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Broadcasting Cable

The Newsweekly of Tele

Vol. 126 No. 18 65th Year 1996



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TOP OF THE WEEK / 6
BROADCASTING / 33
CABLE / 47
TECHNOLOGY / 63



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STATION	PROGRAM	A18-34 RTG)	
KTLA	Bzzz!	4.1	
KTTV	Home Improvement	6.6	Advantage
KNBC	Extra	3.1	+32
KABC	Jeopardy	2.6	+58
KCOP	Star Trek <i>The Next Generation</i>	2.6	+58
KCBS	Hard Copy	1.8	+128
KCAL	Inside Edition	1.4	+193

 **overpowers the majority of veteran performers in its test cycle!**

STATION	PROGRAM	W18-34	W18-49	M18-34	M18-49	T12-17
KTLA	Bzzz!	3.7	3.2	4.5	3.5	9.8
KTTV	Home Improvement	6.9	7.3	6.2	6.2	11.9
KCOP	Star Trek <i>The Next Generation</i>	2.0	5.4	3.1	3.8	1.7
KABC	Jeopardy	3.0	4.4	2.1	3.3	1.9
KNBC	Extra	4.5	2.3	1.8	2.6	2.0
KCBS	Hard Copy	2.1	2.8	1.6	2.0	0.9
KCAL	Inside Edition	1.6	2.2	1.2	1.6	0.8

Put a proven performer to work for you this fall!



AVAILABLE SEPTEMBER '96



Host: Arnie Wood

Fast Track

Must Reading from

**Broadcasting
& Cable**

April 22, 1996

TOP OF THE WEEK / 6



Digital TV was aces at NAB '96. This HDTV demonstration used a live model. / 10

Broadcasters 'bullying Congress,' Dole says Senate Majority Leader Bob Dole has blasted the NAB for what he says are attempts to strong-arm Congress and deceive viewers with its anti-spectrum auction advertising campaign. / 6

Broadcasters ready for digital switch Last week's NAB '96 convention marked an apparent shift in broadcasters' attitude toward digital TV. Although they continue to worry about cost, they seem ready to embrace the technology. / 10

New Regency, PolyGram vie for MGM/UA Metro-Goldwyn-Mayer/United Artists is on the block, and Arnon Milchan's New Regency Enterprises and music giant PolyGram are considered the leading candidates to buy the studio. It could go for \$1.5 billion–\$2 billion, Wall Street analysts say. / 14

Amarillo TV challenges imported signals KAMR-TV Amarillo, Tex., is the perfect place to challenge a satellite carrier's importing of a distant network signal. And the station is doing just that. Since KAMR-TV is the local NBC affiliate, PrimeTime 24 must disconnect subscribers within its contour, station officials say. / 20

BROADCASTING / 31

Iger gets his mouse ears In a move to integrate Disney's and ABC's TV operations, Disney has consolidated distribution under CapCities/ABC President Bob Iger. Studio chief Joe Roth will oversee production and home video. / 33

News Corp.–New World: Will they or won't they?

News Corp. Chairman Rupert Murdoch again has squashed rumors that Fox is close to acquiring all or part of New World. Sources say, however, that the companies are negotiating. / 34



Top-rated 'Mighty Morphin Power Rangers' is evolving into 'Power Rangers ZEO,' accompanied by a \$5 million promotional blitz. / 35

COVER STORY

All cable roads lead to Denver

Liberty Media Corp.'s Peter Barton has a window on more than 90 cable programming services, including CNN, Discovery and BET. Barton's mission is to boost Liberty's stock by increasing the value of each of those programming assets and exploiting new opportunities. In an interview, Barton discusses his ambitions for his family of networks.

Cover photo by Bill Cronin / 28



CABLE / 45

MSOs make new net picks A survey of cable operators shows that the emerging networks most likely to be added in the year ahead are the History Channel, ESPN2, Home & Garden Television, The Learning Channel and Cartoon Network. / 47

Discovery takes network path Discovery Networks this year will spend \$180 million to produce original programming. With more than 1,700 programming hours planned for the 1996-97 season, Discovery demonstrates how cable networks are gaining parity with broadcast networks in vying for upfront advertising dollars. / 48



Harry Enfield hosts an irreverent opera series on the new Ovatic network. / 52

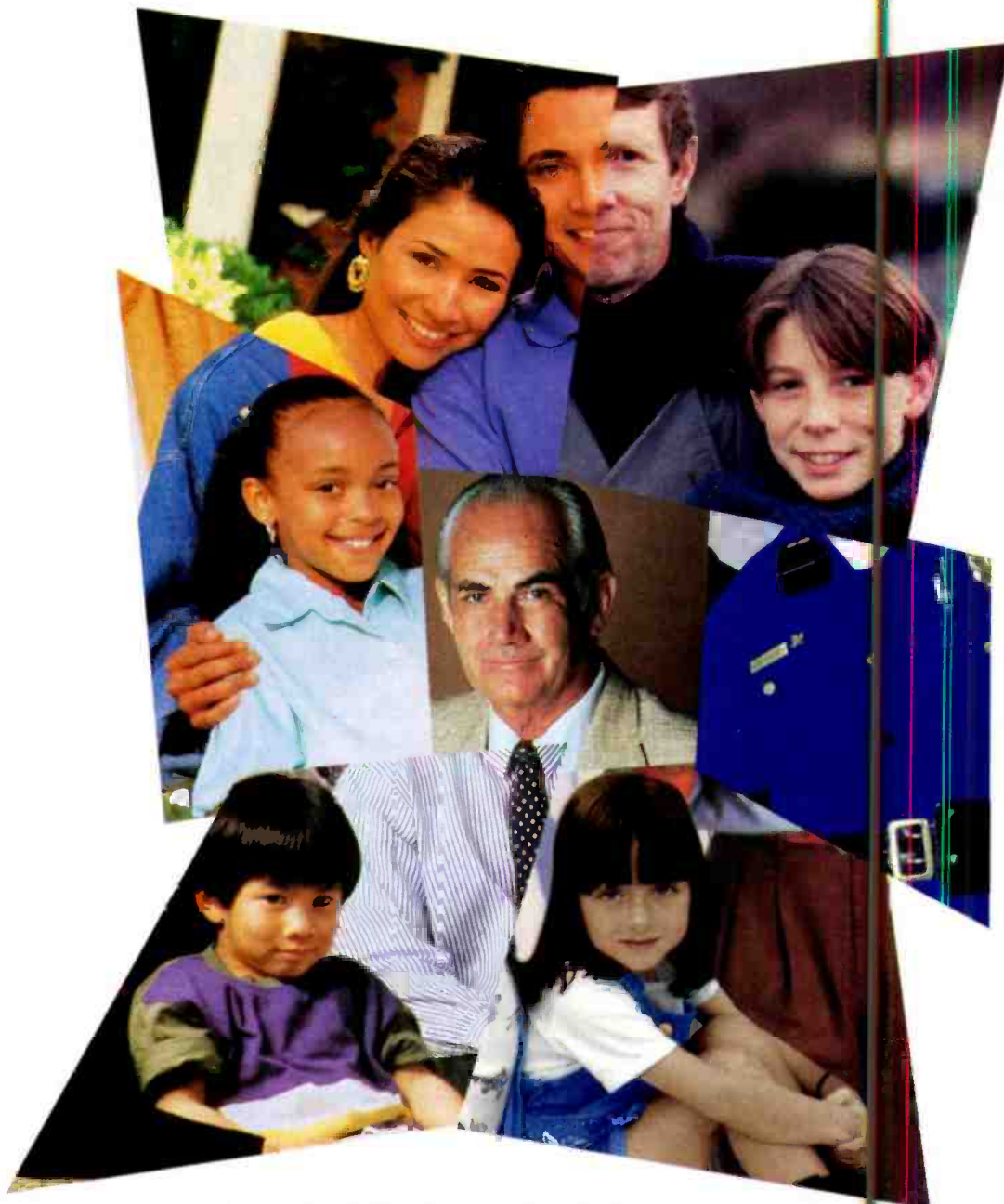
Telemedia Week **Digital Studio debuts** Soft-image/Microsoft's production software, Digital Studio, will go into beta testing by July. In the meantime, this ground-breaking video editing tool was demonstrated last week at NAB '96. / 61

TECHNOLOGY / 61

Systems are solutions at NAB As broadcasters ease into the digital age, manufacturers at NAB '96 emphasized the need for integrated production and operations components linked by high-speed computer networks. / 63

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Dole: Broadcasters 'bullying Congress'

Senator majority leader criticizes NAB's 'TV tax' commercials

By Christopher Stern

Senate Majority Leader Bob Dole (R-Kan.) blasted the National Association of Broadcasters last week for attempting to strong-arm Congress and deceive viewers with its anti-spectrum auction advertising campaign.

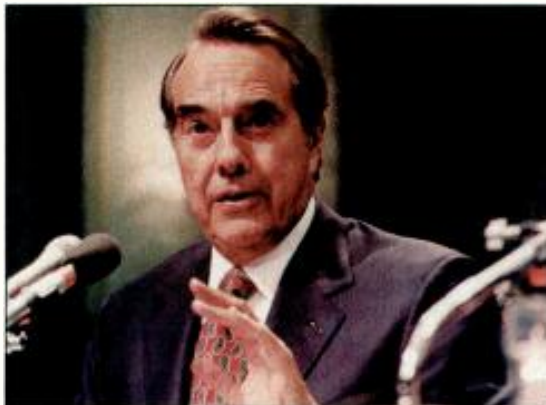
Broadcasters "are bullying Congress and running a multi-million-dollar scare campaign to mislead the public," Dole said on the Senate floor. The ads, carried by stations around the country, state that members of Congress support a "TV tax" but make no mention of the additional spectrum broadcasters are expecting to receive for the transition to digital television.

Dole's criticism of the NAB-sponsored campaign came just as some broadcasters at the association's annual convention were close to declaring victory on digital spectrum auctions. "The spectrum issue's just about won," Westinghouse Electric Chairman Michael Jordan said.

Broadcasters also were buoyed by Senate Commerce Committee Chairman Larry Pressler's (R-S.D.) announcement that there is not enough time to introduce spectrum legislation this year.

Both NAB and FCC officials suggested last week that the spectrum auctions may become a presidential campaign issue. In a speech to broadcasters in Las Vegas, Vice President Gore said: "We have opposed every suggestion from the Gingrich-Dole Congress that we should immediately auction the digital spectrum and let the winners do whatever they want with it." Dole made his statement within 24 hours of the Vice President's speech, but a congressional source said Dole was not aware that Gore had made the speech when he delivered his own statement.

Sources familiar with Dole insisted



Senate Majority Leader Bob Dole (R-Kan.) says NAB ads are misleading attempts to intimidate Congress.



that he was motivated by broadcasters' "heavy-handed" tactics rather than by presidential politics. Despite Dole's anger, the NAB said that it would continue to stand behind the ads, scheduled to coincide with the two-week congressional recess that ended April 15.

"What this shows is the impact of issue advertising on television," said one broadcast industry source. However, the source also said that alienating Dole, who has effectively wrapped up the Republican presidential nomination, could backfire: "It's risky business because of who he is and what he might become."

One communications lobbyist who has worked with the Republican leadership warned broadcasters not to gloat: "You shouldn't revel in your smugness, because that is going to come back at you."

Dole has never specifically advocat-

ed spectrum auctions in public, although he came close last week. "The broadcasters say they can't afford to buy additional airwaves, which the Congressional Budget Office estimates are worth \$12 billion," said Dole, adding that broadcast station sales totaled more than \$31 billion during the past two years.

Although broadcast industry lobbyists remain confident that the digital spectrum auction proposal has been defeated, they still are concerned about the Clinton administration proposal to complete the transition to digital by

2005. "The digital auction proposal is dead for the year, but the issue that is still alive is the forced return" of the analog channel, said one lobbyist.

One congressional source said that Dole has not endorsed the upfront auction proposal because he wants to keep all options open, including the Clinton administration's proposal to accelerate the transition to digital. The source cautioned, however, that "from a policy standpoint, it has some problems."

One industry lobbyist said that some broadcasters are considering a second advertising campaign attacking the Clinton administration's proposal. The campaign not only would seek to head off the administration's accelerated auction proposal but also would placate Dole, who has indirectly complained that the first ad campaign unfairly singled out Congress. The NAB, which produced the first set of spots, said it has no plans for a second campaign.

In addition to his criticism of the ad campaign, Dole said broadcasters have ignored the issue in their own news coverage: "Maybe broadcasters felt this issue wasn't newsworthy. But if that's the case, why did the National Association of Broadcasters vote to go on the offensive and launch a multimillion-dollar ad campaign?"

THE L.A. ACCESS HOUSEHOLD STORY.

1ST-RUN ACCESS STRIPS LOS ANGELES/FEBRUARY 1996 HOUSEHOLDS

KABC/7:00PM

JEOPARDY

11.4/19

KABC/7:30PM

WHEEL OF FORTUNE

11.8/18

KNBC/7:00PM

EXTRA

7.9/13

KCBS/7:30PM

ENTERTAINMENT
TONIGHT

6.7/11

KNBC/7:30PM

A CURRENT
AFFAIR

5.9/9

KCBS/7:00PM

HARD COPY

5.2/9

KCAL/7:00PM

INSIDE
EDITION

3.7/6

KCAL/7:30PM

AMERICAN
JOURNAL

3.3/5

SOURCE: NSI SNAP RTG/SHR

BUT ADVERTISERS DON'T BUY HOUSEHOLDS...

THEY BU

1ST-RUN ACCESS STRIPS LOS ANGELES/FEBRUARY 1996 HOUSEHOLDS

KABC/7:00PM JEOPARDY 11.4/19

KABC/7:30PM WHEEL OF FORTUNE 11.8/18

KNBC/7:00PM **EXTRA** 7.9/13

KCBS/7:30PM ENTERTAINMENT TONIGHT 6.7/11

KNBC/7:30PM A CURRENT AFFAIR 5.9/9

KCBS/7:00PM HARD COPY 5.2/9

KCAL/7:00PM INSIDE EDITION 3.7/6

KCAL/7:30PM AMERICAN JOURNAL 3.3/5

SOURCE: NSI SNAP RTG/SHR

TIME-TELEPICTURES
A Division

Y DEMOS.

1ST-RUN ACCESS STRIPS

LOS ANGELES/FEBRUARY 1996

ADULTS 18-49

KNBC/7:00PM

eXTRA

4.0/10

KABC/7:00PM

JEOPARDY

3.8/10

KABC/7:30PM

WHEEL OF FORTUNE

3.6/9

KCBS/7:30PM

ENTERTAINMENT
TONIGHT

3.3/8

KCBS/7:00PM

HARD COPY

2.4/6

KNBC/7:30PM

A CURRENT
AFFAIR

2.4/6

KCAL/7:00PM

INSIDE
EDITION

1.9/5

KCAL/7:30PM

AMERICAN
JOURNAL

1.6/4

eXTRA



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Broadcasters ready for digital switch

NAB attendees questioned see it as competitive necessity, although some express concern over cost

By Chris McConnell

Last week's NAB convention marked an apparent shift in broadcasters' attitude toward digital TV. Although they continue to worry about cost, they seemed ready to embrace the technology and use it to broadcast either HDTV or several standard-definition channels.

"It's definitely a competitive necessity," said Dane Kistner, chief engineer of WKTV(TV) Utica, N.Y., after visiting a demonstration of HDTV broadcasting sponsored by Westinghouse and CBS. "I've been converted."

Rick Jordan, chief engineer at WBOC(TV) Salisbury, Md., also cited the HDTV demonstration and the ability of DBS companies and others to deliver a digital picture. "Broadcasters are no longer driving the train," he said. "We've got to do something."



Digital TV was prominent in Las Vegas, including this Nippon TV high-definition television demonstration using a live model.

"If we don't move forward, the deep-pockets players are going to put us out of business," said Lowry Stewart, production manager at WKBN-TV Youngstown, Ohio. "I'm anxiously awaiting the [equipment] acquisition phase."

The prospect of acquiring equipment to transmit a digital signal still worried other broadcasters. "Where's that

money coming from?" asked Douglas Melanson, chief engineer at KSWT(TV) Yuma, Ariz.

Luis Romero of WFTS(TV) Tampa, Fla., also voiced concerns about his station's ability to finance the digital pictures. "I want to send pictures like that, but I can't afford it," said Romero, the station's operations manager.

To make the move to digital, stations must obtain a second channel. Then, at an estimated cost of \$1 million-\$3 million, they must install a second transmitter and antenna. With the extra transmission system, they will be able to broadcast digital network programming while continuing to air their conventional NTSC programming.

Aside from cost, what concerns broadcasters is the second channel, the subject of much debate in Washington. Senate Majority Leader and Republican presidential candidate Bob

Dole (R-Kan.) thinks broadcasters should bid for the extra spectrum at auction, but broadcasters and most lawmakers advocate giving stations the channels for a number of years to insure a smooth transition to digital. The debate flared again last week over anti-spectrum auction ads aired by broadcasters (see page 6).

The broadcasters on the NAB exhibition floor echoed the messages delivered in speeches by top network executives (BROADCASTING & CABLE, April 17). Fox's Rupert Murdoch called the cost of digital television "absolutely terrifying," but still insisted that the industry needs to invest. "We really have no choice."

NBC President Bob Wright said broadcasters will need the digital technology to compete with DBS, cable and telephone companies. And Jordan maintained that broadcasters cannot allow competitors to deliver what he termed a better product to viewers.

Jordan also stressed the importance of the FCC's setting a digital TV standard based on the Grand Alliance system. At its May 9 meeting, the FCC plans to propose adopting the system as a standard, but it also plans to ask questions about what "adopting" the standard means, including whether broadcasters should be required to use it and whether other, non-interfering tech-

Senate hears anti-Grand Alliance sentiment

The Grand Alliance standard for digital TV should be scrapped, according to three academics testifying last week in front of the Senate Commerce Committee.

"It's time to fold the Grand Alliance," said Nicholas Negroponete of the Massachusetts Institute of Technology. "It would be a drastic mistake to lock in...one standard," said Peter Huber of the Manhattan Institute for Policy Research.

Senate Commerce Committee Chairman Larry Pressler (R-S.D.) raised the issue during a hearing on spectrum policy last week.

For the past eight years a consortium of companies known as the Grand Alliance has been working on a standard for digital TV transmission, including high-definition television. The FCC is scheduled to vote May 9 on a proposed rulemaking to adopt the standard.

The Grand Alliance system would allow broadcasters to transmit a high-definition signal or four or more so-called standard-definition channels simultaneously. The system also would allow broadcasters to transmit data.

Supporters of the Grand Alliance say it will be difficult for digital TV to take hold with consumers unless the FCC adopts the standard. But Huber, Negroponete and the Discovery Institute's George Gilder testified last week that the Grand Alliance standard, if adopted, would lock broadcasters into a technology that may become obsolete in the not too distant future. —CS

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Decade...

The Spotlight

Adults 18-49

▶ The Decade's Best February Rating For The Top 10 Markets!

Market / Station	Feb.'95 Rtg.	Feb.'96 Rtg.	% Increase
New York-WPIX	3.7	8.9	+141%
Los Angeles-KTLA	3.2	5.5	+72%
Chicago-WFLD	5.0	9.1	+82%
Philadelphia-WTXF	4.7	9.2	+96%
San Francisco-KTVU	3.6	9.1	+153%
Boston-WSBK	2.5	5.8	+132%
Washington DC-WTTG	5.4	10.1	+87%
Dallas-KTVT	1.6	4.1	+156%
Detroit-WWJ	0.2	3.4	+1600%
Atlanta-WATL	4.8	5.7	+19%

COLUMBIA TRISTAR



TELEVISION DISTRIBUTION
TELEVISION ADVERTISER SALES
A SONY PICTURES ENTERTAINMENT COMPANY



Source: NSI, Feb. '96 vs. Feb. '95 weighted average.

Is On Seinfeld!

+75%
Adults 18-49
Nationwide!



*The show about NOTHING
that's really something.*

nologies should be prohibited.

Such prospects worry Richard Wiley, who chaired the advisory committee that recommended the standard to the FCC. "I think we need a standard," Wiley said during a panel discussion on advanced television. "We don't want to have another AM stereo."

Saul Shapiro, the FCC official working on the digital TV proposal, said the commission cannot just merely "rubber-stamp" the advisory committee recommendation. The commission is committed to giving broadcasters an

opportunity to enter the digital age but also to avoiding regulating more than necessary.

"How can we balance the need for certainty about the standard with the goal of encouraging further advances?" asked FCC Chairman Reed Hundt in his NAB speech. He said the FCC should "authorize" the technology, leaving open the question of whether the agency should mandate it.

But the idea of merely authorizing a standard appeared to have little support from the three other commissioners.

Commissioner Susan Ness told a meeting of the Association for Maximum Service Television that the industry needs a mandated standard to give receiver manufacturers sufficient certainty to begin producing receivers. Commissioner James Quello and Rachele Chong concur.

Several local broadcasters said they are eager to see that happen. "Digital is more reliable," said George Williamson, chief engineer at WASK(TV) Lafayette, Ind. "The standard should be set." ■

New Regency in hunt for MGM

Said to be leading candidate, along with PolyGram, to buy studio; Liberty also may bid

By Cynthia Littleton

The first phase of what is likely to be 1996's most glamorous corporate auction concluded last week with movie producer Arnon Milchan and music giant PolyGram considered the leading candidates to buy Metro-Goldwyn-Mayer.

Nobody's talking on the record yet, but Warner Bros. reportedly has pledged some financial support to Milchan's bid for the studio that once boasted of being home to "more stars than there are in heaven."

Milchan's New Regency Enterprises is an independent producer of such films as "Pretty Woman," "Natural Born Killers" and "Heat," with long-standing ties to Warner Bros. Investors in the privately held company also include Australian media mogul Kerry Packer and Korean electronics giant Samsung.

PolyGram, a unit of the Dutch electronics giant Philips, has been in an acquisition mode for the past few years as it seeks to expand its presence in the film and TV industry. Other companies said to be interested in MGM include movie producer Morgan Creek Productions, General Electric—the parent company of NBC—and The Walt Disney Co.

Liberty Media Corp., which owns the Encore and Starz! pay movie networks, also is interested. "We might be in on the bidding," said Liberty President Peter Barton. "I've got five



MGM's 'The Outer Limits' is one of the season's top new syndicated hours.

guys doing due diligence."

MGM Chairman Frank Mancuso, the former head of Paramount Pictures who has led MGM's turnaround on a tight budget since 1993, is also understood to be talking with investors about making a run for the studio.

Wall Street analysts say MGM/United Artists probably will fetch \$1.5 billion–\$2 billion, thanks to a string of recent box-office hits, including "The Birdcage," "Get Shorty," "Species," "Stargate" and the 17th James Bond feature, "GoldenEye." MGM's TV arm has also been revitalized with the recent success of

The Outer Limits and *LAPD*.

The studio has had a turbulent history since Turner Broadcasting System bought the bulk of its film library in 1986. MGM was put on the auction block last month by a holding company of the French bank Credit Lyonnais.

The state-run bank seized MGM in 1992 when its then-owner, Italian financier Giancarlo Parretti, went bankrupt.

Credit Lyonnais has to sell MGM by mid-1997 to comply with U.S. banking regulations. In the first round of the auction, managed by the investment banking firm Lazard Freres, interested parties were asked to submit proposals outlining their view of what MGM is worth. The second round of bidding will begin in a few weeks, when a handful of serious contenders will be allowed to examine MGM's books.

MGM's primary assets are its distribution operation and its library of nearly 1,600 films, including such classics as "High Noon," "West Side Story," "Some Like It Hot," the James Bond and "Rocky" franchises, as well as such TV series as *The 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 also 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. ■

Fox, affiliates discuss Nielsen suit

Considering suing for breach of contract

Fox Broadcasting executives met with affiliate advisory board members in Las Vegas last week to discuss the possibility of filing a lawsuit against Nielsen Media Research. Sources said that no decision or timetable was reached concerning possible litigation. They also denied reports that a vote was to be taken or that draft language for a suit had been drawn up.

"This was just one of several meetings we've had to discuss this situation," said a source at last Thursday's meeting. "There are dozens of examples where Nielsen reports huge household numbers for children's shows but shows no children watching. Same with sports. They'll show huge household ratings but few men watching. It's

just not possible."

If a suit were filed it would include breach-of-contract charges, sources say: "We're paying millions of dollars to Nielsen, and we expect accurate numbers in return. We're not getting them." Fox TV Chairman Chase Carey first publicly threatened legal action against Nielsen in January. Nielsen declined comment on the Fox meeting.

Last week, also in Las Vegas at the NAB convention, FCC Chairman Reed Hundt chimed in on the Nielsen controversy. Hundt said that if charges are true that Nielsen undercounts younger viewers or is providing inaccurate data consistently in other areas, "it harms free TV, harms competition, and harms the public interest. I think the FCC should look into it." —SM

NBC 'looking hard' to buy cable channel

With two cable news networks and regional sports channel ventures in its coffers, NBC is shopping for an entertainment cable channel to be its crown jewel.

"Basically, the cable strategy has been one that has primarily focused on news and information as it is with CNBC and MSNBC."

says Tom Rogers, president of NBC Cable.

"But we think we are missing one part of our strategic arsenal, and that is a major entertainment cable channel."

Rogers says NBC is "looking hard" to buy a cable channel, but has no intention of building one from the ground up. It took that route with CNBC, and even though the channel is successful, the network has no desire to do it again. "It's a hell of a challenge to start a network from scratch," says Rogers. "It's an enormous bleed, and you need to get 3 million subscribers pretty quickly."

But limited channel capacity has created a seller's market, and NBC has not found a network at the right price. Sources say NBC has made offers for the USA Network and The Family Channel, but NBC and the two networks refused to comment.

NBC may use a cable channel to test programs or air pilots that didn't make it to the schedule. "There are a number of ways you can utilize entertainment programming," says Rogers. "That's where the bulk of the watchers are." —MK



Nielsen to meet with FCC chairman over ratings

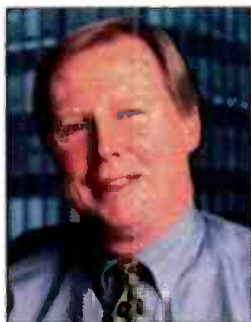
Nielsen Media Research President John Dimling and other company executives will meet with FCC Chairman Reed Hundt in Washington early next month to discuss concerns that Nielsen is undercounting children's TV viewers. A date for the meeting has not been set.

At the National Association of Broadcasters convention last week, Hundt told broadcasters he thinks the FCC "should look into" charges that Nielsen measurements of viewers, particularly children, are off target. "If this is true, it harms free TV, harms competition, and harms the public interest."

"This is strictly about information-gathering at this point," said an FCC official after the speech. "We would like to learn the facts and see if we can play a constructive role."

A Nielsen spokesperson says the ratings company received a call from the FCC a few days before the Hundt speech requesting an "informal" meeting to show the commission how Nielsen recruits and samples children.

"It wasn't presented to us as part of an investigation or anything of that sort," said the spokesperson. "We said, 'Sure, we'd be delighted to.' We think we [have] a very positive story to tell, and we look forward to it." —RB



Nielsen's John Dimling (l) will talk with FCC Chairman Reed Hundt about ratings.

Steve Winter/Black Star, Craig T. Matthew

TVB tells stations to take control

Says in age of expanding ad options, broadcasters must go on offensive; urges adoption of EDI

By Steve McClellan

The theme of last week's Television Bureau of Advertising conference in Las Vegas was "controlling our own destiny." But business consultant Pat Lynch in his presentation put it another way: "Change or die."

"Change is a powerful force that impacts each of our lives," said TVB President Ave Butensky. "And it's getting worse because change is happening faster now than ever before. In today's world, if you don't change you lose."

Case in point: the automotive category. Estimates are that one-quarter or more of a TV station's local ad revenue comes from the auto category. But Lynch reports that by 2000, General Motors wants to eliminate 20% of its local dealerships around the country. "What will you do?" he asked.

Advertisers, says Tom Conway, TVB's vice president of marketing, have many more options with electronic media than they did a decade ago. Indeed, Conway suggested that advertisers "are in charge because they have other options. [Broadcasters] aren't the only ball game in town anymore. There are other things that they can do."

Be that as it may, Conway said there is much that local broadcasters can do to generate new business. McDonald's is one example. Last year, McDonald's, at the strong urging of its ad agency, Leo Burnett, moved its entire national spot budget to network, thinking that would be a more cost-efficient media strategy.

Neither Burnett nor the corporate McDonald's media executives would give TVB or broadcasters a chance to argue their case. "They told us to mind our own business," said Conway. "And we decided we weren't going to take that anymore. Let's take the gloves off and go for broke."

So TVB created a presentation that it and 100 local stations showed to independently owned McDonald's franchisees. "We tried to educate them on the importance of the relationships and special promotions they had built with



TVB President Ave Butensky: 'If you don't change, you lose.'

television stations for 15 or 20 years."

While Burnett kept arguing that network was more efficient, TVB and the stations kept pounding home this message to the franchisees: "You don't understand local television's strength, Leo Burnett. It is effectiveness and relationships that count."

The local stations started taking away many of the added-value promotions to which the McDonald's franchisees had grown accustomed, and began working more closely with competitors such as Wendy's, Pizza Hut and Burger King.

That was enough to prompt the McDonald's franchisees to return to the corporation and demand it reconsider the media plan. "That is controlling our own destiny," said Conway. "The franchisees basically said, 'We want to get back to local. We're sick of you at Leo Burnett taking our money and putting it to your bottom line.'"

Consultant Lynch told attendees that most people won't change—or adopt more productive business practices—until their businesses suffer. "How bad does it have to hurt before you start controlling your own destiny?" he asked.

"Let's not go home and do nothing," said Conway. "We created our own problems, and it's not up to anyone else to fix those problems but us."

Separately, Mike Moore, DMB&B worldwide media director, and Tom Olson, president, Katz Communications, made a strong pitch to stations to adopt so-called EDI (electronic data interchange) technology, an online system for processing advertising insertion orders. The executives said that EDI will streamline the process dramatically, saving both time and money.

EDI systems link stations, reps and agencies to coordinate spot buys, although only a small percentage of stations now are hooked up to such systems. Moore said that his agency typically deals with 20,000 billing discrepancies a month. As a result, media buyers spend more than one-third of their time going through paperwork and dealing with old business. "This is crazy, and we have to do something," said Moore.

EDI, said Olson, "will help us focus on the selling process" instead of on paperwork. "Ultimately, you [the stations] will see your money collected faster."

Several EDI systems exist, including Added Value Network (AVN) and Direct Agency Rep Exchange (DARE). In addition, a number of agencies, including DMB&B and Leo Burnett, have developed in-house systems. AVN is expensive and currently incompatible with many station operations, said Moore. The problem with DARE (a joint venture of Donovan Data Systems and Columbine/JDS), he said, is that it hasn't been able to deal with make-goods, which is essential in order to address many of the discrepancy issues. Both systems are said to be working on their shortcomings.

One issue, Moore said, is that agencies want an open standard so they can have one system for all their media buys. The reps, however, are concerned that an open standard would cut them out of the process, by letting agencies and stations deal directly with each other. "I don't think it's a real issue, but we'll deal with it," said Moore. The compromise: a "public standard" in which all communications go through the rep part of the electronic link.

The major independent reps are bearing most of the cost of the DARE venture, with little cost to stations or agencies, said Olson. "There are benefits to all of us," he said. "I'm convinced that the amount of money that will flow to your stations through national spot will grow and be enhanced if we can just make it easier to do business with each other." ■

Radio station trading hot

Deregulation continues to stimulate market

By Elizabeth A. Rathbun

The buying and selling of radio stations continues apace.

While no group owner has matched Sinclair Broadcast Group Inc.'s \$1.2 billion broadcast-only merger with River City Broadcasting LP (BROADCASTING & CABLE, April 15), station brokers say it's only a matter of time.

Meanwhile, radio stations are changing hands at a dizzying rate, whether by outright purchases, swaps or a combination of the two. Major finalized deals are announced daily; rumors of impending deals were all the buzz last week at the NAB '96 convention in Las Vegas.

Here's a roundup of some of last week's biggest announcements and not-very-well-kept secrets (all deals require FCC approval):

■ Crescent Communications LP is closing shop—temporarily. The Greensboro, N.C.-based company will sell KFBI(FM) and KMZQ(FM) Las Vegas and KVEG(AM) North Las Vegas to American Radio Systems Corp. for \$30 million, ARS said last Thursday.

Crescent also is selling KRZY(AM)-KRST(FM) Albuquerque and KOLT(FM) Santa Fe, both New Mexico, to Citadel Broadcasting Co. of Bigfork, Mont., for \$23 million, broker Kalil & Co. Inc. said last Wednesday.

And Crescent is said to be scouting for a buyer for its three remaining stations: San Francisco-area FMs KSOL, KYLD San Mateo and KYLZ Santa Cruz.

Crescent wants to get out of major markets and concentrate on midsize markets, a source says. Major markets require "a major-league commitment," while Crescent is not known for its "real deep pockets," the source says.

As for ARS's interests in Las Vegas, the company is in the process of buying KXNO(AM) North Las Vegas-KLUC-FM Las Vegas (BROADCASTING & CABLE, March 25). "[Buying Crescent's Las Vegas stations] is an important step in strengthening our presence in Las Vegas, which is growing explosively," says ARS Chairman Steven B. Dodge. Media Venture Partners was broker for the deal.

With its two FM/one AM purchase of Crescent's Albuquerque/Santa Fe

stations, Lawrence R. Wilson's Citadel continues to expand its presence in that market. It already owns KKOB-AM-FM, KMGA-FM and KHITL-AM Albuquerque, and is buying KHFN(AM) (formerly KMBA) Los Ranchos de Albuquerque, KHFM(FM) and KASY(FM), all Albuquerque (BROADCASTING & CABLE, April 1).

■ While dealing for Vegas, American Radio Systems also reportedly is looking to win more stations in Portland, Ore. The Boston-based company is said to be close to a deal to buy BayCom Partners LP's KKJZ-FM and KUPL-FM there for \$80 million-\$100 million. ARS recently bought KDBX(FM) Banks/Portland from Salem Communications Corp. for \$14 million (BROADCASTING & CABLE, April 8) and KBBT(AM)-KUFO(FM) Portland from Henry Broadcasting Co. as part of a \$115 million merger (BROADCASTING & CABLE, April 1).

One source notes of chairman Dodge: "If he's got two in a market, he wants four."

■ Clear Channel Communications is rumored to be the latest group interested in acquiring Radio Equity Partners, although executives from both groups deny speculation that a deal is in progress.

Media brokers at NAB agreed that Radio Equity's 19 radio stations in various large and midsize markets would be a plus for Clear Channel.

Since deregulation, Radio Equity managing general partner George Sosson says he has received "numerous inquiries from groups" interested in

acquiring REP, but he has turned down everyone.

Clear Channel Vice President/Treasurer Randall Mays declined comment.

■ Broker Gary Stevens reportedly is helping EZ Communications Inc. shop its recently acquired 50 kw KRPM(AM) (formerly KING) Seattle. EZ earlier this month swapped its AM and two FMs in New Orleans for Heritage Media Corp.'s KRPM(AM)-KCIN(FM) Seattle (BROADCASTING & CABLE, April 15). "[EZ President] Alan [Box] is just an FM operator," one source says.

AM stations that broadcast news, information or sports are too staff-heavy for some operators, who prefer to keep costs down with music-formatted FMs, the source says. That could go for music-formatted AMs as well: KRPM is a news station. EZ's long-held KMPS(AM) Seattle carries a country format.

■ Evergreen Media Corp. and Westinghouse/CBS are said to be negotiating a swap of their stations in Washington and Houston. Evergreen owns WTOP(AM)-WASH(FM) Washington and KTRH(AM)-KLOL(FM) Houston. Westinghouse/CBS owns WARW(FM) Bethesda, Md./Washington while enjoying a firm hold in Houston with three FMs and two AMs.

With the swap of Westinghouse's WARW for Evergreen's KTRH(AM)-KLLOL(FM), Westinghouse would have seven stations (four FMs, three AMs) in Houston and Evergreen would bump up to two FMs and one AM in Washington.

Discussions about a swap began about two months ago, a source says, although the companies "haven't gotten anything done.... Neither one of 'em is excited about exiting Washington or Houston." ■

Donna Petrosello contributed to this report.

Coalition pushes for free candidate time

Leaders of the Free TV for Straight Talk coalition, flanked by Republican and Democrat politicians, have officially launched a campaign to persuade the national broadcast TV networks to offer presidential candidates free airtime this fall.

Coalition president Paul Taylor called on the heads of ABC, NBC and CBS, and the CEOs of their respective parent companies, to "sit down together" with the coalition and discuss its proposal. (Fox was not included because CEO Rupert Murdoch already has announced a similar initiative.)

The coalition has asked the FCC to hold hearings and offer guidance on the matter. "I'm delighted that the members of this coalition are asking for public discussion of ideas to better use the broadcast media to improve our country's presidential election dialogue," said FCC Chairman Reed Hundt in a speech at the NAB annual convention last week. —MK

Fritts rebukes Hundt over kids quotas

By Harry A. Jessell

National Association of Broadcasters President Eddie Fritts last week rebuked FCC Chairman Reed Hundt for his continuing insistence on an FCC rule requiring TV stations to air a minimum amount of educational children's programming each week.

"Hundt is clearly espousing a government-imposed quota system...to further a personal agenda," Fritts said in an interview following Hundt's NAB convention speech. "He seems interested only in controlling content."

Fritts saw as a threat Hundt's apparent reluctance to fully embrace the industry-endorsed Grand Alliance system as the national standard for digital broadcasting. "It's clear he's holding the standard hostage to his quota system."

A Hundt aide later said no threat was intended. In fact, he said, having spoken with broadcasters and other digital proponents at the NAB, Hundt is determined not to be "an obstacle to the adoption of a standard" based on the industry-backed Grand Alliance system.

The NAB and Hundt have been at odds over the chairman's efforts to more specifically define broadcasters' statutory obligation to serve the educational needs of children. Hundt favors a weekly minimum—say, three hours.

But broadcasters oppose any quantifiable standard and, with the help of two sympathetic commissioners (James Quello and Rachelle Chong), have been able to block action on Hundt's proposal.

In his NAB speech, Hundt said that most stations now air three hours of kids TV. "So wouldn't it be good ethics and good business for broadcasters to ask for or at least accept a floor of three hours of truly educational TV?"

Hundt's speech was mostly conciliatory, but he criticized the NAB for airing ads opposing the auction of spectrum for digital broadcasting. "The ads cross the line," he said. ■

Closed Circuit

WASHINGTON

Hundt holds court

FCC Chairman Reed Hundt met with broadcast executives at a series of private meetings in Las Vegas last week to discuss a range of issues, including children's television requirements, the switch to digital, and ownership rules. "He asked how we felt about being required to air a minimum number of children's educational shows," said one source in attendance. "And we said, like we have all along: No quotas." Some of the executives representing smaller-market stations told Hundt that their conversion to digital would be a "very, very, slow one," because of the high cost involved, said a source who attended one of the meetings. Sources also came away from the meeting with the sense that Hundt is reluctantly reviewing the duopoly rules still in effect for television. "He's not crazy about it," said one executive, referring to Hundt's view of lifting the current restrictions. Among the groups represented at the meetings: Chris Craft, Tribune, Gray, Allbritton, Benedek, Cosmos and Argyle.

\$100 million chip

Broadcasters may not know (or be willing to say) how much the V-chip will cost the television industry, but the Congressional Budget Office says the ratings system will cost at least \$100 million a year. That cost will be borne by the "manufacturers of television receivers and the consumers of those products," according to a Feb. 1 letter to House Commerce Committee Chairman Thomas Bliley (R-Va.). The CBO also reported that the universal service fund provision of the Telecommunications Act will cost the telecommunications industry \$7 billion over the next five years and interconnection provisions could cost local telephone companies more than \$100 million a year.

HOLLYWOOD

Selling 'Rosie'

Warner Bros. is gearing up for a big radio and TV promotional push to herald the June 10 debut of

Rosie O'Donnell's much-anticipated talk/variety strip. In a sales presentation tape sent to stations earlier this month, O'Donnell says she is striving to present an advertiser-friendly show with a "happy, fun feeling to it...like *The Tonight Show* in the afternoon." O'Donnell says her move into daytime comes with many fringe benefits, if recent daytime TV history is any guide. Noting that top-rated talkers Oprah Winfrey and Ricki Lake lost weight after they landed shows, O'Donnell says she expects to be "stick thin by June."

Name dropping

A downsizing plan is brewing at CBS/Group W/Maxam—for the unwieldy name of the syndication combine, that is (the result of Westinghouse's buyout of CBS and CBS's subsequent purchase of the start-up Maxam Entertainment). Company executives are keeping a tight lid on the names under consideration, but a well-placed source says the new moniker will be chopped to two syllables containing "fewer than 25" letters.

NEW YORK

Arbitron in Britain

Arbitron likely will bid on a contract to administer the ratings service for both the BBC and commercial radio signals in the UK. According to Jay Guyther, general manager for new ventures at Arbitron, the company is "laying the groundwork" to take control of the UK's "RAJAR" system and is prepared to bid for the service later this year.

Odd men in

Nick at Nite will add *The Odd Couple*, the '70s sitcom starring Tony Randall and Jack Klugman, to its evening weekday schedule in June, replacing *Welcome Back Kotter*, which is being shelved. Nick will launch *Odd Couple* with a three-day marathon airing on odd-numbered days (June 3, 5 and 7) at 8-11 p.m. The show then will move to a regular weekday 11 p.m. time slot on June 10.

The Blizzard of 1996...



Boston

Forecast on 1/4/96 for 1/8/96

AccuWeather Clients: "Blizzard conditions could develop"

Government Sources: "Considerable cloudiness"

What happened Blizzard: 18-22" on 1/8/96

New York City

Forecast on 1/3/96 for 1/7/96

AccuWeather Clients: "Potential for heavy snowfall,
blizzard conditions"

Government Sources: "Fair"

What happened Third biggest Blizzard in history: 18-28" on 1/7/96

Baltimore/Washington Area

Forecast on 1/5/96 for 1/7/96

AccuWeather Clients: "A major snowstorm...A foot or
more of snow"

Government Sources: "Snow accumulating 1 to 3 inches"

What happened Blizzard: 17-25" on 1/7/96

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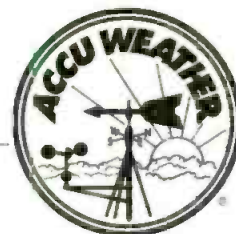
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Texas TV takes satellite service to court

KAMR-TV says PrimeTime 24 is breaking law by bringing in distant NBC station

By Christopher Stern

KAMR-TV Amarillo, Tex., is just about the perfect station for a legal challenge to PrimeTime 24's practice of offering distant network signals in local television markets, says KAMR-TV's vice president-general manager, William Dunaway.

Amarillo is in north Texas, where the land is flat and the buildings are short—two features that lend themselves to broadcasting a strong television signal for a long distance. And when it comes to filing court cases, it can't be overlooked that Amarillo is the home of a federal district court. "We are probably the ideal market in which to bring a lawsuit," says Dunaway.

In a complaint filed last month, KAMR-TV charged PrimeTime 24 with providing its subscribers with a distant NBC signal, even those subscribers that were able to receive a Grade B signal from

KAMR-TV, the local NBC affiliate. KAMR-TV also claims that PrimeTime 24 failed to disconnect subscribers once it had been notified that they were within the station's Grade B contour.

The issue has been simmering for years, but has heated up recently with the satellite industry's dramatic growth. More than 5 million homes now receive satellite-delivered programming, 5.5% of all television homes.

Under the Satellite Home Viewers Act, a satellite carrier may provide a distant network signal only to homes that cannot receive a distant network signal of Grade B quality with a conventional rooftop antenna.

PrimeTime 24 President Chuck Grieger says that not everyone within the Grade B contour receives a Grade B signal and that he has every right to sell them an alternative. A subscriber may qualify for his service if his signal is hampered by a mountain or even a

building, says Grieger.

But KAMR-TV strongly disagrees. Distant network signals are "supposed to be for people in the middle of nowhere," says Werner Hartenberger of Dow Lohnes & Albertson. Hartenberger maintains that the act bars PrimeTime 24, or any other provider of a distant network signal, from signing subscribers within the Grade B contour.

Hartenberger, attorney for the NBC affiliate association, says that PrimeTime 24 has refused to cut off subscribers within KAMR-TV's market, even though the station has notified the satellite carrier that the subs are ineligible for the service.

Grieger denies that he has failed to disconnect disqualified viewers. "That's not true," he said last week, adding: "I can assure you that challenged subscribers are being processed in an orderly fashion."

Under the law, satellite carriers, including PrimeTime 24, Primestar Partners and Netlink must give broadcasters a list of the new subscribers in their markets every month. Broadcasters say Grieger drags his feet when it comes to reporting new subscribers.

But it's not clear that PrimeTime 24 is completely to blame for the slow turnaround on subscriber lists. Like Netlink and Primestar, PrimeTime 24 sends its list of new subscribers to NBC, which processes the lists for all four networks and their affiliates. NBC can take several months to process them.

Hartenberger says NBC is hampered in its ability to collate the lists because both Netlink and PrimeTime 24 send printouts of the list that must be retyped.

Grieger claims the affiliates have failed to provide him with the zip code directories and signal contour maps he says he needs to block ineligible customers from becoming subscribers. Hartenberger counters that any post office can provide zip code maps and that contour maps for every market are available from the FCC.

The sniping between the two sides ultimately will be resolved in court or by additional legislation. House Intellectual Property Subcommittee Chairman Carlos Moorhead (R-Calif.) has introduced legislation that would require the two parties to submit to arbitration. Hartenberger says the affiliates oppose arbitration and Moorhead's proposal. ■

DARS war not over

Digital audio radio satellite (DARS) service rules may be coming as soon as May 9, but broadcasters at last week's NAB convention were not giving up their battle against the satellite service.

"It's not over until it's over," NAB's Valerie Schulte said while kicking off a panel discussion of the planned satellite-delivered radio services. Broadcasters at the session continued to insist that the satellite systems will overwhelm local radio stations.

"We have too much radio," Sconnix Broadcasting Group President Randy Odeneal said, maintaining that the industry cannot afford to compete with a new collection of satellite-delivered channels in each market. Saul Levine of Mt. Wilson FM Broadcasters said the service threatens to destroy the terrestrial radio system. And Allegheny Mountain Network's Cary Simpson said that the FCC should not rush its policymaking on the issue.

Speaking at the discussion, FCC International Bureau Chief Scott Harris said the DARS issue has been pending at the FCC for five years and that a commission decision on the issue can't come too soon. "I won't simply stew in indecision," Harris told the group. Although his bureau is not recommending that the FCC "shoot down the satellites," Harris said the recommendation will contain some good news for broadcasters: "You will not be displeased entirely."

Harris suggested the possibility of placing time constraints on satellite system construction and reclaiming the spectrum if DARS proponents are unable to launch a service. He added that the bureau's recommendation on service rules could contain spectrum auction provisions. —CM



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Atlanta 1996

How do LMAs affect must-carry negotiating?

NAB will examine that question as stations approach next retransmission consent cycle

By Steve McClellan

What are the antitrust implications for a broadcaster trying to negotiate must-carry or retransmission consent agreements for its owned station and a station in the same market with which it has a local marketing agreement?

That was one of the more intriguing questions to surface at a session at last week's NAB convention concerning the upcoming second cycle of retransmission talks with cable operators.

It was also a question about which NAB General Counsel Jeff Bauman admitted the association had not given much thought.

But he promised those at the sparsely attended session that the NAB legal department would address the issue in a special report that would be available to members.

But antitrust lawyer Rosemary McEnery, of the Washington law firm Howrey & Simon, said she did not think there was an antitrust exemption for LMA stations, and she urged stations in that situation to conduct separate negotiations—without any collaboration.

Broadcasters have to choose must-carry or retransmission consent and notify cable operators of their choice by Oct. 1, 1996, for a Jan. 1, 1997, effective date.

McEnery said the Justice Department will be "very aggressive" in monitoring retrans negotiations for antitrust violations. She cited a consent agreement signed just two months ago by three major network affiliates in Corpus Christi, Tex., which were targeted



The U.S. Supreme Court is scheduled to hear arguments on the constitutionality of must-carry this fall, with a decision expected sometime next year.

The Justice Department will be "very aggressive" in monitoring retrans negotiations for antitrust violations.

Broadcasters have to choose must-carry or retransmission consent and notify cable operators of their choice by Oct. 1, 1996, for a Jan. 1, 1997, effective date.

by Justice after the last go-round on retransmission consent.

The stations ended up making greater concessions under the consent decree than normally are required by law, said McEnery. Basically, they agreed not to talk among themselves about any aspect of their dealings (retransmission or otherwise) with cable systems.

The antitrust laws apply to cable systems as well, and McEnery urged broadcasters to report alleged abuses to the NAB or Justice.

However, the laws do not apply to co-owned cable systems or television

stations, which probably gives cable the upper hand in markets where MSOs have clustered their systems.

Meanwhile, the U.S. Supreme Court is scheduled to hear arguments on the constitutionality of must-carry this fall, with a decision expected sometime next year. Bauman said the NAB is "confident that we will prevail."

Another unresolved issue has to do with how broadcast markets are defined for the purposes of must-carry and retransmission consent.

When the rules were reinstated in 1992, the FCC mandated that Arbitron's market list for the 1991-92 season would be the defining standard. But now that Arbitron no longer ranks TV markets, the commission has proposed several options, including sticking with the old Arbitron list or switching to Nielsen's list for the 1994-95 season.

NAB Assistant General Counsel Ben Ivens said the NAB thought this

issue was a "no-brainer," because switching to Nielsen would better reflect changes in market compositions.

But the FCC apparently is concerned that it will be swamped with a flurry of so-called market modification requests at a time when it is trying to devote as many resources as possible to implementing various parts of the new telecommunications act.

"As they say in Las Vegas, there is an odds-on chance they will stick with Arbitron," in effect ignoring markets as they exist in the "real world," said Ivens. ■

Simon calls for more public interest

Greg Simon, Vice President Al Gore's chief domestic policy adviser, last week took advantage of a CATO Institute debate on the future of the FCC to reiterate the Clinton administration's call for broadcasters to increase their public interest commitment when they move to digital. Simon said the FCC has an obligation to make sure the public airwaves serve the public good, reminding the audience that in the 1930s the federal government asked broadcasters to set aside 7% of their airtime for public interest programming. A mandatory requirement for three hours of children's educational TV per week constitutes less than 2% of total programming, said Simon, and he suggested that opponents of proposals to give broadcasters the digital spectrum free should support the children's TV requirement. "Heavy public interest obligations are not a giveaway," he said.

Other members of the panel included James Gattuso of Citizens for a Sound Economy and former FCC staffer Kenneth Robinson, who said the FCC should be downsized or phased out. Simon said any large-scale reforms of the commission should be delayed until implementation of the Telecommunications Act of 1996 is completed.

Mfume on the air

The NAACP's new president, Kweisi Mfume, plans to deliver a weekly radio address to "several hundred radio stations nationwide." Mfume resigned from his seat in Congress to take over the top position in the nation's oldest civil rights organization. Because Mfume is not a candidate for federal office his broadcasts will not be subject to the equal-time rule.

Harris leaving the FCC

FCC International Bureau Chief Scott Harris is leaving the commission to join the Washington office of law firm Gibson, Dunn & Crutcher and is taking two other commission staffers with him. Harris, along with his senior legal adviser Mark Grannis and Mass Media Bureau Special Counsel Bill Wiltshire, has been hired to develop a communications practice for the firm.



Scott Harris is going to Washington's private sector from the FCC.

Fayetteville renewal OK'd

The FCC last week dismissed a petition filed by the NAACP to deny the renewal of WFCT-TV Fayetteville, N.C. The local chapter of the civil rights group claimed that WFCT-TV had violated the FCC's EEO rules. The FCC found no evidence of a violation, although it did note that the station could do a better job of recordkeeping. As is usual with an EEO complaint filed against a station, the FCC wanted to insure that WFCT-TV had recruited minorities for every job opening that occurred during the renewal period.

NTIA wants more kids TV

Following up on Vice President Gore's speech in Las Vegas last week, the National Telecommunications and Information Administration filed comments at the FCC Thursday calling on the agency to strengthen its proposed definition of children's television. The agency's proposal calls for education to be a "significant purpose" of the children's educational programming. But the NTIA says that is not good enough and that education should be the "principal purpose" of educational shows. "We acknowledge—as do many other commentators—that children's shows must be entertaining to attract an audience, but the educational element should not be overwhelmed by the entertainment component," wrote the NTIA.

Personal attack plea

The Radio-Television News Directors Association has asked House Telecommunications Subcommittee Chairman Jack Fields (R-Tex.) to pressure the FCC to do away with the "personal attack" and "political editorial" rules. In a letter to Fields, RTNDA President David Bartlett said that his group has been asking the FCC to take the rules off the books for eight years. "The commission may not lawfully delay any longer in coming to terms with the personal attack and political editorial rules, both invalid remnants of the discredited and repealed fairness doctrine," Bartlett wrote in his letter to Fields.

Add a hyphen in North Carolina

As of last week the Raleigh-Durham-Goldsboro, N.C., television market became the Raleigh-Durham-Goldsboro-Fayetteville market, according to an FCC order. Several stations in the area requested the change, claiming that WFKT(TV) Fayetteville was operating at a disadvantage under the former market definition. Fayetteville is 59 miles from Raleigh and 72 miles from Durham. Under the new definition, WFRT will be able to claim exclusivity for syndicated programs. The change does not affect the market's ranking as the 30th-largest in the country.

Quiet time

The FCC says the burden is now on KRBG(FM) Canadian, Tex., and KEZJ(AM) Twin Falls, Idaho, to prove to the FCC that their licenses should not be revoked. The commission designated both stations for hearings last week, noting that KEZJ has been off the air since December 1993 and that KRBG had not broadcast since April 1990.

Feaster official

After almost one and a half years as the FCC's acting inspector general, Walker Feaster last week was named the commission's official inspector general. Feaster has been with the FCC since 1974 in a variety of management positions. The inspector general is responsible for conducting internal audits and investigations at the agency.

Washington Watch

Edited By Chris Stern

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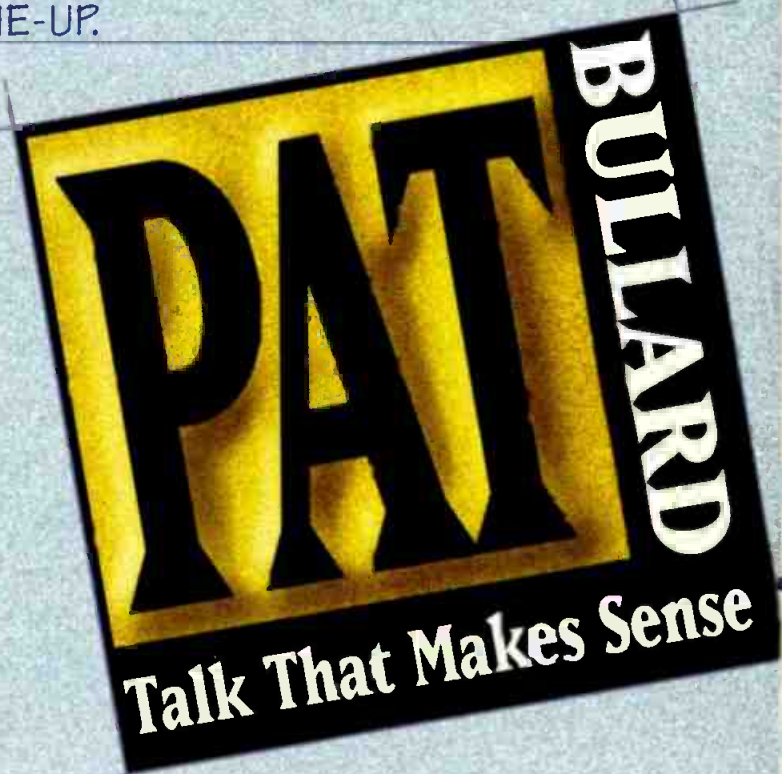
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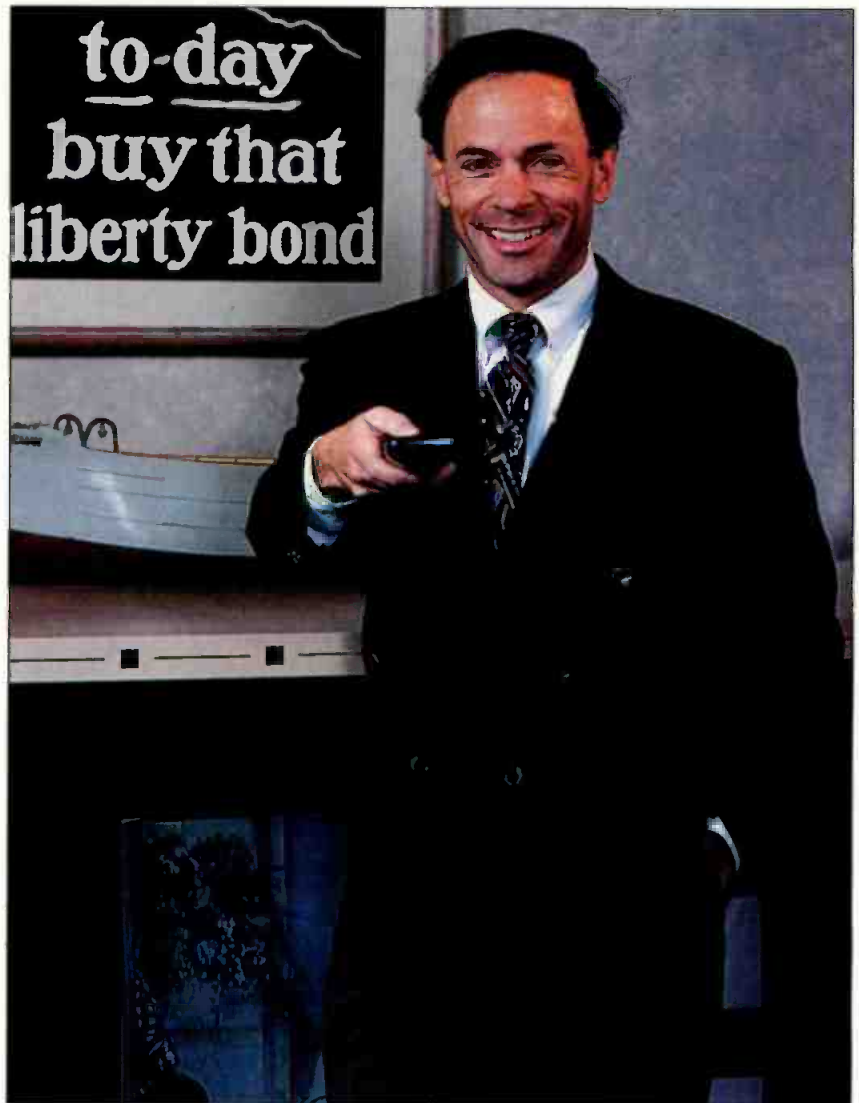


LIBERTY'S PETER BARTON In Cable's Catbird Seat

Peter Barton says his job is to stay in the center of the programming "deal stream." And that he does. As president and CEO of Liberty Media Corp., Barton oversees investments in more than 90 cable programming services—the likes of CNN, Discovery, Encore, HSN and BET (see chart, page 29). That gives him a window (and in some cases, a say) on what goes on at those networks. And since Liberty and Tele-Communications Inc., the nation's largest cable operator, have common ownership (Liberty was created last year to hold and manage TCI's programming assets), it's wise for programming wanna-bes to drop by Barton's Denver office for his counsel and intercession.

Barton's mission is to boost the value of Liberty's stock (Nasdaq: LBTYA) by increasing the value of each of its programming assets and by exploiting new opportunities. Among the latest opportunities: a joint venture with News Corp.'s Rupert Murdoch that will bring the Fox brand to Liberty's regional sports networks and possess the power to chase sports rights around the globe; a strategic 10% interest in Time Warner (if the government blesses the Time Warner/Turner Broadcasting merger), and a big stake in the Silver King TV station group, which Barry Diller is promising to turn into the next broadcasting powerhouse.

In this interview with *BROADCASTING & CABLE* Executive Editor Harry A. Jessell, Barton shares his ambitions for many in his family of networks and discusses the regulatory, financial and technical forces that will determine whether those ambitions are realized.



Where would you like your stock price to be in six months?

High.

One analyst's report had you at 35 within a year.

Yeah, the consensus of the analysts is that this is a stock that ought to be trading in the mid-30s right now, and has fours in front of it in terms of private market valuations.

So if you broke this company up tomorrow, you think you could get 40-some per share for it?

As the president and an officer of the company, I'm not supposed to predict what it's worth. But I'll put it to you this way: If my board came to me and said, "Gee, Pete, would you like to make a bonus on dollars you could sell this company for above \$45?," I'd take that job in a second. (The stock price closed at 27 1/4 on Thursday, April 18.)

Describe your job. You seem to be a bit of a programmer, a bit of an asset manager, a bit of a chief executive.

I have probably one of the coolest jobs in the Western world. Part of the job is to be in the center of the deal stream—make connections, mostly—and use that sort of “omniscience” to create value for all participants within our group. The second thing is, because of our unique investment positions we can influence outcomes. An example is the Time Warner deal. Liberty’s position in Time Warner gave it a seat at the table in this transaction, which gave us an ability to influence the outcome that would not have been available to a common shareholder.

Another part of my job is to use the positions we have to make the portfolio of assets worth more so that the stock is worth more. Another component is to manage resources. We have cash. What do we do with it? How do we invest it? It’s a wonderful job to have. We bring cash up, and we redeploy cash from the account.

Another component is to watch television. I love it. There’s hardly anything about a job like this that ultimately doesn’t just end up being fun.

Does every cable programming idea in America come through this office?

I think so. It’s not just cable anymore, though; we get a lot of broadcast programming. We get a lot of Internet, online, broadband, narrowband programming. That’s a well-worn seat you’re sitting in.

What about the Time Warner/Turner deal? How important is it to your company? According to some in Washington, it’s a real question whether the FTC will OK the deal as it is now structured.

I disagree. This deal’s going to happen. It’s just a matter of time, but when the regulatory authorities get done looking at the deal and become as familiar with it as we are, they’re going to say, “Yeah, this is OK.”

How important is the 10% in Time Warner that Liberty would end up with?

To Liberty shareholders, the Turner deal represents an opportunity to basically trade out of a 15-multiple stock into a 9-multiple stock—a 9-multiple stock that has a lot of upside potential, that has been depressed for the past five to 10 years. It hasn’t been a stellar performer. But we really believe that in this new configuration of management and ownership, Time Warner is going to be a major performer. So the Liberty shareholders who own this 10% are going to

be enriched by the appreciation of their Time Warner stock.

Since Liberty and TCI have common ownership, Liberty is guaranteed carriage on TCI systems. Isn’t that right?

That’s definitely not a true statement. We have to negotiate

LIBERTY MEDIA GROUP PROGRAMMING INTERESTS

Total value of Liberty’s programming assets are estimated at \$7.5 billion

Entity	LMC attributed ownership	Entity	LMC attributed ownership
MOVIE SERVICES		BROADCASTING	
Encore Media Corp.	90%	Netlink USA	100%
Encore, Encore Plus, Love Stories, Westerns, Mystery, Action, True Stories and Drama, WAM! America’s Youth		Netlink USA Netlink International	
STARZ!	47.9%	Silver King Communications Inc.³	23%
Request TV	40%	NATIONAL SPORTS NETWORKS	
Viewer’s Choice	10%	Liberty Satellite Sports⁴	65%
ENTERTAINMENT AND INFORMATION		Prime Deportiva	100%
Court TV	33%	Prime Network⁴	33%
BET Holdings	22%	MewSport⁴	33%
BET Cable Network, BET Action Pay-Per-View, BET on Jazz		Prime Sports Showcase	100%
Discovery Communications Inc.	49%	REGIONAL SPORTS NETWORKS	
Discovery Channel, The Learning Channel, Discovery Asia, Discovery Europe, TLC Europe, Discovery Latin America		Home Team Sports⁴	20%
The Box	5.5%	Prime Deportiva	100%
DMX	11%	Prime Sports-Intermountain West	100%
E! Entertainment Television	10%	Prime Sports-KBL	100%
International Family Entertainment Inc.	20.3%	Prime Sports-Midwest⁴	65%
The Family Channel, FIT TV, The Family Channel UK, The Family Channel de Las Americas		Prime Sports-Northwest	60%
International Channel	45%	Prime Sports-Rocky Mountain	77%
Faith & Values Channel	49%	Prime Sports-Southwest⁴	65%
Turner Broadcasting System Inc.¹	23%	Prime Sports-West	100%
CNN, Cartoon Network, Headline News, TNT, Turner Classic Movies, TBS Superstation, CNNfn, CNN International, International Entertainment Networks (TNT Latin America, Cartoon Network Latin America, TNT & Cartoon Network Europe, TNT & Cartoon Network Asia)		SportsChannel Chicago	50%
Intro Television	100%	SportsChannel Pacific	50%
ELECTRONIC RETAILING		SportsChannel Philadelphia/PRISM⁴	22%
Home Shopping Network Inc.²	41.5%	SportsSouth Network	44%
HSH, Spreel, ISN		Sunshine Network⁴	36.5%
QVC Network	42.6%	INTERNATIONAL SPORTS PROGRAMING	
QVC Network, Q2, QVC-The Shopping Channel (UK)		Premier Sports Network	50%
		Premier Sports Network, Premier All Star Sports	
		Prime Deportiva International	100%
		Prime Network International⁴	65%
		OTHER ASSETS	
		American Television Productions LLC	63%
		Asian Television & Communications International LLC	43%
		MacNeil/Lerner Productions	67%
		Southern Satellite Systems Inc.	100%
		Royal Communications Inc.	100%
		Liberty Productions Inc.	100%

¹Percent of common stock equivalents outstanding 6/30/95; ²80% voting power. ³Assumes exercise of an option to purchase 2,000,000 shares of Class B common stock upon exercise, LMG will have 65% voting power. ⁴Some or all of Liberty’s interest held through 65% ownership of Affiliated Regional Communications, Ltd.

Source: Liberty Media Corp.

Graphic by Broadcasting & Cable



I have probably one of the coolest jobs in the Western world. Part of the job is to be in the center of the deal stream—make connections, mostly—and use that sort of “omniscience” to create value for all participants within our group.

with TCI just like everybody else. We cannot commit carriage on TCI systems, and we cannot rely on carriage.

But as a practical matter, aren't you assured carriage on TCI?

The affiliation business is a relationship business, and we continue to have a good relationship with TCI.

How has Liberty been affected by cable rate regulation and the prospect of rate deregulation?

We were substantially slowed by the confusion created by the [1992] legislation that regulated rates. For a period of time it was unclear what the rules were, and cable operators didn't know exactly the right or the best thing to do. They postponed rolling out new services; they postponed launching existing services. When they finally got around to launching services, they optimized against a set of artificial rules, so they rolled out services that perhaps weren't worthwhile from a programming point of view but made sense because they were either free or very inexpensive.

Let's talk about bandwidth. At the Western Cable Show there was no more talk about 500 channels. They were talking about online services, cable modems and telephony. There was little talk of increasing channel capacity, and digital compression had fallen by the wayside. In other words, cable

operators are no longer promising a lot of new channels to accommodate all the planned networks—yours and others'.

The annoyance of the digital boxes being pushed off is that we've been creating programming services for digital deployment. The economic model for them allows you to be profitable with, say, 3 million or 5 million subscribers. It takes a year or two to get these things up and running, so for that year or two they're not getting broad distribution and, frankly, you're burning a lot more money than you wish you were. But that's the only annoyance.

We're not concerned about creating programming for digital deployment. We're only biting our fingernails, hoping that finally these boxes will be deployed in large numbers. Right now it's pretty clear that by the fourth quarter of this year they're going to be deployed in meaningful quantities.

Really?

I think so. I'm an observer, but I'm a very interested observer. We've seen the boxes, we've seen them work, we understand they're getting built. Deployment is going to happen very reliably, very quickly.

How many boxes need to be deployed before it affects your business?

It's not so much the numbers as the velocity and predictability at which the boxes are introduced. Let's say hundreds of thousands are deployed on a quarterly basis and there is predictability that the trend will continue or accelerate. That's enough to turn up the rheostat on our production and distribution costs for new programming services.

What about using the extra channels for PPV—that is, near-video-on-demand?

There is going to be a lot of competition for channel space by people who think near-video-on-demand is a better use.

Are you among those people?

No. There is a curve that says that your PPV take-rate is optimized with X number of channels. I don't know what X is, but it's not substantially improved after doubling it. You suboptimized the use of the channels after a certain number X, which varies from market to market.

So you're not a pay-per-view kind of guy?

I'm not a pay-per-view kind of guy. As a matter of fact, Liberty and Fox are trying to sell their interest [40% each] in Request TV. Pay-per-view is a great business for wholesalers and retailers, cable operators, but it is not a good business for intermediaries.

When does the rollout of new services become counterproductive? When does the audience become so fragmented that it becomes difficult for any of the networks to be profitable?

You can be an ostrich or you can play offensive defense. Playing an offensive game is: If there are going to be 500 channels, then let's see if we can at least be invested in many of them. Look what's happened to broadcast TV. For years, broadcasters blamed cable for the erosion in their share. But cable had nothing to do with that. Choice had everything to do with it.

What kind of new programming services are you looking for?

We are looking for services that will survive with just a few million subscribers, that will thrive with, say, 4 million or 5 million subscribers.

Give me an example.

The Encore multiplexes are a good example. It doesn't take many subscribers to the Western plex or the Adventure plex or the Love Stories plex to make it economically viable. It's scale economics at work. It costs only a little more to put up 12 Encore screens than two. And the additional income from the incremental 10 more than offsets the costs of creating the 10.

We're very bullish about the Encore/Starz! strategy. Encore has paid back its initial investment and is already quite profitable. Every day it's getting stronger. We're discovering that it is not cannibalizing the premium base, [it] doesn't cannibalize your HBO or your Showtime. It's all pluses.

So you're the multiplex company.

We will take it [multiplex] to sports, to Discovery Channel, to BET. This is going to be the way of the future for established program services. It's the only way you can grow. There is no other opportunity except with mega-programming concepts like fX, which require huge investments. Short of that, there is no way you can grow new services because there just isn't adequate distribution. There isn't capacity to carry services that require large distribution and dual revenue streams.

For fX to succeed it's going to have to end up with 60 million subscribers because of the huge investment in programming. We are pretty confident that it will get to 60 million to 70 million. But that's hundreds of millions of dollars of must-watch programming to get there.

How important is the DBS business to you? DIRECTV has more than a million subscribers. Primestar is in the same neighborhood. Is that something that shows up on your bottom line?

It's big—a couple million more subscribers.

It has made the day for Starz!. In the absence of sufficient capacity on cable, it has been a principal growth area for most basic services. Look, 2 million extra paying subscribers is a big impact across the board for Liberty. As I said, we're the largest program supplier to both services. So it's 2 million times 50 channels each. It's big money for us.

Is this a way to keep going until the digital boxes come?

Not only that, they're going to keep going. I carry pictures of [DIRECTV's] Eddy Hartenstein and [Primestar's] Jim Gray around in my wallet. These are great growth customers for us.

What's the status of your sports deal with Fox?

My guess is that we will close it this week. The deal was done on Halloween last year. Since then, we have been going through the "legal administria" with each of the regional networks. They all have different partners; they all have different financial structures. It is of no interest to anyone but people who get paid by the hour to do the legal work.

When are you going to put the Fox brand on your networks?

We are going to do that during the dog days of summer, probably during the Olympics, so we can work the bugs out when nobody is watching.

Describe the deal.

This is a very large undertaking between us and Fox, where we have contributed all our regional sports businesses in the U.S. and all our investments in sports in the U.S., plus all our investments in sports businesses and sports rights outside the U.S., to a venture to which they contribute all of their international sports businesses and sports rights plus fX and some cash—

—\$300 million worth?

About \$350 million. —and their brand, Fox Sports, to a venture that, when it's put together, becomes a powerful set of businesses. Probably the largest, most profitable part will ultimately be the international business because the scope is so large and the potential so enormous that it's staggering.

Is fX going to challenge ESPN in cable sports?

No, fX will be more like a USA Network. It will be a combination of entertainment and sports. It will never seek to go after an all-sports emblem the way ESPN has. We are buying a lot of marquee sports for it. It will be a must-carry for any cable operator. You really wouldn't want to be one of the cable operators right now that doesn't have a long-term fX agreement. And with all the crosspromotion that's coming to us from both Fox Broadcasting and the regional sports, a lot of people are going to demand to see the service from the cable operator or the DBS operator. So the plan is to have the ability in the U.S. to compete for rights on the same basis as ESPN.

The thing that drove us to this deal was our inability to acquire sports rights. The hyper-nated company Disney-CapCities-ESPN can buy sports rights for cable and for broadcast and for international. Often we would go to a bidding and we'd say, "Well, gee, we'd like the cable rights." And they'd say, "Actually, you know, we're selling cable and broadcast and international as a package." "But we'll pay you more for cable." "Yeah, but then we'll lose our ABC deal."

That's what [Ted] Turner used to complain about.

That's right. Well, he was right. And we did something about it. Now with Fox, we'll be very aggressive when going after rights.

How much of Silver King will you end up owning?

After we contribute our ownership of HSN, 43% or so. That's worth \$500 million or \$600 million.

Why all this enthusiasm for broadcasting, a business whose market share has been steadily eroding for the past 15 years?

If you start with dollar one and build a broadcasting company, as opposed to paying \$5 billion, your tolerance for a lower market share is much higher. Sure, all the broadcast networks are going to have lower shares. My guess is that sometime next year they will slip below the aggregate share of cable. But this is a great business if you can come up with a model that is economically robust. Our Silver King investment is going to be really valuable.

Do you believe in HDTV?

It's a hula-hoop. Digital television is just so good. It's almost impossible to discern any difference between HDTV concepts and today's run-of-the-mill digital TV.



We will take it [multiplexing] to sports, to Discovery Channel, to BET. This is going to be the way of the future for established program services. It's the only way you can grow.

What about broadcast multiplexing, using digital TV to broadcast several channels of standard-definition TV?

I'm on both sides of that. From the cable operator side, multiplexing with must-carry is ridiculous. From the Silver King side, it's sublime. Fortunately, in the true spirit of the way we do things at Liberty, we have made bets on both sides of this issue.

HSN had been struggling, but its first-quarter numbers were very positive. Do you think you've turned it around?

The quarter puts us right on the plan that we disclosed to analysts last summer. For those people who are students of shopping channels, we had a decisively successful first quarter, which indicates a firm grasp on the company and its merchandising. The [management] combination of Barry Diller and Jim Held is the right combination.

Here's what I don't understand. Most of HSN's coverage comes through the Silver King stations. But isn't the plan to drop the HSN programming from those stations so that Diller can offer more conventional programming? How can HSN sustain that loss of coverage?

That's a very good question. The answer is, at this point, the Silver King coverage is almost more of a drag anchor on HSN than a benefit. And I'll take out the word "almost." It is a drag

anchor on HSN. The reason is that a couple of years ago we did the analysis to figure out how much money HSN was paying Silver King for the kinds of viewers it was picking up from them. It concluded that it was terribly inefficient.

So we went out and literally bought distribution, paid cable systems up to \$9 a subscriber for distribution in strategic markets so that when the Silver King obligations to HSN goes away—I think it's in June—HSN will be in a position to say to Silver King, "Thanks, but we're done with you right now." And that's where we are.

Silver King will drop HSN in June?

Actually, it will probably be in December or January, just to have an orderly transition. Both Silver King and HSN voted to postpone the decision for six months to give everybody a chance to stabilize their businesses and their thinking.

Why wait until next year?

It's like wine; it's just not ready yet. The programming isn't ready for Silver King, and we still have some cleaning up to do for HSN. This isn't 100% perfect yet. Every month we're picking up a few more subscribers in a few places. There's a plan and there's an execution for that plan that is very rational.

The Family Channel is seen by some as a disappointment: plenty of distribution, little viewership. How are you going to make it competitive with USA and the Turner networks?

For a long time it has been strapped for resources. Now it's not. It's quite profitable and doing very well. Tim Robertson, who runs it, is thinking about making a number of changes that I think will course-correct and put it into the front line of the programming services. It isn't a bad net, and it's really been trying hard to be a family service.

Another reason to be optimistic is that it does have a reputation for being good, safe family viewing, and the drift of viewing preferences is going to lead people to the brand. The trick for Tim now is to make sure that the brand doesn't disappoint the promise. They're making some large investments in programming.

A couple of weeks ago, the Faith & Values Network announced the acquisition of a family-oriented sitcom. What's that all about?

Faith & Values has come to the conclusion that it can be more influential if it is more broadly viewed. And the way to get more broadly viewed is to put on programming that attracts bigger audiences than their traditional programming, which has featured such things as some woman in gold-lamé shoes playing different church organs and people singing the "Sound of Music" on a dock with crab boats drifting by. This is not so much a revelation as good business judgment to take advantage of what they have—about 26 million subscribers and good channel positions. To go with the new programming, the service will get a new name. I don't know what it will be yet, but we have gone from 40 to four possibilities.

What's the bad news for Liberty?

Most things are going very well, and the things that are not going well are small enough that they don't make it onto the radar screen. In a business like mine, where you have a lot of businesses, you have brushfires everywhere. The skill is to deal with them and stamp them out and make sure they don't become big problems like Home Shopping did. ■

Broadcasting

Disney, ABC integrate TV operations

Iger will oversee distribution, Joe Roth TV production and home video

By Cynthia Littleton

The Walt Disney Co. last week unveiled a restructuring plan to integrate its TV operations with Capital Cities/ABC, consolidating distribution under CapCities/ABC President Bob Iger and giving studio chief Joe Roth oversight of production and home video.

The long-awaited redesign of the Walt Disney Television and Telecommunications unit was revealed two days after division president Dennis F. Hightower announced plans to retire in June. Disney officials said the reassignment of Hightower's responsibilities, which included worldwide TV production and distribution, is part of an ongoing effort to unify the newly merged Disney and Capital Cities/ABC.

In a joint statement, Disney Chairman Michael Eisner and Disney President Michael Ovitz said: "These changes will bring a more logical alignment of our production and distribution capabilities and take full advantage of our strong management depth.... The expanded responsibilities of both Joe Roth and Bob Iger reflect our great confidence in their ability to lead creatively driven organizations."

In announcing his decision to step down, Hightower noted that Eisner was aware of his plan to retire at age 55 when he became Disney's top TV executive following the departure of WDT&T Chairman Rich Frank in March 1995.

Under the new chain of command, Iger will oversee all cable, pay TV and Buena Vista Television's domestic syndication operations while continuing to supervise all CapCities/ABC broadcast and publishing units. Randy Reiss, WDT&T executive vice president responsible for pay TV and syndication, will report to Iger, as will Etienne de Villiers, president of Walt Disney Television International, and Geraldine Laybourne, the former head of Nickelodeon who was named president of Disney/ABC Cable Networks late last year.

On the production side, Dean Valentine, president of Walt Disney Television and WDT Animation, will report to Roth, whose title switches from chairman of Walt Disney Motion Pictures to chairman of Walt Disney Studios. Sanford Litvack, Disney's senior executive vice president and chief of corporate operations, takes on Hightower's responsibility for Disney TeleVentures, which includes Disney's Americast telco venture with Baby Bells.

Analysts praised the restructuring plan as a logical post-merger move and a major coup for Iger. The move to put Disney's syndication arm and the ABC O&Os into the same administrative



Move called major coup for Bob Iger.

unit follows industry trends by creating a built-in launchpad for Disney's first-run production.

"Disney can buy just about any man-

Disney is getting into 'Debt'



'Debt' host Wink Martindale

Debt, a new game show from Disney's Buena Vista Television, offers a practical example of how the media giant intends to make the most of its new distribution muscle.

The half-hour strip, hosted by TV veteran Wink Martindale, is slated to debut June 3 on Lifetime Television, the basic cable network co-owned by CapCities/ABC (see story, page 55). ABC has an option to pick up the show as a prime time entry in the fall, and first-run syndication is also a possibility if *Debt* is a hit in its 6:00 p.m. slot on Lifetime.

Lifetime, in turn, has a financial stake in the show and will get a percentage of any syndication revenue generated by *Debt*. Analysts say these types of creative deals between distinct units of

vertically integrated media giants can help cut the losses producers generally face when launching a show.

And that's what *Debt* is all about—a quiz show that gives contestants the chance to pay off credit card debts. The stakes will be raised to paying off home mortgage loans if the show goes to ABC in the fall.

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power they want," said Art Rockwell, media analyst with Yaeger Capital Markets. "They know they need a high-powered TV executive in there to consolidate that end of their business into workable groups."

But some insiders questioned whether Iger will be overextended. Sources say Reiss's duties eventually will be expanded to involve the Capital Cities/ABC Broadcast Group now that Michael Mallardi, a 30-year ABC veteran and senior vice president of the broadcast group, has confirmed plans to retire in June.

Although most believe there are

more changes on the horizon, last week's restructuring announcement came as a relief to many who had been braced for a major shake-up of Disney's executive TV ranks. Details of the plan, in the works for months, were said to have been closely guarded by Eisner and Ovitz, fueling internal rumors and speculation about the fate of high-profile staffers at Disney and ABC.

The announcement did not quiet persistent rumors that Howard Stringer, former president of the CBS/Broadcast Group, is preparing to join Disney as a top executive.

Talk of a possible merger of Disney's Americast and rival telco start-up Tele-TV, which Stringer now heads, has heated up in the wake of the planned merger between Baby Bells SBC Communications and Pacific Telesis. SBC is a partner in Americast, while Pacific Telesis is aligned with Tele-TV.

If the two sides join forces, sources say Disney may try to bring Stringer on board to manage its end of the combined venture. Ovitz, who was an adviser to Tele-TV before he joined Disney last year, is said to have high regard for Stringer. ■

Spelling, New World courtships continue

Price said to be principal issue in pursuit of both companies

By Cynthia Littleton

One has been up for sale for months; the other has been courted by a patient suitor. But analysts say Spelling Entertainment and New World Communications Group have one thing in common: an asking price deemed too high by prospective buyers.

Rupert Murdoch, News Corp. chairman, last week threw cold water on rampant rumors that Fox was close to

acquiring all or part of New World, telling reporters at the NAB convention that no talks were taking place. Sources close to New World, however, said the on-again, off-again negotiations between the two sides were on again in Los Angeles last week.

Murdoch's intentions toward New World have been the subject of much speculation since Fox bought a 20% stake in the company as part of its landmark 1994 affiliation agreement with 10 of the 12 New World stations.

New World's other assets include a TV production division headed by Brandon Tartikoff and an international distribution arm.

New World "looks very expensive to me at the moment," Murdoch said in an interview with Bloomberg Business News earlier this month. "We are always looking for new stations, but we try to buy them at a reasonable multiple."

Representatives for Murdoch and New World declined comment, but

Fisher gets expanded role at MCA

In the latest move at MCA, the Universal Family Entertainment (UFE) and Universal Cartoon Studios (UCS) divisions have been folded into MCA Television Entertainment (MTE) to streamline the studio's television activities.

The move, the most recent in MCA Television Group Chairman Greg Meidel's restructuring of the studio's television arm, indicates a greater role for MTE President Barbara Fisher, who now will oversee the two divisions in addition to her existing duties.

"Barbara's proven leadership abilities, combined with her business acumen and keen creative instincts, make her uniquely suited to take the helm of this newly restructured division," said Meidel.

Jeff Segal, who had been overseeing UFE as president, is leaving his position to enter into a production deal with the MCA Television Group. He will develop and produce programming for the division.

UCS is the production entity of UFE that produces animation for the networks and cable. UCS series now



Barbara Fisher gets expanded responsibilities.

on the air include *Casper* for the Fox Children's Network; *Earthworm Jim* for Kids' WB, and *Savage Dragon* for the USA Network. MTE primarily supplies long-form programming to the networks and cable. The latest MTE project is *Peter Benchley's The Beast*, a miniseries for NBC that will air during the May sweeps.

The restructuring will not affect Universal Television, which supplies series to the networks. The division will continue to operate separately from MTE, with Tom Thayer overseeing that area as president.

In other MCA Television Group news, the studio has signed writer/producers

Rick Copp and David Goodman to an exclusive multi-year production deal. The pair most recently wrote and served as supervising producers on *The Adventures of Captain Zoom in Outer Space*, which aired in syndication as part of MCA TV's Action Pack Feature. Under the new deal, Copp and Goodman will create, develop and produce programming for network and syndication distribution.

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sources say a range of acquisition scenarios is being considered. Murdoch is said to be primarily interested in New World's station group. New World Chairman Ronald Perelman, who owns 37% of the company and controls 80% of the voting power, is thought to be holding out for an all-or-nothing deal.

Sources say that could lead Murdoch to team with another partner interested in acquiring the entertainment and distribution divisions. New World Entertainment has a busy production slate for network and syndication, including the new ABC drama *Second Noah*, Fox's *Profit* and the upcoming first-run entries *Two*, *Loveline* and *Access Hollywood*, the last a joint venture with NBC.

With the Telecommunications Act of 1996 lifting the cap on station ownership from 25% to 35% national coverage, many analysts say there's little doubt Murdoch eventually will come to terms with Perelman. Together with the 12 existing Fox O&Os, the New World stations would give the network a solid foundation in more than 36% of the country, including such key markets as Dallas, Detroit and Atlanta.

"For Fox, the strategic value of the [New World] stations is higher than average," says Harold Vogel, media analyst with Cowen & Co. "The two groups together are the cohesive backbone of the network. But Fox won't overpay for the stations, and Perelman won't sell cheap."

Vogel and others say Viacom has reached essentially the same impasse in trying to sell its 77% stake in Spelling Entertainment, first put on the block last August. At the time, Viacom officials said that proceeds from the sale would be used to pay off bank debt, but the reported \$1.5 billion asking price is said to have deterred potential bidders such as PolyGram and NBC.

Analysts say Spelling's value will drop if prolific producer Aaron Spelling decides to leave the company when his contract expires at the end of this month. Through a spokesman, Spelling last week declined to comment on his plans.

Last week, Viacom officials said the sale process was continuing, but a company spokesperson would not elaborate on reports that another Viacom asset, possibly the premium cable network Showtime, would be transferred to Spelling to drum up new interest in the company.

Initially, Viacom planned to hold on to Spelling's Virgin Interactive unit, but analysts say the software developer could be added to the sale package as an additional incentive.

"Because it looks like an outright sale is not going to happen, they've got to look at an alternative structure," said Jessica Reif, analyst with Merrill Lynch. "There are interested parties, but at a price."

Spelling Entertainment also owns the distribution outfit Worldvision Enterprises, whose vast program library

includes such series as *The Love Boat*, *The Mod Squad*, *Little House on the Prairie*, *I Spy* and *Get Smart*. Spelling Television produces Fox's *Beverly Hills, 90210* and *Melrose Place*, NBC's *Malibu Shores* and *Savannah* in association with the WB Network.

Viacom could reverse its course and buy up the rest of Spelling from shareholders, but Reif and others say that is unlikely because Spelling already is considered a redundant asset, given Paramount's extensive TV production and distribution operations. ■

Saban re-powers 'Rangers'

Looks to create new programming and retail buzz for top show and toy

By Steve Coe

Fox's *Mighty Morphin Power Rangers* is undergoing something of a transformation as part of an overall strategy by series producer Saban to keep the top-rated kids show on top and re-energize the phenomenon that has prompted kids and their parents to spend more than a billion dollars on merchandise spun off from the show.

The show, which has been the top-rated weekday kids show for 130 consecutive weeks, is evolving into *Power Rangers ZEO*, which will feature a new story line and characters. To build viewer anticipation for *ZEO*, Saban produced 10 special episodes that aired on Fox in February to serve as a bridge to the new series. The first of the new *ZEO* episodes was scheduled to debut this



'Power Rangers' will get a revamped story line and new characters.

past Saturday (April 20) at 8:30 a.m. in a special sneak preview airing. The episode, part one of a special two-episode arc, will be rebroadcast in its regular time slot today, Monday, April 22, at 4:30 p.m. Part two of the introductory episode will air Tuesday, April 23.

Fox and Saban are teaming on a promotional blitz of nearly \$5 million in on-air spots, print and radio placements and a viewer contest that will award

CBS won't preempt 'Good Company'

CBS has reversed a decision to preempt *Good Company* (Mondays 9:30-10) today (April 22) and will air the sixth episode of the show's six-episode order as originally planned after the comedy posted best-ever numbers in its fifth airing, April 15. The network had announced that the show would be replaced on the Monday lineup beginning April 22 in order to move *Cybill* back to the night's schedule. However, *Good Company* pulled in a 10.8 rating/16 share in Nielsen numbers last Monday, finishing second in the time period in households. Monday's numbers were up 16% in rating and 14% in share compared with the show's average rating and share for its four previous airings. Also last Monday, the series posted its best lead-in retention (from *Murphy Brown*) since it debuted on March 4 by boosting its hold on the 9-9:30 audience by 31% over its four previous outings. *Cybill* will move to the Monday 9:30 p.m. time period on April 29. —SC

Odor fighter smells infringement in 'ZEO'

By late last week, Saban had more to worry about than whether kid viewers would embrace its reworked *Power Rangers*, now named *ZEO*.



A Chicago-based company, ZeoCrystal Industries, filed a \$10 million trademark infringement suit in U.S. Federal Court. The suit also names Bandai Corp., the principal licensee of the *Power Rangers* merchandising line, WFLD-TV, the Fox affiliate in Chicago, and Fox Broadcasting. ZeoCrystal produces an odor-fighting product called ZeoCrystals that is stocked in many hardware and pet stores.

The suit alleges that Saban illegally pirated the registered and trademarked ZeoCrystal name and logo, damaging ZeoCrystal's corporate identity.

ZeoCrystal alleges that Saban drew liberally from the description on the packaging of the product, including where the odor-eating crystals were discovered. Barbara Stauffer, president of ZeoCrystal Industries, says the package informs buyers that although they wouldn't expect to find such crystals among volcanic rock, that is exactly where they were found. In the Saban show, the *Power Ranger* characters are re-energized after the discovery of a ZEO crystal that is found among volcanic rocks.

Richard Skrobin, CEO, ZeoCrystal, says the company was unaware of the show and its use of the company's name until about three weeks ago. "We started getting calls from kids looking for ZeoCrystals, which we thought was odd. Then people started asking if we were connected to the show and we figured it out," he said.

By Thursday afternoon, Saban had not been served with the complaint, but a company statement declared that Saban would challenge the filing. "Saban denies [that] its use of ZEO in its *Mighty Morphin Power Rangers* television series in any way infringes on the rights of ZeoCrystal Industries. Saban will defend itself in this action aggressively and will seek attorney's fees and damages where appropriate."

Stauffer says the company, which was formed about four years ago, would like to see Saban change the name of the series but acknowledges that is a long shot. —SC

Wallach heads domestic, cable sales for CBS syndication arm

After nine years as a top sales executive with Genesis Entertainment, Barry Wallach has been named executive vice president of syndication for CBS/Group W/Maxam.

Wallach, who most recently served as executive vice president, domestic sales, for New World/Genesis Distribution, will oversee domestic sales for CBS's new syndication arm. New World/Genesis has promoted Joseph DiSalvo from senior vice president, East Coast sales, to succeed Wallach. Wallach also will be responsible for cable sales for the division charged with developing and distributing programming for non-network outlets.



Wallach

Before joining Genesis as an account executive in 1987, Wallach worked as a syndication and advertiser sales account executive for Katz Sports and later became a sales researcher for Katz American Television.

Wallach, who moves to CBS/Group W/Maxam next month, will report to division president Ed Wilson.

CBS/Group W/Maxam's first-run slate includes the upcoming weekly series *Psi Factor* and the returning weeklies *Martha Stewart Living* and *Bob Vila's Home Again*. The division also is understood to be gearing up for an off-network sales campaign for the CBS Productions sitcom *Dave's World*. —CL

one winner a truckload of *ZEO* toys and the customized Ford Ranger in which the toys will arrive.

According to Bert Gould, Fox Children's Network executive vice president of marketing, promotion, program strategy and licensing, the network's promotional campaign is unprecedented for a show outside of the traditional fall launch. "It's certainly as big a push as anything we've ever done in terms of on-air," he said.

In addition to the promotional muscle behind the relaunch, Fox's commitment to the show also is seen in the 60-episode order the network gave Saban for the 10 transition episodes and 50 new *ZEO* episodes. Gould says the current performance of the show as well as its historical performance bears out Fox's commitment. "It's a huge commitment," he says of the multimillion-dollar episode order and promotional push. "It's based on our belief in the product. It's still the number one-rated strip and number one-selling toy. We also know there is a ratings peak with new episodes, which we saw again in February with the *Alien Rangers* that set up *ZEO*." He noted that the series saw upticks of one to two points among the kids demographic groups.

Although most companies would adhere to the "if it ain't broke, don't fix it" mantra concerning a successful series—especially a phenomenon like *The Power Rangers*—Saban nonetheless decided to work on the show while it was still on top. "We're trying to set up the entire property for its post-phenomenon life," says Peter Dang, president, Saban Children's Entertainment Group. "We recognized a problem last summer in terms of retailers and licensing. We were no longer a phenomenon, even though we were still number one. We felt we needed people to look at it with a new set of eyes. So we thought it would be best to reinvent yourself when you're still number one."

A heavy dose of research was done before settling on the prospective changes, says Dang. "We did a lot of research in working with the formula. We considered a lot of things, including killing off the characters and story line. We worked hard to identify the equity elements of the show. We also knew that every time we've introduced new elements they've worked. As a result, we've been very pleased with the results of the research done with kids," he said.

Saban is also pleased with the

response of licensees for the new show and its product. Dang says that about 15 licensees will be shipping product to toy stores to coincide with the launch of the show this month, with the bulk of the remaining licensees shipping in the fall when the show will get another promotional push. In all, he estimates that

there will be more than 60 licensees shipping merchandise domestically.

Following the spring launch for *ZEO*, Dang says, the show will be rested during the summer to prepare for the fall. "We'll be approaching the fall as a mini-launch so it can keep up with the other shows being launched." ■

Errata

In April 15 network prime time series story, Fox's *Space: Above and Beyond* should have been listed as series still being considered for renewal for fall.

SYNDICATION MARKETPLACE

'Geraldo' upgrade

Geraldo Rivera's new "solutions over shock" approach to his long-running first-run talk show has paid off in Sacramento. ABC affiliate KXTV(TV) cited the show's new "positive direction" as the reason for upgrading *Geraldo* last week from late night to the 11 a.m. slot formerly occupied by *Gordon Elliott*, already set to switch to another station in the market this fall. Tribune Entertainment's *Geraldo*, which will be rechristened *The Geraldo Rivera Show* in September to reflect its underlying philosophical shift, also has won upgrades this month in Detroit, Memphis and Lincoln, Neb. Station sales for the show were taken over in January by King World Productions as part of a joint programming venture between King World and Tribune.

MG/Perin believes in 'Miracles!'

MG/Perin is moving forward with its two new weekly first-run offerings for the fall, *Miracles!* and *Prevention's Bodywise*, both of which have landed weekend slots on WCBS(TV) New York. *Bodywise*, a health-oriented half-hour series tied in with the popular lifestyle magazine, has been sold in nearly 70% of the country, including WLS(TV) Chicago and KWTY(TV) Philadelphia. *Miracles!*, in which host Peter Graves examines reports of wondrous yet unexplainable events, has been cleared in nearly 60% of the country, including KCAL(TV) Los Angeles and WCIU(TV) Chicago.

Love lines

Wacky newlyweds and adventurous singles are beating a path to the Sony Pictures lot near Los Angeles now that Columbia TriStar Television Distribution has cleared its first-run game show block *The Dating/Newlywed Hour* in 98 of top 100 markets. CTTD says it has sold the hour strip,

comprising revivals of the campy TV classics *The Dating Game* and *The Newlywed Game*, to 200 stations covering 96% of the country. CTTD officials declined comment, but sources say the distributor has been so impressed by response to the strip that it is considering reviving yet another Chuck Barris creation, *The Gong Show*, as a possible midseason replacement offering next year.

New producer for 'Gordon'

The CBS/Group W/Maxam/Twentieth Television talk show *Gordon Elliott* is in for a new executive producer next season, as Terry Murphy has confirmed plans to leave the show at the end of June. Murphy, who has been executive producer since the talker debuted in 1994, is mounting a major push for *Gordon Elliott* in the May sweeps, complete with a contest for die-hard fans and an awards show. Announced last month, the "Trade Places with Gordon" contest has elicited some 70 home videos from viewers explaining why they are qualified to host a talk show and why Elliott should try doing their job for one day. Later in the month, celebrity look-alikes will be called on to do the honors at an Oscar-style presentation

ceremony for the Elliott Awards, given to the show's most memorable guests of 1995.

Scene of the crime

Efforts are under way to develop a first-run reality series based on the recent best-seller *Mindhunter* by John Douglas, a retired FBI agent who spent years hunting the Unabomber. *Crime Scenes* would start where *Cops* usually end, exploring how investigators use clues found at crime scenes to develop psychological profiles of violent criminals. Douglas will host, but it's still undecided whether the show will be done as a strip, a weekly or as quarterly specials, according to Tom Hoberman, the entertainment lawyer preparing to shop the project around with producer Beverly Cahme. Cahme also has a deal with NBC for a series of TV movies based on cases covered in Douglas's book.

'FDNY' becomes 'Fire Rescue'

FDNY, the upcoming half-hour reality weekly from Kelly News & Entertainment, has been renamed *Fire Rescue*, since producers have decided to broaden the show's focus beyond New York City. The series will spotlight the work of firefighters and paramedics around the country. Kelly officials say *Fire Rescue* has been cleared for a fall start in 63% of the country, including WNBC(TV) New York, KCBS(TV) Los Angeles and WCIU(TV) Chicago.

'Bzzz!' ago

Tribune Entertainment has generated enough of a buzz with *Bzzz!* to declare the strip a firm go for a fall launch. The dating game show has been cleared in more than 80% of the country, including nine of the top 10 markets. *Bzzz!* buyers include stations in the Hearst, New World and Sinclair broadcast groups. —CL

NSS POCKETPIECE

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

1. <i>Wheel of Fortune</i>	12.4/225/98
2. <i>Jeopardy!</i>	10.7/219/98
3. <i>Home Improvement</i>	8.7/224/97
4. <i>Oprah Winfrey Show</i>	8.5/235/99
5. <i>Seinfeld</i>	7.0/218/97
6. <i>Entertainment Tonight</i>	6.2/174/94
7. <i>Wheel of Fortune-wknd</i>	6.0/180/82
8. <i>Simpsons</i>	5.5/191/96
9. <i>Hercules, Journeys of</i>	5.4/225/98
9. <i>Inside Edition</i>	5.4/163/90
11. <i>Home Improvement-wknd</i>	5.2/210/95
12. <i>Xena: Warrior Princess</i>	5.1/201/96
13. <i>Outer Limits</i>	5.0/211/96
14. <i>Roseanne</i>	4.6/172/91
14. <i>Star Trek: Deep Space Nine</i>	4.6/231/98

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 30	abc	Fox	NBC	Fox	U/PIN	
	8.2/13	8.6/14	12.3/20	5.5/9	3.6/6	
MONDAY	8:00		22. The Nanny 10.6/18	42. Fresh Prince 9.0/15		
	8:30	58. Second Noah 7.8/13	39. Almost Perfect 9.2/15	26. Fresh Prince 10.5/17	87. Star Trek: Voyager 5.1/9	
	9:00	53. High Incident 8.1/13	31. Murphy Brown 9.7/15	8. NBC Monday Night Movie—Her Last Chance 13.6/22	83. Profit* 5.5/9	
	9:30		55. Good Company 8.0/12		106. Nowhere Man 2.1/3	
	10:00	47. Murder One 8.7/15	69. Chicago Hope 7.1/12			
10:30						
TUESDAY	11.3/19	9.6/16	11.5/19	5.1/8	2.5/4	
	8:00	18. Roseanne 11.2/19	60. John Grisham's The Client 7.7/13	34. Wings 9.4/16	87. Fox Tuesday Night Movie—The Good Son 5.1/8	95. Moesha 3.1/5
	8:30	28. Coach 9.8/16		12. 3rd Rock fr/Sun 12.2/20		101. Minor Adjustm'ts 2.5/4
	9:00	5. Home Imprvmt 14.4/22		7. Frasier 13.9/22		104. Paranormal Borderline 2.3/4
	9:30	28. Dana Carvey 9.8/16	22. CBS Tuesday Movie—Face of Evil 10.6/17	14. J Larroquette 12.1/19		
10:00	19. Turning Point 11.1/19		22. Dateline NBC 10.6/18			
WEDNESDAY	10.3/18	6.8/12	11.0/19	7.2/12	2.5/4	
	8:00	42. Ellen 9.0/16	81. Dave's World 6.2/11	39. JAG 9.2/16	42. Beverly Hills, 90210 9.0/16	98. The Sentinel 2.7/5
	8:30	45. The Faculty 8.8/15	90. My Guys 4.9/8			108. Sister, Sis 2.0/4
	9:00	16. Grace Under Fire 11.8/20		16. Dateline NBC 11.8/19	86. Kindred: The Embraced 5.3/9	106. Pt 'Hood 2.1/4
	9:30	19. Ellen 11.1/18	63. CBS Tuesday Movie—The Deliverance of Elaine 7.4/12			104. Swift Justice 2.3/4
10:00	21. PrimeTime Live 10.7/19		15. Law & Order 11.9/21		100. Wayans 2.6/4	
THURSDAY	7.6/13	7.5/13	15.4/26	6.4/11		
	8:00	69. World's Fun Vid's 7.1/13	63. Murder, She Wrote 7.4/13	3. Friends 14.7/27	85. Living Single 5.4/10	
	8:30	73. 50 Years of Funny Females 6.9/12		6. Boston Common 14.1/25	79. Martin 6.3/11	
	9:00	51. Peter Jennings Reporting—Rage & Betrayal 8.3/14	72. Rescue: 911 7.0/12	1. Seinfeld 17.2/28	73. New York Undercover 6.9/11	
	9:30		52. 48 Hours 8.2/14	4. Caroline in/City 14.5/24		
FRIDAY	9.1/17	8.3/15	8.0/15	7.8/15		
	8:00	50. Family Matters 8.4/17	76. Due South 6.8/14	49. Unsolved Mysteries 8.5/17	87. Space: Above and Beyond 5.1/10	
	8:30	77. Muppets Tonight 6.6/13				
	9:00	62. Step by Step 7.5/14	48. Diagnosis Murder 8.6/15	53. Dateline NBC 8.1/14	26. The X-Files 10.5/19	
	9:30	55. Hangin' w/Mr. C 8.0/14	34. Nash Bridges 9.4/17	63. Homicide: Life on the Street 7.4/14		
SATURDAY	6.8/13	11.0/21	5.1/10	7.1/14		
	8:00		37. Dr. Quinn, Medicine Woman 9.3/18	90. Malibu Shores 4.9/10	78. Cops 6.5/13	
	8:30	69. Figure Skating Championship 7.1/14	22. Touched by an Angel 10.6/20	94. Hope & Gloria 4.3/8	68. Cops 7.2/14	
	9:00			93. Home Court 4.5/8	63. America's Most Wanted 7.4/14	
	9:30	79. We're Having a Baby 6.3/12	10. Walker, Texas Ranger 13.0/24	82. Sisters 6.0/11		
SUNDAY	8.8/15	12.1/20	9.0/15	5.1/9	2.3/4	
	7:00	57. Am Fun Hm Vid 7.9/15	9. 60 Minutes 13.4/25	58. Dateline NBC 7.8/15	96. 1995 Clio Awards 3.0/6	110. Pinky & The Brain 1.6/3
	7:30	39. Am Fun Hm Vid 9.2/17				109. The Parent 'Hood 1.8/3
	8:00	61. Lois & Clark 7.6/13	45. Cybill 8.8/15	32. Mad About You 9.6/16	73. The Simpsons 6.9/12	98. Sister, Sister 2.7/5
	8:30		28. Cybill 9.8/16	32. NewsRadio 9.6/16	92. The Show 4.8/8	101. Kirk 2.5/4
9:00	34. ABC Sunday Night Movie—All She Ever Wanted 9.4/15	10. CBS Sunday Movie—Captive Heart: The James Mink Story 13.0/21	37. NBC Sunday Night Movie—Star Trek VI: The Undiscovered Country 9.3/15	67. Married w/Child 7.3/12	97. Savannah 2.8/4	
10:00				83. Local Heroes 5.5/9		
10:30						
WEEK AVG	8.9/15	9.3/16	10.3/18	6.2/11	UPN: 2.9/5; WB: 2.3/4	
STD AVG	10.8/18	9.6/16	11.7/19	7.4/12	UPN: 3.2/5; WB: 2.5/4	

Waiting for TV duopoly floodgates to open

TV station trading may be about to explode

By Steve McClellan

This year is on track to be one of the biggest for buying and selling television stations, with the \$1.2 billion Sinclair-River City deal and the \$270 million acquisition of eight Bristette Broadcasting stations by Benedek Broadcasting. But the way Bud Paxson of Paxson Communications sees it, the industry hasn't seen anything yet.

In Paxson's view, "When television duopoly hits later this year, that's when the goldrush will really get under way." Paxson is assuming, of course, that the FCC will embrace duopoly and pass new rules allowing it. So far, all the commission has done is say that it will review the rules.

It's not difficult to understand why Paxson—and others—feel this way. Both River City and Sinclair were created from scratch into billion-dollar companies by exploiting local marketing agreements, basically a legal form of duopoly that allows managers to streamline labor costs and get better

Changing Hands

deals from vendors, then pass some of the cost savings to advertisers.

Paxson and several other executives shared their views last week on the consolidation of the broadcast industry at an NAB convention session sponsored by Communications Equity Associates, the investment banking firm.

Other speakers included Jamie Kellner, president, WB Network; Franklin Schurz, president, Schurz Communications, and William Archer, managing director, BT Securities Corp.

Duopoly aside, Paxson urged broadcasters to "grab all the spectrum you can get," including low-power television stations. Of the 24 LPTV outlets Paxson owns, "Eighteen are profitable and 15 are immensely profitable," he said. His TV stations have gone after the \$2 billion infomercial market "because nobody else was chasing it."

Kellner thinks that The WB provides to its affiliates the same opportunities

for growth that Fox provided a decade ago when it launched. "I knew that Fox would work because I studied ABC," he said. The network had a lot of UHF stations and struggled for a long time before emerging as an equal to CBS and NBC in the 1970s when it strung together a series of hit shows. "That showed that U's could compete with V's with the right programs," he said. "It's always the hits that drive these networks forward."

Although The WB lost almost \$70 million last year, Kellner noted encouraging signs, including 50% year-to-year audience growth in February and advertising rates this year that are 30% ahead of last year's.

Archer said that unlike a few years ago, banks are much more willing lenders to broadcasters. "If you need a loan, you're alone," used to be the joke among bankers with respect to financing broadcasters, he said. And while bankers always tend to be "risk averse," there is a lot of available capital in the current market. "Money follows good stories," he said, and by and large business plans are being met. Schurz said that his company, a newspaper publisher and broadcaster, likes to hedge its bets by exploring new markets, like online yellow pages and the Internet. "We want to dominate our markets, and we try to invent new opportunities and businesses to achieve our ends." ■

Sillerman's interest in MMR pays off

Merger with Multi-Market Radio puts SFX atop list of top 10 radio station owners

By Elizabeth A. Rathbun

Robert F.X. Sillerman is taking advantage of deregulation to boost his holdings enormously. His SFX Broadcasting Inc. last Monday said it will merge with Multi-Market Radio Inc., of which Sillerman is the largest shareholder.

The tax-free merger is worth an estimated \$1 billion, says R. Steven Hicks, SFX's president/chief executive officer/chief operations officer. It also propels SFX to the number-one position on the latest list of radio station owners, with 77 stations (see box, page 40). Clear Channel Communications Inc. trails with 64 stations, while Jacor Communications follows with 54. Before the merger, which the FCC must approve, SFX ranked third.

Before deregulation, company documents showed that Sillerman owned 76.3% of MMR's Class A voting stock, but had just 2.1% of total voting power. Sillerman's interest was non-attributable and he had no organization control, he said (BROADCASTING & CABLE, Nov. 20, 1995).

But as far back as Feb. 14, SFX spokeswoman Cynthia Bond, asked to explain overlapping SFX and MMR holdings, said MMR was "acting as a conduit" for SFX, which eventually would own the company.

SFX, of which Sillerman is executive chairman and 53.2% owner, will



Robert Sillerman's SFX rises to the top with 77 radio stations.

issue shares of Class A common stock worth about \$100 million to MMR shareholders, Hicks says. The shareholders will pay \$11.50 per share as long as SFX stock sells at an average price of between \$32 and \$42. SFX closed at 34 1/4 last Thursday. Bond says SFX will end up paying 10 1/2-11 times cash flow for MMR.

"Needless to say, this merger would not have been possible prior to passage [of the Telecommunications Act of 1996]," Sillerman says. "Having been a founder of each company and having brought them public in 1993, I have seen the intended growth through acquisition

and station improvement that allows us to move forward at this time."

"As both companies share the same operating philosophy and goals," shareholders will enjoy the greater benefits under deregulation, says Michael G. Ferrell, president and 2.28% owner of MMR.

After MMR's merger into SFX closes in September, Ferrell will replace Hicks as president/CEO of SFX. Hicks, who also is SFX's chief operating officer, is leaving the company. D. Geoffrey Armstrong, formerly executive vice president/treasurer/chief financial officer, will take over as COO.

Hicks says that with SFX's corporate offices relocating from Austin, Tex., to New York City, his decision to leave the company "is kind of a lifestyle decision."

One source who knows the parties involved, however, says there was some tension between Hicks and Sillerman. Hicks is known as a career radio broadcaster, while Sillerman is a financial player who has "stepped on some toes" on his way up, the source says.

Hicks will stay on SFX's board and retain his 9.2% ownership of the company. He says he also will stay in the radio business, but his plans are not firm. Hicks says he has no intention of retaining his ownership of Gulfstar Communications Inc. He has filed with the FCC to turn that over to his brother, William R. Hicks.

Evergreen bows out of Buffalo

Some like it hot: Evergreen Media Corp. has grown cold on its holdings in Buffalo, N.Y. The Irving, Tex.-based company is selling WHTT-AM-FM to Mercury Radio Communications of Buffalo and WSJZ-FM to American Radio Systems Corp. of Boston for a total \$32 million (subject to FCC approval; see "Changing Hands").

ARS already owns WYRK-FM, WJYE-FM and WECK(AM) in Buffalo and has an option to buy WBLK-FM there. Mercury, meanwhile, owns WGRF-FM and WEDG-FM Buffalo.

"Buffalo is not an area of concentration for Evergreen," says company

Top 10 radio groups

Radio group holdings are changing rapidly with the advent of deregulation. So rapidly that the order of the top 10 can change in one day. Here's the latest version of the top 10 radio groups by number of stations owned. Included in the totals are planned purchases, LMAs, joint sales agreements and options to buy:

1. **SFX Broadcasting/Prism Radio Partners LP/
Multi-Market Radio Inc.** 77 (56 FM, 21 AM)
Note: Sillerman also backs
Triathlon Broadcasting Co. 32 (20 FM, 12 AM)
2. **Clear Channel Communications Inc./U.S. Radio** 62 (38 FM, 24 AM)
3. **Jacor Communications Inc./Noble Broadcast
Group Inc./Citicasters Inc.** 54 (35 FM, 19 AM)
4. **American Radio Systems** 47 (29 FM, 18 AM)
5. **Infinity Broadcasting Corp./Granum Holdings LP** 46
6. **Westinghouse/CBS** 39
7. **Evergreen Media Corp.** 37 (25 FM, 12 AM)
8. **Sinclair Communications Inc.** 34
9. **Chancellor Broadcasting Co.** 30 (19 FM, 12 AM)
10. **Salem Communications Corp.** 28 (9 FM, 19 AM)

Source: FCC documents; company statements

Chairman Scott K. Ginsburg. "These sales reflect our continuing efforts to...focus on the nation's largest revenue markets."

Evergreen last July acquired the stations from Pyramid Communications Inc. in a \$306.5 million package deal.

Sinclair may be downgraded

Sinclair Broadcast Group Inc.'s planned \$1.2 billion merger with River City Broadcasting LP may mean a downgrade in \$400 million worth of senior subordinated notes. The bonding agency Moody's Investors Service currently rates the notes B1.

Moody's will review the rating in light of the high debt required by the merger. In public statements, Sinclair is "implying that...\$1 billion...will come from a large secured bank facility." Moody's said last Wednesday. That will "transform Sinclair's capital structure from one with no senior debt to one top-heavy with senior debt, significantly increasing risk for subordinated noteholders...shortening the average life of Sinclair's debt and reducing financial flexibility."

There could be another problem, Moody's says: "Growing evidence of a softening TV and radio advertising market may further tighten the company's ability to service interest and principal."

A larger Sinclair has its advantages, however, with the ability to "eliminate

duplicative costs and...improve its negotiating position with advertisers and program syndicators. The transaction also diversifies Sinclair's sources of cash flow and geographic distribution," Moody's says. And if the FCC allows TV station duopolies, Sinclair could "fold in its LMAs and eliminate significant LMA payments."

Paxson drops two FMs, picks up combo

You win two, you lose two. Last Monday when Florida-based Paxson Communications Corp. announced it was buying WSRF(AM)-WSHE (FM) Fort Lauderdale/Miami, it noted that it has dropped its \$115 million plan to buy WRMA(FM) Fort Lauderdale and WXDJ(FM)

Homestead/Miami.

WSRF-WSHE is being purchased from T-K Communications Inc. (subject to FCC approval; see "Changing Hands," below). Paxson already owns two FMs and two AMs in that market, including the top-rated rock station, WZTA-FM, says Seth A. Grossman, Paxson's director of finance and investor relations. Pairing with No. 2-ranked WSHE will mean that Paxson will dominate the key 25-54 demographic, he says.

The WRMA-WXDJ deal fell through after research showed the stations were subject to "format vulnerability," Grossman says. Both have Spanish formats that are wide open to competition.

Paxson also recently reported record first-quarter results. Revenue was up 56% over the first quarter of last year, from \$20.6 million to \$32.1 million. Operating cash flow, meanwhile, rose an astonishing 207.1%, from \$2.8 million to \$8.6 million.

Besides its Florida-based radio division, Paxson attributes the increase to the "rapid growth" of its Infomall TV Network. InTV added eight owned-and-operated TV stations in the first quarter, Grossman says. Also, viewership is up, ad rates are improving and "the infomercial market is booming," he says.

Nationally branded products such as Apple, Toyota and Ford are buying into the concept of 30-minute commercials, he says. ■

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 □ \$8,500,000 □ 1
 Combos □ \$110,150,000 □ 5
 FMs □ \$16,000,000 □ 3
 AMs □ \$0 □ 0
 Total □ \$134,650,000 □ 9

SO FAR IN 1996:

TVs □ \$488,425,510 □ 30
 Combos □ \$1,766,724,734 □ 112
 FMs □ \$658,564,046 □ 115
 AMs □ \$38,131,129 □ 61
 Total □ \$2,951,845,419 □ 318

SAME PERIOD IN 1995:

TVs □ \$1,275,362,000 □ 36
 Combos □ \$495,679,800 □ 74
 FMs □ \$282,573,721 □ 105
 AMs □ \$41,180,500 □ 50
 Total □ \$2,094,796,021 □ 265

Source: BROADCASTING & CABLE, FCC

TV

KHBS(TV) Fort Smith and satellite KHOG-TV Fayetteville/Fort Smith, Ark.

Price: \$8.5 million (\$3 million cash plus \$3.5 million in assumed cash obligations plus \$2 million non-compete agreement plus preferred and common stock [merger])

Buyer: Argyle Television Inc., San Antonio (Bob Marbut, chairman; E. Blake Byrne, president); owns KHVO (TV) Hilo, KITV(TV) Honolulu and KMAU (TV) Wailuku, all Hawaii; WZZM-TV Grant Rapids, Mich.; WAPT(TV) Jackson, Miss.; WGRZ-TV Buffalo, N.Y., and WNAC-TV Providence, R.I.

Seller: Sigma Broadcasting Inc., Fort Smith (Robin "Robert" Hernreich, Cynthia Hernreich-Beller, owners); is applying to build TV on ch. 31, Harrison, Ark.

Facilities: KHBS: ch. 40, 3,160 kw visual, 316 kw aural, ant. 2,000 ft.; KHOG-TV: ch. 29, 1,400 kw visual, 150 kw aural, ant. 890 ft.

Affiliations: Both ABC

Broker: Chase Manhattan Bank N.A.

COMBOS

WSRF(AM)-WSHE(FM) Fort Lauderdale/Miami, Fla.

Price: \$55.7 million (\$45.7 million cash, \$10 million stock)

Buyer: Paxson Communications Corp., West Palm Beach, Fla. (Low-

ell W. "Bud" Paxson, chairman/owner); owns WFTL(AM) Fort Lauderdale, WINZ(AM)-WLVE-FM and WZTA(FM) Miami Beach, WPTN(AM)-WGSQ(FM) Cookeville, WJRR(FM) Cocoa Beach, WZNZ(AM), WNZS(AM) and WROO-FM Jacksonville and WPLA(FM) Callahan/Jacksonville, WSJT(FM) Lakeland, WNZE(AM) Largo, WMGF(FM) Mt. Dora, WWNZ(AM) Orlando, WWZN(AM) Pine Hills, WHNZ(AM) Pinellas Park and WHPT(FM) Sarasota, all Fla.; is buying WHUB-AM-FM Cookeville, Tenn. Note: Paxson has dropped plans to buy WRMA(FM) Fort Lauderdale and WxDJ (FM) Homestead/Miami, Fla., for \$115 million.

Seller: T-K Communications Inc., Fort Lauderdale (John Tenaglia, president); no other broadcast interests

Facilities: AM: 1580 khz, 10 kw day, 5 kw night; FM: 103.5 mhz, 100 kw, ant. 1,007 ft.

Formats: Both heritage rock

WHTT-AM-FM and WSJZ(FM) (formerly WBUF) Buffalo, N.Y.

Price: \$32 million (\$19.5 million for WHTT-AM-FM; \$12.5 million for WSJZ)

Buyer: ■ WHTT-AM-FM: Mercury Radio Communications, Buffalo (Charles W. Banta, president); owns WGRF-FM and WEDG-FM Buffalo and WWDB-FM Philadelphia ■ WSJZ-FM: American Radio Systems Corp., Boston (Steven B. Dodge, chairman/CEO); owns WYRK-FM, WJYE-FM and WECK-AM Buffalo; WZMX(FM), WRCH-FM and WNEZ-AM, Hartford, Conn.; WIRK-FM, WKGR-FM and WBZT(AM) West Palm Beach, Fla.; WQSR-FM and WBMD(AM) Baltimore; WRKO(AM)-WBMX(FM), WEEI(AM) and WEGQ-FM Boston; WCMF-FM and WRMM-AM-FM Rochester, N.Y., and WMMX-FM, WTUE-FM and WONE(AM) Dayton, Ohio; is buying KSTE(AM) Rancho Cordova, KMJ(AM)-KSKS(FM) and KKDJ(FM) Fresno and KCTC(AM)-KYM(FM) Sacramento, all Calif.; WTIC-AM-FM Hartford; WQRS-FM Detroit; KFAB(AM)-KGOR(FM) Omaha;

KXNO(AM) North Las Vegas-KLUC-FM Las Vegas; WHAM(AM)-WVOR (FM), WPXY-FM and WHTK(AM) Rochester; KDBX(FM) Banks/Portland and KBBT(AM)-KUCO(FM) Portland, Ore., and WFLN-FM Philadelphia; has option to buy WBLK-FM Buffalo, and KKMJ-FM/KJOE(AM) Austin and KPTY(FM) Luling/Austin, Tex.

Seller: Evergreen Media Corp., Irving, Tex. (Scott K. Ginsburg, chairman/CEO); owns KKB(T) Los Angeles and KIO(FM) and KMEL(FM) San Francisco; WCVG(AM) Miami; WMVP(AM)-WLUP-FM, WNUA-FM, WRCX(FM), WVAZ(FM) and WEJM-AM-FM, all Chicago; WJMN(FM), WXKS-AM-FM and WJMN-FM Boston and WXKS-AM-FM Medford/Boston; WKOL(FM), WNIC(FM) and WDOZ(AM), all Detroit; WYNY(FM) New York; WRFX(AM)-WRFX-FM, WEDJ-FM, WPEG(FM) and WBAV-AM-FM Charlotte, N.C.; WYXR-FM and WJZZ-FM Philadelphia; KTRH(AM)-KIDL(FM) Houston and KSKY(AM) Dallas and WTOP(AM)-WASH(FM) Washington; is buying WKLB-FM Framingham, Mass./Boston and WDFN(AM)-WVWW-FM Detroit

Facilities: WHTT(AM): 1120 khz, 1 kw day; WHTT-FM: 104.1 mhz., 50,000 kw, ant. 390 ft.; WSJZ: 92.9 mhz, 91 kw, ant. 580 ft.

Formats: WHTT-AM-FM: oldies; WSJZ: adult contemporary

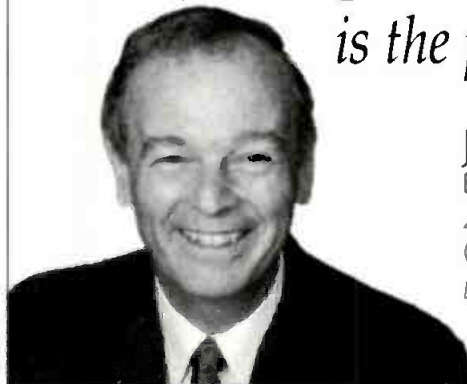
Broker: Star Media Group Inc.

Formation of general partnership (Point Madison GP, Montauk, N.Y.) combining WMAJ-AM-FM Sun Prairie, WIBA-AM-FM Madison and WTSO(AM)-WZEE(FM) Madison and WMLI-FM (formerly WMXF) Sauk City/Madison, Wis.

Value: \$17.5 million (each partner contributes \$400,000; Point Communications LP receives \$3.5 million; partnership incurs \$13.5 million of debt)

Owner, WMAJ-AM-FM and WIBA-AM-FM: Point Communications, Montauk

The person you describe is the person we deliver.

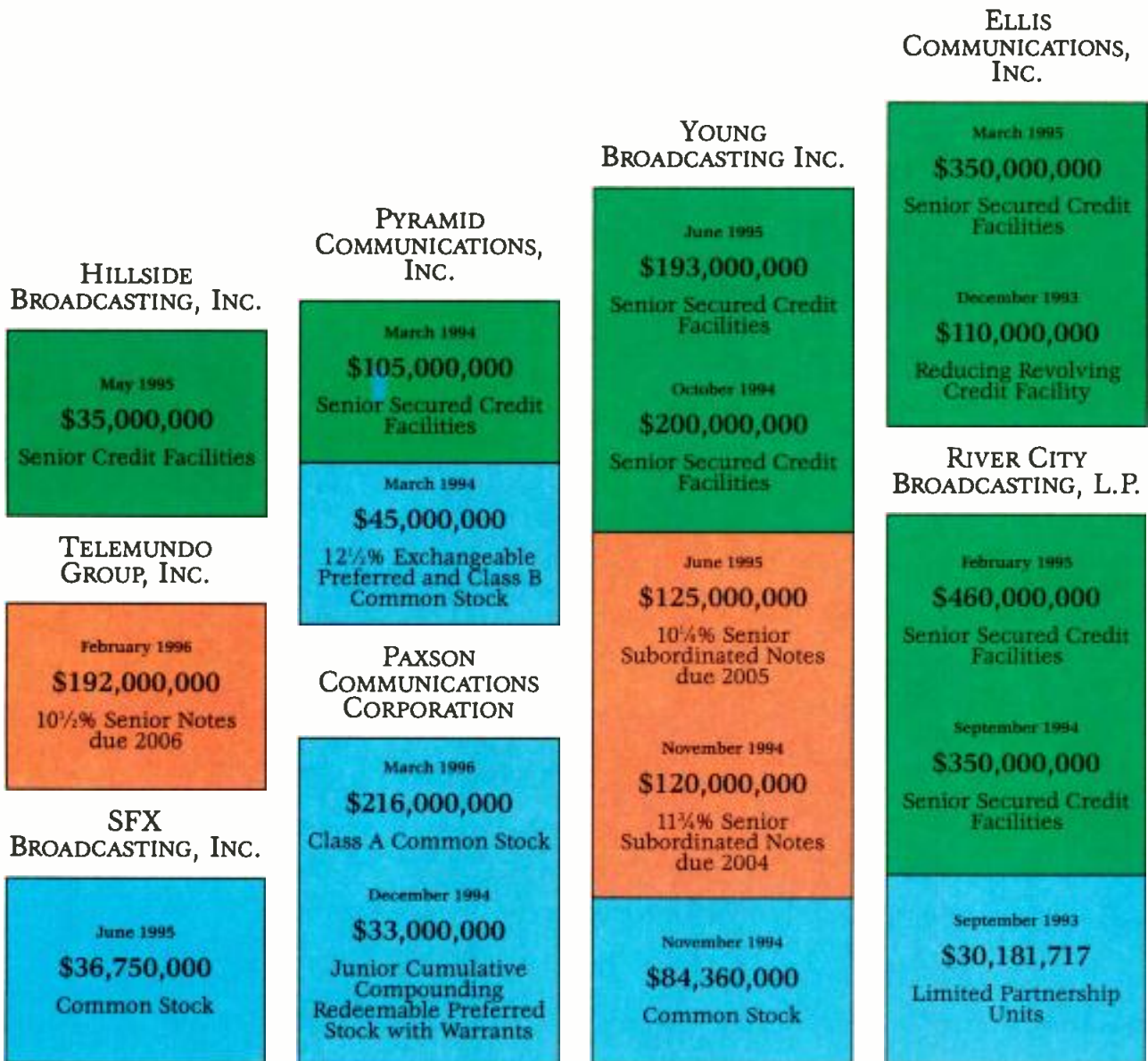


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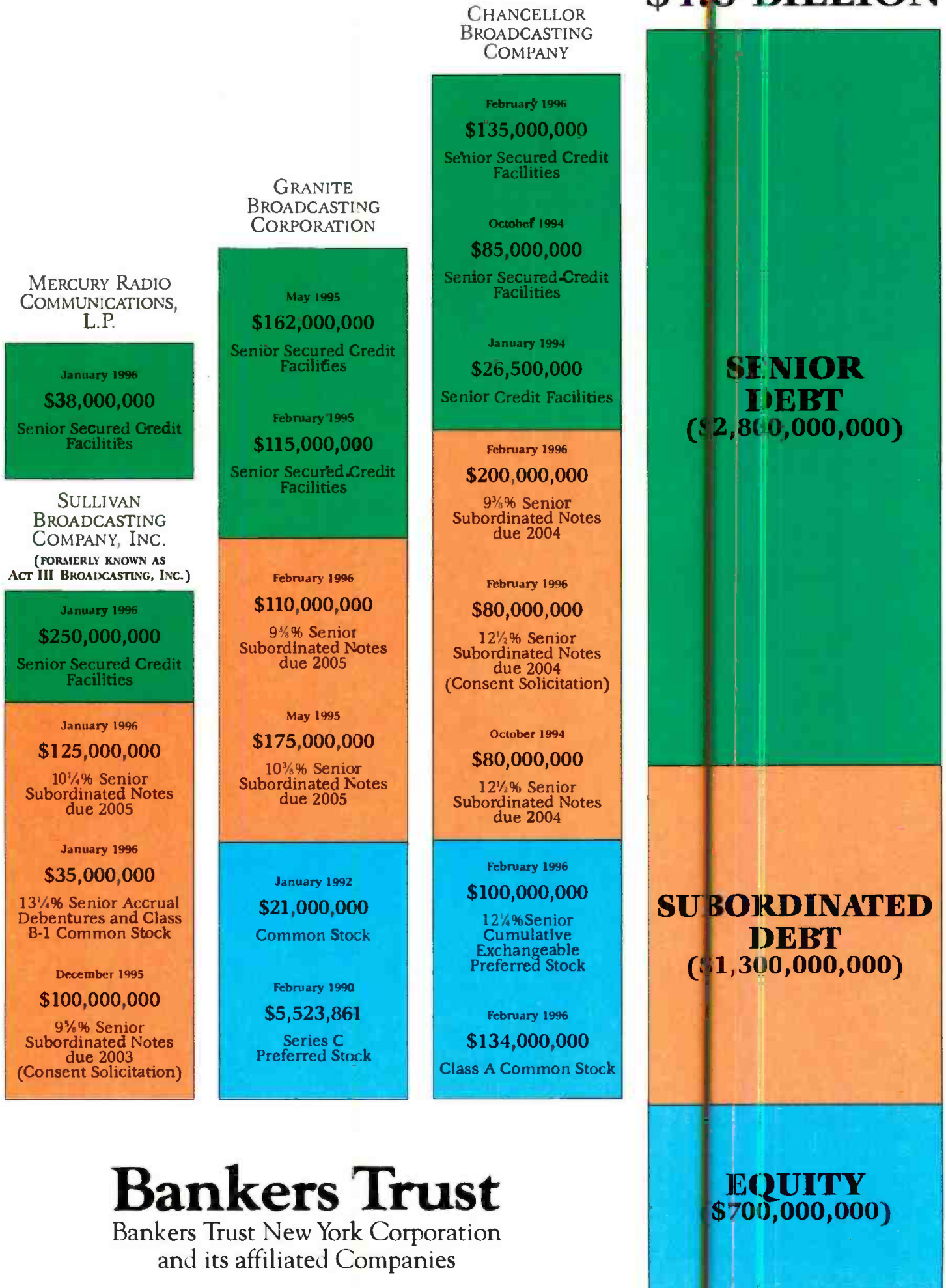
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(Richard P. Verne, owner); is 0.5% GP of company that owns WLDJ(FM) Appomattox, WVLR(AM)-WJX(FM) Lynchburg, WRDJ(FM) Roanoke and WJS(FM) Vinton, all Va., and company buying WBMQ(AM)-WIXV(FM) Savannah, Ga.

Owner, WTSO-WZEE and WMLI-FM:

Midcontinent Broadcasting Co., Minneapolis (Joseph H. Floyd, president); owns WDGJ(AM) St. Paul, and KELO-AM-FM Sioux Falls, S.D.

Facilities: WMAD(AM): 1190 khz, 1 kw; WMAD-FM: 92.1 mhz, 1.75 kw, ant. 400 ft.; WIBA(AM): 1310 khz, 5 kw; WIBA-FM: 101.5 mhz, 50 kw, ant. 450 ft.; WTSO: 1070 khz, 10 kw day, 5 kw night; WZEE: 104.1 mhz, 9.4 kw, ant. 1,119 ft.; WMLI-FM: 96.3 mhz, 5.1 kw, ant. 672 ft.

Formats: WMAD(AM): nostalgia; WMAD-FM: alternative rock; WIBA(AM): adult contemporary, news/talk; WIBA-FM: AOR, classic rock; WTSO: news/talk; WZEE: adult contemporary, CHR; WMLI-FM: '70s hits

KVOX-AM-FM Moorhead, Minn.

Price: \$3.3 million

Buyer: Mid-States Development Inc., Fergus Falls, Minn. (Lauris Molbert, president); owns KFGO-AM-FM Fargo, N.D.

Seller: KVOX Inc., Appleton, Wis. (David L. Nelson, president); owns 76% of KFJB(AM)-KXIA(FM) Marshalltown, Iowa; 65% of WAYY(AM) Chippewa Falls and WAXX(FM) Eau Claire, Wis., and 50% of KIRX(AM), KRXL(FM) and KTUF(FM) Kirksville, Mo.

Facilities: AM: 1280 khz, 5 kw day, 1 kw night; FM: 99.9 mhz, 100 kw, ant. 444 ft.

Formats: AM: MOR; FM: country

KMWX(AM)-KFFM(FM) Yakima, Wash.

Price: \$1.75 million plus assumption of debt

Buyer: T&J Broadcasting Inc., Orono, Minn. (Thomas E. Ingstad, president/owner); owns KLTA(FM) Breckenridge, Minn.; KPFX(FM) Fargo, N.D., and KIT(AM)-KATS(FM) Yakima and KXXS(FM) Toppenish, Wash. Ingstad also owns KXIC(AM)-KRRQ(FM) Iowa City; KIMM(AM), KFXS(FM) and KOUT-FM Rapid City and KSOO(AM)-KMXC-FM Sioux Falls, S.D., and 75% of KPXR(FM) and KEAG(FM) Anchorage; is selling KHAR(AM)-KBRJ(FM) Anchorage and WDAY-FM Fargo. Ingstad's brothers, Robert E. and James D., own James River Broadcasting Co. and Ingstad Broadcasting Inc., respectively.

Seller: Northwest Broadcasting Co., Yakima (Michael M. Mercy, president); no other broadcast interests

Facilities: AM: 1460 khz, 5 kw; FM: 107.3 mhz, 100 kw, ant. 1,500 ft.

Formats: AM: oldies; FM: CHR

RADIO: FM

WIOB-FM Mayaguez, WIOC-FM Ponce and WIOA-FM San Juan, all P.R.

Price: \$12 million

Buyer: Primedia Broadcast Group, San Juan (Rafael Oller, president/part-owner; broker Randall E. Jeffery also is part-owner); owns WZNT-FM and WLDI-FM San Juan and WOYE-FM and WRPC-FM Mayaguez; has option to buy WOQI-FM Ponce

Seller: Cadena Estereotempo, San Juan (Alfred R. De Arellano, president/CEO); no other broadcast interests

Facilities: WIOB-FM: 97.5 mhz, 25 kw, ant. 990 ft.; WIOC-FM: 105.1 mhz, 9 kw, ant. -150 ft.; WIOA-FM: 99.9 mhz, 30 kw, ant. 977 ft.

Format: WIOB-FM, WIOC-FM: ballads; WIOA-FM: adult contemporary

Broker: Media Venture Partners

WJDX(FM) Jackson, Miss.

Price: \$3 million

Buyer: SFX Broadcasting Inc., Austin, Tex. (Robert F.X. Sillerman, executive chairman/53.2% owner; R. Steven Hicks, president/9.2% owner) (SFX has had joint sales agreement with, and option to buy, station since Dec. 15, 1993) owns KMKX(FM) and KYXY(FM) San Diego; WJDS-AM-WMSI-FM and WKTF-FM Jackson, Miss.; WTDR-FM Statesville/Charlotte and WLYT(FM) (formerly WEZC) Hickory, both Charlotte, N.C.; WMYI-FM Hendersonville/Greenville, WGVJ-AM Greenville, WSSL-FM Gray Court/Greenville, all Spartanburg, S.C.;

WSIX-FM Nashville and WRVW(FM) Lebanon/Nashville, and KODA(FM) Houston, KTCK(AM) and KRLD(AM) Dallas and Texas State Networks; has option to buy WHSL(FM) (formerly WFXF) High Point/Greensboro, N.C. Hicks is 98.5% owner of GulfStar Communications Inc.; interest to be taken over by his brother, William R. Hicks. ■ SFX is buying Multi-Market Radio Inc., which owns WPLR(FM) New Haven, Conn.; WGNE-FM Titusville/Daytona Beach, Fla.; WAEG(FM) Evans and WAEJ(FM) Waynesboro, both Augusta, Ga.; WHMP-AM-FM and WPXX-FM Northampton, all Springfield, Mass.; WMJY(FM) and WKNN-FM Pascagoula, both Biloxi, and WZRZ(AM) and WSTZ-FM, both Vicksburg/Jackson, Miss.; WTRG(FM) Rocky Mount and WRDU(FM) Wilson, both Raleigh, N.C.; WYAK-FM Surfside

Beach/Myrtle Beach, S.C., and KNUZ(AM)-KQUE-FM Houston; is buying WKSS(FM) Hartford, Conn.; has LMA with WVCO(FM) Myrtle Beach, S.C.; has joint sales agreements with WYBC-FM New Haven, Conn., WCHZ(FM) Augusta, Ga., WYSR(FM) Albany, N.Y., WMFR(AM)-WMAG(FM) High Point and WTCK(AM) (formerly wwwb), all Greensboro, N.C., and WROQ(FM) Anderson/Spartanburg.

■ SFX also is buying Prism Radio Partners, which owns KCEE(AM)-KWFM(FM) and KNST(AM)-KRQQ(FM) Tucson, Ariz.; WOKV(AM)-WKQL(FM), WIVY(FM) and WPDQ(AM) Jacksonville, Fla.; KNSS(AM)-KKRD(FM) Wichita and KRZZ-FM Derby/Wichita, Kan.; WWKY(AM)-WVEZ-FM and WTFX(FM) Louisville, Ky., and WZZU(FM) Burlington and WDCG(FM) Durham, both Raleigh, N.C. ■ SFX also is buying Liberty Broadcasting Inc., which

owns WPOP(AM), WHCN(FM) and WMRQ(FM) Waterbury, all Hartford, Conn.; WSNE(FM) Taunton, Mass./Providence, R.I.; WGNA-AM-FM and WPYX(FM) Albany and WTRY(AM) Troy/Albany, N.Y.; WGVV(AM) and WGBB(AM), both Freeport, WBAB(FM) Babylon, WHFM(FM) Southampton and WBLI(FM) Patchogue, all Long Island, N.Y.; WHJJ(AM)-WHJY(FM) Providence, R.I.; WMXB(FM) Richmond, Va., and WHFS(FM) Annapolis, Md./Baltimore, WQSI(AM) Frederick, Md., WXTR-FM Waldorf, Md. and wxvr(FM) Braddock Heights, Md., all Washington

Seller: Spur Jackson LP, Austin, Tex. (Don R. Kuykendall, president); owns WSLI(AM) Jackson
Facilities: 96.3 mhz, 100 kw, ant. 1,450 ft.

Format: Adult contemporary

WIMX(FM) (formerly WYHK)

Gibsonburg, Ohio

Price: \$1 million

Buyer: Fritz Broadcasting Inc., Troy, Mich. (Jock T. Fritz, president/35% owner); owns WSGW(AM) Saginaw and WIOG(FM) Bay City, both Saginaw, Mich.; WRQN(FM) Bowling Green and WTOD(AM)-WKKO(FM) Toledo, Ohio; is buying WGER(FM) Saginaw; is general partner in KRPQ(FM) Rohnert Park, Calif. Fritz and wife, Marilyn J., are 20% owners of WKYQ(AM)-WXXK(FM) Parkersburg, W.Va.

Seller: WRED Inc., Woodville, Ohio (Buddy Carr, principal); no other broadcast interests

Facilities: 95.7 mhz, 3.5 kw, ant. 433 ft.

Format: Country

—Compiled by Elizabeth A. Rathbun

Arbitron and DCI propose link between advertisers and stations

Interactive delivery system may be used to expand Arbitron services

Radio

By Donna Petrozzello

Arbitron and Digital Courier International Corp. last week announced plans to develop an electronic communications system for radio stations, advertisers and rep firms. Arbitron and DCI officials say the system, dubbed "Radio Exchange," will allow advertisers to determine when their spots were broadcast—without requiring affidavits from stations.

The proposed system, announced at the National Association of Broadcasters convention in Las Vegas, would use a digital audio encoding technique developed by Arbitron during its trials to achieve a viable "pocket peplemeter" several years ago. The encoded signal would be used in tandem with a sound compression and delivery system engineered by DCI.

The combination system would encode radio commercials with an inaudible code to trigger a signal at the station when a commercial aired. The station would respond to the signal via ISDN high-speed phone lines back to the advertiser or rep firm to indicate when the commercial was broadcast.

Arbitron officials also are considering use of DCI's two-way communications system to enhance Arbitron's services to clients.

Arbitron Radio General Manager Pierre Bouvard suggested that stations could electronically transmit their station facility reports to Arbitron rather than filling out paperwork. He also suggested delivering Arbitrends ratings summaries via a two-way communications system rather than modem, and that the system may attract more advertising to radio. "This will make radio easier to buy because the spots will get to the stations quickly and advertisers will get confirmation that their spot was received sooner," Bouvard said.

Jay Guyther, Arbitron's general manager of new ventures, said that the company may contemplate sending stations quarterly ratings reports over ISDN lines rather than recording the

results on computer diskettes that are then mailed.

"We will be a client of DCI, as well as a provider of its services," Guyther said. Officials from both companies touted Radio Exchange as a viable proposal and said they expect to reach a "formal agreement regarding the joint venture" within 60 days.

Based in Vancouver, DCI serves 2,000 radio stations throughout the U.S. and Canada with communications links via compressed audio systems and high-speed phone lines.

Partnering with Arbitron to incorporate digitally encoded sound into DCI's communications system would "introduce DCI to new stations," said company president Al Kozak, adding, "Arbitron's long-standing relationships and knowledge of the industry, combined with DCI's communication network, will help to insure the success of this initiative."

Listing Radio Exchange's benefits to advertisers and stations, Guyther said that it could reduce the mail costs advertisers tally by sending commercials

reproduced on tape, compact disc or computer diskettes to stations. The system also would eliminate the time required to manually process the affidavits of broadcasts, reduce the chance for human error, and deliver short-form programming to radio stations—thus eliminating stations' reliance on pressing programs onto compact discs and delivering them by mail, he said, adding, "The current market supports a very paper-intensive, inefficient and time-consuming method of transacting business."

Arbitron and DCI officials gave little detail, however, on the proposed cost of Radio Exchange to stations and advertisers. Guyther declined to comment on the amount of financial backing Arbitron and DCI are willing to sink into the project, and he anticipates that stations would pay about \$250 for the installation of digital audio encoders and transmitters. There would likely be an additional "price for various services" that Radio Exchange, or perhaps Arbitron, could provide stations through that equipment, Guyther said. ■

Grant fired from WABC(AM)

Controversial radio talk show host Bob Grant was fired by New York's WABC(AM) last week, two weeks after making a highly criticized remark concerning the death of Commerce Secretary Ron Brown.

While parent company Capital Cities/ABC did not give a reason for the sacking, Grant had been under fire for referring to himself as a "pessimist" for initially thinking that Brown had survived the fatal airplane crash.

Although William O'Shaughnessy, president of WVOX(AM)-WRTN-FM New Rochelle, N.Y., denounced Grant's statements, he supports the ousted host's free speech.

"The Ron Brown comment was loaded with meanness and vulgarity, and [Grant] stepped over the line," says O'Shaughnessy. "But I don't think it's a great day for radio." O'Shaughnessy blames Capital Cities/ABC owner Disney for pushing its clean-cut image where it doesn't belong. "This ain't Mickey Mouse anymore," he said.

Upon hearing of the firing, O'Shaughnessy called Grant's agent and offered the radio host a spot on his two stations in New Rochelle. Although the offer was neither refused nor accepted, O'Shaughnessy said the agent was grateful for the show of support.

Grant was often criticized during his more than 25 years on the air, mostly for derogatory remarks made toward minorities. His two syndicated shows were canceled in late March by Westwood One Entertainment. Ironically, the station had fired talk show host Alan Dershowitz last month for calling Grant racist and a bigot.

—MK

Radio urged to interface with Internet

NAB panel sees revenue opportunities in Web, as well as way to deliver up-to-date news

By Donna Petrozzello

Media experts speaking at last week's NAB convention urged radio broadcasters to consider the Internet an opportunity to grow their stations' advertising revenue.

Several panel speakers identified the Internet as the fastest-growing segment of the communications industry. Jan Genzer, founder of the service "Online Today," estimated that subscriptions to Internet-access services will increase by 3,000% within the next year.

In a panel addressing radio's future with the Internet, Genzer told broadcasters to "use the Web to bolster existing business and bring new opportunities. We need to aggressively make our content an indispensable part of the Internet."

EZ Communications' technology expert Michael Rau said that by 1998, according to recent studies by media investors and industry researchers, the Internet stands to reap \$1 billion in advertising revenue, or roughly 9% of radio's total revenue last year.

CILK-FM Kelowna, British Columbia, is one of many radio stations on the Net.

Radio stations are well positioned to harvest some of that revenue because "stations have the ability to steer companies to their Web sites by promoting those sites over the air," Rau said.

In 1995 Rau helped form the Radio Data Group, which seeks out new revenue sources, particularly in emerging technology, for radio groups and indi-

vidual stations.

Speaker Tom Heatherington, president of NetCom International, said that nearly 1,100 of the nation's 11,000 radio stations and 50 radio networks already have established home page sites on the Web. He expects that number to double by the end of next year.

Broadcasters may be able to hike their inventory rates if they can offer advertisers both on-air time and a presence on a station's Internet home page, Heatherington said, adding, "The biggest reason to be involved is for the additional revenue opportunities."

Heatherington also said that stations will be best served by a home page site that delivers up-to-date news about the station and the community for online browsers: "We have to treat the Internet as we do our on-air programming, and keep it fresh."

"As radio broadcasters, we know advertising, promotion—and we know how to reach people," said Nick Frost of CILK-FM Kelowna, British Columbia. "We have an edge to get onto the Internet." ■

R I D I N G G A I N

Kantor named president of ABC Radio Networks

In the second major executive appointment in two weeks, ABC Radio Networks Executive Vice President David Kantor was promoted to president of the networks, ABC announced last week. Kantor succeeds Robert Callahan, who was appointed president of CapCities/ABC Radio following the announcement of James Arcara's retirement.

Before his promotion, Kantor served for four years as executive vice president of ABC Radio Networks. Under his direction, ABC Radio Networks grew its advertising sales department, launched syndicated urban format show hosts Tom Joyner and Doug Banks and built its stable of 24-hour formats.

Before joining ABC Radio Networks, Kantor was president of Satellite Music Networks, which merged with ABC Radio Networks in 1992. He was vice president of Cox Cable

Communications of Atlanta before joining ABC.

Kantor's radio career spans posts as general sales manager at CapCities/ABC's WROW-AM-FM Albany, N.Y., and as an account executive for CapCities/ABC's WJR(AM) Detroit.

WGN(AM) Chicago, KLVE(FM) Los Angeles in front

Full-service WGN outranked its Chicago competitors, with a 6.2 share, and Hispanic-formatted KLVE ranked first in its market, with a 7.1 share, in Arbitron's winter 1996 survey. In New York, adult contemporary WLTW(FM) and hip-hop WQHT(FM) tied for first place with a 5.4 share, Arbitron reported.

Stern threatened by fan

A crazed Howard Stern fan rushed at his hero last week as Stern arrived at WXRK-FM New York at 5:30 a.m. to host his syndicated radio show. A New York City deputy sheriff

reported last week that Sam Callea, 33, of Buffalo, N.Y., chased Stern's limousine and told Stern's driver he wanted to kill his idol. The sheriff said that Callea had an unloaded shotgun and four rounds of ammunition in a car parked nearby. Stern was unharmed and did not mention the incident during his show later that day.

Community service rewarded

Small, midsize- and large-market stations alike were honored with Crystal Awards for outstanding community service campaigns at the NAB's annual radio luncheon last week in Las Vegas. Crystal Award winners for 1996 were WSYR(AM) Syracuse and WBEE(FM) Rochester, N.Y.; KCUE(AM) Red Wing, Minn.; KIRO(AM) Seattle; KOEL(AM) Oelwein, Iowa; KSDR(FM) Watertown, S.D.; WOKO(FM) Burlington, Vt.; WQCB(FM) Brewer, Me.; WRAL(FM) Raleigh, N.C., and WUSL(FM) Philadelphia.

Cable

History has cable future

Survey rates new networks most likely to be added to system lineups
History Channel, ESPN2, H&G, Learning Channel, Cartoon Network are favorites

By Rich Brown

The emerging networks most likely to be added by cable system operators in the year ahead are The History Channel, followed in order of preference by ESPN2, Home & Garden Television, The Learning Channel and Cartoon Network.

That is the word from 528 respondents to the 11th Annual Survey of Cable Operator Executives by Parsippany, N.J.-based Myers Reports. Forty-eight percent of the operators chose History, which was nine percentage points ahead of runner-up ESPN2 (see accompanying chart for the complete list).

About 43% of the cable operators expect that the "must-carry" provisions of the 1992 Cable Act will be found unconstitutional, thereby freeing chan-

nel positions for some of the emerging networks (those provisions require cable systems to carry in-market broadcast stations). One-quarter of the respondents say that a reversal of the provisions would free one channel for new cable services; another 25.6% say it would free two channels on their sys-

"About 43% of the cable operators expect that the 'must-carry' provisions of the 1992 Cable Act will be found unconstitutional"

tems. Almost as many—23.1%—say that getting rid of the rules would free three channels: 10.1%, four channels: 15.9%, five or more.

Meanwhile, 32.6% of all respondents expect to expand their system's channel capacity through the installation of fiber-optic technology within 12 months;

another 19.7% expect to do so within one to two years, and 11.5% within three to five years.

Only 7.8% of the respondents expect within the next 12 months to expand channel capacity through the long-delayed digital compression technology. Another 17.7% said they expect to do so within one to two years, while 21.4% said they will do so within three to five years.

Cable system operators are mapping their expansion plans as they gear up for heated competition from direct broadcast satellite, wireless cable and the regional Bell operating companies. A majority of cable operators (60%) expect their relationships with the RBOCs to be "extremely" or "somewhat" competitive, while only 8% expect to enter into cooperative agreements with those telcos within the next two years. ■

NETWORKS/SERVICES TO BE ADDED WITHIN THE NEXT 12 MONTHS

Percentages based on those adding at least one network/service within the next twelve months (1995: 528; 1994: 552). Shown in rank order for 1995

1 The History Channel	47.9	11.6	18 America's Talking	11.2	17.4	33 Galavision	2.5	0.9
2 ESPN2	38.8	31.0	19 Bravo	8.9	4.9	36 Q2	2.3	6.7
3 Home & Garden TV Network	28.8	10.3	20 Sneak Prevue	7.4	4.3	36 BET on Jazz	2.3	1.3
4 The Learning Channel	28.4	19.9	21 Classic Sports Network	6.1	1.4	38 WGN-TV	1.7	2.5
5 Cartoon Network	27.5	27.4	22 Prime Sports	5.3	3.8	39 MuchMusic Network	1.5	0.7
6 The Sci-Fi Channel	23.5	27.9	23 FIT-TV	5.1	n/a	39 Nostalgia Television	1.5	1.6
7 E! Entertainment Television	22.9	16.1	23 QVC	5.1	4.0	41 Telemundo	1.3	0.4
8 Turner Classic Movie Ch.	21.8	18.8	23 Z-Music	5.1	n/a	41 Romance Classics	1.3	3.4
9 The Sega Channel	20.3	32.2	26 Home Shopping Network	4.9	5.3	41 NewsTalk TV	1.3	n/a
10 Comedy Central	17.6	13.6	27 Prevue Express/Quickvue	4.4	5.3	44 TV Guide Online	1.1	n/a
11 fX	16.7	25.4	28 Mind Extension University	4.2	2.0	44 Jones Computer Network	1.1	3.6
12 The Travel Channel	15.9	7.6	29 CNN International	3.8	n/a	46 The Game Show Channel	0.9	0.5
13 Golf Channel	14.6	7.1	30 Local/Regional News Ch.	3.4	3.8	46 WWOR-TV	0.9	0.7
14 TV Food Network	14.0	8.0	31 NewSport	3.0	1.6			
15 Court TV	13.8	18.8	31 Univision	3.0	1.6			
16 Country Music Television	12.3	16.8	33 Star Sight	2.5	n/a			
17 Encore Package	12.1	7.2	33 The Box	2.5	1.4			

Source: Myers Reports 10th & 11th (1994 & 1995 Annual Survey of Cable Operator Executives on Major and Emerging Networks)

GRAPHIC BY BROADCASTING & CABLE

Discovery boosts originals

Networks to devote \$180 million to produce 1,700 hours for upcoming season

By Jim McConville

Discovery Networks will boost its original programming budget 13% this year, spending \$180 million to produce more than 1,700 program hours for its upcoming 1996-97 upfront advertising season.

Of that figure, \$110 million will go to Discovery Channel (compared with \$100 million in 1995) to produce 952 program hours, and \$70 million is earmarked for TLC (also \$10 million more than last year) for 773 program hours.

"With this investment, Discovery Networks will continue to be the largest producer of nonfiction entertainment programming in the world today," says Clark Bunting, senior vice president of programming, Discovery Networks. Discovery Channel reaches 65 million subscribers; TLC passes 46 million homes.

Discovery's new original programming in 1996-97 will include *Destination Mars*, a two-hour science special depicting a simulated trip to Mars; *Kieko's Story*, a one-hour documentary about transporting killer whale Kieko from Mexico City to Oregon last year, and *Secrets of the Internet*, a three-part miniseries.

TLC program highlights for 1996-97 include *Time Tunnel* and *Scientific Frontiers*, two one-hour regular nightly



series to air weeknights at 8 and 9, respectively. In 1997 TLC will air several specials, including *Connections 2*, a sequel to the original *Connections* series hosted by James Burke that explores man's relationship to knowledge, and *Extreme Machines*, a guide to manmade machines and their creators.

Discovery will launch its third advertiser-supported network, Animal Planet, at the National Cable Television Association convention next week. Details of the launch will be kept under wraps until then.

"Until we have distribution worthy of advertiser interest, we have no business being in the upfront with the new channel," says Greg Moyer, president

and chief editorial and creative officer, Discovery International.

Besides a third network, Moyer says Discovery is earmarking more cash to develop new forms of programming and vehicles to deliver it. This year the company will release its first theatrical motion picture, its first three IMAX films and will expand its Discovery Channel online Web site, launched last year.

"Discovery will be among the innovators in developing content for the larger pike, the broadband applications of the Internet," says Moyer. "We have some ways of turbocharging our Discovery online experience."

Bill McGowan, senior vice president, advertising sales, Discovery Networks, says cable networks are gaining parity with broadcast networks in vying for upfront advertising dollars. "Cable is no longer a stepchild," he says. "We're now playing in the same upfront arena."

McGowan predicts that Discovery and TLC will sell all their upfront ad space for network programming specials in their two key advertising categories—automotive and telecommunications—by June 15.

For Discovery Channel Online (DCOL), the company has signed 10 initial advertisers that will generate more than \$600,000 in advertising revenue, he says.

"We're looking forward to a successful upfront season, with DCOL being intricately packaged with Discovery Channel and TLC with our overall upfront," McGowan says. ■

Brokaw/Couric/Moyers to anchor onMSNBC

NBC News anchors Tom Brokaw and Katie Couric and commentator Bill Moyers will be the rotating hosts of a live, daily hour prime time news and talk show on MSNBC when the network launches in July.

The new network from Microsoft/NBC also will feature a daily prime time hour focusing on the so-called digital revolution. Developed and co-produced by MSNBC and the ZDTV unit of Ziff-Davis Publishing, the show will cover new media and technology developments (competing news/information service CNNfn has featured *Digital Jam*, a daily show on new media, since the network's launch late last year).

MSNBC's prime time schedule also will include a daily evening newscast with regular interview and discussion segments. The hour will feature reports by NBC correspondents and will target viewers who have missed news coverage earlier in the day.

MSNBC is expected to debut to more than 20 million cable subscribers when it replaces NBC's America's Talking network this summer.

—RB

USA preps multimillion makeover

First face-lift in network's 16-year history

By Michael Katz

USA Networks is revamping its image and plans to unveil a multimillion-dollar makeover June 17, giving the network a new look for the first time in its 16-year history.

USA—one of the largest networks, with 67 million subscribers—has spent \$5 million–\$10 million and more than half a year to create USA Studios, which will package and promote its entertainment programming.



"Now is a good time for a change," says Mary Ellen Holden, vice president, brand manager, USA Network. "We've been the leader for six years, and it's good to take a look at your image and shape it and strengthen it."

With this move, the network hopes to feed off the industrywide success of original cable programming and bolster its image as a "place that produces programming," Holden says.

When USA launched, more of its focus was sports, and the change is designed to emphasize entertainment by providing a Hollywood-like atmos-

phere. The environment of USA's promos, bumpers and advertiser promotions will consist of soundstages, props, animation bungalows and USA actors to create a TV landscape.

"It's going to have a behind-the-scenes look," says Holden. "Our promos and bumpers will look like they are coming from the studio's lots."

To coincide with the occasion, USA has designed a new logo to reflect the emphasis on USA as an entertainment network, in contrast to the current logo, which has a sports feel to it.

To help promote the change, the network will launch its first-ever consumer advertising campaign, aimed at promoting USA as a whole rather than individual programs.

USA Studios also will launch a Web site as part of the initiative. The site, which also will have the new look, will supply programming information, schedules and news about the network. ■

TCI up to speed on high-speed

Seeks earlier DBS entrance

By Jim McConville

Tele-Communications Inc. plans to gain earlier entrance into the direct broadcast satellite (DBS) business by way of Canada and has signed an agreement with Telesat Canada that will allow it to send DBS services to the U.S. using Telesat's orbital slots.

TCI Satellite Holdings President Gary Howard says the company has signed a binding letter of intent with the satellite company to share that company's orbital slots in order to provide DBS service to the U.S.: "We have a binding letter of intent with Telesat [that] will be a final formal agreement signed within the next couple of weeks," Howard says.

TCI also must obtain FCC approval to use Telesat's Canadian slots at 91 and 82 degrees. Telesat, meanwhile, must apply to Canada's equivalent of the FCC, the Industry Canada Ministry, to gain permits for the two orbital slots.

And TCI won't be alone. Telequest Ventures, a start-up company controlled by CAI Wireless, also has filed with the FCC to use other Telesat orbital slots.

Howard says that TCI has two satel-

lites scheduled for launch in September, followed by a second launch in November. Howard says that, at best, TCI would be able to deliver DBS services by December.

Regarding a possible DBS partnership with Rupert Murdoch's News Corp. and MCI Corp., Howard says all three companies continue to talk. "We are not in agreement on anything at this time," he says.

TCI plans to have its high-speed digital delivery system rolled out in three major markets by year end.

TCI officials say they plan to have "@ Home"—which uses a proprietary modem to provide high-speed access to the Internet—and a package of online services up and running in the San Francisco Bay area by the end of the summer and in the Chicago and Hartford, Conn., markets before year's end. The system is now in test trials in Sunnyvale, Calif.

"We have cable modems now from two of our vendors, with another eight to ten vendors to come on stream late



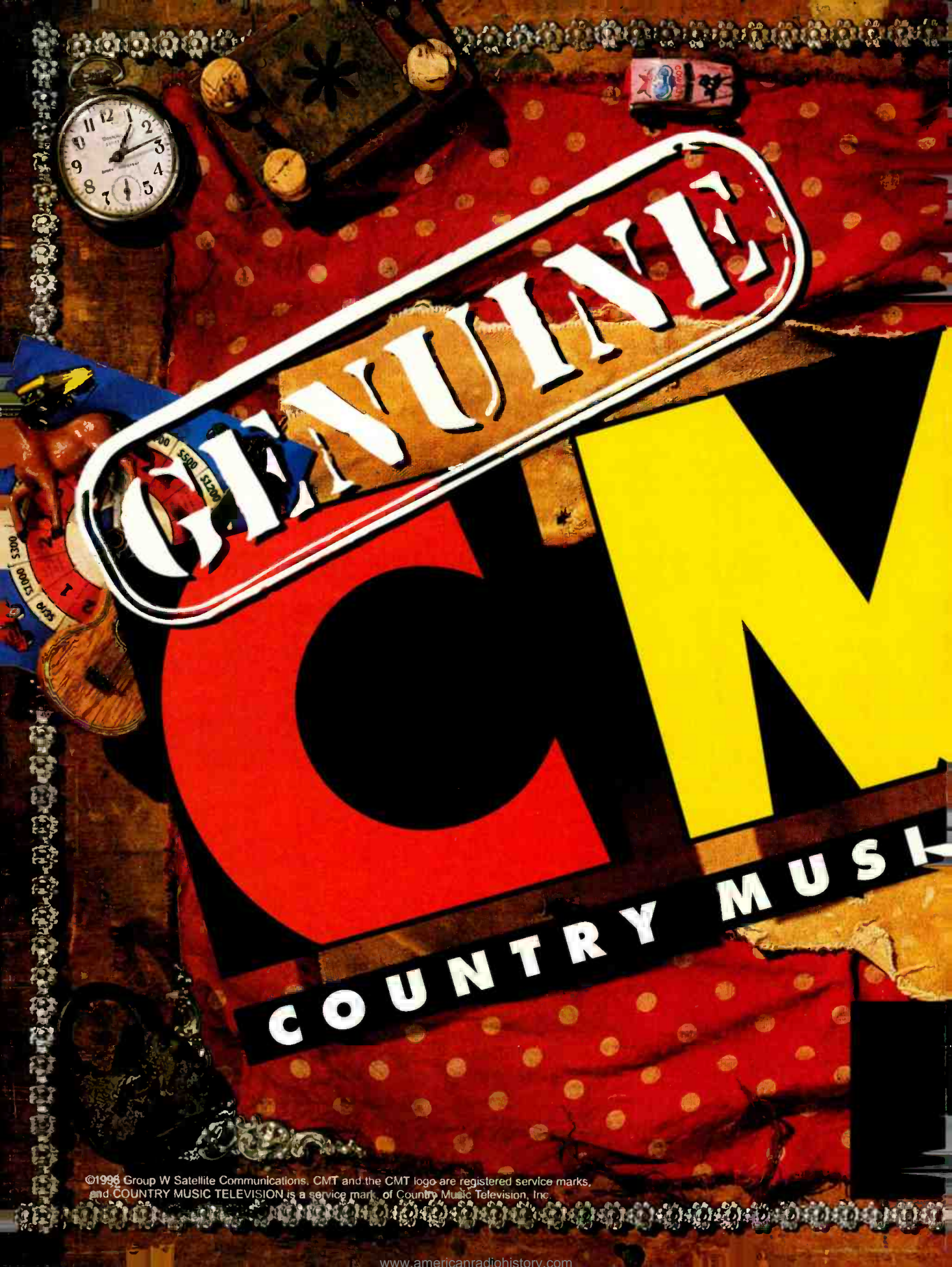
TCI President Brendan Clouston at investors meeting in New York

this year or early next year," said Bruce Ravenel, president and CEO, TCI Internet Services, during a TCI press conference in New York last week.

In regard to TCI's upgrading its cable systems nationwide to enable rollout of other advanced data and telephony services, Brendan Clouston, president and CEO, TCI Communications, said that TCI will wait for feedback from its digital video test trials before giving the OK on upgrades that will cost TCI an estimated \$285 per home.

Clouston says that the test trials will help TCI to decide "how much and how fast" it upgrades its cable systems for delivery of two-way services such as telephony and high-speed data. In the best-case scenario, Clouston says, all TCI systems could be upgraded within three years.

"We are not about to spend capital that does not have a return," Clouston says. "We want to launch these digital packages to see what kind of results we get." ■



CMT

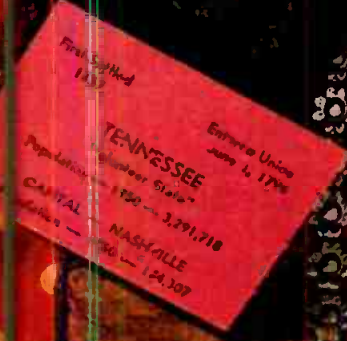
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Teen Court TV still courting sponsors

Sales executive says advertisers will be drawn by educational aspect

By Rich Brown

With the April 27 launch date of Court TV's teen programming block fast approaching, the network as of last week still had not attracted any sponsors for the younger demographic. Nevertheless, Court TV executives say they are confident that the programming will prove to be just what advertisers are looking for.

Current Court TV sponsors are expected to fill most of the ad avails for the launch of Teen Court TV, a three-hour weekend programming block aimed at viewers ages 12-18. But sponsors will come on board as they see the value of associating with the educational programming, says Gig Barton, senior vice president/director of advertising sales.



Court TV hopes the juvenile jury will find in favor of its teen block.

"A lot of advertisers are being beaten up in Washington these days," says Barton. "Teen Court TV represents a great way for people to be involved in an educational initiative; it's not only a media buy."

Kicking off the block at 9 a.m. NYT on Saturdays is *Your Turn*, an issue-oriented talk show featuring a panel of

teens and experts and a studio audience of teenagers. The show, hosted by Court TV anchor Carol Randolph, will be repeated Sunday at 11 a.m.

Following *Your Turn* on Saturday at 10 is *What's the Verdict?*, an hour show that recaps and analyzes trials from a young person's perspective. Teens are encouraged to guess the outcome of a case and explain their conclusions. The show will be repeated Sunday at 10 a.m.

Justice Factory, the last show in the block, will go on-site to various locations ranging from schools and teen hangouts to a behind-the-scenes look at NBC's *Law & Order*. Segments will include a weekly profile of a law student and a video competition featuring two- to three-minute videotape segments sent in by viewers. The show airs Saturday at 11 a.m. with repeats on Sunday at 9 a.m. ■

Curtain rises for Ovation

Arts network launches with 400,000 subscribers, aims for 14 million in three years

By Jim McConville

Ovation, the arts cable network that launched yesterday (April 21), draws an optimistic picture of the number of subscribers it will reach in its first three years, despite the industry's MSO carriage logjam.

Network executives, speaking at a press conference in New York last week, project that the channel will reach 14 million households by mid-1999, the end of its third full year of operation.

Harold E. Morse, president and CEO of Ovation, says the network launched in an estimated 400,000 households and will build to roughly 3 million subscribers within its first year, 6 million the second, and 14 million by May 1998, when it is supposed to reach the break-even point.

Ovation, a privately funded network that boasts equity partners Time Warner and the New York Times, already is being carried on Tele-Communications Inc.'s Intro-TV, the preview channel that reaches approximately 9.5 million viewers nationally.

Ovation will launch on Future

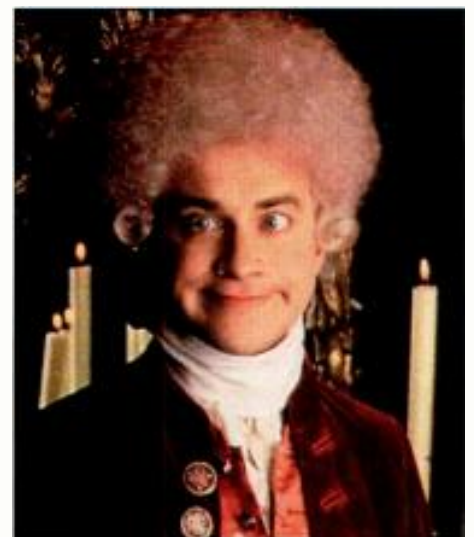
Vision, Bell Atlantic's fiber-optic cable TV trial in Toms River, N.J. Other MSOs signed include a Media General system in Fairfax, Va., and systems on American Cable Entertainment and Capital Cable, both in Virginia.

Despite the network's Time Warner partnership ties, however, getting carriage for Ovation on Time Warner's New York City system won't be possible until space is freed from another network or digital set-top technology opens up new capacity.

The network already has secured \$20 million in financing, which includes a minority interest by MSO Time Warner and institutional investor J.P. Morgan and the New York Times Company. Ovation plans to spend \$30 million this year and will hold another round of private financing later this year or early next.

Ovation's 20-hour daily programming schedule (7 a.m.-3 a.m.) will use seven prime time hours from the previous evening's schedule to kick off the day-part the next day.

Programming will be 60% documentary and 40% arts performances, including



Harry Enfield hosts an irreverent series on opera for the network Ovation.

occasional live telecasts of operas, dramas and musical performances, says Susan R. Wittenberg, Ovation's vice president of programming. In June the network will air a live performance of Handel's opera "Theodora."

Ovation Chairman J. Carter Brown says the network is toying with developing a daily news show that would report news in the arts. ■

Judge streamlines AMC suit against Turner

American Movie Classics' copyright infringement suit against Turner Broadcasting's Turner Classic Movies will finally get under way nearly a year later—minus one chunk of the lawsuit.

U.S. District Judge Allen Schwartz last week dismissed part of AMC's \$250 million suit against Turner Entertainment, ruling that some of the claims—breach of contract, tortious interference, unfair competition and unjust competition—cited under state law are preempted by federal copyright law.

The suit, filed in the Southern District Court of New York last June, alleges that Turner violated AMC's exclusive rights agreement to show films from Turner's

RKO film library. AMC contends that Turner violated their agreement approximately 14 times between July and October 1994 by showing RKO films covered by the agreement on TCM, which also airs old movies. AMC signed a 10-year licensing agreement with Turner in 1992 giving Turner \$48 million in exchange for AMC's exclusive exhibition rights to 700 classic RKO titles for a 10-year period, ending in March 2002.

AMC is seeking compensatory damages of approximately \$150 million and punitive damages of \$100 million.

The case, now in deposition, will proceed using AMC's two federal copyright infringement claims against TCM. —JM

Sports highlight fX remake

New shows also will include baseball reality series

By Rich Brown

Fox's retooling of the fX cable network will include not only sports event programming but also at least one new reality series aimed at baseball fans.

FX programmer Rich Ross says sports is a "huge" priority for the network, which debuted two years ago as a general entertainment network but is being transformed under the new Fox/Liberty Sports partnership. Sports properties joining the network include World League of American Football, World Cup of Hockey, college basketball and football and, beginning in spring 1997, Major League Baseball.

Original programming plans at the network include a 22-episode reality series, *Wild and Outside*, featuring the adventures of the St. Paul Saints. The quirky minor league baseball team is known for oddball characters like Sister Rosalyn, a nun who gives massages in section 103 of the Saints stadium.

Sports is a priority, but it also is only one part of a three-part programming approach at fX, says Ross. Off-network shows will continue to play a part in the network, with *Picket Fences* coming on board by late summer and *NYPD Blue* and *The X-Files* joining in fall 1997. The network also will continue to produce non-sports-oriented original shows, with a handful of new series set to join the schedule in the months ahead.

Joining the network's new "Home fX" slot (3:30-4 p.m. weekdays) will be *Fix It*, a weekly repair show that debuts April 29, and *Garden Variety*, which launches June 3. Two additional shows joining the "Home fX" slot sometime this summer will be a weekly series on health care, *fXMD*, and a show on child care, *Family Business*. A fifth show will likely be added to complete the checkerboard pattern in the 3:30 p.m. slot. All the shows will be prerecorded.

The network also is piloting three game shows with hopes of adding one or two of them in prime access this August. Game shows in development include *No Relation*, a project by Dick Clark Productions in which celebrity panelists try to determine which member of a family of five is an imposter; *Best Friends*, a pilot from Stone Stanley Productions featuring two teams of friends competing in various contests, and *Lose a Million*, a Stephen Radlosh production that encourages contestants to answer questions incorrectly and lose as much money as possible.

Disappearing from the schedule as fX retools itself is much of the live programming that was its trademark at launch. *Breakfast Time*, the flagship morning show that is moving to the Fox broadcast network, left fX in March and was replaced by reruns of *The Greatest American Hero* and *Fantasy Island*. *The Pet Department*, which aired live weekdays at 3 p.m., is



Weekly repair show 'Fix It'.

in reruns with no date set to return to production. Three other series that were live at launch—*Under Scrutiny with Jane Wallace*, *Sound fX*, and *Backchat*—have left the nightly lineup (*Backchat*, a viewer-response show, now airs once a week).

Not all of fX's trademark originals have disappeared; still in place is one of the network's more popular shows, *Personal fX: The Collectibles Show*, which airs weekdays noon-1 p.m. Original productions also include two weekly series—*Lost and Found* and *Supercollectors*, a *Collectibles* spin-off. The network throughout the day continues to feature live interstitials presented by various hosts from the network's New York City studio. ■

HSN reports rebound in first quarter



Following loss and restructuring last year, network is off to good start in '96 with positive cash flow of \$13.2 million

By Jim McConville

A restructuring last year of the Home Shopping Network may be paying off. Last week it reported first-quarter cash flow of \$13.2 million, compared with last year's loss of \$7.2 million.

HSN, purchased by Barry Diller's Silver King Communications last November, underwent a dramatic face-lift last year revamping the merchandise line, selling its infomercial subsidiary, eliminating 100 jobs and shrinking a tier of 28 mid-level executives to nine. (The company has laid off 1,100 workers in the past two years, including 200 last August.)

Last year HSN also took a onetime \$2 million restructuring charge for closing its Reno distribution center and absorbing operating expenses of HSN Direct, its infomercial subsidiary sold this month.

For the first quarter ended March 31, HSN reported net earnings of \$2.2 million, compared with a net loss of \$8.8 million for the same period last year.

HSN net sales for the quarter increased 16%, from \$243.6 million to \$282.7 million. Sales for the network's core retailing business rose 21.8%, to \$250.1 million.

First-quarter operating expenses—excluding depreciation, amortization and the \$2 million charge—dropped 10.6%, or \$9.2 million, from \$97.8 million to \$85.8 million. The network's gross profit percentage improved slightly, to 30.5%, compared with 30.3% a year ago.

HSN President/Chief Executive Officer James G. Held says the company plans to continue the turnaround, improving the network's product mix, increasing average gross margin and reducing return levels.

For its fourth quarter ended Dec. 31, 1995, HSN reported a loss of \$25.6 million on sales of \$288.5 million, compared with net earnings of \$1.79 million on sales of \$301.7 million for the same quarter in 1994.

"We believe that the business is stabilized, is well capitalized, and [we] are pleased with its profitability," says Kevin McKeon, chief financial officer, HSN. However, he says HSN's price point and profit margin on its existing inventory "makes the products look out of sync with our desired level." McKeon says HSN aims to push its gross profit from its current 30.5% to 34%-35% by year end.

In the first quarter, HSN completed the sale of unregistered convertible subordinated debentures, raising \$100 million—proceeds of which will be used to pay borrowings outstanding from bank revolving credit. ■

Time runs out on 'Our Time'

Financial troubles lead to network's demise

By Jim McConville

Our Time Television, a fledgling cable network given sheltered carriage on Faith & Values Channel last year, has run out of money, forcing it to cease programming this month.

The network, aimed at the 49-year-old-plus crowd and launched with two hours of programming on F&V last October, ended production in December and was operating with reruns when the channel pulled the plug April 1.

F&V had stopped running episodes of *Our Generations*, hosted by Florence Henderson and daughter Barbara Chase, in January but continued to run *Our Show*, hosted by Mary Alice Williams, through March.

"They just ran out of money to produce new shows," says Hillary Maddox, vice president of programing,

"They just ran out of money to produce new shows."

F&V Channel.

In addition, Our Time Television executives are being threatened with a lawsuit by Henderson and Williams, who say the network owes them back pay.

Our Time, shot at Chelsea Television Studios in New York, was the

brainchild of former ABC Network executives Squire Rushnell, Judith Bishop, Peter Hagen and other industry veterans, including ABC *20/20* anchor Hugh Downs. The group had planned to build the network from two to eight hours on F&V by 1997. Our Time executives could not be reached for comment.

The network, which produced more than 40 episodes of each show, also owes Faith & Values money. "They still owe us money for carriage of their programs," says Jeff Weber, vice president and acting CEO, F&V Channel.

Weber says that F&V is talking with Our Time management and is hopeful "we will reach an amicable resolution as to the outstanding financial issues." ■

TW reports first-quarter losses

Cable system buys, low music sales cited

By Michael Katz

Time Warner Inc. reported first-quarter losses of \$119 million, more than twice the amount lost for the same quarter last year and attributable to cable system acquisitions and poor music sales. The company also said that it will buy back some 15 million shares of its stock on the open market.

"Nothing was unexpected," says Richard Read, an analyst with Arnhold & Bleichroeder. "It was a tough quarter for them."

Despite the lackluster showing, Time Warner's cable systems and cable programming experienced steady growth during the period.

Time Warner Cable increased its subscriber base 6%, to 11.7 million,

and cash flow rose 13%, to \$480 million. Pay-per-view sales and advertising revenue also were up. On the programming side, cash flow from Warner's Home Box Office increased 14%, to \$81 million, as a result of the additional subscribers.

"What's really driving cable is steady growth in ad revenue per customer," says Read. "The growth is expected to continue as Time Warner and other MSOs upgrade their facilities, attracting customers to the more expensive services." Read says that industry growth may be spurred by the introduction of cable modems, which Time Warner hopes to roll out in first quarter 1997.

But that growth for cable operators will be necessary as cable programming becomes more valuable and more

expensive. "The big programmers like Turner and Viacom have an awful lot of leverage," says Read. "Programming is the most rapidly growing cost and will contribute to narrowing cable margins."

Time Warner's WB broadcast television network lost \$24 million, up 14% from last year's \$21 million loss. The loss is attributed to the cost of the launch of Kids' WB and a two-night expansion into prime time.

Time Warner is repurchasing the stock to counter employee stock options and says the current price (40 5/8 per share on April 17) is undervalued. The company plans to finance the buyback from a \$750 million loan borrowed against the proceeds from when employees exercise their stock options. ■

Lifetime to debut new shows

Cooking program, magazine show, original movies and sports in works for '96

By Rich Brown

Lifetime over the next year plans to roll out several new programs in a variety of genres ranging from cooking to game shows. Among the shows scheduled to debut in the months ahead:

- Wink Martindale will host a half-hour trivia game show, *Debt*, which will give contestants a chance to pay off their credit cards and other loans. Producing is Buena Vista, the TV production arm of Capital Cities/ABC/Disney (which is part-owner of Lifetime). The Monday-Friday show debuts June 3 in the 6:30 p.m. ET/PT slot now occupied by reruns of *Designing Women*.

- Dana Fleming will host a parenting show, *Kids These Days*, focusing on raising kids ages 6-12. The half-hour show debuts on Sunday, June 2, at 10:30 a.m. and will be seen regularly Monday-Friday at 8:30 a.m. and on Sunday at 10:30 a.m. The show is produced by Lifetime and Procter & Gamble. It replaces canceled series *Your Baby and Child*.

- *All My Children* star Robin Matt-



Rena Sofer stars in Lifetime original movie 'Hostile Advances: The Kerry Ellison Story'.

son will host a half-hour cooking show, *The Main Ingredient*, debuting on June 17. The show will air weekdays at 11 in the slot now occupied by canceled talk series *Biggers & Summers*.

- The network next January will debut a two-hour programming block, *The Place*, targeting women 18-34.

Shows will include *The Word*, a young woman's magazine featuring two- to four-minute segments, and a look at pop culture called *The Dish*. Lifetime executives are eyeing a potential spin-off network based on the block, which does not yet have an intended time slot on the Lifetime schedule.

- Upcoming original movies include *The Abduction*, a story of spousal abuse starring Victoria Principal and Robert Hayes; *Desperate Justice*, a story of sexual child abuse starring Faith Ford, and *The Genius*, a "what if" story about a mentally challenged woman who improves her IQ through drugs, starring Michele Lee, Robin Thomas and Susan Blakely.

- Looking to build on its sports programming, the network has acquired three sports specials from Capital Cities/ABC for airing this summer and is exploring post-Olympics program opportunities with the U.S. Women's National Team.

- Joan Collins in July will host *The Joan Collins Minithon*, 17 days and nights of off-network miniseries, including *Danielle Steel's Jewels* and *Love and Honor & Obey: Mafia Marriage*. ■

UK MSOs are considering a bid for long-distance telco **Mercury Communications**, since an outright acquisition of Mercury would save the cable operators money in the long term. They now have to pay Mercury, British Telecom and others for carrying their call traffic. Bell Canada, which owns 20% of UK MSO Bell Cablemedia, and a group including TeleWest and Nynex reportedly are considering bidding for C&W's 80% stake in Mercury, valued at £1.8 billion (\$2.7 billion). Other interested bidders are said to include U.S. carrier AT&T Corp. and Italy's Stet. Mercury is the main long-distance carrier for UK MSOs offering telephony. A possible merger of Mercury parent Cable & Wireless and British Telecom also is being discussed.



zation and financial expenses resulted in a net loss of C\$9.4 million compared with a net profit of C\$4.1 million for the same period a year earlier.

Discovery Channel has taken transponder space on PanAmSat Corp.'s PAS-4 Indian Ocean Region satellite to access the Indian broadcast market.

Time Warner Cable has signed a deal with Singapore Telecom to develop video-on-demand services on the island. The two companies also are looking at a joint venture to supply VOD services in Asia. Singapore Telecom began testing VOD in Singapore in mid-February.

The **Canadian government** has eased foreign ownership restrictions of cable and terrestrial TV holding companies. Foreign individuals or firms now may hold up to 33% of the voting shares of holding companies, up from 20%. However, direct foreign interest in cable or broadcast firms remains at 20%.

Turner Broadcasting System is launching a Spanish version of CNN in March 1997. CNN Español will be targeted at the growing Latin American market and also will reach Spanish speakers in the U.S. The channel has penned its first carriage agreements with TCI International-owned CableVision in Argentina and systems in Venezuela, Costa Rica, Guatemala and the Dominican Republic.

Groupe Videotron's UK cable operations accounted for more than one-third of the Canadian MSO and telco's total revenue of C\$416 million (\$305 million) in the first six months of 1996, ended Feb. 29. The balance was derived from cable TV and telcos in Canada and the U.S. and, to a lesser degree, from terrestrial broadcasting in Canada. Higher depreciation, amorti-

Viacom has taken two transponders on Astra 1F to launch digital services across Western Europe. The lease starts in June and runs for 11 years. Meanwhile, Luxembourg-based media group CLT has booked three digital transponders on Astra 1G, due to launch early next year. French pay-TV group Canal+, European pay-TV operator NetHold and the Kirch Group's BetaTechnick subsidiary also have taken two transponders each.

Viacom is planning to launch a digital DTH bouquet of channels in the Middle East, possibly in third quarter 1996. The channel lineup will include MTV, VH1, Nickelodeon/Nick at Nite, The Paramount Channel and The Movie Channel. The digital package will be operated by Gulf DTH, a joint venture of Viacom and Kuwaiti investor KIPCO.

All digital cable systems will be required to carry Britain's existing terrestrial public service broadcasters under a recent government amendment to the Broadcasting Bill. The government also is proposing that national newspaper owners with more than 20% of national sales be barred from owning television stations and vice versa.

PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of April 8-14, ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 95.9 million households with TV sets.

Program	Network	Time (ET)	HHs. (000)	Rating Cable U.S.
1. <i>WWF Monday Night Raw</i>	USA	Mon 8:57p	3,120	4.7 3.3
2. <i>Movie: 'E.T. The Extra-Terrestrial'</i>	TNT	Sun 8:00p	3,067	4.6 3.2
3. <i>NASCAR Winston Cup</i>	ESPN	Sun 1:00p	2,805	4.1 2.9
4. <i>Rugrats</i>	NICK	Sun 10:00a	2,488	3.8 2.6
5. <i>All That</i>	NICK	Sat 8:30p	2,250	3.4 2.3
6. <i>Rugrats</i>	NICK	Wed 6:30p	2,205	3.4 2.3
7. <i>Aaahh!!! Real Monsters</i>	NICK	Sun 10:30a	2,137	3.3 2.2
8. <i>Secret World of Alex Mack</i>	NICK	Sat 8:00p	2,128	3.2 2.2
9. <i>Movie: 'Jaws'</i>	TNT	Sun 2:00p	2,124	3.2 2.2
10. <i>Doug</i>	NICK	Wed 7:00p	2,089	3.2 2.2
11. <i>Movie: 'Moses,' Part 2</i>	TNT	Mon 8:00p	2,086	3.1 2.2
12. <i>Movie: 'Top Gun'</i>	TNT	Wed 8:00p	2,079	3.1 2.2
13. <i>Movie: 'The Haunting of Lisa'</i>	LIFE	Wed 9:00p	2,051	3.2 2.1
14. <i>Murder, She Wrote</i>	USA	Sun 8:00p	2,017	3.0 2.1
15. <i>Rugrats</i>	NICK	Tue 6:30p	2,004	3.0 2.1

Following are the top five pay cable programs for the week of April 8-14, ranked by households tuning in.

1. <i>HBO Comedy Hour</i>	HBO	Sat 9:45p	3,082	12.8 3.2
2. <i>Movie: 'Tommy Boy'</i>	HBO	Sun 9:30p	2,544	10.6 2.7
3. <i>Movie: 'Kiss of Death'</i>	HBO	Sat 8:00p	2,542	10.6 2.7
4. <i>Movie: 'The Specialist'</i>	HBO	Mon 8:00p	2,203	9.2 2.3
5. <i>Movie: 'Beverly Hills Cop III'</i>	HBO	Sat 10:45p	2,119	8.8 2.2

Source: Nielsen Media Research.

GRAPHIC BY KENNETH RAY/BROADCASTING & CABLE

—By Debra Johnson

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*“Viewer Attitudes and Impressions Toward America’s Health Network,”
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H E A D E N D I N G S



X marks spot for winter games

ESPN in January 1997 will present the inaugural Winter X Games, a four-day "extreme" sports event modeled on the network's Summer X Games. ESPN and ESPN2 each will present eight hours of the games, including snow-

boarding, ice climbing, snow bicycling and super-modified shovel racing. Possible sites for the games: Vail and Crested Butte in Colorado and California locales Bear Mountain, Snow Summit and Squaw Valley. The Winter X Games, which will be held every two years, join a growing list of franchise events that includes the summer version of the games and the annual ESPY Awards. The second annual Summer X Games kick off June 24 from Newport and Providence in Rhode Island.

Cluster cooperation

Cable system operators Time Warner Cable and Fanch Cablevision of Indiana will each build on existing clusters through a new joint venture serving 373,000 customers in 17 states. Time Warner will contribute six systems serving 130,000 customers in western Pennsylvania and West Virginia; Fanch will contribute systems serving 57,000 customers in seven states (Indiana, Kansas, Louisiana, Mississippi, Missouri, New York and Ohio) plus three systems serving an additional 186,000

customers, which it is in the process of acquiring from Tele-Media, Mission Cable and Simmons Communications.

Stooges better '700 Club'

The Family Channel's late-night telecasts of *The Three Stooges* so far have been getting better Nielsen ratings than their prime time lead-in, longtime network staple *The 700 Club*. In fact, the syndicated comedy trio has done so well that the network has decided to add a second hour to its weekly prime access lineup. Starting May 27, *The Three Stooges* will air at 6-7 p.m. Monday-Friday, complementing the late-night slot.

The comedy, added to Family Channel's schedule on Feb. 19, has been garnering a .8 Nielsen average rating in its 11 p.m. weeknight time period, doubling that of the slot's previous show, *Evening Shade*. *The 700 Club*, which leads into the *Stooges*, last quarter averaged a .5 rating in its 10:30-11 p.m. slot.

SportsChannel, Giants sign deal

SportsChannel and the San Francisco Giants have signed a seven-year contract extension giving the regional sports network the opportunity to carry as many as 75 games per season through the year 2002. The network has carried the team since 1990.

Pac-10 Properties formed

Tele-Communications Inc. sports programming arm Liberty Sports and the Pacific-10 Conference have created a new venture, Pac-10 Properties, which will handle licensing, merchandising, publications and special events tied to the college teams. The conference recently signed a TV rights deal with Liberty's Prime Sports regional sports networks.

Travel guide

The Travel Channel debuts a new half-hour original series, *Practical Guide to Europe*, on April 29 at 10 p.m. Host John Guerassio will present 26 episodes covering London, Rome, Paris, Madrid, Salzburg and other major cities. The show is a co-production of the network and Beckmann Communications.

—RB, JM

February 1996

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Week[®]

Digital Video

Digital Studio debuts at NAB

Softimage/Microsoft digital video editing software set to beta test in July

By Richard Tedesco

Digital Studio," the code name for the Softimage/Microsoft production software rumored to be in development for the past year, became very real in demos at the NAB convention last week.

Plans call for the groundbreaking video editing tool suite to go into beta testing by early July on Play Inc.'s versatile Trinity platform. Running on Windows NT, Digital Studio can perform nonlinear video editing and compositing, 2-D and 3-D painting,



Digital Studio will beta test on the Trinity platform.

audio editing and special effects, handling compressed or uncompressed video. Although Softimage isn't revealing the beta test sites, Sheldon Fisher, Softimage lead product manager for Digital Studio, says the product initially will be focused on video broadcast production.

No prices have been set, but Fisher said they would be much less than the prevailing rates for state-of-the-art video editing systems. And the system will enable users to seamlessly integrate video and animation in a single, streamlined process. Softimage 3-D modeling files can be viewed and retouched in the composition stage. "What's unique about Digital Studio is the broad base of applications we're offering," Fisher says. "You can make sure your 3-D content matches the context you're fitting it into."

The Trinity hardware platform presents a correspondingly versatile desktop video

of marketing.

Trinity accommodates digital or analog material, puts out eight different formats at once and features an all-digital switcher. It also has two channels of video effects and can be adapted to any editing format. "You won't outgrow it because you can just add to the box," Randall says.

A striking demo of the Trinity system running Softimage at NAB showed real-time manipulation of animation overlaid on video, including varying its transparency.

This year's beta testing could be more than dry runs: Softimage hints that resulting TV projects could be aired in late 1996-early 1997. **TMD**

BA/Nynex merger in making?

A Bell Atlantic spokesman late last week said that he could neither confirm nor deny press reports that a merger of the two eastern Baby Bells was imminent.

Reports surfaced last week suggesting that a long-rumored merger between Bell Atlantic and Nynex might be announced as soon as today (April 22). The two RBOCs already are aligned in the Tele-TV video services venture. A corporate marriage between them would create a \$22 billion company immediately rivaling the SBC Communications/Pacific Telesis alliance announced two weeks ago.

News of that alliance had refueled speculation that a Bell Atlantic/Nynex union was likely. —RT

Cable/Telco

Continental launching telco service

Will begin rollout in California and Florida markets

By Richard Tedesco

Continental Cablevision will start offering subscribers telephony service in California and Florida later this year, as the company begins rolling out cable modem service.

In the wake of the recently announced merger with US West, the Boston-based multiple system operator is testing telephone modems on a limited basis in Los Angeles and Jacksonville, according to David Fellows, Continental senior vice president of technology. Fellows says that Continental expects to offer

approximately 1,000 subscribers in those markets local telephone service, costing slightly less than prevailing market rates.

Continental has received clearance from the California and Florida public utility commissions to provide local phone service and has applied for approval from the PUCs in Massachusetts, New Hampshire and New York.

Fellows estimates the cost of phone modems at \$400 per customer: \$300 for the units in the home and an additional \$100 for corresponding head-end units.

Continental is deploying modems from ADC and Motorola in its Australian systems. The tests in Los Angeles and Jacksonville use modems from two other vendors.

A major purchase of phone modems may be in the offing for the US West cable system in Atlanta, formerly owned by Wometco, which has 1 million subs.

Jacksonville will be the next market in which Continental deploys modems, on the heels of the successful response to the trial it's conducting in five Boston suburban communities and among students at Boston College.

It plans to offe the service to as many as 200,000 households in the Boston suburbs starting in July.

"Just cruising the Web is compelling enough content to launch this thing," Fellows says.

By the end of the year, Continental expects to have upgraded systems in New England serving 1.1 million subscribers, rendering those systems eligible for modem service.

"We're doing this like entrepreneurs, a little at a time," Fellows says.

Continental plans to use LANcity modems for its roll-outs for the foreseeable future.



New QuickTime from Apple

Apple Computer is poised to ship its latest iteration of QuickTime, featuring an interchangeable M-JPEG file format.

QuickTime 2.5, which will start shipping later this spring, also uses Apple's QuickDraw 3-D engine for rendering 3-D objects in real-time within a QuickTime movie.

"Our commitment has always been to the creative consumer, to make it easier to be more creative," says Satjiv Chahill, Apple senior vice president of corporate marketing. "Our goal and our passion is to change the world."

QuickTime also now boasts an enhanced capacity for users to incorporate musical elements. Improved support for multiprocessing hardware, providing fast compression for real-time editing, also is part of the new product.

Apple managed to add the M-JPEG feature by brokering an agreement among digital video production vendors, according to Jonathan Knowles, Apple senior project manager for QuickTime technology. The new QuickTime will effectively translate from one M-JPEG format to another.

Customers will be able to obtain QuickTime 2.5 free through Apple's World Wide Web site; it also will be available free to developers.

In a related development, Apple and Cinebase announced plans to marry the Cinebase asset-management technology system to the Macintosh. The object is to present companies with an easier, more intuitive method to manage film and video material.

Alias makes Waves at NAB

The Bulldog Group ran its new Media-On-Demand multimedia asset management system on Silicon Graphics' Challenge file server at the NAB convention last week, while SGI's Alias/Wavefront graphics software company conducted a Web animation demo several booths away.

Bulldog's MOD is a comprehensive system to manage all elements in a multimedia project and track the stage of development of those elements at all times. Built on Informix Software's Illustra content management system, it offers users a ready means to create a portfolio of all of its multimedia assets, permitting easy assessment of workflow.

The system automatically indexes all digital media assets and presents templates that can be readily personalized for specific functions.

Meanwhile, down the aisle at NAB, Alias/Wavefront demonstrated its Web Animator, a software package enabling advanced 3-D modeling and animation for the World Wide Web. It combines features from popular Alias products PowerAnimator and Alias Animator.

Web Animator permits users to combine still images and movies for Web sites with VRML tools to create 3-D interactive environments, converting them in Web-ready material. It features a polygon-based modeling system, animation tools to define the movement of objects, lights and surface characteristics.

The Alias Web Animator costs \$6,495. Toronto-based Bulldog's MOD system will sell for \$20,000.

SGI got another endorsement of its Challenge server when MCI selected it for a three-month trial of a digital news distribution system for 20 NBC stations starting next month.

Xing revamps StreamWorks

Xing Technologies introduced the latest version of its StreamWorks product for producing live and on-demand video and audio content on the Internet.

The StreamWorks 2.0 Player has a redesigned interface that makes it more user-friendly for playing Internet content, whatever type of I-Net connection is used. Version 2.0 also increases the degree of integration between StreamWorks and the Web.

Xing now offers an extensible suite of add-on packages to increase StreamWorks' capabilities. StreamWorks plusPacks enable users to deliver a single source of content at multiple bit rates.

StreamWorks was the base technology used to develop NBC Desktop News. It also was used to create the Capitol Records Web site, which features samples from 250 recording artists, according to Howard Gordon, Xing president, who says the technology has been used on more than 250 server sites. Other clients include Bloomberg, World Radio Network and NHK.

The Capitol site may be a sexy site, but Gordon lists Stanford University's use of StreamWorks to put engineering courses online as a particularly satisfying development: "Those are exciting applications for us."

Xing recently brought StreamWorks to the Japanese market in a joint venture with Sumitomo and is planning to establish a permanent business presence in Europe in a city yet to be selected. "The main thing is to get the thing out to more people," Howard says.—RT

Technology



Craig T. Mathew

Systems are the solutions at NAB

Sony, Panasonic differ on approach to computer-linked components for digital TV

By Glen Dickson

Systems" was the buzzword for NAB '96. As broadcasters begin to make the transition into the digital age, manufacturers are emphasizing the need for integrated production and operations components linked by high-speed computer networks.

But how different manufacturers arrive at that goal is a source of controversy. Sony, which first presented its "total system concept" at last year's show, wants to provide each component in the broadcast plant, from acquisition to transmission. On the other hand, manufacturers such as Tektronix and Panasonic are calling for open systems with interoperable components from several suppliers.

Clouding the issue further is the much-hyped "format war" between

Sony's and Panasonic's different professional versions of the consumer DV digital tape format—DVCAM and DVCPRO, respectively. While Panasonic is pushing DVCPRO as the ENG acquisition format of the future, Sony is positioning its DVCAM (which has a different track pitch and tape stock) within its business and industrial division as a high-end format for videographers and corporate video users.

For broadcast use, Sony has tapped the yet-to-be-delivered Betacam SX as the acquisition format for its total digital news facility, which uses Sony's interpretation of the MPEG-2 standard and its SDDI (serial digital data interface) networking protocol.

DVCPRO picked up a lot of support in Las Vegas, as more than 20 companies endorsed the component digital format for image acquisition with their

own hardware and software systems. Philips Broadcast Television Systems and Ikegami also are manufacturing DVCPRO cameras, and Panasonic and Philips BTS announced big DVCPRO sales to news operations at New York 1 and to Allbritton Communications' new ABC affiliate in Birmingham, Ala., respectively (BROADCASTING & CABLE, April 17).

Panasonic wasn't alone in touting the "open systems" philosophy for digital broadcast equipment. Tektronix announced an agreement with Silicon Graphics to insure interoperability between their digital video systems, and the former demonstrated its Profile digital disk recorder interfaced to an SGI Challenge server. Tektronix, Silicon Graphics, Hewlett-Packard, Avid and Panasonic also agreed to support the Fibre Channel networking protocol.

"We want our systems to be open. That's why we've supported Fibre Channel," says Avid's vice president of business development, Bob Sullivan. "With the exception of Sony, manufacturers are realizing that one size doesn't fit all."

In addition to its agreement to support DVCPRO and Fibre Channel, Avid also announced that it would jointly sell its Airplay control software with Hewlett-Packard's Mediastream broadcast video server. The Avid/HP solution will allow spots edited on Avid's nonlinear Media Composer to be transferred via a serial digital interface to the HP unit.

Sullivan says that in a \$5 billion broadcast market, the penetration of disk-based systems is only about \$250 million: "There's a lot of money to be made there. That's why we surround ourselves with people like HP—we're willing to take a smaller piece of a bigger pie."

Lucie Fjeldstad, Tektronix Video and Networking Division president, says that interoperability is key to all of Tektronix's products, which is why the Profile was being used in 27 booths on

the show floor. She says the digital disk recorder has been successful because it's a "plug and play" product that interfaces with many suppliers' software.

In its own booth, Tektronix V&N showed the Profile working with its Grass Valley switchers and Lightworks nonlinear editors. The company also has formed a systems integration division to install and support such configurations. Fjeldstad says that Tektronix is definitely in the systems business, but "we don't want to provide all the pieces."

Sony does, however, and opened the show by announcing a \$13 million "total solution" sale to Cox Communications for its new WSB-TV plant in Atlanta. The facility is scheduled for completion in 1998.

A common sentiment on the floor was that Sony has built a proprietary fence between itself and other manufacturers with its interpretation of MPEG 4:2:2 Main Level at Main Profile compression, support of SDDI networking, and selection of Betacam SX as its broadcast acquisition format.

"It has been very controversial," admits Larry Thorpe, Sony vice president for acquisition and storage sys-

tems. But Thorpe says that Sony's original intention was not to be proprietary, but to find the optimum picture source for 4:2:0 transmission and provide a contribution link that was twice the speed of real time.

"The discussion shouldn't be about tape formats—it should be about digital signal formats," he says.

As for the networking issue, Thorpe says that Sony has presented SDDI to SMPTE for standard consideration. He also thinks that Fibre Channel networking "looks very promising."

Sony decided to pursue system solutions based on discussions with its news customers, who found networking to be a problem, Thorpe says. "If you want to achieve increased productivity, you have to think systems. 'You won't get there on a black-box basis.'"

But you also won't get there overnight. Thorpe acknowledges that the majority of customers won't buy systems: "They're asking, 'Can you get us there step by step?' It has been tricky. We've been looking very closely at the I/O's on our servers, our hybrid recorders and our camcorders [so they can interface to existing equipment]." ■

Tech views diverge at Futures Summit

Cable and telco differ on speed, potential of convergence

By Richard Tedesco

The consensus among panelists at the NAB's Futures Summit supported the view that the vague technological nirvana otherwise known as convergence would occur.

But to what degree and how quickly media converge, and how lucrative the prospects for that convergence are, were the points of departure. "These are very capital-intensive businesses that we're in. These things aren't going to happen overnight," said William Schleyer, president of Continental Cablevision.

Edward Horowitz, senior vice president of technology for Viacom, observed that "evolution" was a more appropriate term than "revolution" for what certainly would be a gradual movement of media based on branded content and changing infrastructure. "The dinosaurs probably thought the Ice Age was evolutionary too," said Thomas Jormoluk, executive vice president of Silicon Graphics Inc.

Jormoluk expects "experiential" changes in people's media perceptions, with an inevitable PC/TV merger the result. While Jormoluk argued that one can manipulate textual material at a distance from a TV screen, Horowitz suggested that intelligence-intensive functions naturally diminish as proximity to the screen decreases. Ed Grebow, president of Tele-TV, expected only "certain combinations" between PC and TV, with the two media remaining essentially separate.

Horowitz said that the Internet needs "a period of rationalization" to bring "law and order" to the "Wild West" it is now. Sounding a consistent theme throughout, Jormoluk argued that Internet technology has arrived; it's simply a matter of "how you turn it over" to make it a commercially rich medium.

Schleyer, whose company is seeing a strong response to high-speed modem access among its subs, said that Continental is "very bullish" about the high-speed online access business. But Grebow predicted it will be "several

years before cable companies can hook up modems so that average people can use them." Horowitz replied it is just a matter of not exceeding 500 households per fiber node and maintaining tight hybrid/fiber cable plant to realize an "enormous" marketing opportunity.

Addressing video on demand, Horowitz said he thinks that technological pitfalls make it "a long way off" as a viable business. Jormoluk argued that the key VOD issue is an economic one: "Who cares what compression you use? Put in any chip you want. Does it matter?"

Schleyer insisted that what matters is ordering frequency, and that at the three-movie monthly buy rates Bell Atlantic boasted about in its Fairfax, Va., trial, installing two digital boxes in a household for \$700 is "not a business."

On who would win the cable/telco wars, Grebow said telcos should triumph because cable's technology is "old" and its service is "poor." Horowitz said that cable is ahead and "it's their race to lose." Jormoluk said the race would go to the swiftest. ■

Cutting Edge

By Glen Dickson

Harris Broadcast Systems has netted a multi-million-dollar contract from Allbritton Communications to design and build an all-component serial digital facility and a two-way microwave network for Allbritton's new plant in Birmingham, Ala., which will house WJSU and WCFT. The facility is scheduled to go on-air Sept. 1, when both channels become ABC affiliates, and will use DVCPRO cameras and VTRs from Philips BTS for newsgathering. Philips BTS also will provide a four-channel Media Pool server for commercial playback, digital routing, production and master control equipment, and four LDK-93 studio camera systems. Other vendors include Leitch, ADC, Belden, Wheatstone, ClearCom, Vinten-TSM, Alamar, Ikegami, Microwave Radio Corp. and Vertex.

JVC Professional has introduced an edit controller (the RM-6280) with pre-read for its Digital-S 4:2:2 component digital format, providing accurate VTR control in a system that can handle multi-generational layering and A/B roll editing with only two VTRs. JVC also showed a prototype nonlinear editing system for Digital-S at NAB and introduced a dockable DV format recorder that will dock to any JVC camera or standard 50-pin JVC mount. JVC Marketing Manager Dave Weston says that a

news stringer can buy the dockable unit for acquisition use, then play back the DV tape on either a DVCPRO or DVCAM VTR.

PanAmSat will be installing **Scientific-Atlanta's** MPEG-2/DVB-compliant PowerVu transmission system for its



S-A's PowerVu Command Centre

entire global satellite network. The satellite operator first will replace existing Scientific-Atlanta MPEG equipment in Hong Kong and California with PowerVu for use with PanAmSat-2 in the Pacific Ocean region. Subsequent installations of new PowerVu systems for the Atlantic and Indian Ocean regions will follow this summer. In addition to the PowerVu encoders, multiplexers and modulators, the installations include the new PowerVu Command Centre 3000 control software, which handles network management, conditional access and subscriber management.

Intelsat and Deutsche Telekom held a joint demonstration of a live ATM satellite transmission using MPEG-2 compressed digital signals from the Usingen Earth Station in Germany to a

satellite downlink in Las Vegas. The system used Thomson MPEG-2 encoders and decoders, an ATM terminal adapter and QPSK modulation to send the live feed via the Intelsat 706 satellite, located at 307 degrees east. Digital GraphiX introduced NetDeko, an integrated titling solution that splits the Digital GraphiX interface (creation station) from its disk hardware (or video processing engine). The Windows NT-based system was demonstrated at NAB with six video processing engines and an equal number of creation stations working with the TypeDeko and WriteDeko character generators and the TitleDeko nonlinear digital editor titling system. Additionally, a PostDeko offline titling system was connected to the network to download graphics.

Odetics has introduced Spectrum, a broadcast enterprise-management system designed to handle total automation of multi-channel spot insertion and program on-air presentation. The system, which



Odetics' Spectrum system

was demonstrated at NAB with both the Tektronix PDR-100 digital disk recorder and the ASC Virtual Recorder, uses the Odetics TCS90 automated video library to serve tape archive spots to multiple client channels. Each client channel is running an individual playlist and has a channel of digital

disk recorder cache. The software fully automates all spot downloading to disk cache.

Imedia Corp. has unveiled Imedia Statmux, its on-the-fly statistical multiplexing technology. In a joint technology demonstration with DMV and Silicon Graphics, Imedia showed the compression of 24 different programs over a single transponder or a 6 mhz analog television channel. Using Silicon Graphics' Challenge server, Imedia's Statmux software multiplexes 23 pre-compressed programs. The output then is fed into a DMV MPEG-2 system multiplexer along with another channel that is compressed in real time using a DVM MPEG-2 encoder. The 24-channel multiplex then is modulated with a DMV DVB-compliant satellite modulator and is fed to 24 MPEG-2 IRDs.

Storage Concepts has debuted FibreRAID, a fully functional RAID storage solution that features plug-gable disk modules, redundant pluggable power supply modules, dual Fibre Channel host connectivity, up to 72 gb of storage per chassis and up to six additional satellite chassis for high-capacity storage, equaling more than 500 gb per controller. In addition, the system has a dual-channel design with separate command and internal data buses for high-speed data handling, 4 mb of buffering to insure continuous data transfers, a 66 MIPS disc processor for fast command handling and a full 1 GBit Fibre Channel interface with a sustained rate in excess of 40 mb/s. ■

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RADIO

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HELP WANTED PRODUCTION

Christian Ministry seeks professionals for the following position: Production Editor, preferably with digital editing experience. Will record, edit and help produce first class and inventive radio productions. Send tape, resume, and salary history to Christian Financial Concepts, 601 Broad Street, SE, Gainesville, GA 30501, Attn: Steve Moore, Vice President of Broadcasting. No calls please. CFC is an EOE.

Christian Ministry seeks professionals for the following position: experienced Consumer Reporter/Producer for nationally syndicated radio programs. Working knowledge of financial and economic issues a must. Will dig, research and produce quality features and interviews. Send tape, resume, and salary history to Christian Financial Concepts, 601 Broad Street SE, Gainesville, GA 30501, Attn: Steve Moore, Vice President of Broadcasting. No calls please. CFC is an EOE.

SITUATIONS WANTED MANAGEMENT

13 year management pro offering excellent sales training, programming, people skills, honesty and integrity. Seeking small to medium market GM position. Creative promotions, solid track record. Jim Day 815-758-6292. All areas considered.

GM or GSM position wanted in Midwest, preferably Illinois. 20+ years experience as hands-on GM or GSM in small, medium and major markets. Also start-up experience. Leave message at 312-927-2957.

GM Available: Relocation OK, 15+ years experience, can wear all hats from sales to engineering to programming. Small and medium markets. Affordable. Call Ed or Donna 1-800-827-2483. Available immediately!

Duopoly Pro. GM took FM from #30 to #4 and took on another FM. Brought both to #1 in combo. Looking for similar medium market under performing \$ situation. (616)894-5528.

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

SITUATIONS WANTED MANAGEMENT

Problems with ASCAP, BMI, SESAC? Fees too high, audit claims, annual and per program reports. Call for help today. Bob Warner 609-395-7110.

SCA LEASE

Subcarrier Available. WNYE-FM, New York. 91.5 Mhz. 20 KW. Data/paging services only. Contact: Frank Sobrino (718)250-5829.

TELEVISION

HELP WANTED MANAGEMENT

**Join
Our Team!**



VP OF OPERATIONS

U.S. Satellite Broadcasting is seeking a qualified individual for this senior level management position which oversees the operation of the USSB Broadcast Center in Oakdale, MN. The facility consists of a staff of 35 employees in maintenance, traffic and operations. It also provides the communications link between technical operations and all other USSB functions. The position requires 7-10 years of management experience in broadcast production, broadcast technical operations and/or multi-channel cable TV operations. The selected individual must be strong in technical and employee development skills.

Submit resumes to:
U.S. Satellite Broadcasting
 Amy J. Stedman Job #15-96
 3415 University Avenue
 St. Paul, MN 55114



U.S. Satellite Broadcasting
 You Can See Everything From Here.™

No Telephone Calls Please
AN EQUAL OPPORTUNITY EMPLOYER

KVLX seeks director of development to manage station charitable support from individuals, corporations, and foundations. Strong background in creation of sales material, grant writing, proposal preparation, and face-to-face marketing is required. Knowledge of computer, systems and on-air fundraising helpful. Requires bachelor's degree in business, marketing, communications, or related field and 5 years supervisory experience related to public television development/revenue generation. Request or pick up application by May 6, 1996. Submit completed application to Ms. Hilary Porter, Personnel Analyst, Human Resources, 2832 E. Flamingo Rd., Las Vegas, NV 89121, (702) 799-5252, no later than May 17, 1996. Resumes are considered supplemental to the primary application; therefore, all pertinent information concerning the applicant's qualifications must be included in the application. EOE.

Director of Broadcasting. A professional sports team has a newly created position available for a Director of Broadcasting who will have overall responsibility for the Broadcast Department including budgeting and management of personnel. The individual we're seeking will act as liaison between the team and league as well as broadcast partners; insure compliance with all league required record keeping; plan, produce and place out of game programming; produce PSA's and marketing/sales tools; and oversee and participate in all television broadcasts. Additionally, the Director will be responsible for creating and servicing a radio network, following broadcast trends, and creating and maintaining a video library of game footage and broadcast news clips. Qualified candidate should possess experience directing and producing sports events. We offer a salary commensurate with experience and complete benefits package. For consideration, please forward resume by May 8, 1996 to Box 00771 EOE.

President/General Manager, Mountain Lake Public Broadcasting (WCFE-TV). WCFE-TV, serving northern New York, Vermont, and southern Quebec (including Montreal), seeks candidates for President/General Manager. Successful candidate will have proven track record in leading and managing a dynamic organization; ability to define and communicate a corporate vision; knowledge of relevant government policies/regulations and major issues affecting broadcasting and telecommunications; and commitment to mission of public broadcasting. Familiarity with Canadian market (and proficiency in French language) desirable. Applications should describe how training and experience relate to position outlined; include a detailed resume, with salary history; and list at least five references (with addresses and phone numbers) who can attest to the applicant's professional qualifications. Competitive salary and benefits package. Application deadline: April 30, 1996. Direct applications to: Chair, Search Committee, WCFE-TV, One Sesame Street, Plattsburgh, NY 12901. MLPB is an Equal Opportunity/Affirmative Action Employer.

General Sales Manager. CBS affiliate in Orlando, Florida, seeks a proven team leader to direct the sales department effort of the station to achieve specific revenue and share goals. Experience with marketing and sales promotion is critical. Must possess excellent organizational, interpersonal and leadership skills. Five years sales management experience required. Resume to President/General Manager, WCPX-TV, John Young Parkway, Orlando, FL 32804. EEO.

General Sales Manager opening at FOX station. Requirements: good people skills, proven record in new business development, computer literate, must be a well organized, take-charge leader. Must have good training and presentation skills. Budgeting, forecasting and inventory management abilities required. All replies confidential, send resume and salary history to: GSM/BC FOX 39, Box 3489CRE, Johnson City, TN 37602-3489. Deadline 5/13/96. No phone calls. M/F. EOE. A Max Media station.

General Manager. WXTX FOX 54. Candidates for the position of General Manager should possess strong leadership skills, a vision and plan for the future, the ability to effectively manage people, finances, all aspects of the station operation, and multiple projects with a hands on approach. A minimum of ten years of television experience is required and five years sales experience is desired. Please send resume to Pezold Management, PO Box 4252, Columbus, GA 31904. This station is an Equal Opportunity Employer.

New World Television is seeking a Commercial Operations Manager (Traffic Manager) at KSAZ. Must have a minimum of 5 years experience on the Columbine/JDS BIAS Traffic System. At least two years as an Assistant Traffic Manager. DEC VAX system management experience helpful. Familiarity with pacings, base rate, SMS a plus. Must have excellent verbal and written communication skills. Ability to supervise and analyze work flow a must. Must be detail oriented, with good organizational skills. Must be able to relocate. Please send resumes to: Tim Ermish, KSAZ-TV, 511 West Adams, Phoenix, Arizona 85003. No phone calls please. KSAZ is an Equal Opportunity Employer.

Regional Sales Manager. Network affiliate in SE United States seeks experienced individual for regional account sales. Minimum requirements: college degree, 5 years local sales on major accounts and agencies or 3 years in local, regional or national sales management. To join a great team in an exciting growth market, send your credentials to: Box 00768. Drug free/smoke free workplace. Equal Opportunity Employer.

National Sales Manager: WRBW-TV UPN 65, Orlando, Florida, immediate opening for an experienced National Sales Manager. Must have proven National Sales record and know how to work with major national agencies. Strong communications skills, attention to detail and a willingness to travel a must. Strong work ethic, motivated by earnings potential. Fax resume to 407-248-6520. An EEO Employer.

Manager, Credit & Collections Top 10 Mid-Atlantic television station is seeking an aggressive Manager, Credit and Collections. Qualified candidate should have a minimum of 3 years experience in collections within the broadcasting industry. Desire and willingness to do whatever it takes to get the job done (9 to 5 mentality need not apply). Advanced knowledge of Lotus 1-2-3 spreadsheets, and strong communications skills a must. Must be able to demonstrate ability to meet deadlines and work under pressure. Competitive salary plus incentive bonus plan and comprehensive benefits package. Please send resumes with salary requirements to: Box 6343 Chevy Chase Station -5632 Connecticut Avenue, NW Washington, DC 20015. EOE/M/F/D/V

Sales Account Executive. Public TV station seeks aggressive, self-starter to develop corporate support for productions and underwriting. Must have extensive professional experience in fundraising and/or media sales. Salary, commission, benefits. Resumes to Lisa Rosas, WLIW21, POB 21, Plainview, NY 11803. EOE/AA.

HELP WANTED SALES

Advertising

TRAFFIC MANAGER

National Media Corporation, a dynamic global television marketer and agency, seeks experienced individual responsible for trafficking of tapes to stations for long and short form programs. Responsibilities include coordination with internal groups for new show set-ups, 800# assignments, dub orders, dub customizations, sample audio/video end tags, tape recalls and monitor invoices/ log books. Additional responsibilities may also include order tracking. Individual will also back-up tape library on handling straight view dubbing. Candidate should have a Bachelor's degree and 3+ years trafficking.

If you would like to become part of a NYSE listed corporation, submit resume, which must include salary requirements to be considered, to:

National Media Corporation
Attn: Human Resources
1700 Walnut Street
Philadelphia, PA 19103
Equal Opportunity Employer



National Sales Manager: WTTO/WABM-TV has an immediate opening. Join the fastest growing broadcast company in the business. Currently a FOX affiliate with UPN LMA. Candidate should be up to the challenge of one of the country's most interesting markets, with upcoming affiliation changes. If you have National Sales experience, strong communication skills, attention to details and believe you're the one for the job; send resume to: Rick Thompson, GSM, WABM/WTTO-TV, 651 Beacon Parkway West, Suite 105, Birmingham, AL 35207. No Phone Calls, please.

Technical Regional Sales. The IndeNet Digital Spot Network is looking for experienced salespeople to call on major market commercial television stations, promoting and placing the IndeNet Digital SPOT Network into those stations. Requires 3 to 5 years equipment or service oriented, sales experience within the television broadcast or related industry with demonstrated success and excellence. Television operational and technical computer experience is required. The IndeNet Digital SPOT Network is the nation's first fully operational MPEG-2 digital video broadcast network designed to deliver TV spots to television broadcasters in minutes. Qualified candidates please send resume, w/salary requirements to: IndeNet Digital SPOT Network, National Sales Manager, 110 West Hubbard Street, Chicago, IL 60610 or stop by NAB96 Booth 10875. M/F. EOE.

Guaranteed Salary+Commissions+Health Benefits. Start up local news publication serving RI and Massachusetts. July 15th start date. We want people with broadcast and/or newspaper sales background. Fax resume with career goals and salary requirements to 800-962-3862. We will not contact references without your permission.

General Sales Manager. CBS affiliate in Orlando, Florida, seeks a proven team leader to direct the sales department effort of the station to achieve specific revenue and share goals. Experience with marketing and sales promotion is critical. Must possess excellent organizational, interpersonal and leadership skills. Five years sales management experience required. Resume to President/General Manager, WCPX-TV, 4466 John Young Parkway, Orlando, FL 32804. EOE.

General Sales Manager. WMBD-TV, Midwest Television, Inc., the CBS affiliate in Peoria, Illinois is looking for a dynamic General Sales Manager who can teach, lead, and inspire a young and enthusiastic sales team. The successful candidate will have successful experience in inventory control and pricing as well as strong organizational skills. Creativity, vision and high energy are vital. Responsibilities will include overseeing national sales and the traffic department with direct supervision of local sales. Send resume to: Bill Lamb, Station Manager, WMBD-TV, 3131 North University Street, Peoria, IL 61604. EOE. M/F.

Account Executives Second Generation Television Properties is seeking experienced Account Executives for both its FOX and UPN affiliates in Florida and Iowa. This is a tremendous opportunity for highly motivated individuals with a proven track record to join a growing progressive company. EOE. Please send resume to Second Generation Television, 1228 Euclid Ave., Halle Building Suite 860, Cleveland, Ohio 44115.

Account Executive Portsmouth/Norfolk/Virginia Beach Market. Successful candidate should be proficient in ratings, negotiating and servicing accounts. Expertise in new business development and cold calling a must. 2-4 years broadcast media sales experience and a BA/BS in communications or the advertising field preferred. Experience with marketing research a plus. Send resume to Ken Suddith, Local Sales Manager, WVBT-TV, 300 Wavy Street, Portsmouth, VA 23704. No Phone Calls. WVBT and WAVY-TV have a local marketing agreement whereby WAVY Broadcasting provides sales services for WVBT. WAVY Broadcasting, Inc. is an Equal Opportunity Employer.

Account Executive. KIII-TV, ABC affiliate in beautiful Corpus Christi on the Gulf Coast, is seeking an Account Executive. Must have a superb, documented sales record and a minimum of two years television sales background selling major agency and direct accounts. Degree preferred. TVScan, Marshall Marketing a plus. Send resume to Don Gillis, KIII-TV, 4750 South Padre Island Drive, Corpus Christi, Texas 78411. Minorities and women encouraged to apply. EOE.

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

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

HELP WANTED MARKETING

C-SPAN is seeking an Education Marketing Specialist to join the C-SPAN marketing team to assist in the development and promotion of C-SPAN's educational initiatives. Major responsibilities include all C-SPAN in the Classroom online applications, implementing education projects and facilitating and analyzing research. Bachelor's degree and 3-5 years education marketing experience; excellent oral and written communication skills; experience with online applications required. Send resume and salary requirements to: C-SPAN, Human Resources/BC, 400 North Capitol Street, NW, Suite 650, Washington, DC 20001. EOE.

HELP WANTED TECHNICAL

Studio Operations Technician: WESH-TV, a Pulitzer Broadcasting Station, and NBC affiliate is seeking an individual who is a strong self starter, team player, and goal oriented with at least two years experience in a similar position in broadcast, commercial television. Responsibilities include operations of television equipment, MC switchers, videotape, ENG equipment, satellite receive equipment, and applicable peripherals. Send resume to Richard Monn, Engineering Mgr, WESH-TV, P.O. Box 547697, Orlando, FL 32854. An Equal Opportunity Employer.

KBHK-TV Engineering: Technician-Operator. One year of experience. Background in editing both non-linear and "actual in the booth" ability Working knowledge of PC and MAC systems. AVID experience a plus. Send resume to Edwin Karl, Chief Engineer, KBHK-TV, 650 California Street, San Francisco, CA 94108 (absolutely no phone calls). EOE.

Chief Engineer: WXOW-TV, ABC affiliate in La Crosse, Wisconsin has an opening for the position of Director of Engineering and Operations. This position is responsible for managing all engineering, maintenance and technical operations of the station. Interested candidates should possess experience with RCA transmitters, ENG operations, equipment maintenance, computer systems and general studio/production operations. SBE certification, FCC General Class license, management experience and five years in broadcast engineering preferred. Send resume to: Chuck Roth, VP/GM, WXOW-TV, P.O. Box C-4019, La Crosse, WI 54602-4019. EOE.

KBHK-TV Engineering: Technician-Engineer. Strong master control/studio operations background a must. Minimum 5 years experience in TV required. FCC General Class License or SBE Certificate. Proficient in LMS, automated master control, transmitter remote control, satellite controllers a plus. Familiarity with Sony D-2, BetaSP and non-linear editing. Send resume to Edwin Karl, Chief Engineer, KBHK-TV, 650 California Street, San Francisco, CA 94108 (absolutely no phone calls). EOE.

HELP WANTED NEWS

PBX OPERATOR

KABC-TV is seeking a versatile individual with the ability to deal with the public in the high pressure environment of a television newsroom. Responsibilities include receptionist, switchboard and clerical duties. College degree and news background preferred. Please send resume to: **K. Talley, News Business Manager, KABC-TV, Dept. PO/BC, 4151 Prospect Avenue, Los Angeles, CA 90027.** No phone calls or faxes please. We are an equal opportunity employer.



Weekend Assignment Editor. WATE-TV6 is seeking an aggressive, hard news oriented person to handle the weekend assignment desk. This person will work directly under the assignment manager and will also handle chyron duties during the week. The successful candidate will possess top organizational skills and an ability to work well under pressure. Send resume to: WATE-TV6, Attn: Personnel, P.O. Box 2349, Knoxville, TN 37901. No phone calls, please. WATE-TV6/Young Broadcasting of Knoxville, Inc. is an Equal Opportunity Employer. Women and minorities are encouraged to apply.

TV Newscast Producer: Top 25 network affiliate is looking for a Newscast Producer. We want someone who can take a newscast and bring it to the next level. Show stackers need not apply. If you're ready to give 110%, send resume, tape and news philosophy to Box 00764 EOE.

News Director Fox 54, one of the nation's top FOX affiliates, is seeking a non-traditional News Director to build a start-up news operation. Candidates must be experienced and innovative with a "take no prisoners" attitude. Must be able to hire, train and lead your chosen team to local news success. Computer skills a must. Send resume to WFXG FOX 54, Mike Reed, P.O. Box 204540, Augusta, GA 30917 or e-mail to genman@csra.net. This station is an equal opportunity employer.

Weekend Anchor/Reporter WAVY News 10 is looking for a dynamic Weekend Anchor/Reporter. Candidate should be a topnotch journalist who is aggressive and understands the value of reporting "Live". At least three years experience needed. No Beginners, No Phone Calls! Send non-returnable tape and resume to David T. Strickland, News Director, WAVY-TV, 300 Wavy St., Portsmouth, VA 23704. WAVY Broadcasting, Inc. is an Equal Opportunity Employer.

Weekend Anchor/Reporter. KIII-TV3, dominant ABC affiliate in beautiful Corpus Christi, Texas on the Gulf Coast, is seeking a Weekend Anchor/Reporter. Applicant must have a minimum of two years experience anchoring. Please send tape and resume to Billy Brotherton, Sr., KIII-TV, 4750 South Padre Island Drive, Corpus Christi, TX 78411. EOE.

Weekday Co-Anchor/Reporter: If you love to anchor but can't give up the thrill of reporting, this is your dream job! We need a weekday co-anchor to compliment our current anchorman. College degree plus three years experience. Send resume and non-returnable tape (VHS or 3/4-inch) to: Juli Buehler, News Director, WLUK-TV FOX 11, 787 Lombardi Avenue, Green Bay, WI 54304. EOE.

We're expanding! WBMG-TV, in the heart of Alabama, is looking for the best to join an established group of innovative, aggressive team players. Only proven journalists with a minimum of 2-3 years experience should apply. Openings available for talented Producers, General Assignment Reporters, Photographers and a Weekend Meteorologist. Send resume, salary requirements and a non-returnable tape to: News Director, WBMG-42 News, 2075 Golden Crest Drive, Birmingham, AL 35209. Absolutely no phone calls. An Equal Opportunity Employer.

Reporter - Court TV's "Inside America's Courts:" We're looking for a journalist to join our nationally syndicated news program. The right person has TV reporting experience, a law degree, and can tell stories about the legal system in an interesting and informative way. Please send your resume and tape to Jon Greene, News Director, Court TV's, "Inside America's Courts," 600 Third Avenue, 2nd Floor, New York, NY 10016.

News Director. Aggressive, experienced News Director to lead Pittsburgh's top-rated news department. Ideal candidate has led a news department to the top and kept it there. Great people skills and leadership skills a must. We're #1 and expect to grow. Send resume, track record and brief news philosophy to John A. Howell, III, WPXI-TV, P.O. Box 1100, Pittsburgh, PA 15230. Equal Opportunity Employer. WPXI-TV is a Cox Broadcasting Station.

Sports Director: Anchor 6 & 10 p.m. sports M-F on NBC Affiliate in very competitive, upper midwest sports market. Oversee four person sports team. Top-notch personality, play-by-play, sports knowledge, video & production skills all a must. Bachelor's Degree and previous experience required; this is not an entry-level position. Non-returnable tape, resume & references to: Charley Johnson, KVLV-TV, 1350 21st Avenue South, Fargo, ND 58103. EOE.

Reporter: Major market midwestern affiliate seeks Reporter. You are a storyteller who cherishes words and pictures. We are one of the best shops you'd ever want to be in. Our photogs will make your shine. This is not for beginners. Rush resume and reel to Box 00770 EOE.

Reporter. WCMH, new NBC O&O, is looking for an aggressive hard news Reporter. Minimum 2 years experience. Recent applicants need not apply. Send resume and non-returnable tape to Thomas Burke, WCMH-TV, 3165 Olentangy River Road, Columbus, Ohio 43202. No phone calls. EOE.

Producers: Weekend Producer and Associate Producer. Weekend candidate should have one year of producing experience. Associate Producer - great opportunity for person who "wowed" them in college. Send resume and non-returnable tape (VHS or 3/4-inch) to: Juli Buehler, News Director, WLUK-TV FOX 11, 787 Lombardi Avenue, Green Bay, WI 54304. EOE.

Newscast Director. KIII-TV, ABC affiliate with the top rated newscast in Corpus Christi is seeking a Newscast Director immediately. Must have a minimum of two years experience as a newscast director for a commercial television station and must be capable of doing your own switching. Send tape and resume to Mr. Pat Hales, KIII-TV, 4750 South Padre Island Drive, Corpus Christi, TX 78411. EOE.

News Producer. Good story-teller needed to make a competitive station turn up the heat. Good people skills and solid news judgement a must! Minorities and women encouraged to apply. Send resume to Box 00761 EOE.

Producer: Major market midwestern affiliate seeks newscast Producer. You are a killer writer who brings bundles of story ideas to the table every day. We are the best shop you could ever want to be in: creative, aggressive, fun. Grow here as a person and a professional. This is not for beginners. Rush resume and last newscast to Box 00769 EOE.

Planning Editor: If you're an Assignment Editor who is an exceptional planner with desk jockey experience, then call us. We're looking for someone who can work with Producers, Reporters and Assignment Editors on planning our next day and next week. This person is responsible for digging up viewer-oriented, audience driven stories. Also works with Special Projects on long term planning. This is no cake walk, if you want to win in Washington, call us. 2-3 years desk experience preferred, producing background a plus. We are an equal opportunity employer. Send resume and news philosophy to: Becky Krimstein, 9News Managing Editor, C/O WUSA-TV, 4100 Wisconsin Ave NW, Washington, DC 20016

News Videographer. Applicants with previous TV news experience. College degree preferred. Resume/tape to Judy Baker, WCYB, 101 Lee Street, Bristol, VA 24201. No phone calls. EOE/M/F/H/V.

News Producer. WATE-TV6 has an immediate opening for a News Producer. Requirements include one year experience as a newscast producer working with multiple live and satellite reports. A degree in broadcasting or related field is preferred. Excellent news writing abilities and videotape editing skills, strong communication skills, and knowledge of production techniques a must. We need a creative leader who can sell the top story. Send resumes and tapes to: WATE-TV6, Personnel, P.O. Box 2349, Knoxville, TN 37901. No phone calls, please. WATE-TV6/Young Broadcasting of Knoxville, Inc. is an Equal Opportunity Employer. Women and minorities are encouraged to apply.

News Director. KIII-TV, ABC affiliate, top rated newscast in beautiful Corpus Christi on the Gulf Coast, is seeking a News Director immediately. Minimum of 3-5 years experience as a Television Station News Director is necessary. Abilities should include good management skills, negotiation and complete knowledge of libel laws. Applicants must be budget minded, interested and involved in the community and possess a desire to produce the number one rated newscast in Texas. Contact Billy Brotherton, Sr., General Manager, KIII-TV, 4750 South Padre Island Drive, Corpus Christi, Texas 78411. Minorities and women encouraged to apply. EOE.

Morning Anchor. WATE-TV6 is looking for a morning news anchor with a solid journalism background and anchoring experience. Good Morning Tennessee is a dual anchor newscast. Heavy emphasis will be placed on news writing, reporting, leadership skills, and community involvement. Please send resume and tape to: WATE-TV6, Attn: Personnel, P.O. Box 2349, Knoxville, TN 37901. No phone calls, please. WATE-TV6/Young Broadcasting of Knoxville, Inc. is an Equal Opportunity Employer. Women and minorities are encouraged to apply.

Meteorologist: Number one station all newscasts/NBC Affiliate looking for a Meteorologist. No Beginners. Must be a Meteorologist with prior television experience. Send resume and non-returnable 3/4 inch tape to: Sondra Nestor, Human Resources Administrator, WTOV 9, Altamont Heights, Box 9999, Steubenville, OH 43952. EOE.

Meteorologist. WOWT, Omaha, is expanding its news operation and is looking for qualified Broadcast Meteorologist. Requirements include a degree in Meteorology, minimum 2 years experience as a broadcast meteorologist and proven ability to prepare forecasts. Weather is serious business in this market and successful applicant will be part of a 4-person forecast team with all the tools and equipment including: Enterprise 90-CTV Doppler Radar with 12-foot antenna, Earthwatch 3-D fly-through system, WSI Spectrum 9000, Stormtracker, First Warning and ViewerNet. EOE. No phone calls. Send resumes and tapes (3/4 or VHS) to: WOWT, Human Resources/Meteorologist, 3501 Farnam Street, Omaha, NE 68131-3356.

Meteorologist: 6P - 10P News, Mon-Fri. KIII-TV, ABC affiliate in beautiful Corpus Christi on the Gulf Coast, is seeking a Meteorologist for our weekday evening newscasts which are the top rated newscasts in the Corpus Christi market. Must have at least two years experience as a broadcast meteorologist. Send tape and resume to Billy Brotherton, Sr., KIII-TV, 4750 South Padre Island Drive, Corpus Christi, Texas 78411. Minorities and women encouraged to apply. EOE.

Meteorologist wanted by Mid-Atlantic ABC affiliate. At least three (3) years on-air TV experience, degree in Meteorology, AMS Seal, and familiar with Kavouras weather system. Comfortable with "live"/location weather shots. Two year contract. Send 3/4" tape, resume, references and salary history to: Weather, WMDT TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE/M-F.

Co-Ancor. Award winning medium market Florida Television Station seeks Monday - Friday Co-Ancor. Two year anchoring experience preferred. Dedication and leadership a must. Reply to Box 00773 EOE.

KHGI-TV, the ABC affiliate in Kearney, Nebraska, has an immediate opening for a full-time Photographer/Reporter. This position requires shooting for others as well as one-man-band reporting. Tapes should demonstrate the ability to shoot and edit video. Send your best stuff to: Mark Baumert, Acting News Director, KHGI-TV, Box 220, Kearney, NE 68848. EOE. Women and minorities are encouraged to reply.

Editor: Top-rated Spanish news magazine show has an immediate opening for an editor. Candidate should have a minimum of 3 years experience editing AB's with some knowledge in CMX editing and Sony BVE 2000 with a DFS 500 switcher. Editor must be bilingual with technical ability and a creative flair. Send tape and resume to: Maria Lopez-Alfonso, Executive Producer, Univision Network, 9405 N.W. 41st Street, Miami, Florida 33178.

Director/Switcher. WAND-TV, Decatur, IL, is seeking a knowledgeable and aggressive director for newscasts and commercials. Successful applicants will have a minimum of 1 year newscast experience and working knowledge of Chyron Max. Experience with Ampex 335 switcher is required. Leadership and supervisory skills a plus. Send resume to Pat Peters, WAND-TV, 904 Southside Drive, Decatur, IL 62521. EOE.

Coming to Nashville could be good for your health! The winning team at WTVF seeks a visual storyteller to fill our opening for a Health/Medical Reporter. Three years medical reporting experience a requirement. Extensive remote and studio "live" experience also a must. Background in medicine or other natural science preferred. Qualified applicants should send letter, resume and non-returnable tape to: Mike Cutler, Assistant News Director, WTVF-TV, 474 James Robertson Parkway, Nashville, TN 37219. No calls, please. WTVF is an Equal Opportunity Employer.

Assignment Editor: Court TV's "Inside America's Courts." We're looking for a news hound who can find legal stories for our nationally syndicated news program, and who has the satellite know-how to get them to us. The right person has assignment desk experience in a television newsroom, and great organizational skills. Send your resumes to Andy Regal, Executive Producer, Court TV's "Inside America's Courts," 600 Third Avenue, Second Floor, New York, NY 10021.

CLTV News, a 24-hour regional news cable channel located in suburban Chicago, is looking for two dynamic individuals. Newscast Producer: Basic responsibilities include writing of news shows; working on story lineups and ideas; tracking developments of news coverage; heavy interaction with talent, directors, editors and production staff. Candidates must have one to three years proven experience in broadcast news as a producer or associate producer of entire newscasts. Executive Producer: This position supervises all editorial production activities related to the entire newscast; approves all scripts and assures the quality of all written and visual materials; maintains close communications with assignment desk on news priorities. The ideal candidate will have at least three years experience in a broadcast news editorial position, and at least two years experience in a news supervisory function. Both positions require varying shifts/days per week. We offer excellent employee benefits at our state-of-the-art facility. Send your resume to CLTV News, HR Manager, 2000 York, Suite 114, Oak Brook, IL 60521; for fax to 708-571-0489. No phone calls please.

Associate Producer/Associate Assignment Desk. WATE-TV6 is looking for an aggressive, hard-news person to assist producers and the assignment desk. At least one year of experience as an associate producer or working on assignments is a requirement. This person will learn all facets of the news operation and be ready to fill-in when necessary. Send resume, news philosophy and any material which shows your news judgement and abilities to: WATE-TV6, Attn: Personnel, P.O. Box 2349, Knoxville, TN 37901. No phone calls and no beginners, please. WATE-TV6/Young Broadcasting of Knoxville, Inc. is an Equal Opportunity Employer. Women and minorities are encouraged to apply.

Anchor/Reporter. Immediate opening at top rated small market station. Prefer degree in journalism or telecommunications along with at least one year experience. Send resume, non-returnable tape, references, and salary requirements to Dave Walker, KCBD-TV, 5600 Avenue A, Lubbock, TX 79404. No phone calls, please. EOE.

Anchor/Reporter. Strong communicator needed to compliment female anchor for soon to be expanding morning show. Competitive ABC affiliate in Midwest. Good writing skills and live experience are essential. Minorities and women encouraged to apply. Send non-returnable tape and resume to Box 00762 EOE.

Anchor/Producer. Top rated upper midwest ABC affiliate is searching for an Anchor/Producer to compliment our female anchors on our 6 p.m. and 10 p.m. newscasts. We are looking for someone with two to five years experience in the business. Candidate must possess excellent writing, producing and anchoring skills. Interested candidates should send resume, tape and references to: Randy Winter, News Director, WAOW TV-9, 1908 Grand Ave., Wausau, WI 54403-6897. EOE/Women and minorities are encouraged to apply.

HELP WANTED PROMOTION

AUDIENCE PROMOTION MANAGER

Baltimore's #1 station needs strong Audience Promotion Manager experienced in running day-to-day operations of Promotion Department. Excellent writing and production skills. Working knowledge of Art Department. Must have 3-5 years experience in TV promotion. Send resume tape to Donna Bertling, Creative Services Director, P.O. Box 4861, Baltimore, MD 21211. Equal Opportunity Employer

Promotion Guru needed at WJLA, Washington, DC's ABC affiliate. Dynamic individual to serve as Promotion and Marketing Director to develop and execute station's overall marketing and branding strategies. Requires a related degree and at least five years of progressively responsible broadcast promotion experience. Must be able to demonstrate past success in long term strategic planning and have superior knowledge in all areas of print and electronic media, presentation materials and media buying. Prior managerial and budgeting experience required. Send resume, non-returnable reel and salary requirements to: Director of Human Resources, WJLA-TV, 3007 Tilden Street, NW, Washington, DC 20008. No phone calls, please. EOE. M/F.

Promo Writer/Producer Home & Garden Television is putting together the best Promo team in Cable TV. Our search continues for that special mix of creative talent, chemistry and positive attitude. The Basics: a minimum of three years Promo Spot Producing experience, a masterful flair for writing, a keen sense of gfx design, presentation experience a plus. We offer a work environment second to none, plus beautiful mountains, countryside and an incredible outdoor lifestyle. Send your (non-returnable) reel to Dusty Schmidt, HGTV, P.O. Box 50970 Knoxville, TN 37950. No calls, please. College degree preferred. E.W. Scripps and HGTV are Equal Opportunity employers. Check us out on the Internet after May 1 at: <http://www.hgtv.com>

HELP WANTED PRODUCTION

Director, Graphics and Post Production.

Capital Cities/ABC, Inc. is seeking a highly motivated individual with at least 5 years of experience in electronic graphics, post production and computer technology to join us on Manhattan's upper west side. As a key member of our team, you will be expected to formulate a strategy incorporating new digital and ATV standards into existing operations, develop distinctive show "looks" while working in partnership with production personnel, administer substantial capital and operating budgets, and manage a diverse workforce. To qualify, you must also be fully versed in off-line production and editing techniques, and possess a thorough knowledge of graphic design and the latest computer technologies and software development. We offer a competitive salary, comprehensive benefits and opportunity for growth. For consideration, send your resume to:



**Employee Relations, Dept. JK/PP,
Capital Cities/ABC, Inc.
77 West 66th Street,
New York, NY 10023.**

We are an equal opportunity employer.

Videotape Editor. Full time employee will be editing videotape for fast-paced newscasts. Must work quickly and accurately and cope with extreme deadline pressure. Prior news editing experience required. Send tape and resume to: Bill Bruce, News Operations, Dept. 95, WSOC-TV, P.O. Box 34665, Charlotte, NC 28234. No phone calls please. EOE. M/F.

Producer/Director: Immediate opening for team leader with management potential. Require 5-10 years of experience as a director. Must be able to handle fast paced shows with lots of live shots. Send non-returnable tape, resume and salary history to: Personnel Director, WXII-TV, P.O. Box 11847, Winston-Salem, NC 27116. EOE.

Producer (On-Air Fundraising). Public TV station in #1 market seeks experienced producer to handle all aspects of on-air fundraising campaigns, including pledge drives, marketing promotions, underwriting materials and other assigned projects. Must have good communication skills and television background. Knowledge of PBS fundraising highly desirable. Salary negotiable. Reports to Director of Production Projects. Resumes to Lisa Rosas, WLIW21, POB 21, Plainview, NY 11803. EOE/AA.

Morning News Producer. KCNC, CBS O&O in Denver, is looking for an experienced individual to manage its 90-minute early morning news block. The program will expand to 2-1/2 hours in August. Duties will include line-producing a portion of the newscast and editorial supervision of the entire program. Experience with morning newscasts and overnight shift preferred. Please phone (303)830-6400 and enter Ext. 9907. You'll be asked to give a brief verbal resume, telling us what you feel an early morning newscast should be. We'll contact candidates with most suitable backgrounds to request tapes and other information. EOE/M/F.

Graphics Designer. Venture Productions, one of Florida's largest and busiest production companies, is seeking a talented and experienced Graphics Designer to manage our internal graphics department. The successful candidate should have a minimum of 5 years of graphic design in both 2D and 3D environments. We are looking for a "Leader" who doesn't mind getting their hands dirty by operating the systems. We have 2D paint systems and SoftImage 3D. Fax resumes and salary history to Mike Duncan, General Manager. (305) 621-0803.

Director Experienced director to direct newscasts and to direct and/or assist in the production of commercials and programs. This is not an entry level position. Directing experience at a commercial television station is required, and the ability to produce high quality news and other programming under tight deadlines without close supervision is a must. Extensive knowledge of video and audio equipment as well as the ability to work well with various departments, advertisers and the public required. Send resume to: Mike Swift, Creative Services Manager, WPSD-TV, P.O. Box 1197, Paducah, KY 42002-1197. EOE, M/F, ADA.

9NEWS Executive Producer: Creative, picture oriented, pace-minded TV News Managers wanted. Not for the faint-hearted, meet the challenge of a newsroom that wants to set a new level of expectation in the marketplace. We work for the viewers, and, with top-notch credible newscast. 2-3 years previous management experience preferred. If you know how to lead a newscast team through show planning, story selection and good writing, send resume and outline of news philosophy to: Vicki Montet, 9News Sr. Executive Producer, C/O WUSA TV, 4100 Wisconsin Ave NW, Washington, DC 20016. We are an Equal Opportunity Employer.

HELP WANTED PROGRAMMING

PROGRAMMING EXECUTIVE

Latin America pay television system operator seeking experienced executive to oversee the acquisition of programming services and pay-per-view rights. Individual will assist in developing programming line-ups for a start-up satellite service, negotiate affiliation agreements with channel operators and negotiate pay-per-view licenses with program suppliers. Knowledge of the Latin American television market preferred.

We offer a comprehensive compensation and benefits package. This position is based in Los Angeles and requires extensive travel.

For immediate consideration, please send or fax your resume with salary requirements to: **Box 00772, Fax (310)369-2115. EOE.**

Executive Producer of Local Programming. Award-winning local program department seeking a leader to continue our tradition of quality local programming. We seek an exceptional writer/producer who can produce programming that will make our viewers laugh, cry, think, respond and enjoy!!! Outstanding management/people skills, budget preparation, and cost consciousness are integral parts of this position. We produce everything from Pittsburgh Steelers Football pre-game shows, 60-minute medical specials, live marathons and bicycle races, telethons, parades, Pittsburgh Pirates Baseball games to public service announcement campaigns and accompanying programming. If you thrive on the satisfaction of putting major local shows on the air, then this could be the opportunity for you. Send your resume and tapes to the number one station in one of America's most liveable cities. Mark Barash, Director of Programming/Operations Manager, WPXI-TV, 11 Television Hill, Pittsburgh, PA 15214. EOE.

Director of Programming/Station Management. Low power TV station and Warner Brothers affiliate in Pennsylvania, is seeking a highly motivated organized leader to transform a compelling embryonic program concepts into dynamic TV and to supervise programming, production, and studio staffs. Must be entrepreneurial, willing to take risks, work within tight budgets, and have a high energy level. Must have significant production and programming experience and a track record as effective and inspiring manager. Send resume and references to Box 00747 EOE.

To place an ad in the Broadcasting & Cable Classified pages, contact Antoinette Fasulo
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HELP WANTED PRODUCTION

DIRECTOR

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Explore the challenge and excitement of working for the leader in sports broadcasting--ESPN. We currently seek a Director with minimum 10 years experience in medium to large market television. Ability to handle fast-paced news and integration formats as well as preproduction elements. Qualified applicants send resume to:

ESPN, Inc., Attn: Job #449
ESPN Plaza
Bristol, CT 06010-7454.

EOE/AAE

Chyron/Still Store Operator for long term, national live cable talk show. Sports or talk show experience preferred. Call Lee at 818-505-5645.

HELP WANTED PROGRAMMING

Director Financial Program Executive

New Financial Programming Cable Network start-up seeks highly qualified Programming Executive. Must have experience in creating programming, with a thorough knowledge of the entire production process from writing/producing to field gathering to studio to post-production. A proven history of successful programming management is essential. The successful candidate also will be fluent in financial and investment issues. You must be able to conceive of and execute programming ideas that inform and educate viewers about these topics. Atlanta Base.

Fax Resume 404-364-1625.

ALLIED FIELDS

HELP WANTED INSTRUCTION

The University of Findlay. Search Extended. Communications Director. Responsibilities: As a member of the faculty and director of the communications area at The University of Findlay, the director will report to the Dean of the College of Liberal Arts. The Director will facilitate the academic enterprise of six full-time faculty, supervise the campus radio station, develop collaborative programs with area broadcasting media, oversee the continued development of academic communication programs, and teach twelve semester hours per year in the communication area. Qualifications: 1. Preference given to candidates with an earned doctorate (other terminal degrees considered), 2. Recent record of teaching, scholarly accomplishment and industry activity commensurate with a tenure-track position, 3. College-level experience in teaching television production, telecommunication, multi-media, media management and programming, new communication technologies, and electronic communication, 4. Commitment to excellence in promoting and integrating general education and communication curricula, 5. Experience handling administrative responsibilities, 6. Ability to coordinate academic program with local professional broadcasting media, 7. Demonstrated leadership in organization and fiscal management, 8. Leadership style that emphasizes openness, consultation and shared governance. Applications: Review of applications begin May 3, 1996 and will continue until the position is filled. The starting date is July or August 1996. Candidates should submit a letter of application; a current vita; three letters of reference; and names, addresses, and phone numbers of three additional references. These materials should be sent to: Dr. Dale Brougher, Dean, The University of Findlay, 1000 North Main Street, Findlay, OH 45840. Salary: Commensurate with qualifications and experience.

HLEP WANTED INSTRUCTION

Instructor/Assistant/Associate Professor of Communication Arts. Description of duties: teach full time in broadcast journalism, intermediate T.V. production and Introduction to Mass Communication. Co-Curricular work will be assigned by Chair and Division Head. Minimum qualifications: terminal degree preferred. Masters and 18 hours in teaching field is required. Professional experience in broadcast journalism and production of electronic news preferred. Excellence in college teaching experience preferred. Salary: competitive. Application deadline: May 1, 1996 or until position is filled. Apply to Dr. Charles C. Harbour, University of Montevallo, Communication Arts, Station 6210, Montevallo, AL 35115. UM is an AA/E0/ADA Institution.

HELP WANTED PRODUCTION



CREATIVE DIRECTOR

Full service advertising agency seeks Creative

Production Director.

Must have substantial radio and video production background, experience negotiating and coordinating with production houses, radio and T.V. stations. High motivation and the ability to synthesize entire creative campaigns crucial.

Please fax resume with salary requirements to 610-398-5341.

HELP WANTED MANAGEMENT

Deputy Director of Broadcast Operations (BOD): Radio Free Europe/Radio Liberty (RFE/RL) broadcasts in 19 languages to Central and Eastern Europe and the former Soviet Union. This position is located at our headquarters in Prague. The major responsibilities are to: Participate in the planning and supervising the work of BOD; Maintain operational contacts with the broadcast services and address and resolve issues; Oversee the operation of the department's music library; Oversee BOD inventory control. We require: university studies in Engineering or related field. (Education requirements can be substituted by equivalent experience.); Minimum 8 years experience in radio/television broadcast operations including: engineering and construction, satellite systems operations, and Digital Audio Editing Systems (Preferably BE Audiovault systems). Background in program administration as well as prior supervisory experience are required. Send resume to Maryann McLaughlin, Radio Free Europe/Radio Liberty, Vinohradska 1, 120 00 Prague 1, Czech Republic, Fax 42 2 2112 3414 or email, mclaughlinm@rferl.org

Fax your classified ad to
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(212) 206-8327

HELP WANTED TECHNICAL



Career Opportunities with MCI

to build a Direct Broadcast Satellite System

MCI/News Corporation Limited are working together to deliver a high powered, digital, Direct Broadcast Satellite service to consumer and business customers in the US, scheduled to begin service in late 1997. MCI is currently assembling a world class engineering team to plan, design, and implement this program. We intend to advance the services and capabilities of present-day DBS through innovative strategies and create new services. We seek the following expertise to complement our current engineering staff implementing the plan.

DBS Program Manager

Responsible for leading the MCI-DBS program and engineering teams. Review the seven projects' status, track objectives, report to and provide decision-support analysis and recommendations to MCI's senior managers and executives. Requires a degreed engineer with experience in the planning, implementing, or operations of a broadcast, cable, or DBS business, with five years in satellite system or program planning and ten years of program management in communications or entertainment. (Response: TRK41)

DBS Multimedia Services Planner

Responsible for the development of the service plan for DBS entertainment services, which are key to MCI's DBS strategy and News Corp. relationship. Applies broad knowledge of sound engineering principles and market dynamics to a wide range of functional assignments and oversees all service planning activities related to broadcast entertainment services. Degreed engineer and 8+ years experience in market development and/or consumer delivery. Good interpersonal skills. (Response: MMS222)

DBS Subscriber Management System Designer

Responsible for the development of state-of-the-art automated systems for SMS, customer service operations, conditional access, traffic programming, fulfillment and provisioning, and overall operational support systems, using knowledge of satellite and network interfaces. Familiarity of LAN/WAN networks, ACD and PBX essential. Degreed Engineer with 6 years in subscriber management systems for a DBS environment using excellent interpersonal and team-oriented skills, is required. (Response: TRK36)

DBS Finance Administrator

Responsible for finance and budget systems administration, to adopt or develop financial processes for the MCI-DBS program office. Support the development of budgets for operating departments and capital projects, track the budgets, and compile reports for senior management. Control purchasing and costs associated with staffing and resource acquisition, coordinate financial statistics and develop supporting policy and procedure. Finance degree (MBA/CPA preferred) with five+ years of finance and budget systems administration. (Response: TRK42)

DBS OS Systems Designer

Responsible for the content delivery systems for direct broadcast satellite program. Areas include system development support for content delivery management, requirements/specifications for data broadcast operations, conditional access, set-top box functions, multimedia content creation, data-on-demand, and all interfaces. Requires a degreed engineer and 6 years experience in DBS content delivery systems. (Response: TRK33)

DBS Operations Planner

Responsible for planning the operations activity and business processes for MCI-DBS. Activities include market/product analysis, programming & content creation, video & data service creation, conditional access, customer acquisition and care, customer premise services, customer billing, network planning & design, network management, fraud detection & management, and others. Degreed Engineer (advanced preferred) with ten years in a broadcast or cable operation and one year in direct broadcast service. Key experience should include subscriber management, network management and conditional access management. Excellent skills in office productivity tools highly desirable. (Response: TRK43)

DBS Conditional Access/Encryption Engineer

Responsible for electronic security and conditional access in a DBS environment to include DES applications, CA system vendors/products, systems vulnerabilities, smart card applications, electronic countermeasures, hacking trends, DVB and CA security-related standards. Capability of defining requirements for CA applications. BSEE/CS or equivalent with exceptional interpersonal skills. (Response: TRK40)

DBS Product Development Engineer

Responsible for design of subscriber CPE family of modular products for consumer and business customers of DBS services. Aspects include concept design, detail design, tools, costs and reference kits for product line. Collaboration with internal engineering, marketing, outside vendors/developers, and distribution channels for services delivery is required. Degreed engineer with 8+ years in product design and development of consumer/business CPE to include RF Digital and AV signal processing, and compression and embedded microprocessor techniques. (Response: TRK35)

DBS Customer Equipment Engineer

Responsible for development of DBS customer devices built to recognized industry standards such as DVB, DAVIC, etc. Will work with internal engineering, vendors and marketing groups to resolve technical issues for DBS delivery and reception, and related product and service requirements. Degreed engineer with five years experience in hardware/software evaluation and background in embedded microprocessor design required. Knowledge of back office systems is a plus. (Response: TRK34)

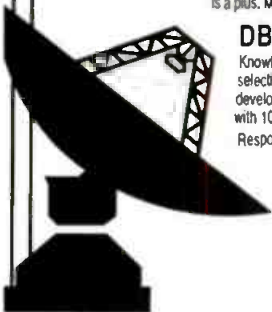
DBS Compression Engineer

Specialization in audio/video processing and compression techniques for DBS services, with specific applicability to MPEG, lossy/lossless image, and transport streams. Knowledge of discrete cosine, fractal and wavelet transforms preferred. Familiarity with codec modeling software and DSP is a plus. MSEE preferred with 8+ years of applicable product design and development is desired. (Response: TRK39)

DBS Test & Integration Engineer

Knowledge of DBS required for responsibilities which will include design, development, equipment specification/selection, installation and testing of all DBS technology deployed into the MCI network. Must be capable of developing test plans and conducting tests of state-of-the-art DBS systems for deployment. BSEE or equivalent with 10+ years in a responsive, detailed test lab environment is required. (Response: TRK32)

Respond to John Roemer, MCI Telecommunications Corp., 2400 N. Glenville Dr., Dept 9506/107 Richardson, TX 75082. Fax 214-918-7075 ASCII format to 6401883@mci.com EOE M/F/D/V



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FL-AM full-timer near Tampa.....	\$395K
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Successful LPTV, major Florida market; Suburban AM, major Florida market; Small combo, Central Florida; others Florida, Georgia. Beckerman Associates, 813-971-2061.

Portland Maine Metro Class A FM for sale or LMA call 703-761-5013.

KRMX AM690, an Hispanic bilingual station in Pueblo, Colorado available. Current owner/operators must return to Denver. Will consider sale, lease or mgmt. contract with option. Currently grossing \$150K, netting \$40K. 1996 revenues ahead of 1995. 1995 revenues ahead of 1994. Asking for resume and/or current financial statement to eliminate "looky-loos." Motivated sellers willing to consider creative proposals. Do not call, fax or write station. Mail your package to Jerry De La Cruz, 1000 Claremont Avenue, Pueblo, CO 81004. Complete prospectus and financials available.

Fort Lauderdale and Fort Myers, Florida LPTVs for sale. Rare opportunity, great values. Reply on your company letterhead to Box 00729.

Class A FM Stereo Radio Station in triad market of High Point, Greensboro, Winston-Salem. Great potential for growth. Asking million-two, but will consider any offer. Jim Poston, 910-887-0983 between 10A-5P, M-F.

Cashflowing 3kw FM with upgrade to 6kw near San Antonio, Texas. Well-established country format with same ownership past 11 years. 20% population growth in county '90-'95. Income-producing real property included. \$325K. No brokers please. Khan Hamon (210)829-5600.

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Payable in advance. Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must be in writing by either letter or Fax (212) 206-8327. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

Deadline is Monday at 5:00pm Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will run if all information is not included. No personal ads.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement. Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.95 per word, \$39 weekly minimum. Situations Wanted: 1.05¢ per word, \$21 weekly minimum. Optional formats: Bold Type: \$2.25 per word, Screened Background: \$2.40, Expanded Type: \$2.95 Bold, Screened, Expanded Type: \$3.35 per word. All other classifications: \$1.95 per word, \$39 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD etc., count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$173 per inch. Situations Wanted: \$87 per inch. Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: \$25 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such are returned to sender. Do not use folders, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (number), c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011

Confidential Service. To protect your identity seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then, enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting & Cable Magazine, at the address above.

To place your classified ad in *Broadcasting & Cable*,
call Antoinette Fasulo (212) 337-7073

Follow the Leader

On Thursday, Feb. 15, the *New York Times*, *Washington Post*, *Atlanta Constitution* and scores of other major (and lesser) news outlets announced what readers of *Broadcasting & Cable TV Fax* already knew: The networks were considering adopting a ratings system similar to that used by the Motion Picture Association of America. By the time the networks' own newscasts were carrying the story, *TV Fax* readers had already had a full business day to contemplate the implications of what could be one of the biggest changes in the history of TV programming.

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Broadcasting & Cable TV FAX

WEDNESDAY □ FEBRUARY 14, 1996

INDUSTRY ON VERGE OF ADOPTING RATINGS SYSTEM—

Broadcast and cable industries are poised to take unprecedented step of adopting program ratings system based on content code used by Motion Picture Association of America, several sources said Tuesday. Supporters of ratings code for TV include CapCities/ABC and Fox, sources say. CBS and NBC are still not on board, according to sources. Telcom Act urges broadcasters to adopt content ratings code and requires every set sold in U.S. to come with ability to block shows based on content ratings. Although no deal has been struck, industry supporters of TV ratings system hope to have proposal ready in time for White House summit Feb. 29. With cable, Hollywood studios, ABC and Fox on board, "it will be difficult for the other two networks to hold out," said one industry source. Capitol Hill supporters of V-chip say they would welcome MPAA-based ratings system.

CME PUSHES FTC ON KIDS—Center for Media Education, Washington-based media watchdog group, says it plans to file complaint with Federal Trade Commission asking agency to widen its probe of toy industry to include investigation of relationship between manufacturers, broadcasters and syndicators of children's shows. CME Executive Director Jeff Chester says syndicators' longtime practice of securing clearances for shows through guaranteed advertising support gives toy companies and ad agencies too much influence over what gets on air. Station sources say dollar amounts are on rise in top markets with time-period squeeze caused by growth of children's blocks from Fox, UPN

THURSDAY, FEBRUARY 15, 1996 ... as been probing ... late 1994. In se

Networks Consider Ratings System

Plan Said to Flag Sex,
Violence in Pr

By Paul F
Washington Post

Executives from networks are start a ratings system according to tent, industry source. The discussions at ABC, CBS, NBC are in the preliminary stage. Come to fruition. But several networks said yesterday that they hope to present a tentative ratings plan to President Clinton at a TV industry "summit" meeting at the White House on Feb. 29.

"These are very active discussions," said one network official, "but they could lead to very different outcomes."

The networks' discussions indicate that, network officials, broadcasters may go along

Superstation World/Genesis D when J. Cannell series premier had limited off '0s. Deal with Chicago market outing on cable

THURSDAY, FEBRUARY 15,

4 NETWORKS PLAN A RATINGS SYSTEM FOR THEIR SHOWS

MOVE IS DEFENSIVE

System Is Seen as a Way
to Preempt Government

FEBRUARY 15, 1996

TV networks reportedly on verge of program rat

With objections to the amount of sex and violence on television coming from all sides of the political spectrum, executives from the four major networks are on the verge of agreeing to their own ratings system, The New York Times said today.

"Family values" and the entertainment industry's role in promoting

or destroying them is a potent topic in this election year, the network executives acknowledge.

President Clinton has invited the chief executives of the four broadcast networks and about a dozen cable-net-

work executives to a meeting Feb. 29 on the issue of television content.

The broadcast network executives

are hoping to reach a consensus ratings system before that, the Times said. Historically, networks have opposed content ratings not only because of First Amendment concerns but also out of fear that viewers will abandon shows that have been rated as violent or

Article, A9

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

Granted

Springfield, Mo. (BTC-960322EE)—Don E. Burrell for KLFJ(AM) 1550 khz: involuntary transfer of control from Don E. Burrell (deceased) to Don E. Burrell Jr., personal representative of estate of Don E. Burrell. *Apr. 11*

NEW STATIONS

Dismissed

Alta, Iowa (BPH-930902MH)—Mahn Broadcasting for FM at 97.5 mhz, ERP 6 kw, ant. 100 m. *Apr. 10*

Granted

Portland, Ind. (BPED-940317MA)—Ball State University for educational FM at 91.7 mhz, ERP 2.10 kw, ant. 64 m. *Apr. 10*

Alta, Iowa (BPH-930902MG)—Buena Vista University for FM at 97.5 mhz, ERP 6 kw, ant. 100 m. *Apr. 10*

Charlottesville, Va. (BPED-940103MA)—Stu-Comm Inc. for noncommercial educational FM at 88.5 mhz, ERP .120 kw, ant. 332 m. *Apr. 10*

Accepted for filing

Gosnell, Ark. (960404)—KT Broadcasting Inc. (John B. Tupper, president/owner, 183 Haviland Rd., Ridgefield, CT 06877) for TV on ch. 46, ERP 5,000 kw, ant. 379 m., 1.35 km E of I 55 and .15 km N of State Hwy 308, Mississippi Co. KT has applied to build TVs in Gosnell, Ark., Arcade, N.Y., Spokane, Wash.,

and Provo, Utah. Tupper owns 40% of wxxv-TV Gulfport, Miss. and has interest buying wvgv-TV Lewisburg, W.Va. *Apr. 4*

Grand Junction, Colo. (BPH-960402MA)—EB Needles LLC (Charles B. Moss Jr., manager/51% owner, 225 N. Mill St., Aspen, CO 81611) for FM at 100.7 mhz, ERP 7.2 kw, ant. 830 m., on Grand Mesa, adjacent to service road along west bank of Rapid Creek, Mesa Co., Colo. EB has applied for FM in Needles, Calif. Moss owns KRKE(AM) Aspen, and parts of KSPN-FM Aspen, KNFO(FM) Basalt, KTUN(FM) Eagle and KFMU(FM) Oak Creek, all Colo.; KAPF(FM) Taos, N.M., and has interest in applications for FMs in Billings, Mont., and Healdsburg, Calif. *Apr. 2*

Grand Junction, Colo. (BPH-960403MA)—L.J.B. LLC (Josephine M. Rodriguez Dean, 6013 S. 157th Cir., Omaha, NE 68135) for FM at 100.7 mhz, ERP 42 kw, ant. 419.4 m., Black Ridge communications site, 1.4 km SSE of I-70 and US 6/50, 11 km S of Fruita, Colo. *Apr. 3*

Grand Junction, Colo. (BPED-960308MB)—Public Broadcasting of Colorado Inc. (Max Wycisk, president, 2249 S. Josephine St., Denver, CO 80210) for FM at 100.7 mhz, ERP 41.5 kw, ant. 413 m., Black Ridge communications site on Bureau of Land Management property Colorado National Monument, Grand Junction. PBC owns FMs in Denver, Pueblo, Vail and Grand Junction, all Colo. *Mar. 8*

Grand Junction, Colo. (BPH-960404MC)—E. Terrill Weiss (108 Greens View Dr., Madison, MS 39110) for FM at 100.7 mhz, ERP 100 kw, ant. 78 m. Weiss is buying KVLE(FM) Gunnison, Colo., has applied for TV in Destin, Fla., and has 50% interest in application for TV in Pullman, Wash., and 30% interest in application for TV in Houston, Miss. *Apr. 4*

Grand Junction, Colo. (BPH-960404MG)—Naaron Broadcasting Co. (Nona G. Powell, 70% owner, 301 Hillcrest, Rangely, CO 81648) for FM at 100.7 mhz, ERP 100 kw, ant. 149 m., 22 km SSW of Whitewater, Colo. *Apr. 4*

Grand Junction, Colo. (BPH-960404MP)—Rita Bonilla (1145 Mansiones Ln., Chula Vista, CA 91910) for FM on 100.7 mhz, ERP 46 kw, ant. 411.3 m., Black Ridge communications site, 8.1 km N of Glade Pk., Colo. *Apr. 4*

Destin, Fla. (BPCT-960403KE)—Delta Media Corp. (Charles H. Chatelain, president/owner, 930 Gulf Shore Dr., #5, Destin, FL 32541) for TV on ch. 64, ERP 1,200 kw visual, ant. 138.2 m. Delta owns WNTZ(TV) Natchez, Miss., and has 49% interest in application for TV on ch. 41 in Alexandria, La. Chatelain owns KADN(TV) Lafayette, La. *Apr. 3*

Destin, Fla. (BPCT-960405KE)—Marri Broadcasting Corp. (Harry E. Figgi III, president/25% owner, 659 W 183rd St., New York, NY 10033-3807) for TV on ch. 64, ERP 318 kw, ant. 65 m., on side of existing WMMK(FM) tower, .8 km NNW of Four Prong Lake, Destin. Figgi has interest in wsvi(TV) Christiansted, St. Croix, Virgin Islands. *Apr. 5*

Pocatello, Idaho (BPCT-960404KH)—WinStar Broadcasting Corp. (Stuart B. Rekant, president, 1146 19th St. NW, Washington, DC 20036) for TV on ch. 31, ERP 5,000 kw visual, ant. 446 m., on Pocatello Mtn. range, 4.3 km N of Camelback Mtn. and 5 km NW of Moonlight Mtn., near Pocatello. WinStar has applied for TVs in Sun Valley, Idaho; Newton, Iowa; Greenville, Mo.; Great Falls, Holbrook and Missoula, all Mont.; Rapid City, S.D.; Provo, Utah, and Spokane, Wash. *Apr. 4*

Sun Valley, Idaho (BPCT-960404KO)—WinStar Broadcasting Corp. (Stuart B. Rekant, president, 1146 19th St. NW, Washington, DC 20036) for TV on ch. 5, ERP 50 kw visual, ant. -146 m., on Dollar Mtn., 1.3 km ENE of intersection of US 93 and Rte. 75 in Ketchum, Idaho. WinStar has applied for TVs in Pocatello, Idaho; Newton, Iowa; Greenville, Mo.; Great Falls, Holbrook and Missoula, all Mont.; Rapid City, S.D.; Provo, Utah, and Spokane, Wash. *Apr. 4*

Sun Valley, Idaho (BPCT-960404KU)—Nancy Harasz (c/o Haley Bader & Potts PLC, 4350 N. Fairfax Dr., Ste. 900, Arlington, VA 22203-1633) for TV on ch. 5, TL: Picabo Mtn., 6.85 km S. of junction of SR 20 and Pumpkin Ctr. Rd., Gannett, Idaho. *Apr. 4*

Hartford City, Ind. (BPED-960409MA)—Blackford County School Corp. (John Payne, school board president, 2392 N. S.R. 3N, Hartford City, IN 47348) for FM at 88.1 mhz, ERP.1 kw, ant. 21.7 m., 2392 N. SR 3N, Washington Township, Ind. *Apr. 9*

Ames, Iowa (BPET-960222KF)—Ames Family Television (Karen Snead, president, P.O. Box 3598, Muscle Shoals, AL 35661) for TV on ch. 43, ERP 46.59 kw visual, ant. 55.3 m., 1 mi. NW of junction of US Hwy 30 and IS 35. Snead has interest in application for TV in Des Moines, Iowa. *Feb. 22*

Des Moines, Iowa (BPCT-960403KE)—Frank DuRoss (22 Stonebridge Rd., New Hartford, NY 13413) for TV on ch. 69, ERP 475 kw visual, ant. 117.7 m., 2350 NE 44th

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

Ct., Des Moines. Ross owns 50% of wowz(FM) Whitesboro, N.Y., and has applied for TV in Greenville, N.C. *Apr. 3*

Des Moines, Iowa (BPET-960222KG)—Des Moines Family Television (Karen Snead, president, P.O. Box 3598, Muscle Shoals, AL 35661) for TV on ch. 43, ERP 31.53 kw visual, ant. 85 m., 1549 NE 66th Ave., Des Moines. Snead has interest in application for TV in Ames, Iowa. *Feb. 22*

Lamoni, Iowa (BPH-960322MA)—Lifestyles Communications Corp. (James S. McBride, president/joint 74.93% owner, 118 N. Fillmore, Osceola, IA 50213) for FM at 97.9 mhz, ERP 21 kw, ant. 109 m., .2 mi. S of Lamoni city limits along US Hwy 69. Lifestyles owns KJJC(FM) Osceola, Iowa. *Mar. 22*

Newton, Iowa (BPCT-960404KM)—WinStar Broadcasting Corp. (Stuart B. Rekant, president, 1146 19th St. NW, Washington, DC 20036) for TV on ch. 39, ERP 5,000 kw visual, ant. 162 m., S side of Rte. 223, 4.4 km W of Baxter, Iowa. WinStar has applied for TVs in Pocatello and Sun Valley, Idaho; Greenville, Mo.; Great Falls, Holbrook and Missoula, all Mont.; Rapid City, S.D.; Provo, Utah, and Spokane, Wash. *Apr. 4*

Baraga, Mich. (BPH-960404ME)—Keweenaw Bay Broadcasting Inc. (Joyce D. Savolainen, president/owner, 233 South Camp Rd., Negaunee, MI 49866) for FM at 104.3 mhz, ERP 100 kw, ant. 262 m., 1.6 km SW of Herman (Baraga). *Apr. 4*

Baraga, Mich. (BPH-960404MH)—WSHN Inc. (Todd Noordyk, president/24.5% owner, 101 Huron St., Negaunee, MI 49866) for FM at 104.3 mhz, ERP 1,000 kw, ant. 300 m., electronic site, 2.1 km W of Herman, Mich.

Hancock, Mich. (960401MB)—Lyle Robert Evans for FM at 98.7 mhz. *Apr. 1*

Waubun, Minn. (BPED-96032ME)—Niijii Broadcast Corp. (Roxanne Struthers, president, P.O. Box 327, Ponsford, MN 56575) for FM at 89.1 mhz, ERP 50 kw, ant. 85 m., 291 E. Round Lake Rd., Ponsford, Minn. *Mar. 28*

Houston, Miss. (960404)—Trace Broadcasting LLC (William D. Dickson, member/51% owner, 108 Greens View Dr., Madison, MS 39110) for TV on ch. 45, ERP 4,324 kw visual, ant. 217 m., SW quarter of Sect. 36, Township 14 S, Chickasaw Co., Miss. *Apr. 4*

Greenville, Mo. (BPCT-960404KJ)—WinStar Broadcasting Corp. (Stuart B. Rekant, president, 1146 19th St. NW, Washington, DC 20036) for TV on ch. 44, ERP 5,000 kw visual, ant. 144 m., 4.8 km SW of intersection of Rte. 450 and US 61, near Choctaw, Bolivar Co. WinStar has applied for TVs in Pocatello and Sun Valley, Idaho; Newton, Iowa; Great Falls, Holbrook and Missoula, all Mont.; Rapid City, S.D.; Provo, Utah, and Spokane, Wash. *Apr. 4*

Great Falls, Mont. (BPCT-960404KI)—WinStar Broadcasting Corp. (Stuart B. Rekant, president, 1146 19th St. NW, Washington, DC 20036) for TV on ch. 26, ERP 5,000 kw visual, ant. 175 m., on side of 36th Ave., NE, .3 km W of Bootlegger Trail, Great Falls. WinStar has applied for TVs in Pocatello and Sun Valley, Idaho; Newton, Iowa;

Greenville, Mo.; Holbrook and Missoula, Mont.; Rapid City, S.D.; Provo, Utah, and Spokane, Wash. *Apr. 4*

Holbrook, Mont. (BPCT-960404KH)—WinStar Broadcasting Corp. (Stuart B. Rekant, president, 1146 19th St. NW, Washington, DC 20036) for TV on ch. 11, ERP 316 kw visual, ant. 47 m., on E side of I-40, 1.6 km NE of intersection with Rte. 77, Holbrook. WinStar has applied for TVs in Pocatello and Sun Valley, Idaho; Newton, Iowa; Greenville, Mo.; Great Falls and Missoula, Mont.; Rapid City, S.D.; Provo, Utah, and Spokane, Wash. *Apr. 4*

Missoula, Mont. (BPCT-960404KQ)—WinStar Broadcasting Corp. (Stuart B. Rekant, president, 1146 19th St. NW, Washington, DC 20036) for TV on ch. 17, ERP 3,000 kw visual, ant. 515 m., on NW slope of Mt. Dean Stone, 4 km S of Missoula. WinStar has applied for TVs in Pocatello and Sun Valley, Idaho; Newton, Iowa; Greenville, Mo.; Great Falls, and Holbrook, Mont.; Rapid City, S.D.; Provo, Utah, and Spokane, Wash. *Apr. 4*

Alamogordo, N.M. (960403MB)—Northern New Mexico Radio Foundation (William R. Sims, president, P.O. Box 4695, Santa Fe, NM 87502) for educational FM at 89.5 mhz. The Radio Foundation has applied for FM in Las Vegas, N.M. *Apr. 3*

Las Vegas, N.M. (BPED-960329MC)—Northern New Mexico Radio Foundation (William R. Sims, president, P.O. Box 4695, Santa Fe, NM 87502) for educational FM at 89.5 mhz, ERP .100 kw, ant. 129 m., 1.2 km SSE of Maximiliano Luna Tech Vocational School, Las Vegas. The Radio Foundation has applied for FM in Alamogordo, N.M. *Mar. 29*

Arcade, N.Y. (BPCT-960404KL)—Rose Marie Valiant Smith (c/o Catherine Powley, 224 Amberglow Pl., Cary, NC 27513) for TV on ch. 62, ERP 5,000 kw visual, ant. 238 m., Habgood Rd., Allegany Co., N.Y. *Apr. 4*

Rapid City, S.D. (BPCT-960321KG)—Sunbelt Broadcasting Co. (James E. Rogers, president/48.9% owner, 1500 Foremaster Ln., Las Vegas, NV 89101) for TV on ch. 21, ERP 750 kw visual, ant. 162 m., 4.7 km from Mt. Calvary Cemetery. Sunbelt owns KPVI(TV) Pocatello and KKVI(TV) Twin Falls, Idaho; KJVI(TV) Jackson, Wyo.; KRNV-TV-FM Reno and KVBC(TV) Las Vegas, Nev.; KYMA-TV, Yuma, Ariz./El Centro, Calif.; has CPs for TVs on ch. 10, Elko, and ch. 7, Winnemucca, Nev., and has applied to build TV in Sun Valley, Idaho. *Mar. 21*

Rapid City, S.D. (BPCT-960403KG)—Big Horn Communications Inc. (445 S. 24th St. W., Billings, MT 59102) for TV on ch. 21, ERP 3,308 kw visual, ant. 175 m., Skyline Dr., 2.6 km from center of Rapid City. Big Horn owns KSVI-TV Billings, Mont.; KZMQ-AM-FM Greybull, Wyo., and has applied to build TV on ch. 13, Lewistown, Mont. *Apr. 3*

Rapid City, S.D. (BPCT-960403KH)—Houston Haugo (48016 Riverside Pl., Sioux Falls, SD 57108) for TV on ch. 21, ERP 780 kw, ant. 142 m., on Golden Eagle Dr. S, 6.9 km S of Rapid City. HH owns KSOY-FM Deadwood, S.D. *Apr. 3*

Rapid City, S.D. (BPCT-960404KN)—Win-

Star Broadcasting Corp. (1146 19th St. NW, Washington, DC 20036) for TV on ch. 21, ERP 5,000 kw visual, ant. 184 m., Golden Eagle Dr., 4.2 km S of Rapid City. WinStar has applied for TVs in Pocatello and Sun Valley, Idaho; Newton, Iowa; Greenville, Mo.; Great Falls, Holbrook and Missoula, all Mont.; Provo, Utah, and Spokane, Wash. *Apr. 4*

Memphis, Tenn. (BPET-960405KF)—Kaleidoscope Foundation Inc. (Larry E. Morton, president, 1 Shackelford Dr., Ste. 400, Little Rock, AR 72211) for TV on ch. 14, ERP 4,497 kw, ant. 379, off Hwy 61, Frenchmans Bayou, Ark. Morton has interest in applications for TVs in Destin, Fla.; Spokane, Wash.; Provo, Utah; Arcade, N.Y.; Gosnell, Ark.; Minden, La.; Greenville, N.C., and Newton and Des Moines, Iowa. *Apr. 5*

Leesville, Tex. (960401MC)—John K. Gilbert for educational FM at 88.7 mhz. *Apr. 1*

Provo, Utah (BPCT-960404KS)—WinStar Broadcasting Corp. (Stuart B. Rekant, president, 1146 19th St. NW, Washington, DC 20036) for TV on ch. 32, ERP 5,000 kw visual, ant. -111 m., .5 km SW of intersection of Center Street and IS 15, Provo. WinStar has applied for TVs in Pocatello and Sun Valley, Idaho; Newton, Iowa; Greenville, Mo.; Great Falls, Holbrook and Missoula, all Mont.; Rapid City, S.D., and Spokane, Wash. *Apr. 4*

Spokane, Wash. (BPCT-960404KH)—WinStar Broadcasting Corp. (Stuart B. Rekant, president, 1146 19th St. NW, Washington, DC 20036) for TV on ch. 34, ERP 5,000 kw, ant. 196 m., on Beacon Hill, 1 km N of intersection of Frederick Ave. and Upper Dr., Spokane. WinStar has applied for TVs in Pocatello and Sun Valley, Idaho; Newton, Iowa; Greenville, Mo.; Great Falls, Holbrook and Missoula, all Mont.; Rapid City, S.D., and Provo, Utah. *Apr. 4*

Hurricane, W.Va. (BPED-960329MB)—Positive Alternative Radio Inc. (Vernon H. Baker, president, P.O. Box 889, Blacksburg, VA 24063) for noncommercial FM at 91.5 mhz, ERP 3 kw, ant. 93 m., .66 km NE of Interchange 34 of IS 64, Hurricane. PAR owns noncommercial FMs in Martinsville, Salem, Dublin, Waynesboro, Culpeper and Blacksburg, all Va.; Hickory, Winston-Salem and Asheboro, all N.C.; Kingsport, Tenn.; Bluefield, W.Va., and Union City, Ind., and has applied for FMs in Pt. Pleasant, W.Va. and Lynchburg, Va. Baker owns WFTK-AM Wake Forest and WTK-AM Durham, N.C.; WKNV-AM Fairlawn and WOY-AM Fieldale, Va.; 55% of WAMN-AM Green Valley, W.Va.; 51% of WKGM-AM Smithfield, Va., WSGH-AM Lewisville, N.C., WBG-AM/WBYG-FM Pt. Pleasant, W.Va., and WBNN-AM/WTGR-FM Union City, Ohio, and 25% of WOKT-AM Cannonsburg and WNUU-FM Garrison, Ky. *Mar. 29*

Crandon, Wis. (960403)—Mario F. Iacobelli (P.O. Box 627, Cadillac, MI 49601) for TV on ch. 4, ERP 100 kw visual, ant. 210 m., Langlade Co., 4.2 km WNW of Summit Lake, Wis., Iacobelli owns 98.89% of wwTV (TV) Cadillac and wwUP-TV Sault Ste. Marie, Mich. *Apr. 3*

—Compiled by Jessica Sandin

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THIS WEEK

April 22—17th annual Sports Emmy Awards, presented by the *National Academy of Television Arts and Sciences*. Marriott Marquis Hotel, New York City. Contact: David Beld, (212) 586-8424.

April 22-26—"Imaging the Future II: Storytelling for the New Millennium" technical and hands-on training workshops and international conference, presented by *Kaui Institute for Communications Media*. Kauai Marriott Resort and Beach Club, Kauai, Hawaii. Contact: (800) 999-4234.

April 23—*Federal Communications Bar Association* luncheon featuring Howard Stringer. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

April 24—"The Changing Face of Cable and Telecommunications," career conference presented by the New York chapter of *Women in Cable & Telecommunications* and the *Financial Women's Association of New York*. HBO offices, New York City. Contact: (212) 642-6333.

April 25-26—"High-Speed Data Delivery Systems for the Cable Industry," conference presented by *Institute for International Research*. Sheraton Universal Hotel, Los Angeles. Contact: (212) 661-8740.

April 26-27—*Texas Associated Press Broadcasters* annual convention and awards banquet. Sheraton Astrodome, Houston. Contact: Diana Jensen, (214) 991-2100.

April 26-27—*Women in Cable & Telecommunications* Betsy Magness Leadership Institute Meeting. Biltmore, Los Angeles. Contact: Christine Kane, (312) 634-2343.

April 26-28—*Intercollegiate Broadcasting System* 56th annual national convention. Hotel Pennsylvania, New York City. Contact: Fritz Kass, (914) 565-0003.

April 26-28—Adventures in Broadcasting Promotion Director's School, presented by *CRN International*. Sheraton Stamford Hotel, Stamford, Conn. Contact: Doug Harris, (203) 288-2002.

April 26-28—*NewsProNet* producer forum. Stouffer Waverly Hotel, Atlanta. Contact: Michael Shoer, (770) 475-2667.

April 27—*Museum of Broadcast Communications* salute to Larry King. Chicago Hilton and Towers, Chicago. Contact: (312) 629-6000.

April 28-May 1—Cable '96, *National Cable Television Association* annual convention and exposition. Los Angeles Convention Center, Los Angeles. Contact: (202) 775-3669.

APRIL

April 30—*Women in Cable & Telecommunications* annual Accolades Breakfast. Biltmore Hotel, Los Angeles. Contact: Tracy Mitchell, (312) 634-2339.

April 30—Deadline for entries for the 1996 Clarion Awards Competition, sponsored by *Women in Communications*. Contact: Colleen Phelan, (703) 359-9000.

April 30-May 2—4th annual *DRTV (Direct Response Television) Expo & Conference*. Long Beach Convention Center, Long Beach, Calif. Contact: Erika Bockhaut, (800) 513-8400.

MAY

May 1-3—Third annual Radio Only Management Conference, presented by *Inside Radio Inc.* Camelback Inn, Scottsdale, Ariz. Contact: (609) 424-6800.

May 1-5—*Southern Educational Communications Association* 11th annual utilization conference. Sheraton Hotel, Columbia, S.C. Contact: Norma Gay, (803) 799-5517.

May 2—*Hollywood Radio and TV Society* news-maker luncheon. Universal Hilton Hotel, Universal City, Calif. Contact: Neith Stickells, (818) 789-1182.

May 6—Peabody Awards luncheon presented by *University of Georgia College of Journalism and Mass Communication*. Waldorf-Astoria, New York. Contact: (706) 542-3787.

May 8—Fred Friendly First Amendment Award presentation by *Quinnipiac College* to Leslie Stahl.

Metropolitan Club, New York. Contact: (203) 281-8655.

May 8—*International Radio & Television Society Foundation* Awards luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

May 9—*Federal Communications Bar Association* luncheon featuring John Sie. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

May 11-14—100th *Audio Engineering Society* convention. Bella Center, Copenhagen, Denmark. Contact: (212) 661-8528.

May 14—Seminar on Telecommunications Reform Act of 1996 and mass media issues, presented by *Federal Communications Bar Association* and *Glasser LegalWorks*. National Press Club, Washington. Contact: (800) 308-1700.

May 14-15—"March on Washington," annual Washington rally hosted by the *Association of Local Television Stations* (formerly INTV). Contact: Angela Giroux, (202) 887-1970.

May 14-16—"Innovative Strategies for the 21st Century: Creating and Managing New Growth Partnerships," conference presented by the *American Stock Exchange* and *Forbes Magazine*. Waldorf-Astoria, New York City. Contact: Elizabeth Ames, (212) 620-2398.

May 15-16—East EuroLink, eastern and central European pay-TV conference presented by *Global Exposition Holdings*. Atrium Hilton Praha Hotel, Prague. Contact: (713) 342-9826.

May 15-19—Annual public radio conference, presented by *National Public Radio*. Washington Hilton and Towers, Washington. Contact: Alma Long, (202) 414-2000.

May 15-19—"Content '96," educational media conference and market presented by *National Educational Media Network*. Waterfront Plaza Hotel, Oakland, Calif. Contact: (510) 465-6885.

May 16-17—"Successfully Implementing Object-Oriented Technology for Telecom Cable and Wireless Companies," conference presented by *Global Business Research Ltd.* Doubletree Guest Suites, Chicago. Contact: (212) 366-3212.

May 17-19—*Federal Communications Bar Association* annual seminar. Hot Springs, Va. Contact: Paula Friedman, (202) 736-8640.

May 17-19—"Economic Issues in the 1996 Elections," conference for journalists presented by the *Foundation for American Communications*. University Inn and Reynolds School of Journalism, Reno. Contact: Christina Gardner, (213) 851-7372.

May 17-21—*National Association of Black-Owned Broadcasters* 20th annual spring management conference. Marriott Crystal Palace, Nassau, Bahamas. Contact: (202) 463-8970.

May 19-22—36th annual *Broadcast Cable Financial Management Association Broadcast Cable Credit Association* conference. Buena Vista Palace Hotel, Orlando (Disney World), Fla. Contact: Mary Teister, (708) 296-0200.

May 21—Digital television and Internet conference presented by *Convergence*. Sheraton New York, New York City. Contact: (303) 393-7449.

May 21—Seminar on Telecommunications Reform Act of 1996 and telecommunications issues, presented by *Federal Communications Bar Association* and *Glasser LegalWorks*. National Press Club, Washington. Contact: (800) 308-1700.

May 21-22—International conference on electromagnetic energy presented by the *Electromagnetic Energy Association*. Washington Vista Hotel, Washington. Contact: Amy Nelson, (202) 452-1070.

May 22—23rd annual Daytime Emmy Awards, presented by the *National Academy of Television Arts and Sciences*. Radio City Music Hall, New York City. Contact: David Beld, (212) 586-8424.

May 22—*Foundation for Accounting Education of the New York State Society of CPAs* entertainment and sports conference. Grand Hyatt Hotel, New York City. Contact: (212) 719-8383.

May 22-23—"Learning-Oriented Leadership," course presented by *Women in Cable & Tele-*

communications. TCI Building, Denver. Contact: Molly Coyle, (312) 634-2353.

May 23-25—CES Orlando '96/CES Habitech '96, multimedia trade show presented by the *Electronic Industries Association/Consumer Electronics Show*. Orange County Convention Center, Orlando, Fla. Contact: Cynthia Upson, (703) 907-7674.

May 30—Seminar on FCC implementation of the Telecommunications Reform Act of 1996, presented by *Federal Communications Bar Association* and *Glasser LegalWorks*. National Press Club, Washington. Contact: (800) 308-1700.

JUNE

June 2-5—"CABLEXPO '96: New World...New Rules!," Canadian cable convention presented by the *Canadian Cable Television Association*. Edmonton Convention Centre, Edmonton, Alberta. Contact: Christiane Thompson, (613) 232-2631.

June 2-5—"Marketing in the Real World and All That Jazz," 6th annual *Claritas* precision marketing conference. Hotel Intercontinental, New Orleans. Contact: (800) 678-8110.

June 2-5—*RTNDF/University of Missouri School of Journalism* Management Seminar for News Executives. University of Missouri, Columbia, Mo. Contact: (573) 882-4201.

June 3-6—"Case Study '96: Reinventing the Way We Do Business," *Women in Cable & Telecommunications* national cable management conference. San Francisco Hilton & Towers, San Francisco. Contact: Tracy Mitchell, (312) 634-2339.

June 9-15—17th annual *Banff Television Festival*. Banff Springs Hotel, Banff, Alberta, Canada. Contact: (403) 678-9260.

June 19-22—Promax & BDA '95 conference & exposition, presented by *Promax International* and *BDA International*. Los Angeles Convention Center, Los Angeles. Contact: (213) 465-3777.

JULY

July 10-12—WCA '96, *Wireless Cable Association* annual convention. Denver Convention Center, Denver. Contact: Sherry Crittenden, (202) 452-7823.

July 14-17—CTAM '96 national marketing conference, presented by the *Cable Television Administration and Marketing Society*. Boston Marriott Copley Place, Boston. Contact: (703) 549-4200.

SEPTEMBER

Sept. 24—Broadcasting & Cable Interface X conference, co-sponsored by *BROADCASTING & CABLE* and the *Federal Communications Bar Association*. New York Grand Hyatt, New York City. Contact: Joan Miller, (212) 337-6940.

OCTOBER

Oct. 9-12—World Media Expo, comprising the *National Association of Broadcasters Radio Show* (contact: [800] 342-2460); *Radio Television News Directors Association* international conference (contact: Rick Osanski, [202] 467-5200); *Society of Broadcast Engineers* annual conference (contact: John Poray, [317] 253-1640), and *Society of Motion Picture and Television Engineers* 138th technical conference (contact: [914] 761-1100). Los Angeles Convention Center, Los Angeles. Contact: Lynn McReynolds, (202) 429-5350.

NOVEMBER

Nov. 11—*Broadcasting & Cable* 1996 Hall of Fame Dinner. Marriott Marquis Hotel, New York City. Contact: Steve Labunski, (212) 213-5266.

DECEMBER

Dec. 11-13—The Western Show, presented by the *California Cable Television Association*. Anaheim Convention Center, Los Angeles, Calif. Contact: (510) 428-2225.

Major Meeting dates: in red

—Compiled by Kenneth Ray
(ken.ray@b&c.cahners.com)

Making government for the people

Susan Swain, C-SPAN's senior vice president and co-chief operating officer, was bitten early by the TV news bug, spending much of her childhood watching newscasts and talking to anyone who worked in front of a camera.

"All my life I wanted to be in television," she says. "I was one of those kids that used to watch everything on TV and write to all the people I saw on television." At one point, a friend even arranged a meeting with the late NBC anchorwoman Jessica Savitch.

Swain's career training for Washington's world of news and politics started in the early 1970s, when she was part of the first class of women to enter the University of Scranton in Pennsylvania. "It had been an all-male school before I went there, which was kind of good preparation for the work world."

After graduating with a degree in communications, Swain got her first taste of broadcast journalism as an intern for Scranton's then-CBS affiliate WDAU-TV.

A year as WDAU-TV's police beat reporter proved enlightening. "I found myself not constitutionally suited for local broadcast news. I was always putting a camera and a microphone in the face of people who had had accidents or tragedies, and I almost felt like apologizing."

Disillusioned, but not discouraged, Swain turned to something different. She joined Up With People, which sends college students around the world in a musical singing revue, as an "advance person." "What I was also doing," she says, "was absorbing how local communities work and what issues people are talking and learning how big and diverse the country is."

After two years of nonstop travel, Swain left in 1978 to work for the Department of Transportation in Boston, where she oversaw conventions and conference planning.

Swain also got introduced to Washington: "I was always being sent to Washington, where all the conference money and ideas would come from. It was also my exposure to how the federal bureaucracy works."

After four years producing conferences and accumulating Washington contacts, Swain quit the DOT, packed her bags and moved to Washington.

Washington, however, was not quite ready for her. "I came here at the same time that Ronald Reagan was elected and the whole city was retooling itself. There were going to be cutbacks in the federal



"We've expanded the ways in which we can bring people into this dialogue about issues."

Susan Marie Swain

Senior VP/co-chief operating officer, C-SPAN, Washington, and host of *Washington Journal*; b. Dec. 23, 1954, Philadelphia; BA, communications, University of Scranton, 1976; director, marketing and public relations, Up With People Inc., Tucson, Ariz., 1976-78; conference planner, Raytheon Service Co., Cambridge, Mass., 1978-80; conference planner, U.S. Department of Transportation, Boston; researcher/writer, National Counsel Associates, Washington, 1981-82; C-SPAN: associate producer, 1982-83; program host/producer, 1983-84; manager, press relations, 1984-85; director, communications, 1985-86; VP, communications, 1986-89; member of executive management committee, 1987-89; senior VP, 1989-95; present position since June 1995.

government."

Along the way Swain worked for National Counsel Associates, a small lobbying firm specializing in communications and transportation. The job became a conduit to higher things.

With help from her Capitol Hill contacts, Swain joined C-SPAN as associate producer in January 1981, just two years after the network began its live coverage of Congress.

As an associate producer Swain learned the nuts and bolts of C-SPAN. "You were a jack of all trades," she says. "It was a seven-day-a-week job: long hours, and flying by the seat of your pants."

Drawing on her previous experience with the press, Swain took over press relations duties, which developed into a full-time job. She also began doing on-air work, starting with program announcements, then hosting C-SPAN's live call-in program. Swain today goes on air live six hours a week.

Between 1982 and 1989 Swain quickly ascended from manager to director of press relations, then to vice president of communications, which added responsibilities for viewer relations and C-SPAN's educational program.

During that time C-SPAN launched C-SPAN2, which covers Senate hearings, added a third local network for metro Washington, an Internet service, two audio networks and a weekly radio program.

"We've expanded the ways in which we can bring people into this dialogue about issues, but the basic mission has remained the same," Swain says.

In 1987 Swain was appointed to C-SPAN'S management team and named network senior vice president. Then last June, at C-SPAN's board of directors meeting, C-SPAN Chairman Brian Lamb proposed making Swain and C-SPAN Senior Vice President Robert Kennedy co-chief operating officers and executive vice presidents.

C-SPAN, now seen in 65 million households, will cross the Atlantic on April 21 with the launch of its first block of programming on a UK cable system. C-SPAN will be carried on the UK's Parliamentary Channel, which reaches an estimated 1.3 million households in England, Ireland, Scotland and Wales.

Swain says her most pressing job is just keeping abreast of the Washington political scene. "I came in the door with a natural sense of curiosity, but now I have to make it into an art form." —JM

Fates & Fortunes

BROADCAST TV

Jack Moffitt, GM, KZKI(TV) San Bernardino, Calif., joins WBFX(TV) [formerly WEJC(TV)] Lexington, N.C., as VP/GM.

Joseph Koff, GM, WSTR-TV Cincinnati, joins WXLV-TV Winston-Salem, N.C., as VP/GM.

Gena Fox, publicist, *REALife*, NBC daytime magazine show, adds director, communications and public relations, WHDH-TV Boston, to her responsibilities.

Appointments at CBS News, New York: **Frank Governale**, director, bureau operations, named GM, news operations; **Howell Mette**, director, operations and special events, named director, operations.

Cheri Badgett, account executive, marketing sales, KWGN-TV Denver, joins KTVD(TV) there as sales marketing director.

Keith Abercrombie, GSM, KDEB-TV Springfield, Mo., joins KOKI-TV and KTFO(TV) Tulsa, Okla., in same capacity.

Linda Drinkwine, regional account manager, WPBF(TV) West Palm Beach and WTVX(TV) Fort Pierce, both Florida, named LSM, WTVX.

Harry Medved, national director, communications, Screen Actors Guild, joins The Parents' Television Council, Los Angeles, as executive director.

John Woodin, news director, WSB-TV Atlanta, joins WHIO-TV Dayton, Ohio, as VP/GM.

Kevin Hale, GM, TNN: The Nashville Network, joins KSTW(TV) Seattle/Tacoma, Wash., as VP/GM.

Camille Edwards, weekend executive producer, *Eyewitness News* at 5 and 10 p.m., WLS-TV Chicago, named weekday executive producer, 11:30 a.m. and 5 p.m. newscasts.

John Smith, director, sales, CBS Television Group Sales, Chicago, joins KCNC-TV Denver in same capacity.

Appointments at KTVT(TV) Dallas/Fort Worth: **Marc Weiner**, assignment editor, named assistant news manager; **Gyna Bivens**, assignments editor, KDFW-TV Dallas, joins as assignments supervisor; **Cynthia Moore**, producer, KFSN-TV Fresno, Calif., joins in same capacity.

Craig Minervini, weekend sports anchor, WPBF(TV) West Palm Beach, Fla., joins

WTJV(TV) Miami as sports reporter/anchor.

Chantel Jensen, anchor, KZTV(TV) Corpus Christi, Tex., joins WICS(TV) Springfield, Ill., as anchor/reporter.

Jack West, VP/GM, WSPA-TV Spartanburg, S.C., named executive VP, Spartan Communications Inc., there; **Jim Con-schafter**, VP/GM, WLOS(TV) Asheville, N.C., joins WSPA-TV in same capacity.

Appointments at KOMO-TV Seattle: **Tami Kegley**, special projects producer, named morning news senior producer; **Darrell Toland**, graphics animator, WKRC-TV Cincinnati, joins as broadcast graphic designer; **Dina Weiss**, weekend evening news producer, KSTW(TV) Tacoma, Wash., joins in same capacity.

Rick Henry, assistant sports director, WIS(TV) Columbia, S.C., named sports anchor.

Appointments at NBC Television Network, New York: **Sari DeCesare**, director, audience measurement, named VP; **Randi Schneider**, manager, audience research, named director.

Tom Bell, assistant news director, KMOV(TV) St. Louis, joins WKBD(TV) Detroit as news director.

Carl Cameron, chief political correspondent, WMUR-TV Manchester, N.H., and **Kathy Wolff**, independent investigative reporter, join Fox News and Fox News Service to cover the 1996 presidential primaries.

PROGRAMING



Botwick

Terry Botwick, president, distribution and national programming, Hearst Entertainment, New York, joins CBS Entertainment, Los Angeles, as VP, specials.

Dennis Bogorad, executive producer, Dave Bell Associates, joins Box-Top Entertainment Productions, Los Angeles, as executive producer, network and first-run syndicated programming.

Joseph Passarella, VP, creative services, Twentieth Television, New York, joins UPN, Los Angeles, as senior VP, marketing and advertising.

Marilyn Wilson, VP, development, Dick Clark Productions, Los Angeles, joins ABC Entertainment there as VP, specials.



Hunt

Michelle Hunt, director, media relations, Twentieth Television, New York, joins Paramount Television Group, Hollywood, as VP, media relations.

Kirk D'Amico, VP, international, Samuel Goldwyn Co., New York, joins Village Roadshow Pictures Worldwide, Los Angeles, as VP, television sales.

Jon Barovick, VP, advertiser sales, Twentieth Television, New York, joins Tribune Entertainment Co., Chicago, as VP, advertiser sales.

Mark Lukasiewicz, senior producer, *PrimeTime Live*, ABC News, New York, named executive producer, programming, for network's 24-hour news channel, scheduled to launch this year.



Rideout

Joi Huckaby Rideout, partner, Rideout & Green, Attorneys at Law, joins Worldvision Enterprises Inc., New York, as director, legal and business affairs.

Teri Goldstein, assistant controller, royalty reporting, Warner Eros Home Video, Burbank, Calif., named director, administration, Warner Bros. Domestic Television Distribution.

Howard Schneider, director, creative development, The Disney Channel, Burbank, Calif., named VP.

Dawn Friedman, senior director, business affairs, New World Entertainment, Los Angeles, named VP.

William Spell, director, sales, WSB-TV Atlanta, named VP, sales and marketing, Cox Broadcasting.

Jimmy Lee, director, print design, Buena Vista Television, Burbank, Calif., named VP.

Jeff Eggleston, video production coordinator, NATPE, Santa Monica, Calif.,

named manager, video production.

Michael Jacobs, VP, distribution, Keller Siegel Entertainment, joins DSL Entertainment Group, Los Angeles, as VP, worldwide sales.



Cooperstein

Matt Cooperstein, VP, Western region and program development, ITC Entertainment Group, Los Angeles, named executive VP, domestic television.

Gerette Allegra, producer, *The Dick Cavett Show*, joins New World Entertainment, New York, as director, first-run syndication, East Coast.

RADIO

Appointments at KOSI(FM)/KEZW(AM) Denver: **Nancy Rowe**, account executive, KXPK(FM) Evergreen, Colo., joins as NSM; **Arthur Samuel**, director, marketing, Metro Networks, Denver, joins as sales manager.

Jennifer Carlson, account executive, KMXR(FM) Corpus Christi, Tex., named local sales manager.



Cridland

Diane Cridland, program director, KDKA(AM) Pittsburgh, joins WGMP(AM) Philadelphia as director, programming and operations.

Brad Fuhr, account manager, WMIL(FM) Waukesha, Wis., joins WOKY(AM) Milwaukee as local sales manager.

Erik Braverman, producer, Westwood One Entertainment, New York, named West Coast director, talk programming.

Louis Power III, engineering staff, operations, WTVR-TV Richmond, Va., joins WCLM(AM) Highland Springs, Va., as GM.

Jim Cerone, program director, WZPL(FM) Greenfield, Ind., joins WENS(FM) Shelbyville, Ind., as music director.

Mark Mason, GM, ESPN Radio Network, joins WINS(AM) New York as executive editor and program director.

Bob Bronson, midday personality and assistant program director, WSSH-FM

Lowell, Mass., joins WVEZ-FM Louisville, Ky., as program director and morning co-host.

Pat Crocker, NSM, KIMN(FM)/KALC(FM) Denver, joins Jones Satellite Networks, Englewood, Colo., as regional affiliate sales manager.

Jerry Lyden, morning drive personality, KMIX(FM) Tracy, Calif., joins WHWH (AM) Princeton, N.J., in same capacity.

John Sebastian, program director, KSLX(FM) Scottsdale, Ariz., joins KZLA-FM/KLAC(AM) Los Angeles in same capacity.

Emily Beys, VP, sales and team leader, McGavren Guild Radio, named VP/senior account manager, The Interep Radio Store, New York.

J.D. Freeman, VP/GM, KZLA-FM/KLAC(AM) Los Angeles, joins KDMX(FM) Dallas as GM.

CABLE

David Zaslov, executive VP, cable distribution and business development, NBC, New York, named president, cable distribution.

Hunter Shaw, director, new business development, TCI Great Lakes Division, joins Rifkin & Associates, Denver, in same capacity.

Ruth Minetto Tatom, regional marketing manager, The Disney Channel, joins Home & Garden Television, Los Angeles, as regional director.

Appointments at Showtime Networks Inc., New York: **Robin Walker**, manager, trade and sports publicity, named manager, communications, sports and event



Saltman



Fraenkel

programming; **Mark Becker**, director, business affairs, film acquisitions, Home Box Office, New York, joins as VP/counsel; **Steve Saltman**, consultant, Saltman Telecommunications Associates, joins as VP, program enterprises and distribution; **Sallie Fraenkel**, consultant, named VP, marketing and operations.

Appointments at Marcus Cable: **John**

Monsen, GM, TCI Cablevision, Houston, joins as district manager, Glendale/Burbank, Calif., system; **Jim Steet**, special projects manager/assistant GM, named district manager, Morristown, Tenn., system; **Frank Hare**, operations manager, Fort Worth system, named district manager, Lanett, Ala., system.

Jason Korfine, director, marketing, Broadway Video Entertainment, joins USA Networks, New York, as director, consumer products.



Swan

Taran Swan, director, channel development, Nickelodeon, New York, named VP, channel development, Nickelodeon International.

Rich Millar, director, sales and services, Prevue

Networks, Tulsa, Okla., named director, local ad sales and merchandising.

Appointments at SportsChannel Regional Network, Woodbury, Conn.: **Mark Shuken**, VP, programming and operations, SportsChannel Pacific, named VP/assistant GM, New York; **Daniel Ronayne**, VP, marketing, and **Marie Agnelli**, director, communications, Woodbury, extend their responsibilities to include NewSport and Prime.

Appointments at American Movie Classics, Woodbury, N.Y.: **Lewis Bogach**, director, documentary production, named VP; **David Sehring**, director, acquisition, named VP, programming acquisition.

Stacy Cowan Gray, VP, creative services, Popcorn Channel, New York, named VP, creative services and consumer marketing.

Appointments at The Inspirational Network, Charlotte, N.C.: **Dewey Crim**, director, broadband video services, BellSouth, joins as executive VP; **Rod Tapp**, senior VP, Jones International Ltd., joins as COO.

MULTIMEDIA

Appointments at WETA-FM-TV Washington: **Jim Corbley**, director, engineering, operations and production, named director, operations and administration; **James Cutright**, engineering supervisor, named director, engineering; **Lewis Zager**, engineering manager, named director, production.

Fates and Fortunes

Steve Hibbard, program director, WNWV(FM) Elyria, Ohio, joins Superaudio, Englewood, Colo., as programing manager.

Anthony Tramontana, senior supervising auditor, BDO Seidman, New York, joins Katz Media Group Inc. there as manager, accounting services.

Leslye Schaefer, senior VP, marketing and promotions, VH1, New York, joins Scholastic Productions there as senior VP, marketing and consumer products.

Michelle Kearney, VP, Latin American and Asian television sales, Alliance Entertainment, Los Angeles, joins Solomon International Enterprises, Beverly Hills, Calif., as VP, international sales.

Colin Stewart, CEO, Magnatone Entertainment, Nashville, joins Speer Communications Ltd. there as COO.

William Wilkinson, VP, human resources, Capital Cities/ABC Inc., joins The Walt Disney Co., Burbank, Calif., as senior VP, human resources.

ADVERTISING/MARKETING



Fletcher

Appointments at Friedland Jacobs Communications, Burbank, Calif.: **Nancy Fletcher**, VP, broadcast, Jacobs & Gerber Inc., joins as VP, creative and synergistic development; **Luis Estrada**, VP, creative services, TNT and Cartoon Network, Latin America and the Caribbean, joins as senior VP, creative services, Friedland Jacobs Latin America.

Simon Lynds, CEO, Scott Lynds, London, joins Katz International Ltd., New York, as president/CEO.

Fran Mallace, LSM, CableRep Phoenix, Phoenix, named GSM; **Joe Fabiano** joins as technical manager; **Tracy Reike** named traffic manager.

Robert Clark, corporate director, market development, Matrixx Marketing, Cincinnati, joins Opinion Research Corp., Princeton, N.J., as associate director, information technology/telecommunications practice.

David Lawenda, account executive, Premier Advertiser Sales, Chicago, named VP, Western sales manager.

Helen Kelly, manager, information services; **James Misloski**, art studio manager, and **Bill Salzman**, account director, D'Arcy Masius Benton & Bowles, St. Louis, named VPs.

SATELLITE/WIRELESS

Appointments at U.S. Satellite Broadcasting, St. Paul/Minneapolis: **Mary Kay Wedel**, VP, special markets, Showtime Networks Inc., New York, joins as director, commercial business; **Skip Desjardin**, director, event programing, Viewer's Choice, New York, joins as director, pay per view; **Rick Abbott**, producer, ABC Sports, New York, joins as director, on-air; **Sally Babcock** joins as marketing assistant.

Appointments at Group W Satellite Communications, Stamford, Conn.: **Francie Leader Dampf**, manager, affiliate relations, Eastern division, named VP, national accounts; **Carolyn Gossman**, manager, special markets and affiliate administration, named director; **Lynn Wells**, regional manager, Western region, affiliate relations, named director; **Ken Mullane**, regional manager, Central region, affiliate relations, named director, Eastern division.

Robert Meyers, director, corporate financial planning and investor relations, Hughes Electronics Corp., joins DIRECTV Inc., Los Angeles, as CFO/executive VP.

Appointments at Digital Broadcast Corp., New York: **Emile Nerlinger**, investor, broadcast licenses and real estate, joins as chairman/CEO; **Joel Strasser**, director, corporate communications, People's Choice TV, joins as VP, marketing and corporate communications.

Steve Blum, manager, consumer marketing, U.S. Satellite Broadcasting, joins The Carmel Group, Carmel-by-the-Sea, Calif., as president and principal.

TELEMEDIA

Bob King, director, private networks, General Instrument, joins ACTV Inc., Southern California, as senior VP.

Appointments at TV Week Interactive, Tribune Media Services, Chicago: **Jim Donahue**, database products sales representative, television listings, stocks and weather, named product manager; **Joanna Thompson**, video producer/multimedia designer and account representative, Vanguard Technology Group, joins as producer.

Appointments at Music Line, New York: **Phil Rosenthal**, director, sales and marketing, Billboard Entertainment Marketing, joins as VP, sales and marketing; **Brian Dusseau**, assistant director, marketing, named director, Classical and Jazz categories.



Farrell

Gerard Farrell, consultant, entertainment and political research and marketing, joins Tele-TV, Los Angeles, as senior VP, research.

Richard Glassberg, CNN and Headline News, New York, named

sales manager, Turner Interactive Marketing and Sales there.

Susan Wyland, editor, Martha Stewart Living, joins Disney Online, Burbank, Calif., as VP/editorial director.

Robert Meyers, senior VP, strategic planning and business development, Viacom Interactive Services, joins NBC Interactive Media, New York, as senior VP.

Appointments at Prodigy Services Co., White Plains, N.Y.: **Jennifer Rogers**, consultant, Capital Cities/ABC, New York, joins as VP/GM, entertainment division; **Sandy Smallens**, senior director, multimedia, Atlantic Records, joins as VP/GM, music division; **Brian Ek**, VP, government affairs, named advisory member, Congressional Internet Caucus.

DEATHS

Kem Dibbs, 78, the first actor to play space hero Buck Rogers on television, died March 28 in Rancho Mirage, Calif. Dibbs appeared as the futuristic space hero when the show debuted on April 15, 1950. He also appeared in *Studio One*, *Playhouse 90* and the *Hallmark Hall of Fame*. Film credits include "The Ten Commandments," "Paths of Glory" and "Fate Is the Hunter."

Andrea Caruso, 70, founding father and director general, Eutelsat, died April 5 in Rome. Caruso retired from Eutelsat in 1989 after eight years as head of the organization. Before that he was deputy director general at Intelsat. Caruso began his career at the Italian Ministry for Posts and Telecommunications.

—Compiled by Denise Smith
e-mail: d.smith@b&c.cahners.com

Allbritton Communications Co. and ABC have signed a 10-year affiliation agreement that Allbritton says is the longest and largest for the network. Switching are WCIV-TV Charleston, S.C. (from NBC, in August); WJSU-TV Anniston and WCFT-TV Tuscaloosa, Ala. (from CBS on Sept. 1), and WBSG-TV Brunswick, Ga./Jacksonville, Fla. (from WB Network). Five of Allbritton's nine TV stations already are ABC affiliates: KATV(TV) Little Rock, Ark.; KTUL(TV) Tulsa, Okla.; WHTM-TV Harrisburg/Lancaster/Lebanon/York, Pa.; WSET-TV Lynchburg/Roanoke, Va., and WJLA-TV Washington.

Broadcaster/publisher **Tribune Co. reports an 8% decline in operating profit for the first quarter** of the year, compared with the same period a year ago, and a **3% increase in revenue**.

The Chicago-based company blames the losses on newsprint prices, which were 30% higher in the first quarter of this year. That drove up newsprint expenses by \$12 million. The revenue increase was attributed to growing ad revenue and recent acquisitions, including KHTV(TV) Houston. Also last week, Tribune completed its purchase of UHF KTTY-TV for \$70.5 million cash. Tribune won the station at an auction last August. In the meantime, Tribune has turned KTTY into a WB Network affiliate (Tribune has invested in the network).

Continental Cablevision is buying several Minneapolis-St. Paul area cable systems, estimated to be worth \$262.5 million, from a Meredith Corp./New Her-

Disney signs four-show deal with CBS



'Siskel & Ebert'

In an agreement that covers this season and next, Walt Disney Television will produce four specials for CBS, with the first scheduled to air next month during the May sweeps.

The Siskel & Ebert Interviews (Wednesday, May 15, 8-9 p.m.) features the movie critics conducting interviews with actors Tom Hanks, Brad Pitt and Meryl Streep plus a conversation with director Steven Spielberg.

In making the announcement, Dean Valentine, president, Walt Disney Television, cited the studio's relationship with the network in producing specials. "This partnership has evolved out of our long-standing relationship in specials with CBS, and that's due to the efforts of Paul Villadolid, vice president, specials. This new package of specials involves an even wider range of entertainment and entertainers than we have produced before, beginning with Siskel and Ebert's in-depth interviews with some of today's most successful Hollywood talents."

Specials two and three will focus on ice-skating. *Beauty and the Beast: A Concert on Ice* will air in November. It will feature an all-star cast of Olympic champions. *Scott Hamilton's Holiday on Ice* will be telecast in December. Hamilton will be joined by colleagues and former competitors.

The date and subject of the fourth special yet to be determined.

—SC

itage Associates partnership. Continental will pay approximately \$125 million in cash and assume \$90 million of the partnership's debt.

ABC will package its May sweeps promotional campaign under the banner "ABC May: We Entertain You." The campaign is designed to focus viewers on special programming, including the five-hour miniseries *Larry McMurtry's Dead Man's Walk*, and is headed by Alan Cohen, executive vice president, ABC Marketing, who took over in March. In addition to a uniform on-air look, the May sweeps campaign will feature consistent graphics for print and outdoor advertising. The campaign launched on April 14 and will continue through the sweeps.

Bohbot Entertainment & Media has decided not to go forward with its planned public stock offering and will

turn to private investors to finance its expansion into overseas markets and animation production. Bohbot, a top distributor of children's programming, says it is close to selling 35% of the syndication/ad sales company to a major U.S. media outfit for \$40 million-\$50 million. Bohbot had planned to take about 41% of the company public, but pulled out last week as a result of weak demand. Meanwhile, Hollywood-based independent Film Roman says it intends to file with the Securities and Exchange Commission next month for a possible public stock offering. The animation studio is known for its work on such series as *The Simpsons*, *Garfield* and *Friends and Bobby's World*.

Two staffers of King World Productions' *Inside Edition* are appealing a federal judge's ruling that bars them from following two executives of a health

maintenance organization for a story on high executive salaries at HMOs. A Philadelphia judge issued a temporary injunction earlier this month against reporter Stephen Wilson and producer Paul Lewis, saying their use of hidden cameras and other tactics threatened the executives' right to privacy. No trial date has been set for the lawsuit filed in February against Wilson and Lewis by two executives of U.S. Healthcare. King World officials say *Inside Edition's* story on HMOs will air next week.

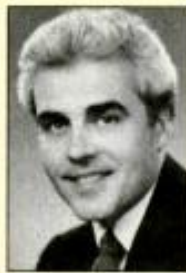
California's appellate court has overturned a jury's decision to order the estate of *Star Trek* creator Gene Roddenberry to pay his first wife, Eileen, more than \$4 million in damages stemming from an agreement the couple reached as part of their 1969 divorce settlement. At the time, Eileen Roddenberry was awarded half of Rod-

denberry's earnings from the 1960s TV series. Roddenberry sued her ex-husband in 1987, claiming the agreement entitled her to share in the profits from all *Star Trek* ventures after the divorce. The lower court denied most of that claim, but found she was entitled to profits from the first-run spin-offs *Star Trek: The Next Generation* and *Star Trek: Deep Space Nine*. Calling it "a case that should never have been," the appeals court ruled that Roddenberry had no interest in *Star Trek* ventures created after 1969.

wrbs(tv) Atlanta has added three original one-hour specials to its Sunday evening program block for the 1996-97 season. They will be part of its four-hour TBS Destination Sunday block at 7-11 p.m. that begins with the regular weekly series *National Geographic Explorer*. The specials (at 9 p.m.) are *Ghost Stories* (on haunted houses, Oct. 27), *People Covers* (a behind-the-scenes look at *People* magazine, Dec. 15) and *World's Best Commercials* (no date set).

Under the banner *Fox Kids Spring Reading Program*, the **Fox Children's Network is launching a program that will allow children to read along with *Jim Henson's Animal Show*** by providing open captioning. Fox executives hope that the scrolling text will aid children in developing their reading skills.

The Association for Maximum Service Television last week elected **James C. Keelor** its new board chairman at MSTV's annual meeting held during the NAB convention in Las Vegas. Keelor is president of Cosmos Broadcasting. The board also re-elected Nicholas D. Trigony, president of Cox's broadcast division, MSTV secretary-treasurer, and elected 23 members of the board.



Al Vecchione, president of MacNeil/Lehrer Productions, is stepping down after 20 years with the company. A veteran of more than 40 years in the news and information business, Vecchione has produced and overseen thousands of hours of programming for public and commercial television. His retirement is effective June 30.

"Through this project, which FCN will expand further in the summer, we can expose children to essential life skills like reading and literacy in a very direct manner," says Margaret Loesch, president, Fox Children's Network. *Jim Henson's Animal Show* debuts today (April 22) at 8-8:30 a.m.

MGM Television's ***The Outer Limits* ranked as the top weekly first-run drama among adults 18-49** during the week of April 1 for the first time since its premiere last September. The sci-fi anthology also outperformed reigning action-hour-king *Star Trek: Deep Space Nine* in households for the first time that week, when both series aired repeat episodes.

Gene Autry will receive the 1996 Los Angeles-area Governors Award by

the board of the Academy of Television Arts & Sciences, in tribute to the famed singing cowboy's long career in broadcasting. Autry, founder of Golden West Broadcasters, was one of the first

movie stars to move into the new medium in the early 1950s, producing such series as *The Gene Autry Show*, *Annie Oakley*, *The Pange Rider* and *Buffalo Bill Jr.*

NATPE Chairperson **Jayne Adair** has left her post as national sales manager at CBS's Pittsburgh O&O, KDKA-TV. Adair could not be reached for comment, but sources say the well-regarded sales veteran could be headed for CBS's ad sales unit, CBS Television Sales.

Ascent Entertainment Group is buying out bankrupt rival PPV service SpectraVision, giving creditors 27.5% of the company in exchange for \$60C million in debt. Ascent will merge its pay-per-view subsidiary On Command Video with SpectraVision, to provide service to approximately 1 million hotel rooms worldwide.



Drawn for BROADCASTING & CABLE by Jack Schmidt
 "Let me see if I have this straight: You had a vacation in 1995, and now you want one this year too?"

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The digital age, day one

It was hard not to feel a sense of history at last week's NAB convention, which may well be remembered as the first of the new broadcasting era. The banners proclaiming the coming digital age: "1000 lines. No Waiting," "America is Ready. Are You?" were omnipresent. One was even towed behind a small plane above the Las Vegas convention center, proclaiming "HDTV: Television for the 21st Century" in wide, lazy circles that belied the urgency of the message.

That urgency carried through to the speeches inside, where Michael Jordan, Rupert Murdoch (if grudgingly) and Bob Wright all spoke of the need to get on with the digital future. If that future hadn't been clear before, it seemed to be made clearer by the Westinghouse demonstration of a new digital TV transmitter.

Although FCC Chairman Reed Hundt remained a Doubting Thomas on the need for a standard—and back in Washington some techno types were dragging their feet as well, a majority of FCC commissioners—Susan Ness, James Quello and Rachelle Chong—were telling the NAB throng that they believed mandating—not merely authorizing—a digital standard was the answer. We agree. Those dragging their feet are in danger of scraping up enough dirt to bury the broadcasting industry.

Here comes the camel

The main danger in broadcasters caving on the V-chip/ratings system (or knuckling under to government pressure in general) was always that the move would embolden the government to stick its nose ever further into television content (that proverbial camel's nose under the tent). Even if the chip and ratings system turned out to be a more workable, less intrusive end than it appeared to this page, the means represented a disturbing precedent of disingenuousness and bully-

ing. Give in to a bully and you might as well help him open a direct deposit account for your lunch money.

That pattern appears to have been set. Armed with such rhetorical carrots as "entirely voluntary" and the big stick of "public interest," which one must broadcast in or lose one's multimillion-dollar license, Washington feels free to go for everything from kids TV quotas to free time for political candidates, and even to go after the Nielsen ratings system.

The tag team of Reed Hundt and Vice President Al Gore were addressing those various points in speeches to the NAB. Hundt, in calling for a hearing on the suggestion that broadcasters give free time to candidates, said it was "an unparalleled opportunity to justify the special place of free TV in our hearts and lives." We beg to differ. Such "unparalleled" opportunities make of free TV a captive medium.

Gore, for his part, was giving helpful suggestions about how much programming broadcasters should air, what kind of programming it should be and when they should air it.

It's not a camel, it's the whole herd.

So much for compromise

Several weeks ago (April 1) we floated what appears to have been a lead balloon—a two-pronged approach to the children's TV dilemma. The broadcaster could opt to provide a promise-performance narrative that the commission could judge case-by-case (Plan A) or specify a three-hour minimum (Plan B). We felt that the voluntary nature of the broadcaster's choice avoided the First Amendment problems of an imposed solution, and allowed both sides an opportunity to declare victory and move on.

The genius of this suggestion has so far been lost on the combatants; we have yet to attract an adherent from either side. That gives rise to several possibilities: (1) it's a bad idea, (2) it's a good idea whose time hasn't come or (3) the two sides just aren't ready for a compromise. We think (3) and (2) but we're open to the possibility of (1).

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