candidates should submit a letter of application, resume with three professional references to: Ms. Flor Garcia, KUHT-TV, 4513 Cullen Boulevard, Houston, TX 77004. Postmarked by July 31, 1996. The University of Houston is an Equal Opportunity Employer.

Full Time Production Technician. WWNY-TV7, a CBS affiliate in Watertown, NY, has an immediate opening for a Full Time Production Technician. The position requires operational experience with audio mixing consoles, character generators, master control procedures and studio camera. A familiarity with FCC rules and regulations is also desirable. Applicants should possess a minimum of an Associates Degree in Broadcasting/Communications or an equivalent level of practical experience. Interested candidates should submit a resume to: Kimberly Randolph, Director of Broadcast Operations, WWNY-TV7, 120 Arcade Street, Watertown, NY 13601. Application deadline: Monday, August 5, 1996. WWNY is an Equal Opportunity Employer.

Broadcast Design Director. KNTV, the ABC affiliate in San Jose, California has an immediate opening for Design Director. We're seeking an innovative and energetic person to take this Silicon Valley station to the next level. Requires 3+ years design experience and BA, BFA or Design School Degree. Strong working knowledge of video production, compositing and animation a must. Requires strong communication skills and team attitude to oversee design for all aspects of station's news, programming, promotion, sales events, web site and public service. Requires work experience on Power Mac with Photoshop, Illustrator, QuarkXpress and After Effects. Web design, Avid and/or ArtStar experience a plus. Fast paced environment! Great opportunity in SF Bay Area. Please send resume and non-returnable work samples to Teresa Aquino, Personnel Director, KNTV-11, 645 Park Avenue, San Jose, CA 95110. Equal Opportunity Employer.

Editor. Palace of Auburn Hills, T.V. Studio's. Editor for our D2 and beta broadcast suites. Capable of MTV/NBA entertainment style editing. Responsibilities include edit packages for in-house as well as outside clients. Applicants must have at least two years experience and a college degree. Willing to work long hours, including weekends and late nights. Please send resume and non-returnable demo tape to: Sondra Lauzano, Palace of Auburn Hills, Two Championship Drive, Auburn Hills, MI 48326. No phone calls please. EOE.

Looking for an opportunity to move south? Expanding ad agency needs experienced shooters/editors with strong Beta Cam skills. Looking for a team player, fast editor. Video Toaster experience required, and non-linear knowledge a plus. Send resume and VHS tape to: The Firm, Attn: H. Haughey, P.O. Box 309, Citra, FL 32113.

Art Director. East Coast Network O&O needs innovative graphics manager with creative vision to take a great station to the next level. Position with major responsibility and direct supervision of talented staff. Must have management and post-production experience. Also working knowledge of latest graphic arts technology including: SGI, Liberty, Alias, Flint, Aurora, Mac and Chyron Infinite. Strong emphasis on news and promotion. For consideration, resume and salary requirements with non-returnable tape and print samples must be sent to Box 00875 EOE.

Production Manager: We are looking for a talented individual who has complete working knowledge of all production and must have excellent people skills. Please send resume to Dan Robbins, Vice President/General Manager, KNAZ-TV (NBC), 2201 North Vickey Street, Flagstaff, AZ 86004. EOE.

HELP WANTED TECHNICAL



FOX News is seeking experienced technical professionals to join our team as we launch our 24 hour cable news network located in New York City.

Audio Operators, Camera Operators, Chyron Operators, Commercial Integrators Maintenance Engineers, Master Control Operators, Satellite Coordinators, Stage Managers, Technical Directors, Teleprompter Operators, Videotape Editors, Videotape Operators

Qualified applicants should forward resumes to:

P.O. Box 1977
New York, New York 10185-1977
Fax: 212-391-4685

Take a part in the making of the quintessential news source.
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Television. Shooting for the Stars. Engineer in Charge needed for a brand new, Los Angeles based, digital, state of the art remote production truck. Fifty one foot double expandable unit will feature multiple audio boards, GVG-4000, Krystal, Ikegami HK-388's, iNFINIT!, Digital Beta and SP. Candidate must have strong maintenance skills and be client oriented. Experience in live and videotape entertainment production a must. EIC will be experienced to spend time at/with manufacturer during construction. Send resume to Tom Edwards, National Digital Television Center, 4100 East Dry Creek Road, Littleton, CO 80122. No phone calls, please. A drug test and criminal background check is required of successful candidate. EOE.

Maintenance Tech: New Orleans market #1 station looking for Tech. with minimum of 5 years experience in studio Maint. Thorough knowledge of and experience with Sony Betacam SP equipment. Ability to troubleshoot to component level a must. Foremost consideration to candidate with Maint. experience in majority of following: Satellite, Microwave, IBM and Mac Computers, Quintal Paint, Picture and Clip Boxes, GVG 200, 300 and 4000, Ikegami 323, CMX 3600, Avid M.C. 8000, Chyron Infinite, Sony 3100, Digital Beta, and LMS, Leitch Still Store, Ampex VPR-6 and systems installations. An EOE. Send resume and references by 8/31/96 to: G.P. Coullard, Director Engineering, WWL-TV, 1024 North Rampart Street, New Orleans, LA 70116-2487 or Fax 504-529-6400. Please, no phone calls.

Maintenance Engineer, CBS Network affiliate in beautiful southwest Arizona. Send resume, references and salary history to Doug Melanson, KSWT-TV, P.O. Box 592, Yuma, AZ. 520-782-5113. EOE.

Operations Technician. Operate equipment used in television broadcast. Installation or equipment for television operation. Repair broadcast equipment, operate videotape machines, satellite dish controllers, microwave receiving equipment, operate control switching center. Associate degree in electronics or broadcasting. One year broadcast operator experience. SBE certification or general radio telephone license. Equivalent combinations of education and experience will be considered. Reply by cover letter and resume to: Business Office #147, 770 Twin Rivers Drive, Columbus, OH 43215. Qualified minorities and women are encouraged to apply. EOE. Smoke and drug free workplace.

Maintenance Engineer. WJW Television seeks a highly motivated and experienced technician committed to quality maintenance. Candidates must have a minimum of ten years prior experience working in a fast paced environment and the ability to repair all types of broadcast equipment to the component level. SBE Senior or Professional certification is desired. Selected individual will be a team player with the ability to work with minimal supervision on assigned projects. Interested candidates for this position should apply to Ken Britton, CE, WJW Television, 5800 South Marginal Road, Cleveland, OH 44103.

KRQE-TV, CBS affiliate in Albuquerque, New Mexico is currently accepting applications for a Maintenance Engineer. Responsibilities include maintenance of studio equipment, including monitors, beta, one inch VTR and switchers. SBE certification is desired, as well as an Associates in Engineering, a B.S. degree or equivalent experience. 2-3 years television broadcast experience is needed. Send resumes to: Human Resources, KRQE-TV, 13 Broadcast Plaza SW, Albuquerque, NM 87111.



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BROADCAST ENGINEERS

QVC, Inc., the nation's preeminent electronic retailer, is looking for talented television Broadcast Engineers with varying levels of experience to maintain and support expansion of our fast-paced technical facility.

All positions require a strong background in electronics technology, NTSC fundamentals, and recent experience repairing broadcast television equipment. Detailed knowledge of serial digital systems, Digital Betacam, Graphics Factories or satellite uplink systems is a plus. Strong interpersonal skills are essential.

Selected candidates will spend a minimum of six months in our Technical Systems Support Group where you will become familiar with our diverse systems as you provide technical support to our live show. After that, you will have the opportunity to choose your own specialty. You will be limited only by your desire to succeed.

QVC has initiated one of the most ambitious expansions in our history. If you fit the above description and are a self-starter, you owe it to yourself to contact us.

We offer a compensation plan befitting a company of our stature by including a very competitive salary and a comprehensive benefits package. **QVC** is located in West Chester, Pennsylvania, a thriving suburb just 30 miles outside of Philadelphia. To apply, please forward your resume to: **QVC, Inc, Human Resources - JB/BC/ENG, 1365 Enterprise Drive, West Chester, PA 19380-0844. Fax: (610) 701-1368. Equal Opportunity Employer.**



HELP WANTED MISCELLANEOUS

Field Technical Manager. Immediate opening for supervisor of live satellite remotes. Manage all technical needs for remote segments with satellite truck operator, pdcr. and camera crew. Frequent travel. 5 years experience; troubleshooting skills; knowledge of equipment including cameras, microwave, wireless mic and IFB systems. Manage people effectively in hectic office. Send resume: G. Corrigan, FOX Studios East, Inc., 212 5th Avenue, NYC 10010. An Equal Opportunity Employer. M/F/D/V.

Electronics Maintenance Engineer. Valdosta State University is seeking an Electronics Maintenance Engineer to oversee the installation and use of a newly acquired satellite uplink system. This person will supervise other electronic maintenance personnel and operations staff and should possess: a thorough knowledge of operating equipment, components, and circuitry involved in radio and television broadcasting; considerable knowledge of test instruments and their repair; considerable knowledge of the hazards and safety precautions involved in the work; considerable knowledge of the Federal Communications Commission regulations for broadcast procedures and equipment; ability to think and act quickly and with good judgement; ability to work cooperatively with other technicians and production staff; skill in electronic troubleshooting; skill in the use of electronic repair and test equipment and tools. Training and experience: at least an Associate's Degree in Electronics or equivalent, including considerable training in basic electronics and radio and considerable experience in television and radio broadcast engineering; or an equivalent combination of training and experience. Satellite uplink experience required. Salary commensurate with training and experience. Excellent benefits. Starting date: August 1996. Please send letter of application, resume, and three letters of reference to: Dr. Cuba McKay, Director, Public Services, Valdosta State University, Valdosta, GA 31698 by July 31, 1996. EOE/MF.

Director of Engineering. Manage all engineering, maintenance and technical operations for public television station WVPT. Requires excellent communication skills and prior management experience; working knowledge of transmitters, microwave, studio and master control equipment, Mac and PC computer systems; and FCC General Class license and/or SBE certification. Station plant in top condition; capital needs addressed annually. Send resume by August 9 to Arthur E. Albrecht, General Manager, WVPT, 298 Port Republic Road, Harrisonburg, VA 22801. EOE.

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Send resume/tape to:

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Fox Sports Net, the newest television sports powerhouse offers you the chance to be a Pro. Join the team building the world's most innovative 24-hour-a-day sports cable channel. Fox's new 24-hour sports cable network offers job openings in Los Angeles in the following areas. To make the cut you must prove to be an individual with high energy, ambition, creativity and a great work ethic. The game calls for the following players:

ON-AIR PROMOTION

- Management
- Writer/Producer
- Scheduling
- Production Assistant
- Creative Services
- Operations
- Associate Producer
- Coordinator

PROGRAMMING

- Producer
- Associate Director
- Assignment Editors
- Administrative Assistant
- Director
- Studio Analyst
- Researcher
- Writer

MARKETING

- National Director, Marketing Services
- Director, Trade Marketing
- Manager, Print Production

Send resume and non-returnable VHS demo tape if applicable, to: Fox Sports Net, 5746 Sunset Blvd., Fernwood Building, Los Angeles, CA 90028, Attn: Human Resources, FAX (213) 856-1833. Equal Opportunity Employer M/F/D/V.



WYOU-TV22, the CBS affiliate in Wilkes-Barre/Scranton, PA has immediate openings for the following positions. **WYOU-TV** is the newly purchased flagship station of Nexstar Broadcasting Group. **News Director** - We have the right people, the right equipment and now we need the right leader. The right candidate will be responsible for the department budget, staff scheduling, and be able to show a proven track record of ratings success. Interpersonal skills and a "team player" attitude a must! Please include a brief news philosophy with resume. **Chief Engineer** - The successful candidate will be responsible for all engineering functions. Must be knowledgeable in all aspects of broadcast studio equipment maintenance and repair. Transmitter maintenance is required as well as a complete understanding of FCC rules and regulations. Candidate will be responsible for departmental budget, be computer literate, and possess excellent interpersonal skills. **Programming Director/Operations Manager** - Responsible for program negotiations, execution of contracts, scheduling and satellite feeds. Candidate must possess a thorough knowledge of FCC requirements for Children's programming, political advertisements and quarterly issues/programs. Qualified candidates should submit resume to: Perry A. Sook, WYOU-TV, 415 Lackawanna Avenue, Scranton, PA 18503. No phone calls please. WYOU-TV is an Equal Opportunity Employer. M/F. Women and minorities are encouraged to apply.

Television Start Up for full power station. Compensation with ability. All positions available, including General Manager, Sales Manager, Chief Engineer, Program/Promotion Director, Traffic Manager, Production Manager as well as positions in Sales and Office Personnel. Please send resume to Box 00865 EOE.

SITUATIONS WANTED MANAGEMENT

General Manager seeking small to large market opportunity. 27 years experience in radio and television. Barclay Jackson (954) 797-0624.

SITUATIONS WANTED SALES

Southeast - Mississippi, Alabama, Georgia, Florida Panhandle. Veteran salesman. Done it all including air work on radio and television. Dependable. Reply to Box 00885.

SITUATIONS WANTED TECHNICAL

31 years Broadcast Engineering. 21 years as hands-on Television Chief Engineer. Experienced people management and departmental budgeting. Extensive technical and construction experience in both studios and transmitters. My fax number is (407)351-0523. Or please reply to Box 00878.

PROGRAMMING SERVICES



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Custom and localized TV weathercast inserts for FOX, UPN, WB, Indy stations and cable stations. Three satellite feeds daily. Your own on-air meteorologist and great graphics. Sell these inserts and make money. Low cash and barter and very simple to receive and use. Call Edward St. Pe' at NWN 601-352-6673 and start today.

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Career Videos prepares your personalized demo. Unique format, excellent rates, coaching, job search assistance, free stock. Great track record. 847-272-2917.

VIDEO SERVICES

Need video shot in the New York metropolitan area? Experienced crews, top equipment. Call Camera Crew Network (CCN). 800-914-4CCN.

CABLE

HELP WANTED TECHNICAL

Home and Garden Television Network is seeking an EDI/Technical Support Administrator. Will work closely with Traffic, Ad Sales and IS departments coordinating electronic data interchange between AD Sales and their respective clients as well as manage MSA's post-buy services. Applicants must be familiar with Apple Computers, IBM PC's, have a working knowledge of Local Area Networks and be familiar with ANSI translations of data between file formats and structures. Previous broadcast experience in sales or traffic preferred. Qualified candidates should send a resume to: Human Resources, HGTV, P.O. Box 50970, Knoxville, TN 37950. Equal Opportunity Employer.

HELP WANTED RESEARCH

Audience Research. The Nashville Network: TNN is seeking an individual to design, develop and analyze research to be used in making programming strategy decisions. The selected candidate will have a strong computer background, a degree in mathematics or marketing research with an emphasis in statistics and analysis, three years experience and experience with custom research design. Qualified candidates please send resume with cover letter including salary history to: Communications Group Human Resources, 2806 Opryland Drive, Nashville, TN 37214, or Fax information to 615-871-5750. We are an Equal Opportunity Employer.

HELP WANTED MARKETING

Small MSO seeks temporary (3 to 5 months) marketing consultant to develop, implement and execute marketing strategy for system upgrade, rate increase and programming additions. Must be able to train and motivate customer service representatives, coordinate media campaign and work with local government officials. Qualified candidate should possess at least 4 years cable marketing experience and must be willing to travel extensively to the system. Please fax confidential resume and salary history to: (212) 688-3043 attention: Marketing Director.

HELP WANTED PROMOTION

Managing Promotions Producer. Cutting-edge national cable network seeks promotions wizard to innovative, create, write, produce and manage promotions team. Extra-strength technical, production, copywriting, and marketing skills necessary. If you have minimum 5 years experience plus ability to bring the best out of yourself and other, all while enjoying a total digital post production environment, please send your reel and resume to Maureen Hulett, INTRO Television, 4100 East Dry Creek Road, Littleton, CO 80122, no later than July 29, 1996. Drug test and background check are required of successful applicant. An interview will be required of all successful candidates. Equal Opportunity Employer.

ALLIED FIELDS

HELP WANTED INSTRUCTION

University of Oregon. The School of Journalism and Communication at the University of Oregon seeks an Assistant Professor in electronic media for the fall of 1997. This tenure-track position requires teaching classes in video production. The candidate will also teach classes in visual literacy, coordinate the School's production of broadcast documentaries, and help us integrate new technologies into the curriculum. Creative production or research activity is expected. Demonstrated competence in video production is required. The MFA or Ph.D. is preferred. High-level professional experience will be considered in lieu of an advanced degree. The School of Journalism and Communication is a free-standing academic unit with 1,000 students and 27 full-time faculty. The School has six undergraduate sequences - advertising, communication studies, electronic media, magazine, news-editorial, and public relations - and offers master's and doctoral degree programs. Nationally known for our commitment to undergraduate education and teaching excellence, we are building a new electronic media production facility. Visit our web site: <http://jcomm.uoregon.edu> Consideration of applications will begin November 15. To apply, send vita, videotape and other supporting materials, along with letters from three academic or professional references (which may be sent under separate cover) to: Professor Al Stavitsky, Chair, Electronic Media Search Committee, School of Journalism and Communication, 1275 University of Oregon, Eugene, OR 97403-1275. An Affirmative Action/Equal Opportunity Employer committed to cultural diversity and compliance with ADA.

OSU Broadcast Journalism: Instructor, non-tenure track, one-year appointment. Salary: \$30,000-\$35,000. Teach 6-7 courses in television over four 10-week quarters; advise students; supervise internships, broadcast lab technical staff and joint WOSU/Journalism television producer. Qualifications: Master's degree with significant professional broadcast experience; must know television news production and ENG. Appointment Date: September 1996. Send resume with list of references to Joseph McKerns, School of Journalism, The Ohio State University, 242 West 18th Avenue, Columbus, Ohio 43210. Tel. 614-292-6291. Fax 614-292-3809. The Committee will begin reviewing applications on July 15, 1996. The Ohio State University is an Equal Opportunity, Affirmative Action Employer. Women, minorities, Vietnam-era veterans, disabled veterans and individuals with disabilities are encouraged to apply.

Telecommunications. Ball State University, Muncie, Indiana. The Department of Telecommunications is seeking candidates for an academic year, contract position at the Instructor/Assistant Professor level beginning August 23, 1996. Position entails teaching and student newsroom supervision, as well as other department or university level assignments. Courses are open but could include Video Production, Corporate Media and ENG/EFP. The successful candidate must have widely varied production experience. It is preferred that the experience be on-air varied production experience and television news experience. Teaching experience is also preferred. BS/BA is required. MS/MA is preferred and is required for Assistant Professor. Applicants should send a transcript of all college work, letter of application, resume, videotape and references to Steve Bell, Chair, Department of Telecommunications, Ball State University, Muncie, IN 47306. Fax: 317-285-9278. Review of applications will begin immediately and continue until the position is filled. Ball State University is an Equal Opportunity, Affirmative Action Employer and is strongly and actively committed to diversity within its community.

HELP WANTED NEWS

Office Manager. News Bureau. National news gathering company is seeking a dedicated professional to manage West Coast bureau. Qualification includes a degree in communication or administration and at least five years practical experience in news room situation. Applicant must have a history of solid client service and managerial experience. EOE. Send resume and salary history to Box 00858 EOE.

SITUATIONS WANTED INSTRUCTION

Experienced broadcast manager/business owner seeks teaching position. Skills in all phases of broadcasting/business management -- TV sales, budgeting, news, programming, promotion, FCC/Cable. Master's in Communication Science. Reply to Box 00880.

FINANCIAL SERVICES

Loans By Phone: Lease/finance new or used broadcasting equipment. Flexible payment plans. Flexible credit criteria. Call Jeff Wetter at Flex Lease, Inc. 800/699-FLEX.

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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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Virginia small market AM-AM-FM duopoly. County Book. \$1.85M cash. Fax inquiry and financial qualifications to (813)885-6857.

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Wanted: Full power television construction permit or existing station by private party. All replies kept confidential. 1-800-592-4423.

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Entry level TV News Reporters, MCS offers the hottest leads in the industry. Excellent placement rate. 12th year. 619-788-1082.

PUBLIC NOTICE

BANKRUPTCY AUCTION SALE PHOENIX AZ RADIO STATIONS

KVVA-AM 860khz 1 kw (directional night only)

KVVA-FM CLASS C-3* upgrade to

25,000 Watts ERP at 2014 Ft MSL

*under construction, target air date August 1, 1996

Preliminary bidding rounds commence July 9.
1996 All bidders must be prequalified
Final bidding round in US Bankruptcy Court.
Phoenix, AZ July 24, 1996

Any parties wishing additional information with respect to the stations, the sale procedures, or how to become a qualified bidder, may contact the stations' consultant
Don N. Nelson
C/O James E. Cross, Esq., Dillingham Cross, P.L.C. 5080 N. 40th Street, Suite 335 Phoenix, Arizona 85018

Phone (602) 234-0073 Fax (602) 468-0442

Hearing Date: July 30, 1996
at 9:00 a.m.

UNITED STATES BANKRUPTCY COURT
EASTERN DISTRICT OF NEW YORK

In re
JAMES E. CUFFEE,
Debtor.

Chapter 7
Case No. 893-81832-20
NOTICE OF HEARING ON SALE OF
STANDARD BROADCAST RADIO STATION
AND RELATED ASSETS SUBJECT TO
HIGHER AND BETTER OFFERS

TO: ALL CREDITORS, UNITED STATES TRUSTEE, PARTIES IN INTEREST:

PLEASE TAKE NOTICE that upon the application (the "Application") of Allan B. Mendelsohn, chapter 7 trustee of the estate of the above-referenced debtor, a hearing has been scheduled for July 30, 1996, at 9:00 a.m. (the "Hearing"), before the Honorable Robert John Hall, United States Bankruptcy Judge, at the United States Bankruptcy Court, 1635 Privado Road, Westbury, New York 11590, pursuant to 11 U.S.C. §§ 105(a), and 363(b), (f) for the approval of an agreement (the "Agreement") for the sale of the license (the "License") to operate the AM radio station in Atlantic City, New Jersey, known by the call letters W.U.S.S. ("WUSS") and the related assets of WUSS (collectively, the "Station"), to South Jersey Radio, Inc. (the "Purchaser") for \$140,000, subject to higher and better offers. The Agreement provides that the trustee may entertain higher and better offers at the Hearing in increments of no less than \$10,000.

PLEASE TAKE FURTHER NOTICE that the Agreement is subject to entry of an order of the bankruptcy court authorizing the trustee to sell the Station free and clear of all claims, liens and encumbrances; granting by the FCC of the application for the assignment of the License to the Purchaser; payment by the Purchaser of all FCC filing fees and written assurance by the Purchaser to the FCC that the operation of the Station will be resumed in accordance with 47 C.F.R. §73.3535; the Purchaser's agreement that they have arranged for a suitable location to enable WUSS to resume operations; and the Purchaser's agreement to prepare and file with the FCC, at its own expense, within ten days of bankruptcy court approval, an application to relocate the transmitting facilities of WUSS to a new site.

PLEASE TAKE FURTHER NOTICE that the Agreement provides that closing of the sale of the Station must take place no later than ten business days after the above conditions, as are more fully described in the Application, are satisfied.

PLEASE TAKE FURTHER NOTICE that the Agreement provides that failure to close after the satisfaction of the conditions will result in all principal and accrued interest being held in escrow being released to the trustee as liquidated damages.

PLEASE TAKE FURTHER NOTICE that the Purchaser agrees to certify to the FCC in writing, that upon consummation of the assignment of the Station, it will expeditiously take all necessary steps to construct the Station's facilities, modify the Station License, and return the Station to full on-air operations.

PLEASE TAKE FURTHER NOTICE that the trustee has already received one letter of intent from another interested purchaser, offering \$150,000, who has placed \$75,000 in an escrow account as an earnest money deposit.

PLEASE TAKE FURTHER NOTICE that copies of the Application may be obtained from the undersigned counsel for the trustee upon written request.

PLEASE TAKE FURTHER NOTICE that objections, if any, to the Application must be in writing, should state the specific grounds for the objection and the relationship of the objectant to the estate. To be considered, objections must be received no later than July 25, 1996 by the Bankruptcy Court, with a copy delivered to Judge Hall's chambers at the above address, the United States Trustee at 825 East Gate Boulevard, Garden City, New York 11530, and the undersigned counsel to the Trustee.

Parsons interested in obtaining further information or making higher and better bids are requested to contact the Trustee's duly retained media broker, Ray H. Rosenblum at P.O. Box 38296, Pittsburgh, Pa. 15238. (412) 362-6311.

Dated: July 8, 1996
New York, New York

SALOMON GREEN & OSTROW, P.C.
Attorneys for Trustee

By: /s/Mitchell D. Levy
Mitchell D. Levy (ML-2474)
919 Third Avenue
New York, New York 10022
(212) 319-8500

BROADCASTING & CABLE'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING & CABLE, Classified Department, 245 West 17th Street, New York, NY 10011. For information call (212) 337-7073 and ask for Antoinette Fasulo.

Payable in advance. Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must be in writing by either letter or Fax (212) 206-8327. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

Deadline is Monday at 5:00pm Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will run if all information is not included. No personal ads.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement. Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.95 per word, \$39 weekly minimum. Situations Wanted: 1.05¢ per word, \$21 weekly minimum. Optional formats: Bold Type: \$2.25 per word. Screened Background: \$2.40, Expanded Type: \$2.95 Bold, Screened, Expanded Type: \$3.35 per word. All other classifications: \$1.95 per word, \$39 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD etc., count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$173 per inch. Situations Wanted: \$87 per inch. Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: \$25 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such are returned to sender. Do not use folders, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (number), c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011

Confidential Service. To protect your identity seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then, enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting & Cable Magazine, at the address above.

For the Record

"For the Record" compiles applications filed with and actions taken by the FCC. Applications and actions are listed by state; the date the application was filed or the action was taken, when available, appears in *italic*.

Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; D.I.P.—debtor in possession; ERP—effective radiated power; khz.—kilohertz; km—kilometers; kw—kilowatts; m.—meters; mhz.—megahertz; mi—miles; TL—transmitter location; w—watts. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Accepted for filing

Rochester, Minn. (BTC-960624EL)—Southern Minnesota Broadcasting Co. for KRCC(AM) 1340 khz: involuntary transfer of control from Shirley Gentling (deceased) to Marquette Trust Co. (interim trustee). *June 24*

Rapid City, S.D. (BTC-960624EO)—Southern Minnesota Broadcasting Co. for KKLS(AM) 920 khz: involuntary transfer of control from Shirley Gentling (deceased) to Marquette Trust Co. (interim trustee). *June 24*

Salem, S.D. (BTCH-960624EQ)—Southern Minnesota Broadcasting Co. for KIKN(FM) 100.5 mhz: involuntary transfer of control from Shirley Gentling (deceased) to Marquette Trust Co. (interim trustee). *June 24*

Sioux Falls, S.D. (BTC-960624ER and BTCH-960624ES)—Southern Minnesota Broadcasting Co. for KXRB(AM) 1000 khz and KKLS-FM 104.7 mhz: involuntary transfer of control from Shirley Gentling (deceased) to Marquette Trust Co. (interim trustee). *June 24*

NEW STATIONS

Dismissed

Baltimore (BPED-900706MG)—Essex Community College for noncommercial educational FM at 94.3 mhz. *July 2*

Ocean Isle Beach, N.C. (BPH-941227-MF)—Todd P. Robinson for FM at 93.5 mhz, ERP 6 kw, ant. 55 m. *July 2*

St. Marys, Ohio (BPED-930309MB)—H.I.S. Network Inc. for noncommercial educational FM at 103.3 mhz, ERP 6 kw, ant. 100 m. *June 19*

Cambridge Springs, Pa. (BPH-950512-MH)—Richard E. Oppenheimer for FM at 104.5 mhz, ERP 4 kw, ant. 120 m. *July 2*

McConnellsburg, Pa. (BPH-950525MA)—Benjamin F. Thomas for FM at 103.7 mhz, ERP .5 kw, ant. 335 m. *July 1*

McConnellsburg, Pa. (BPH-950525MQ)—Magnum Broadcasting Inc. for FM at 103.7 mhz, ERP .200 kw, ant. 376 m. *July 1*

Returned

Palmetto, Ga. (BP-960216AC)—Jeffrey N. Eustin for AM at 830 khz. *July 2*

Granted

Ketchikan, Alaska (BPH-950829MB)—TLP Communications Inc. for FM at 99.9 mhz, ERP.04 kw, ant. 681 m. *June 19*

Sparta, Ga. (BPH-950828MP)—Christine Broadcasting Co. for FM at 102.7 mhz, ERP

6 kw, ant. 100 m. *June 28*

Plainville, Kan. (BPH-950727MB)—Charles Alan Farr for FM at 96.7 mhz, ERP 5 kw, ant. 109 m. *June 28*

Ocean Isle Beach, N.C. (BPH-941222-MB)—Atlantic Broadcasting Co. Inc. for FM at 93.5 mhz, ERP 6 kw, ant. 100 m. *July 2*

St. Marys, Ohio (BPH-930219MG)—Lima Broadcasting Co. for FM at 103.3 mhz, ERP 3 kw, ant. 100 m. *June 19*

Cambridge Springs, Pa. (BPH-950510-ME)—Macbeth Communications Inc. for FM at 104.5 mhz. *July 2*

McConnellsburg, Pa. (BPH-950522MC)—Cary H. Simpson for FM at 103.7 mhz, ERP .133 kw, ant. 474 m. *July 1*

Hallettsville, Tex. (BPH-950901MC)—Hill Country Radio for FM at 99.9 m., ERP 6 kw, ant. 40 m. *June 28*

Filed/Accepted for filing

Bentonville, Ark. (BPED-950615MZ)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for noncommercial educational KAPG(FM) 88.1 mhz, ERP 1 kw, ant. 71 m. Family owns FMs in Tupelo, Cleveland and Forest, all Miss.; Wichita and Topeka, Kan., an AM in Forest, Miss., has CP for an FM in Clovis, N.M., and has applied for FMs in Selma, Ala.; Des Arc, El Dorado and Forrest City, Ark.; Dublin and Waycross, Ga.; Flora, Kankakee and Pana, all Ill.; Salina and Independence, Kan.; St. Martinsville and Westdale, La.; Muskegon, Mich.; Laurel, McComb and Natchez, all Miss.; Kennett, Mo.; Hubbard, Neb.; Shelby and Steubenville, Ohio; Ardmore, Durant, Stillwater and Weatherford, all Okla.; Reedsport, Ore.; Clarksville and Shelbyville, Tenn., and Del Rio, Huntsville, Victoria and Odessa, all Tex. *July 2*

El Dorado, Ark. (BPED-960625MF)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for FM at 91.9 mhz, ERP1 kw, ant. 71

m., 1.8 km ESE of Parkers Chapel, Rte. 15, 3816 Oleta, El Dorado. Family owns FMs in Tupelo, Cleveland and Forest, Miss., Wichita and Topeka, Kan., an AM in Forest, all Miss., has CP for an FM in Clovis, N.M., and has applied for FMs in Selma, Ala.; Bentonville, Des Arc and Forrest City, all Ark.; Dublin and Waycross, Ga.; Flora, Kankakee and Pana, all Ill.; Salina and Independence, Kan.; St. Martinsville and Westdale, La.; Muskegon, Mich.; Laurel, McComb and Natchez, all Miss.; Kennett, Mo.; Hubbard, Neb.; Shelby and Steubenville, Ohio; Ardmore, Durant, Stillwater and Weatherford, all Okla.; Reedsport, Ore.; Clarksville and Shelbyville, Tenn., and Del Rio, Huntsville, Victoria and Odessa, all Tex. *June 25*

El Dorado, Ark. (BPCT-960628KF)—Agape Church Inc. (H.L. Caldwell, president/20% owner, 701 Napa Valley Dr., Little Rock, AR 72221) for TV on ch. 43, ERP 5,000 kw visual, ant. 305 m., 1.6 km W of De Loutre in Union Parish, La. Agape Church owns KVTN(tv) Pine Bluff and KVTH(tv) Hot Springs, Ark. *June 28*

Bakersfield, Calif. (960328)—Kern Educational Telecommunication Consortium (Kelly F. Blanton, chairman, 1300 17th St., City Centre, Bakersfield, CA 93301) for noncommercial TV on ch. 39, ERP 2,820 kw visual, ant. 429 m., Mt. Adelaide, 26 km NE of Bakersfield. *Mar. 28*

Fairfield, Calif. (BPED-960606MB)—Maranatha Broadcasting (Glenn D. Toppenberg, president, 160 Lighthouse Way, Vacaville, CA 95688) for FM at 91.5 mhz, ERP .075 kw, ant. 198 m., Vaca Hill, 4 km S of Vacaville (Solano), Calif. *June 6*

Colona, Colo. (960607AD)—WS Communications LLC (Allen H. Brill, manager/1% owner (and 52% owner of applicant's 99% owner, Western Slope Communications), 488 Madison Ave., 5th Fl., New York, NY 10022) for AM at 1450 khz, ERP 1 kw, ant. 60 m., 7 km SW of Colona. WS owns KURA(FM) Ouray, Colo. Western Slope Communications owns KRS

BY THE NUMBERS

BROADCAST STATIONS	
Service	Total
Commercial AM	4,906
Commercial FM	5,285
Educational FM	1,810
Total Radio	12,001
VHF LPTV	561
UHF LPTV	1,211
Total LPTV	1,772
FM translators & boosters	2,453
VHF translators	2,263
UHF translators	2,562
Total Translators	7,278

Service	Total
Commercial VHF TV	559
Commercial UHF TV	622
Educational VHF TV	123
Educational UHF TV	240
Total TV	1,544

CABLE

Total systems	11,660
Total subscribers	62,231,730
Homes passed	91,750,000
Cable penetration*	65.3%

*Based on TV household universe of 95.9 million
Sources: FCC, Nielsen, Paul Kagan Associates

GRAPHIC BY BROADCASTING & CABLE

For the Record

(AM) and KZKS(FM) Rifle, Colo. Brill owns 33.3% of KIOX(FM) and has 33.3% interest in application to buy KIUP (AM) and KRSJ(FM), all Durango, and 5% interest in application for FM in Grand Junction, all Colo. *June 7*

Ignacio, Colo. (BPED-960702MA)—KUTE Inc. (Eddie B. Box Jr., president, P.O. Box 737, Ignacio, CO 81137) for noncommercial educational FM at 90.9 mhz, ERP 3 kw, ant. 599 m., Missionary Ridge Electronics site, 13.5 km NE of Durango. KUTE owns KSUT(FM) Ignacio. *July 2*

Murdock, Fla. (BPH-960520MH)—Intermart Broadcasting of Florida Inc. (James E. Martin Jr., president/50% owner, 4810 Deltona Dr., Punta Gorda, FL 33950) for FM at 98.9 mhz, ERP 6 kw, ant. 100 m., 1.6 km N of El Jobean on SR 776 in Charlotte Co. Martin owns WCCF(AM)-WIKX-FM Punta Gorda, WCVU(FM) Solana, WGUF(FM) Marco, WPVJ(FM) Ponte Vedra Beach, WKZY(FM) LaBelle, and 16.66% of WTPX(FM) Jupiter, and has applied for FM in Punta Rassa, all Fla. *May 20*

Ames, Iowa (BPET-960701KE)—Global Education Development Inc. (George D. Sebastian, president, 1546 Catron SE, Albuquerque, NM 87123) for TV on ch. 34, ERP 77.53 kw, ant. 291.5 m., 2145 260th St., Ames. Global has applied for TV in Senatobia, Miss. *July 1*

Keokuk, Iowa (BPED-960628MG)—Moody Bible Institute of Chicago (Joseph M. Stowell, president, 820 N. LaSalle Blvd., Chicago, IL 60610) for FM at 91.1 mhz, ERP .03 kw, ant. 97.6 m., .55 km W of intersection of Hilton Rd. and Rte. 61. Moody owns WMBV (FM) Dixon's Mills, Ala.; WKES(FM) St. Petersburg and WRMB (FM) Boynton Beach, Fla.; WAFS(AM) Atlanta; WMBI-AM-FM Chicago, WDLI-AM-FM East Moline and WGNR(FM) Monee, all Ill.; WWC(FM) Kokomo, Ind.; WJSO (FM) Pikeville, Ky.; WGNB(FM) Zeeland, Mich.; WMBU(FM) Forest, Miss.; KSPL (FM) Kalispell, Mont.; WCRF(FM) Cleveland and WVMS(FM) Sandusky, Ohio; WVMN(FM) New Castle, Pa.; WMBW(FM) Chattanooga, WMKW (FM) Crossville and WFCM(FM) Murfreesboro, all Tenn.; KMLW(FM) Moses Lake and KMBI-AM-FM Spokane, Wash.; is buying FMs in Naples and Lakeland, and CP for FM in Vero Beach, all Fla., and has applied for FMs in Prichard, Ala.; La Crosse and Sebastian, Fla.; Crown Point, Ind.; Wilmington, N.C., and Las Cruces, N.M. *June 28*

Campton, Ky. (BPH-960628MF)—Morgan Co. Industries Inc. (Clifford C. Smith, president/owner, 129 College St., West Liberty, KY 41472) for FM at 103.7 mhz, ERP 6 kw, ant. 100 m., 1.6 km NW of intersection of routes 15 and 191 near Campton. *June 28*

Madisonville, Ky. (BPED-960619MD)—Life Anew Ministries Inc. (John R. Price, president, 721 Princeton Pike, Madisonville, KY 42431) for FM at 90.9 mhz, ERP 6 kw, ant. 215 m., WLCN(TV) tower, 8 km N of city, 5 km W of Hwy 41. *June 19*

Westdale, La. (BPED-960705MB)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for FM at 89.1 mhz, ERP 9 kw, ant. 86 m., from Elm Grove, N on Hwy 71, W on Oil Well Rd. 1/4 mi., S. on Gravel Rd., on right. Family owns FMs in Tupelo, Cleveland and

Forest, Miss., Wichita and Topeka, Kan., an AM in Forest, Miss., has CP for an FM in Clovis, N.M., and has applied for FMs in Selma, Ala.; Bentonville, Des Arc, El Dorado and Forrest City, all Ark.; Dublin and Waycross, Ga.; Flora, Kankakee and Pana, all Ill.; Salina and Independence, Kan.; St. Martinsville, La.; Muskegon, Mich.; Laurel, McComb and Natchez, all Miss.; Kennett, Mo.; Hubbard, Neb.; Shelby and Steubenville, Ohio; Ardmore, Durant, Stillwater and Weatherford, all Okla.; Reedsport, Ore.; Clarkesville and Shelbyville, Tenn., and Del Rio, Huntsville, Victoria and Odessa, all Tex. *July 5*

Waterville, Me. (BPCT-960628KE)—John B. Mulderrig Jr. (c/o Fisher Wayland Cooper Leader & Zaragoza, 2001 Pennsylvania Ave. NW, Ste. 400, Washington, DC 20006) for TV at ch. 23, ERP 150 kw visual, ant. 74 m., 140 Benton. Mulderrig owns 3.75% of KFOX-TV El Paso *June 28*

Laurel, Miss. (BPED-960705MC)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for FM at 90.7 mhz, ERP .350 kw, ant. 149 m., 2817 Hwy 84 W., Laurel. Family owns FMs in Tupelo, Cleveland and Forest, Miss., Wichita and Topeka, Kan., an AM in Forest, all Miss., has CP for an FM in Clovis, N.M., and has applied for FMs in Selma, Ala.; Bentonville, Des Arc, El Dorado and Forrest City, all Ark.; Dublin and Waycross, Ga.; Flora, Kankakee and Pana, all Ill.; Salina and Independence, Kan.; St. Martinsville and Westdale, La.; Muskegon, Mich.; McComb and Natchez, Miss.; Kennett, Mo.; Hubbard, Neb.; Shelby and Steubenville, Ohio; Ardmore, Durant, Stillwater and Weatherford, all Okla.; Reedsport, Ore.; Clarkesville and Shelbyville, Tenn., and Del Rio, Huntsville, Victoria and Odessa, all Tex. *June 30*

Liberty, Miss. (BPH-960625ME)—Donald W. "Rip" Miller (Rte. 2, Box. 294, Gloster, MS 39638) for FM at 107.7 mhz, ERP 25 kw, ant. 100 m., S side of Old Hwy, 24.1 mi. WNW of Compromise, Miss. *June 25*

Senatobia, Miss. (BPET-960701KE)—Global Education Development Inc. (George D. Sebastian, president, 1546 Catron SE, Albuquerque, NM 87123) for TV on ch. 34, ant., ERP 78.27 kw visual, ant. 66.2 m., 2371 Bend Rd., 1.6 mi. N of Prichard Rd. Global has applied for TV in Ames, Iowa. *July 1*

Kirksville, Mo. (BPED-960628ME)—North-east Missouri State University (Mary L. Rhodes Russell, president, East Normal St., Kirksville, MO 63501) for FM at 88.7 mhz, ERP .5 kw, ant. 50 m., Student Union Blvd., S. Franklin St., Kirksville. *June 28*

Lancaster, N.H. (950905ML)—Barry P. Lunderville for FM at 102.3 mhz, ERP .36 kw, ant. 292 m. *Sept. 5, 1995*

Red River, N.M. (BPED-960621MC)—Red River Radio Inc. (M.P. Nolen, president/50% owner, P.O. Box 246, Red River, NM 87558) for FM at 90.1 mhz, TL in Miner Mall at the corner of Main and Caribel Trail. *June 21*

Truxton, N.Y. (BPED-960624MD)—Syracuse Community Radio (Frederic Noyes, president, P.O. Box 6365, Syracuse, NY 13217) for FM at 89.7 mhz, ERP .100 kw, ant. 67 m., W side of Morgan Hill Rd., 3 km

N of NY SR 13, Truxton. *June 24*

Shelby, Ohio (BPED-960705MA)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for FM at 88.3 mhz, ERP .9 kw, ant. 42 m., 105 E. Smiley, Shelby. Family owns FMs in Tupelo, Cleveland and Forest, all Miss., Wichita and Topeka, Kan., an AM in Forest, Miss., has CP for an FM in Clovis, N.M., and has applied for FMs in Selma, Ala.; Bentonville, Des Arc, El Dorado and Forrest City, all Ark.; Dublin and Waycross, Ga.; Flora, Kankakee and Pana, all Ill.; Salina and Independence, Kan.; St. Martinsville and Westdale, La.; Muskegon, Mich.; Laurel, McComb and Natchez, all Miss.; Kennett, Mo.; Hubbard, Neb.; Steubenville, Ohio; Ardmore, Durant, Stillwater and Weatherford, all Okla.; Reedsport, Ore.; Clarkesville and Shelbyville, Tenn., and Del Rio, Huntsville, Victoria and Odessa, all Tex. *June 30*

Tulsa, Okla. (BPET-960621KE)—Oral Roberts University (John C. Hagee, director, 7777 S. Lewis Ave., Tulsa, OK 74171) for noncommercial educational TV on ch. 63, ERP 1,482 kw visual, ant. 182 m., 2448 E. 18th St., Tulsa. Oral Roberts owns KMMJ-TV Tulsa. *June 21*

Tulsa, Okla. (BPET-960701KG)—Creative Educational Media Corp. Inc. (Gerald David Ingles, president/33 1/3 % owner, P.O. Box 1924, Tulsa, OK 74101) for TV on ch. 63, ERP 85 kw visual, ant. 164.4 m., 6th St., and S. Boulder Ave., Tulsa. The applicant owns KNYD-FM Broken Arrow and KMSI-FM Moore, Okla., and has CPs for FMs in Branson, Mo., and Decatur, Tex. *July 1*

Weatherford, Okla. (BPED-960619MC)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for FM at 90.5 mhz, ERP 1 kw, ant. 85 m., 4.5 mi. SW of Thomas Strafford Airport. Family owns FMs in Tupelo, Cleveland and Forest, all Miss., Wichita and Topeka, Kan., an AM in Forest, Miss., has CP for an FM in Clovis, N.M., and has applied for FMs in Selma, Ala.; Bentonville, Des Arc, El Dorado and Forrest City, all Ark.; Dublin and Waycross, Ga.; Flora, Kankakee and Pana, all Ill.; Salina and Independence, Kan.; St. Martinsville and Westdale, La.; Muskegon, Mich.; McComb and Natchez, Miss.; Kennett, Mo.; Hubbard, Neb.; Shelby and Steubenville, Ohio; Ardmore, Durant and Stillwater, all Okla.; Reedsport, Ore.; Clarkesville and Shelbyville, Tenn., and Del Rio, Huntsville, Victoria and Odessa, all Tex. *June 19*

Grants Pass, Ore. (BPCT-960613KE)—Communication Properties Inc. (Birger J. Brinck-Lund, president/owner, 105 Cedar Green Ln., Berkeley Heights, NJ 07922) for TV on ch. 30, ERP 129 kw, ant. 156 m., Beacon Hill, 3 m E of Grants Pass. CPI has applied for TVs on ch. 11 in Pendleton, ch. 16 in La Grande, Ore., and ch. 34, Spokane, Wash. *June 13*

Lakeview, Ore. (BPH-960619MF)—Woodrow Michael Warren (P.O. Box 509, Ruidoso Downs, NM 88346) for FM at 95.3 mhz, ERP 51 kw, ant. 155 m., E of US Rte. 395, 3.53 km SSW of Willow Ranch, Calif. Warren owns 25% of KRUI(AM) Ruidoso Downs and KMMW-FM Maljamar, and has

applied for FM in Reserve, all N.M., and Alturas, Calif. *June 19*

Reedsport, Ore. (BPED-960626MA)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for FM at 89.1 mhz, ERP 1 kw, ant. 122 m., Peninsula at Umpqua and Smith River Junction. Family owns FMs in Tupelo, Cleveland and Forest, all Miss., Wichita and Topeka, Kan., an AM in Forest, Miss., has CP for an FM in Clovis, N.M., and has applied for FMs in Selma, Ala.; Bentonville, Des Arc, El Dorado and Forrest City, all Ark.; Dublin and Waycross, Ga.; Flora, Kankakee and Pana, all Ill.; Salina and Independence, Kan.; St. Martinsville and Westdale, La.; Muskegon, Mich.; Laurel, McComb and Natchez, all Miss.; Kennett, Mo.; Hubbard, Neb.; Shelby and Steubenville, Ohio; Ardmore, Durant, Stillwater and Weatherford, all Okla.; Clarkesville and Shelbyville, Tenn., and Del Rio, Huntsville, Victoria and Odessa, all Tex. *June 26*

Barnesboro, Pa. (BPH-960520MI)—B.S. Broadcasting Inc. (David A. Barger, president/50% owner, 2706 Wehwood Rd., Altoona, PA 16601) for FM at 92.5 mhz, ERP 2.05 kw, ant. 169 m., SR 36, 3.3 km NW of Patton, Pa. *May 20*

Barnesboro, Pa. (BPH-960520ME)—Vernal Enterprises Inc. (Larry L. Schrecongost, president/51% owner, P.O. Box 371, Kittanning, PA 16201) for FM at 93.5 mhz, ERP 1.32 kw, ant. 152 m., .5 km W of intersection of US 219 and Carroll St., near Carrolltown, Pa. Vernal Enterprises owns WTYM(AM) Kittanning, and has applied for FM in Brookeville, Pa. *May 20*

Minor Hill, Tenn. (BPED-960520MW)—Southern Cultural Foundation (Richard W. Dabney, trustee, 101 McDade Circle, Toney, AL 35773) for noncommercial educational FM at 89.7 mhz, ERP 3.5 kw, ant. 72 m., intersection of Little Texas and Turkey Branch Rd. The foundation has applied for FMs in Burnsville and Pontonoc, Miss. Dabney has interest in application for FM in Flint City, Ala. *June 3*

Del Rio, Tex. (BPED-960619MB)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for FM at 89.7 mhz, ERP 1 kw, ant. 44 m., 5 mi. N of Hwy 90. Family owns FMs in Tupelo, Cleveland and Forest, all Miss., Wichita and Topeka, Kan., an AM in Forest, Miss., has CP for an FM in Clovis, N.M., and has applied for FMs in Selma, Ala.; Bentonville, Des Arc, El Dorado and Forrest City, all Ark.; Dublin and Waycross, Ga.; Flora, Kankakee and Pana, all Ill.; Salina and Independence, Kan.; St. Martinsville and Westdale, La.; Muskegon, Mich.; McComb and Natchez, Miss.; Kennett, Mo.; Hubbard, Neb.; Shelby and Steubenville, Ohio; Ardmore, Durant, Stillwater and Weatherford, all Okla.; Reedsport, Ore.; Clarkesville and Shelbyville, Tenn., and Huntsville, Victoria and Odessa, all Tex. *June 30*

Odessa, Tex. (BPCT-960628KG)—BigTex Broadcasting GP (Lawrence L. Morton, general partner, Bailey Rd., South Effingham, NH 03882) for TV on ch. 30, ERP 5,000 kw visual, ant. 184.9 m., 7.9 km WNW of E. Odessa. *June 28*

Logan, Utah (BPET-960627KM)—Universi-

ty of Utah (James S. Jardine, chairman, 101 Wasatch Dr., Salt Lake City, UT 84112) for noncommercial educational TV on ch. 22, ERP 1.21 kw visual, ant. -198 m. The university owns KUED(TV) ch. 7 and KUER(FM) Salt Lake City, and has applied for TVs on ch. 19, Richfield, ch. 15, Price, ch. 8, St. George, and ch. 17, Vernal, all Utah. *June 27*

Littell, Wash. (BPED-960619ME)—Shepherd Communications Inc. (1905 Columbia Blvd., Saint Helens, OR 97051) for FM at 88.9 mhz, ERP .005 kw, ant. 318 m., 5.4 km SE of Curtis, Wash. *June 19*

Cornell, Wis. (BPH-960611II)—Flambeau Broadcasting Co. (Gary Johnson, president/50% owner, P.O. Box 351, Ladysmith, WI 54848) for FM at 99.9 mhz, ERP 25 kw, ant. 100 m., Co. Hwy AA, 2.5 km N of SH 64, 8 km NE of Bloomer, Wis. Flambeau owns WLDY(AM) and WJBL-FM Ladysmith, Wis. *June 11*

Cornell, Wis. (BPH-960612ID)—WIGM Inc. (Bradley Dahlvig, president/owner, 630 S. 8th St., Medford, WI 54451) for FM at 99.9 mhz, ERP 8.5 kw, ant. 170 m., NW corner of 290th and 240th St., 12 km NNW of Cornell, Wis. WIGM owns WIGM-AM-FM Medford, Wis. *June 12*

Cornell, Wis. (BPH-960612IB)—Lawrence A. Busse (141 E. Michigan Ave., Ste. 300, Kalamazoo, MI 49007) for FM at 99.9 mhz, ERP 23 kw, ant. 104.4 m., on CR AA .9 km N of Birch Point Ln., Bloomer Township, Wis. Busse owns 8% of WAYY(AM) Chippewa Falls and WAXX(FM) Eau Claire and has 8% interest in application to buy WEAQ(AM), WIAL(FM) and WECL-FM Eau Claire, all Wis. *June 12*

Cornell, Wis. (BPH-960613IE)—Atlantis Broadcasting Co. LLC (Howard G. Bill, president/owner, 1220 Fouth Ave., SW, Ste. 203, Rochester, MN 55902-3834) for FM at 99.9 mhz, ERP 7.9 kw, ant. 178 m., 8.1 km NE of Bloomer, Wis., on Hwy AA. Bill owns KOLM(AM) and KWWK(FM) Rochester, Minn., and 1/3 of WCCC(FM) LaCrosse, Wis., and has CP for FM in Bartonville, Ill. *June 13*

Cornell, Wis. (BPH-960613IF)—Phillips Broadcasting Co. Inc. (Michael A. Phillips, president/owner, 430 Crescent St., Menomonie, WI 54751) for FM at 99.9 mhz, ERP 25 kw, ant. 100 m., W side of CR AA, 4 km N of Hwy 64, Bloomer, Wis. Michael Phillips owns WMEQ-AM-FM Menomonie, WORB(FM) Bloomer and WVXD(FM) Chetek, all Wis., and 45% of KMMO-AM-FM Marshall, Mo. *June 13*

Sheridan, Wyo. (BPED-960624MC)—University of Wyoming (P.O. Box 3434, Laramie, WY 82071) for noncommercial educational FM at 91.3 mhz, ERP .45 kw, ant. 354 m., at peak of Banner Mtn., 4.5 km NW of Story, Wyo. the university owns KUWJ(FM) Jackson, KUWR(FM) Laramie and KUWZ(FM) Rock Springs, all Wyo. *June 24*

FACILITIES CHANGES

Dismissed

Charlottesville, Va. (BMPED-960227IB)—Capra Inc. for WNRN(FM) 91.9 mhz: change TL, ERP, ant., structure height. *June 19*

Returned

Andrews, S.C. (BPH-9600501ID)—Georgetown Broadcasting Co. for WGTN-FM 100.9

mhz: change ERP. *June 19*

Granted

Hoxie, Ark. (BPH-960111LS)—John J. Shields for KOCY(FM) 105.3 mhz: one step upgrade. *July 5*

Twentynine Palms, Calif. (BPH-960304-IA)—Morongo Basin Broadcasting Corp. for KCDZ(FM) 107.7 mhz: change class from A to B1. *July 1*

Hamden, Conn. (BPED-950913MF)—Quinnipiac College for noncommercial educational WQAO(FM) 88.3 mhz: change to commercial frequency 98.1 mhz. *June 19*

Honolulu (BMPH-960325IC)—Loew Broadcasting Corp. for KORL(FM) 99.5 mhz: change structure height, ant., TL, class, ERP. *June 18*

New Sharon, Iowa (BMPH-960319IF)—Crown Broadcasting Co. for KCWN(FM) 99.9 mhz: change ant., from 3-bay to 6-bay ant. *July 8*

Escanaba, Mich. (BMPH-911201E)—KMB Broadcasting Inc. for WYKX(FM) 104.7 mhz: change ERP to 100 kw, ant. to 300 m. *July 2*

Duluth, Minn. (BMPH-951120IR)—NB II Inc. for KLDJ(FM) 101.7 mhz: change class to C2. *July 1*

Byhalia, Miss. (BMPH-951208IF)—Albert L. Crain for WHLE(FM) 94.9 mhz: change ant. supporting structure height. *July 5*

Moultonborough, N.H. (BPH-960313IB)—Northeast Communications Corp. for WSCY(FM) 106.9 mhz: change ERP, ant., structure height. *July 8*

Santa Fe, N.M. (BMPH-940328IF)—John Strelitz for KZXA(FM) 94.7 mhz: change ERP to 100 kw, ant. to 299 m., downgrade from C to C1. *June 28*

Webster, N.Y. (BPED-941201IA)—Family Stations Inc. for WFRW(FM) 88.1 mhz: change ERP to 25 kw, ant. to 99 m., TL to .25 km E of Minstead Rd., Arcadia Township, N.Y., ant. supporting structure height, directional ant. pattern. *July 1*

Chillicothe, Ohio (BPCT-951024KF)—Fant Broadcasting Co. of Ohio Inc. for WWHO(TV) ch. 53: change ant. to 362 m., TL to .4 km N of US Rte. 22, .8 km NE of Williamsport, Ohio. *July 5*

Eagle Point, Ore. (BPED-951009MA)—School District 9 for KEPO(FM) 92.9 mhz: change frequency to 92.9 mhz, ERP to .014 kw, ant. to -124 m. *July 2*

Benton, Tenn. (BMPH-961119IB)—Stone-wood Communications Corp. for WBIN-FM 93.1 mhz: change ERP, ant., TL, ant. supporting structure. *July 3*

Jamestown, Tenn. (BPH-930719ID)—Bible Believers Network Inc. for WCLC-FM 105.1 mhz: change ERP to 2.85 kw, ant. to 145 m. *July 3*

Snyder, Tex. (BPH-950609MC)—Snyder Broadcasting Co. for KSNY-FM 101.5 mhz: change class to C3. *July 2*

Marlboro, Vt. (BPH-951130IF)—Dynacom Corp. for WSSH(FM) 101.5 mhz: change ERP, ant., TL, structure height. *July 1*

Wausau, Wis. (BMPED-960304IC)—State of

Continues on next page

Missed the mark

EDITOR: We were disappointed that your editorial "No help," on page 82 of the July 15 edition, rubber-stamps the views of the broadcast industry on the need for a federal government digital television standard. You missed the mark by endorsing the view that the only way the broadcast industry can enter the digital age is if federal regulators codify, in hundreds of pages, a technology standard.

Our point remains quite simple: if the broadcasters want to proceed with a private sector voluntary standard, such as the Grand Alliance standard, that's fine with us. But we draw the line on having the government lock in a standard when the risks of government standard setting are so well established. This has nothing to do, as you wrongly suggest, with cable set-top boxes. Rather, it has everything to do with what day-to-day experience proves—innovation flows from the private sector, not by government rules, which, when committed to rulebooks, become extremely difficult to change.—*Decker Anstrom.*

President, National Cable Television Association, Washington

Radio, without pride

EDITOR: American radio is a stepchild. A second-class media citizen. It's a boring expression of mediocrity, inept programmers, untalented talent, bad managers and hand-wringing owners who lament the decline of once-significant audiences and balance sheets.

Historically, but inaccurately, radio has blamed its decline on television, fragmentation, competition, and on the changed nature of the audience. Curiously, this self-destruction has never been the owner's or manager's responsibility.

Of course, much of this illogic is based on expensive research that reaffirms that audiences demand boring, imitative, repetitive, unreliable and unlistenable programming. Specifically, a constant flush of sixth-grade entertainment and information. News that is entertainment, and entertainment for the intellectually challenged.

With great certitude, management claims it's "giving the audience what

it wants." Clearly, there is serious confusion. Audiences (radio and otherwise) thrive on interesting, exciting, creative, honest, responsible and informative programming.

Radio's long dependence on research may help put the problem in perspective in this follow-the-leader industry. Research is a useful and vital tool, but it must be a component of programming, not the defining answer. When research becomes preeminent, it reflects management's abdication of creative and intellectual leadership. Of course, for frightened broadcast bureaucrats, it's a godsend. If "it" doesn't succeed, they can point emphatically and say, "It's the research, stupid."

Before radio becomes catatonic, it needs to reconsider and re-emphasize critical non-research components: creativity, knowledge, invention, intuition, passion and pride.

Radio is a powerful medium. Those who work in it must fall in love again, generate passion for their work, and have pride in quality programming. And it won't hurt the bottom line, either.—*Paul Carroll, Performance Consulting International, San Rafael, Calif.*

For the Record

Continued from previous page

Wisconsin Educational Commun. Board for WBLB-FM 91.9 mhz: change ant., ERP. *July 8*

Accepted for filing

Columbus, Ohio (BPED-960509IZ)—Family Stations Inc. for WUFM(FM) 88.7 mhz: change ERP, class, directional ant. pattern. *May 9*

Fairborn, Ohio (BMP-960606AB)—L&D Broadcasters Inc. for WGNZ(AM) 1110 khz: change class. *June 6*

Shadyside, Ohio (BPH-920729IG)—Ohio Valley Communications Inc. for WEEL(FM) 95.7 mhz: change class to B1. *June 26*

Upper Arlington, Ohio (BPH-960607IJ)—Citicasters Co. for WLLD(FM) 98.9 mhz: change ERP, ant., add directional ant. *June 7*

Lawton, Okla. (BPH-960607II)—Klaw Broadcasting Inc. for KZCD(FM) 94.1 mhz: change ERP, ant., TL, class. *June 7*

Oklahoma City (BPCT-960621KH)—Superior License Corp. for KOGB(TV) ch. 34: change ERP to 5,000 kw visual, ant. to 371 m., TL to S of NE 93rd St. *June 21*

Okmulgee, Okla. (BMPCT-960613KF)—Broadcasting Systems Inc. for KGLB-TV ch. 44: change ERP to 5,000 kw visual, ant. to 277 m., TL to 6.8 km SW of Mounds, Okla., and 4.8 km W of Alternate Hwy 75. *June 13*

Astoria, Ore. (BPH-960524IA)—Youngs Bay Broadcasting For KAST-FM 92.9 mhz:

change ant., ERP. *May 24*

Portland, Ore. (BPCT-960624KG)—Fisher Broadcasting Inc. for KATU(TV) ch. 2: change ant. to 532 m. *June 24*

Salem, Ore. (BP-960530AA)—Willamette Broadcasting Corp. Inc. for KSLM(AM) 1390 khz: change TL, studio location, night power, ant. system. *May 30*

Pittsburgh (960619AB)—Sheridan Broadcasting Corp. for WAMO(AM) 860 khz: change night power, ant. system. *June 19*

York, Pa. (960624MA)—York College of Pennsylvania for WVYC(FM) 88.1 mhz: change frequency. *June 24*

Narragansett Pier, R.I. (BPH-960502IA)—Full Power Radio of Narragansett Inc. for WPJB(FM) 102.7 mhz: change structure height, ant., ERP, TL. *May 2*

Providence, R.I. (BMP-960529AC)—North American Broadcasting Co. Inc. for WALE(AM) 990 khz: change ant. system. *May 29*

Andrews, S.C. (BPH-960606IA)—Georgetown Broadcasting Co. for WGTN-FM 100.9 mhz: change ERP. *June 6*

Atlantic Beach, S.C. (BMP-960508AB)—Cumberland A&A Corp. for WMIW(AM) 1200 khz: change TL. *May 8*

Beaufort, S.C. (BPET-960627KH)—South Carolina Educational TV Comm. for WJWJ-TV ch. 16: change main studio location to 1101 George Rogers Blvd., Columbia, S.C. *June 27*

Charleston, S.C. (BMPCT-960508KI)—

Caro Corp. for WBNU(TV) ch. 36: change ant. to 303 m., ERP to 3,251 kw visual. *May 8*

Conway, S.C. (BPET-960627KE)—South Carolina Educational TV Comm. for WHMC(TV) ch. 23: change main studio location to 1101 George Rogers Blvd., Columbia, S.C. *June 27*

Greenville, S.C. (BPET-960627KF)—South Carolina Educational TV Comm. for WNTV(TV) ch. 29: change main studio location to 1101 George Rogers Blvd., Columbia, S.C. *June 27*

Spartanburg, S.C. (BPET-960627KI)—South Carolina Educational TV Comm. for WRET-TV ch. 49: change main studio location to 1101 George Rogers Blvd., Columbia, S.C. *June 27*

Sumter, S.C. (BPET-960627KG)—South Carolina Educational TV Comm. for WJRA-TV ch. 27: change main studio location to 1101 George Rogers Blvd., Columbia, S.C. *June 27*

Redfield, S.D. (BPH-960619IC)—James River for KQKD-FM 103.7 mhz: change ERP, ant., TL, class. *June 19*

Colonial Heights, Tenn. (BPH-960424-IE)—Murray Communications for WLJQ(FM) 105.9 mhz: change class. *Apr. 24*

Crossville, Tenn. (BPH-960613IB)—Mountaintop Broadcasters Inc. for WSWJ(FM) 102.5 mhz: change ERP, ant., main studio location, class. *June 13*

—Compiled by Jessica Sandin

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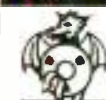
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THIS WEEK

Through July 23—49th annual *California Broadcasters Association* convention. Doubletree Hotel, Monterey, Calif. Contact: (916) 444-2237.

Through July 24—11th annual *Interactive Services Association* conference and exposition. Sheraton San Diego, San Diego. Contact: Patti McKnight, (301) 495-4955.

July 22—*NewsProNet* producer forum. Boston University College of Communications, Boston. Contact: Michael Shoer, (770) 475-2667.

July 22-25—*New England Cable Television Association* annual convention. Islander Doubletree and Newport Marriott, Newport, R.I. Contact: (617) 843-3418.

July 22-26—"Toward Global Information Infrastructure: Closing the Telecommunications Gap in the Developing World," seminar/course presented by the *United States Telecommunications Training Institute* and the *McLaren School of Business Telecommunications Management and Policy Program*. University of San Francisco, San Francisco. Contact: Gary Moren, (415) 666-2687.

July 23—*National Association of Broadcasters* radio license renewal seminar. Doubletree Hotel at Fisherman's Wharf, Monterey, Calif. Contact: Christina Griffin, (202) 775-3511.

July 24-25—Andina Link '96, conference on Andean-region pay TV, presented by *Television Digital de Colombia* and *Global Exposition Holdings*. Cartagena Convention Center, Cartagena, Colombia. Contact: Gerard Herrador, (713) 342-9826.

July 25—General body meeting of the Washington, D.C. chapter of the *National Association of Minorities in Cable*. National Cable Television Association, Washington. Contact: Paula Thornton, (202) 775-3651.

July 25—*National Association of Broadcasters* radio license renewal seminar. Orange County Airport Hilton, Irvine, Calif. Contact: Christina Griffin, (202) 775-3511.

July 25-27—*Public Radio News Directors Inc.* annual conference and awards banquet. Washington Marriott, Washington. Contact: Debbie Elliott, (334) 981-5519.

July 25-27—*Southwest National Religious Broadcasters* annual conference. Dallas/Fort Worth Marriott, Dallas. Contact: (318) 783-1560.

July 27—*California-Nevada TV-Radio Association of Canada* regional seminar. KEYT-TV, Santa Barbara, Calif. Contact: Rachel Ambrose, (213) 626-1200.

July 28-30—*Oregon Cable Telecommunications Association* 25th annual convention and trade show. Inn of the Seventh Mountain, Bend, Ore. Contact: (503) 362-8838.

AUGUST

Aug. 1—Deadline for entries for the *National Easter Seal Society EDI Awards*, which honor media efforts that further public understanding of disability issues. Contact: (312) 726-6200.

Aug. 1-3—40th annual *Television Programming Conference*. Don CeSar Hotel, St. Petersburg, Fla. Contact: Barbara Carden, (606) 299-0411.

Aug. 10—*Caucus for Producers, Writers & Directors* meeting on the V-chip and an industry ratings system. Beverly Hilton Hotel, Beverly Hills, Calif. Contact: (818) 843-7572.

Aug. 10-13—*Association for Education in Journalism & Mass Communication/Association of Schools of Journalism & Mass Communication* 79th annual convention. Anaheim Hilton, Anaheim, Calif. Contact: (803) 777-2005.

Aug. 11-13—Joint summer meeting of the *North Carolina Cable Telecommunications Association* and *South Carolina Cable Television Association*. Radisson, Myrtle Beach, S.C. Contact: (919) 834-7113.

Aug. 14-17—*Asian American Journalists Association* 9th annual national convention. Radisson St. Paul, St. Paul. Contact: (415) 346-2051.

Aug. 15-17—50th annual *West Virginia Broad-*

casters Association Greenbrier meeting. Greenbrier Resort, White Sulphur Springs, W.Va. Contact: (304) 744-2143.

Aug. 19-21—48th annual meeting and management retreat of the *Michigan Association of Broadcasters and Michigan Public Broadcasting*. Grand Hotel, Mackinac Island, Michigan. Contact: (800) 968-7622.

Aug. 21-25—*National Association of Black Journalists* 21st annual convention. Stouffers Renaissance, Nashville. Contact: (703) 648-1270.

Aug. 22—Electronic data interchange (EDI) workshop for network cable TV buyers and sellers, presented by the *Electronic Commerce Committee*. Offices of Price Waterhouse, New York. Contact: Elizabeth Carr, (212) 258-8163.

Aug. 22-24—*Nebraska Broadcasters Association* annual convention. Holiday Inn, Hastings, Neb. Contact: (402) 333-3034.

SEPTEMBER

Sept. 4-5—*National Religious Broadcasters* public policy conference. Capital Hilton Hotel, Washington. Contact: (703) 330-7000.

Sept. 5-6—Career strategies workshop presented by *Women in Cable & Telecommunications*. Turner Broadcasting, Atlanta. Contact: Janice Alderman, (312) 634-2359.

Sept. 7-8—ShowBiz Expo Canada, presented by *Variety* and *Reed Exhibition Companies*. Metro Toronto Convention Centre, Toronto. Contact: Janet O'Connell, (416) 491-3999.

Sept. 7-9—*National Association of Broadcasters* Television Hundred Plus Exchange. Hyatt Grand Cypress, Orlando, Fla. Contact: Carolyn Wilkins, (202) 429-5366.

Sept. 8—48th annual Prime Time Emmy Awards, presented by the *Academy of Television Arts & Sciences*. Pasadena Civic Auditorium, Pasadena, Calif. Contact: (818) 763-2975.

Sept. 10-12—6th regional *Audio Engineering Society* convention. World Congress Centre, Melbourne, Victoria, Australia. Contact: (212) 661-8528.

Sept. 10-15—*National Association of Black-Owned Broadcasters* 20th annual fall broadcast management conference. Sheraton Washington, Washington. Contact: (202) 463-8970.

Sept. 11—"Hollywood Meets DRTV—The Direct Response Television Conference for Entertainment Marketers," presented by *Advanstar Expositions*. Universal Sheraton, Los Angeles. Contact: (714) 513-8481.

Sept. 11-12—Canada Link '96, presented by *Evert Communications Ltd.* and *Global Exposition Holdings*. Toronto Hilton & Towers, Toronto. Contact: Debby Lawes, (613) 728-4621.

Sept. 11-15—CANITEC '96, exhibition and convention presented by *Camara Nacional de la Industria de Television por Cable (Mexican National Cable Television Association)*. Expover, Boca del Rio, Veracruz, Mexico. Contact: Aurora Silva Rosales, (525) 682-02-98.

Sept. 12-13—"Telco 101: Cable Meets Telephony," course presented by *Women in Cable & Telecommunications*. Offices of Robins, Kaplans, Miller & Ciresi, Minneapolis. Contact: Molly Coyle, (312) 634-2353.

Sept. 13-17—1996 *International Broadcasting Convention*. Amsterdam, Holland. Contact: 011 44 171 240 3839.

Sept. 14—*NewsProNet* producer forum. Stouffers Waverly Hotel, Atlanta. Contact: Michael Shoer, (770) 475-2667.

Sept. 16-17—*Corporation for Public Broadcasting* annual meeting. CPB Headquarters, Washington. Contact: Jeannie Bunton, (202) 879-9687.

Sept. 17—Fourth annual WICT Achievement (LEA) Awards, presented by *Women in Cable & Telecommunications*' Southern California chapter. Directors Guild of America, Los Angeles. Contact: Susan Lewis, (310) 358-5361.

Sept. 18-20—*Women in Cable & Telecommunications* executive development seminar. Inverness Hotel and Golf Club, Denver. Contact: Chris-

tine Bollettino, (312) 634-2335.

Sept. 19—*International Radio & Television Society Foundation* newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

Sept. 19—Electronic data interchange (EDI) workshop for network cable TV buyers and sellers, presented by the *Electronic Commerce Committee*. Offices of Price Waterhouse, New York. Contact: Elizabeth Carr, (212) 258-8163.

Sept. 19-21—77th national convention of the *Society of Professional Journalists*. Hyatt Regency, Crystal City, Va. Contact: (317) 653-3333.

Sept. 20-22—*Maine Association of Broadcasters* annual meeting and convention. The Asticou Inn, Northeast Harbor, Me. Contact: Suzanne Goucher, (207) 623-3870.

Sept. 24—Broadcasting & Cable Interface X conference, co-sponsored by *BROADCASTING & CABLE* and the *Federal Communications Bar Association*. New York Grand Hyatt, New York City. Contact: Joan Miller, (212) 337-6940.

Sept. 24-27—SCEC '96, 18th annual satellite communications exposition and conference presented by *Satellite Communications*. Sheraton Washington Hotel, Washington. Contact: (800) 525-9154.

Sept. 27-29—*Oregon Association of Broadcasters* 56th annual fall conference. Inn of the Seventh Mountain, Bend, Ore. Contact: (541) 343-2101.

Sept. 30—Deadline for entries for the second annual *Advertising Marketing Effectiveness International Awards*, which recognize excellence in global advertising. Contact: (212) 238-4481.

Sept. 30-Oct. 2—Digital television and Internet conference and expo presented by *Convergence*. San Jose Convention Center, San Jose, Calif. Contact: (303) 393-7449.

OCTOBER

Oct. 9-12—World Media Expo, comprising the *National Association of Broadcasters Radio Show* (contact: [800] 342-2460); *Radio-Television News Directors Association* international conference (contact: Rick Osmanski, [202] 467-5200); *Society of Broadcast Engineers* annual conference (contact: John Poray, [317] 253-1640); *Society of Motion Picture and Television Engineers* 138th technical conference (contact: [914] 761-1100), and *Television Bureau of Advertising* 1st annual forecasting conference (contact: [212] 486-1111). Los Angeles Convention Center, Los Angeles. Contact: (202) 775-4970.

NOVEMBER

Nov. 11—*Broadcasting & Cable* 1996 Hall of Fame Dinner. Marriott Marquis, New York City. Contact: Steve Labunski, (212) 213-5266.

DECEMBER

Dec. 11-13—The Western Show, presented by the *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif. Contact: (510) 428-2225.

JANUARY 1997

Jan. 13-16—*National Association of Television Programming Executives* 33rd annual program conference and exhibition. Ernest Morial Convention Center, New Orleans. Contact: (310) 453-4440.

MARCH 1997

March 16-18—Cable '97, *National Cable Television Association* annual convention and exposition. Ernest Morial Convention Center, New Orleans. Contact: Bobbie Boyd, (202) 775-3669.

APRIL 1997

April 7-10—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

Major Meeting dates in red

—Compiled by Kenneth Ray
(ken.ray@b&c.cahners.com)

Leading the changes at MTV

Fifteen years ago Judy McGrath took a detour on the way to her dream job writing for *Rolling Stone*, when she accepted a job to write on-air promotion copy for a fledgling music network on the obscure cable medium.

"I really wasn't interested in television," says McGrath, "but I was very interested in music, so I got sidetracked to MTV."

Now president of the cable network, McGrath has seen a lot of changes since it used the slogan "I want my MTV," to convince people to ask their local cable system to carry the network. There's little need for such a slogan today, as MTV reaches some 265 million households worldwide.

Another change has come in MTV's programming. It is no longer just a music channel, now devoting 80% of its time to non-music programming.

McGrath has changed along with the network and is now "a 43-year-old married lady with a baby." Many among the first generation of MTV viewers are now parents, and, accordingly, on Aug. 1 MTV will celebrate its 15th anniversary with the birth of its first spin-off channel, M2. "We talked for a lot of years about it. Maybe now it's time to have another music channel," says McGrath.

The new network will draw somewhat from its MTV heritage, even as it develops its own approach. M2 will return to MTV's original roots as an all-music channel. There will be no non-music programs, no news and no commercials, McGrath says. And a new twist will be the addition of a regional music.

"It will be an MTV that plays the same music, but there will be three local breaks an hour for music that matters more where you live than in other parts of the country," says McGrath. "You could also give local information, like who is playing in the area and the area's top records."

M2 will attempt to stay on the cutting edge of communications, as its deal with Intel will allow the network to be seen on personal computers. "I think that connection to the Internet generation is important to MTV," she says. "Like the people who flocked to MTV out of college, some of them are going to flock to these little media companies all over the place, and I want to make sure we are there."

Despite its vast number of viewers, and



"All we did was put kids on the air and say you should hear what they say."

Judith McGrath

President, MTV; b. July 2, 1952, Scranton, Pa.; BA, English literature, Cedar Crest College, 1974; copywriter, National Advertising, Philadelphia; senior writer, Mademoiselle, New York; copy chief, Glamour magazine, New York; 1974-81; at MTV: on-air promotion copywriter, New York, 1981-82; editorial manager, 1982-83; editorial director, 1983-85; vice president, creative development, 1985-87; senior vice president, creative development, 1987-93; executive vice president, creative director, 1993; president, creative director, 1993; current position since August 1994; m. Michael Corbett, 1994; daughter, Anna Maeve, 20 months.

its status as a pop icon among today's youth, MTV wasn't taken too seriously as a national influence before the 1992 presidential elections. It was then that MTV made the risky decision to get political.

"Internally there was some debate about our being in the entertainment business, that maybe this was stretching the MTV definition too far," McGrath says. "All we did was put kids on the air and say you should hear what they say. Anyone could have done it."

But no one did, and as a result MTV ended up leading the news industry in covering young voters. CNN President Tom Johnson has admitted that his network dropped the ball in reaching young people in 1992, declaring that CNN will focus more on covering the so-called Generation X voters during this campaign.

McGrath has received considerable attention as a woman leading one of the world's best-known networks. "I try not to live my life based on gender stuff, and certainly inside MTV I don't," she says. "But every now and then the women who work there will tell me it makes them feel good to see a woman in a big office or at the big meetings.

"At one point I used to think that a woman would never run MTV, because anywhere I went in the music industry it was always men," says McGrath. "Fortunately, things change."

But the end of McGrath's decade-and-a-half diversion may be in sight. "It's been a fast 15 years, but I don't think I should be here forever," she says.

McGrath describes herself as a grown woman with a 14-year-old trapped inside of her. She seems to miss her early days at MTV before she topped the corporate ladder. "I do more executive-type things now, and I don't sit in a music meeting every week," she says. "It's not as much fun, and I miss it, but it's time for other people to do that."

At a women's roundtable discussion recently, she quoted one of her favorite musicians, Neil Young: "You should just shut up and get out of the way at some point."

Then, she says, she can live out her dream. "I figure they'll come up with some puffy job for me at MTV networks and I'll move up to some bogus title," she says. "Then I'll probably cash in and write for *Rolling Stone*." —MK

Fates & Fortunes

BROADCAST TV



Anderson

William Anderson, VP/station manager, KGAN(TV) Cedar Rapids, Iowa, joins WTWC(TV) Tallahassee, Fla., as president/GM.

Appointments at KDNL-TV St.

Louis: **Nancy Tully**, segment producer, named executive producer, special projects; **Derrin Horton**, free-lance news reporter, named sports anchor; **Shawna McLean**, communications director, St. Louis Bar Association, joins as planning editor.

Appointments at KJRH(TV) Tulsa, Okla.: **Karen Larsen**, communications director, University Center at Tulsa, and **Mike Browning**, reporter/anchor, join as anchors, *Channel 2 News Today*; **Ed Kral**, special projects producer, named executive producer.

Bill Fine, GSM, WBAL-TV Baltimore, joins WCVB-TV Boston in same capacity. Appointments at WBAL-TV Baltimore: **Robert Fein**, general sales manager, WYOU(TV) Scranton, Pa., joins in same capacity; **Holly Gauntt**, managing editor, KOCO-TV Oklahoma City, joins as *11News* executive producer.

Sandra Kowal, photojournalist, KUSA-TV Denver, joins WKOW-TV Madison, Wis., as executive producer.

Scott Michlin, news director/anchor, KOB(TV) Farmington, N.M., joins WMDT(TV) Salisbury, Md., as news director.

Juleann Pasqualini, sales executive, Katz Continental Television, Dallas, named director, new business development.

Bob Jordan, news director, WFTS(TV) Tampa, Fla., named station manager.

Otis Pickett III, GM, WEYB-TV Florence, S.C., joins WBNU(TV) Charleston, S.C., as VP/GM.

Ramon Escobar, executive producer, special projects unit, WTVJ(TV) Miami, named managing editor.

PROGRAMING

Ralph Sanchez, VP, development and current programing, MCA Family Entertainment, joins Film Roman Inc.,

North Hollywood, Calif., as VP, creative affairs.

Leslee Spoor, press representative, *PrimeTime Live*, ABC News, New York, named director, affiliate news relations.

Frank Radice, director, advertising and promotion, NBC Entertainment, New York, named VP.

Victoria Gregorian, VP/national sales manager, New Line Television, domestic syndication, named senior VP/NSM.



Geeker

Marianne Geeker, VP/assistant general counsel, MCI Communications Corp., Washington, joins Capital Cities/ABC Inc., New York, as VP, litigation and employment practices.

Appointments at

Rysher Entertainment: **George Gubert**, VP, marketing research, named senior VP, Los Angeles; **Peter Soikkeli**, art director, named VP, creative services, Los Angeles; **Frank DiGraci**, director, Eastern regional sales, named VP, New York; **Ken Kolb**, VP, advertising sales, named VP, new media sales.

RADIO

Appointments at Patterson Broadcasting Inc., Atlanta: **Bert Goldman**, group director, engineering, named VP, engineering; **Stephen Miller**, Western regional manager, named VP.



Wallace

William Wallace, independent consultant, joins WKTA(AM) Evanston and WVVX (FM) Highland Park, both Illinois, as general sales manager.

Brendan Hurley, promotions director, WBIG-FM

Washington, joins the March of Dimes, White Plains, N.Y., to head the organization's Achievement In Radio (A.I.R.) Awards program.

Joel Oxley, local sales manager, WTOP(AM) Washington, named GSM.

Lisa Fengler, design director, KOMO-TV, and president, Fengler Design, both

Seattle, joins KPIX-TV-AM-FM San Francisco as design director.

Erle Younker, director, major-market affiliate relations, Westwood One Radio Networks, New York, named VP, affiliate relations, Western division.

Steve Allison, former owner/president/GM, WWGO-FM Ocala, Fla., joins ABC Radio Networks, Dallas, as affiliate marketing manager, talk and business programing.

Appointments at WHWH(AM) Princeton and WPST(FM) Trenton, both New Jersey: **G. Daniel Henrickson**, senior VP/GM and chief marketing officer, Nassau Partners (owner), named executive VP in addition to CMO duties; **Gregg Stiansen**, NSM, named VP/GM; **Anthony Gervasi**, chief engineer, named director, engineering. Appointees also have responsibilities at other Nassau Partners' stations. **Dave McKay**, music director/assistant program director, WPST(FM), named program director.

CABLE



Wilson

Debora Wilson, president, new media, The Weather Channel, Atlanta, takes on the additional responsibility of affiliate sales, becoming president, new media and distribution.

Marc Chalom,

COO, Worldlinks, joins Food Court Entertainment Network, Astoria, N.Y., as senior VP, programing and production.

Appointments at Comcast Cable Communications Inc.: **Chris Coffey**, engineering manager, Sarasota, Fla., named regional director, engineering, Southeast, based in West Palm Beach; **Jim Corrin**, GM, Booth American Co., Blacksburg, Va., joins as GM, Panama City, Fla.

Howard Homonoff, director, corporate and legal affairs, Continental Cablevision Inc., joins NBC Cable Networks, Fort Lee, N.J., as chief legal adviser to CNBC and MSNBC.

William Hoagland, VP, sales and customer marketing, domestic and international markets, UVTV, joins Popcorn

Channel. New York, as regional VP, affiliate sales and marketing, Central region.

Bremante Bryant, sports reporter/anchor, New Jersey Network, joins Sports-Channel New York as host, *Sports-Channel Light*.

Sandy Sheffer, VP, market development advertising sales, MTV: Music Television, New York, named VP, international advertising sales.

Jean McCormick, coordinating producer, ESPN's documentary unit, *Outside the Lines*, joins CNN sports and CNN/SI, New York, as executive producer.

Michael Marcovsky, CEO, Nostalgia Network, joins Olympic Entertainment Group Inc. (parent to Children's Cable Network), Las Vegas, as president. Marcovsky will divide his time between Olympic's Nevada operations and CCN's Burbank, Calif., facilities.

SATELLITE/WIRELESS



Evans

David Evans, president/COO, Fox Television, named executive VP, office of the chairman, News Corp., New York. Evans will coordinate the activities of News Corp.'s worldwide satellite broadcasting

systems. He also will continue in his role as president/CEO, Sky Latin America.

Longtime NBC newsmen Chancellor dies at 68



Chancellor

John Chancellor, a fixture at NBC News for more than 40 years, died of cancer July 12, only days before his 69th birthday. Chancellor, who joined NBC in 1950, was familiar to generations of viewers as a reporter, anchor and commentator.

NBC News President Andrew Lack called Chancellor "one of journalism's great treasures. As anchor, correspondent and commentator, he held the trust and respect of the American people in a way only the very best have."

Longtime colleague Tom Brokaw recalled Chancellor's "great passion about the practice and place of journalism, and it was an exacting standard for those of us who followed."

Former colleague David Brinkley, now with ABC, said Chancellor "was one of the first to learn how to use the brand-new medium of television and to use it to deliver news honestly and effectively."

In fact, like many of his generation Chancellor began as a print journalist, working for the *Chicago Sun-Times* before going to NBC. Perhaps best remembered for political coverage, Chancellor covered every presidential campaign and election since 1952, and was a panelist for the famous debates between John Kennedy and Richard Nixon in 1960.

NBC says Chancellor's breakthrough story came in 1957, when he was the only network reporter covering the desegregation of Central High School in Little Rock, Ark. He also served in NBC's London bureau and as chief of the Moscow bureau. Chancellor hosted NBC's *Today* show during 1961 and 1962.

Chancellor was already a distinguished journalist in 1965, when he accepted President Lyndon Johnson's invitation to become the first working journalist to head the Voice of America.

He continued his career as chief reporter and writer for the *Huntley-Brinkley Report* and as anchor of *NBC Nightly News*. In 1983 he became a commentator for the broadcast, continuing until his retirement in 1993. —DT

Eddy Hartenstein, president, DIRECTV Inc., El Segundo, Calif., elected corporate VP, Hughes Electronics Corp.

TELEMEDIA

William Thomas Oliver, executive VP, office of the chairman, and CEO, DMX Inc., joins Source Media Inc., Dallas, as

president/CEO, Interactive Channel.

Richard Wolpert, president, Chance Technologies, joins Disney Online, Burbank, Calif., as senior VP, technology.

Chris Fusco, associate producer, *X-Files* Web site, I-Guide, joins Fox Broadcasting Co., Beverly Hills, Calif., as supervisor, online production services.

DEATH

John "Jack" Francis Hardesty, 74, media consultant, died June 28 in Sacramento, Calif. Hardesty's career emphasis was radio. In the '40s he was promotion director at WOL(AM) Washington; in the early '50s, station relations director at the National Association of Broadcasters and later executive VP, Radio Advertising Bureau, New York. In 1961 Hardesty established Hardesty & Associates, a media consulting firm that did business with such investors as Bob Hope, Doris Day and Stevie Wonder. During a time when radio was struggling to stay in competition with television, Hardesty's influence convinced many advertisers that radio was here to stay. He is survived by his wife, Jeanine.

—Compiled by Denise Smith
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Appointments at A&E Television Networks, New York:

Margaret Reilly, VP, legal and business affairs, adds assistant general counsel to her responsibilities; **Michael Tive**, director, advertising and promotion, CBS Radio, joins as director, promotion and merchandising; **Gary Morgenstein**, manager, media relations, ABC News, joins as director, public affairs and communications; **Bill Harris**, director, documentary programming, named VP, production services; **Denise Gutman-Tenner**, U.S. manager, international relations, acquisitions and new business, Globosat Comunicacoes LTDA/NetBrasil, joins as director, international sales development, The History Channel; **Peter Tarshis**, producer/post-production supervisor, The History Channel and A&E, named director, international production, The History Channel International.



Reilly



Tive



Morgenstein



Harris



Tenner



Tarshis

Westinghouse Electric Corp. Chairman/CEO Michael Jordan told Reuters last Friday his company plans to start up a "news-related" cable channel. BROADCASTING & CABLE reported on July 15 that the company was developing a new cable network using material culled from CBS News's archives.

Fox News Channel (FNC) will air 17 hours of live, originally produced news and talk programing when it launches Oct. 7, said Fox News CEO Roger Ailes during the annual summer TV press tour in Pasadena last week. The new network, to be headquartered in New York, will compete with Turner-owned CNN and NBC's just launched MSNBC. FNC will debut with approximately 12 million subscribers, including 10 million subs promised by Tele-Communications Inc. in exchange for the option to buy 20% stake in FNC. Fox is also reportedly close to signing MSO deals with Time Warner, Continental and Comcast to carry FNC.

Broadcasters last week called on the FCC to issue its plan for matching each TV station with a new channel for digital TV. The FCC plans to issue that plan this week. The broadcast group, which included the three networks, NAB and the Association for Maximum Service Television, also urged the commission not to consider the issue of reallocating any spectrum in its allotment plan.

Offering a third night of prime time programing has been a costly proposition for UPN. Chris Craft Industries Inc. says its start-up network

NAB held its first ever "large-scale" meeting during the past few days with National Association of Commercial Broadcasters in Japan (NAB-J). NAB-J delegates were in Washington for the two-day meeting, which included an address by House Telcom-subcom Chairman Jack Fields and presentations by officials from both organizations. Pictured are NAB and NAB-J members and staffers surrounding NAB President Edward O. Fritts (front row, third from left) and (to Fritts's immediate left) NAB-J Vice President Chouemon Tanabe, San in Chuo Television Broadcasting. Not pictured, but also in the delegation: NAB-J President Seiichiro Ujiie, Nippon Television Network.

NAB meets NAB-J



lost \$34.9 million in the second quarter of this year, compared with a loss of \$28.7 million in the same period in 1995. Add to that a weak TV advertising market and Chris Craft's net income plummeted for the quarter, from \$6.4 million to \$2.7 million, the company reports. Revenue rose slightly, from \$125.2 million to \$125.5 million. For the first six months of the year, revenue fell to \$231.2 million from \$233.9 million.

American Radio Systems is buying its third and fourth FMs in one deal. ARS last Friday said it will buy KNAX-FM and KRBT-FM Fresno, Calif., for \$11 million from Osborn Communications Corp. "We like Fresno's growth, and we like the position we are beginning to develop in the market," says ARS Chairman Steve Dodge. ARS entered the market in April, buying KKDJ(FM) Fresno and KMJI(AM)-KSKS(FM) Woodland/Fresno as part of a \$115 million merger with Henry Broadcasting Co. For its part, Osborn ac-

quired KNAX-FM and KRBT-FM only in January. Since then, the stations have appreciated 57%. ARS has agreed to pay about \$11 million for them.

Lucy Johnson has replaced Judy Price as senior vice president, daytime-children's programming and special projects. Johnson, previously senior vice president, daytime, has presided over CBS's seven-year reign as the top-rated network in daytime, and Price has headed CBS's children's unit since 1983. CBS's Saturday morning kids slate recently slipped to fourth place behind The WB network. Leslie Moonves, president of CBS Entertainment, praised Johnson's programming instincts, calling the network's 384 consecutive weekly wins in daytime "a streak of longevity that even Cal Ripken Jr. could appreciate."

The FCC this week plans to consider whether cable systems should be allowed to lower rates on the basic service tier and then compensate for

the difference by adjusting prices on another tier. The FCC last year discussed allowing such rate-setting flexibility when it proposed allowing MSOs to set uniform rates for similar service packages offered throughout a region.

The FCC last week adopted a plan to divide spectrum in the 28 ghz band between satellite services and a version of wireless cable called local multipoint distribution service (LMDS). The commission allocated 1000 mhz to LMDS and proposed allocating another 300 mhz of spectrum to the service in the 31 ghz band.

Pay-per-view service Viewer's Choice unveiled its 11-channel multiplex scheduling model at CTAM's marketing conference in Boston last week. The new model will allow cable systems with fewer than 12 PPV channels to be able to customize packages and mix channel formats, said Bob Bedell, executive vice president for Viewer's Choice.

COMSAT President Bruce Crockett resigned from his post last week to pursue other business interests. COMSAT's board of directors voted Betty Alewine the company's new president. COMSAT also reported disappointing second-quarter financial results. The company reported a \$5.8 million profit, down 74% from the \$22 million earned for the same period last year. COMSAT attributed the loss to strong competition in the mobile communications business, and an unsuccessful Russian venture. Revenue, however, was \$232.3 million, up 10% from \$210.8 million a year ago.



Jack O'Hara, 39, executive producer of ABC Sports, was killed along with his wife,

Janet, and their daughter, Caitlin, in the explosion that destroyed TWA Flight 800 en route to Paris. O'Hara had held his position since 1991 and had been with ABC Sports since 1983. Only the third executive producer of ABC Sports, he won five Emmys during his tenure there before deciding to leave the network recently amid a reorganization at ABC Sports. "Jack was a great guy who was passionate about his work," said ABC President Bob Iger. He is survived by twin sons, Brian and Matthew, age 12.

American Telecasting has signed an agree-

And the nominees are...

NBC's *ER* leads the field of Emmy nominees for the second year in a row. TV's top-rated series garnered 17 Emmy bids last week, including best drama series and best actor nods for stars George Clooney and Anthony Edwards.

All together, NBC received 88 Emmy nominations, CBS earned 67, ABC took 55 and Fox pulled ahead of PBS's 12 with 17 nominations when the field was announced last week. As usual, HBO led the cable field, with 66 nominations.

The other nominees for best drama are CBS's *Chicago Hope*, which came in second to *ER* with a total 15 nods; NBC's *Law & Order*, ABC's *NYPD Blue*, and Fox's *The X-Files*. Four of the five comedy contenders are NBC sitcoms: *Frasier*, *Friends*, *Mad About You* and *Seinfeld*, with perennial HBO nominee *The Larry Sanders Show* rounding out the list. The series nominees in both categories are exactly the same as last year, when *NYPD Blue* and *Frasier* took top honors. This year's winners will be unveiled Sept. 8 in a ceremony carried live on ABC.

ment with Cincinnati Wireless to acquire 10 wireless cable (MMDS) channels and other TV assets serving 3,000 subscribers in Cincinnati. The deal calls for American Telecasting to pay Cincinnati Wireless approximately \$5.2 million, \$2.2 million of which has been paid.

As direct-to-home (DTH) satellite penetration increases, so does the number of households not receiving local market ads. That was the conclusion of Television Bureau of Advertising President Ave Butensky last week. Nielsen Media Research reports that as of last February, approximately 5.9% of U.S. households now get TV through satellite, a 60% increase over 1995. (Butensky says Nielsen's just-released May figure shows the DTH uni-

verse increasing to 6.7%.) The drawback for advertisers, says Butensky, is that DTH homes receive programming directly; the signal bypasses the local cable operator and doesn't include local ads. Butensky says local advertisers need to be aware of changes in

cable's quoted subscriber base, while Nielsen needs to monitor the satellite universe more closely. Cable Advertising Bureau President Joe Ostrow calls TVB's assertion that cable is losing households and local advertising to DTH satellite 'ludicrous.' "The reality is that the latest Nielsen information as of May shows cable penetration to be the highest in history," says Ostrow.

Steven Grant has resigned as executive VP, chief financial/administrative officer of Barry Diller's Silver King Communications. Silver King officials say Grant's departure had been expected as the station group shifts its corporate headquarters from St. Petersburg, Fla., to New York and Los Angeles. Jim Miller, former vice president and controller of Savoy Pictures Inc., which is merging with Silver King, has been named interim CFO and also VP and controller for Silver King.



Drawn for BROADCASTING & CABLE by Jack Schmidt
"He said he's well aware of the new talk show standards and does not want to debase, degrade or humiliate anyone—but he still won't give me a raise!"

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Word from on high

We don't always agree with the administration, nor they with us, but it worked both ways last week when the associate director for technology and the assistant secretary of commerce for communications and information each endorsed the Grand Alliance digital standard and urged the FCC to adopt it forthwith. Such unequivocal support in high places is just what that standard needs at this point, especially given FCC Chairman Hundt's reluctant-bridegroom posture on the issue.

Both Lionel St. Johns, for technology, and Larry Irving, for commerce, emphasized in their letters that the United States has a narrow window within which to secure its advantage as the digital and high-definition leader. (The digital standard of the closest competitor, Great Britain, already has the support of 22 countries.) And each made clear that standardization is necessary to encourage investment, stabilize the market and avoid the disaster that attended introduction of the AM stereo standard.

The St. Johns and Irving letters carried the weight of a still higher power, the President of the United States. That just about makes it unanimous.

Cable's helping hand

It's only prudent to look a gift horse in the mouth, but having done so, it may still turn out to be a gift horse. That was the conclusion we came to last week after hearing of Encore Media's offer of three hours a week of children's educational programming free, no strings attached, to broadcasters. The offer was extended by John Sie, chairman of Encore, which is parent of the WAM! children's cable network from which the programming is drawn.

Even though WAM! is noncommercial, broadcasters are

free to insert their own commercials into the mix. It will be interesting to see how freely the Encore offer is accepted. Most broadcasters are already committed to a schedule of children's television, but there should be some slack in the line for this innovative offer. Indeed, the more we think about it, it might be a good idea to set up a lending library among all of television's peers.

Veteran signs off

Shortly before he retired, John Chancellor became critical of one of the media phenomena he helped pioneer. As an NBC reporter in 1960, Chancellor was a panelist in the legendary Kennedy-Nixon presidential debate that brought national politics and personalities into America's living rooms. Yet, in 1993, with characteristic wit, Chancellor criticized the Bush-Perot-Clinton faceoffs as "too much vox populi." Chancellor decried the diminution of professional journalists in the mix, finding that politicians were taking advantage of the public and avoiding tough questions from trained reporters.

We disagreed with Chancellor in 1993 that the influx of public participation threatened the political process. But we never questioned Chancellor's commitment and expertise in trying to distinguish and preserve the role of his profession; qualities he displayed continuously in a remarkable career that spanned more than four decades. As such, he was among that group of journalists who helped define network TV news.

In all the testimonials from colleagues following his death, Chancellor's ethics, high standards and professionalism emerge as his defining qualities. Tom Brokaw, who worked with Chancellor for many years and succeeded him as NBC anchorman, summed it up when he said, "We'll miss his personal company greatly, but at NBC News John Chancellor's legacy will always be secure." It is a legacy that distinguishes all of journalism.

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