



© 1998 & TM THE CARSEY-WERNER COMPANY, LLC.

ROSEANNE

A classic now and forever.





*C*OMEDY LEGENDS
COME ALONG
ONCE IN A LIFETIME...

MAKE THAT TWICE.

Just like Lucy, Roseanne has created a legacy
of classic comedy performances that will live forever.
Her extraordinary network and syndication success,
and unprecedented critical acclaim, have made
Roseanne one of the most honored comedies of all time.

Nominated for

SIXTEEN EMMYS • 4 Wins

TEN GOLDEN GLOBES • 3 Wins

NINE PEOPLE'S CHOICE AWARDS • 3 Wins

FOUR HUMANITAS PRIZES • 1 Win

FOURTEEN AMERICAN COMEDY AWARDS • 1 Win

and

WINNER OF THE PEABODY AWARD

Roseanne is a timeless comedy that will play well into the next century.



Fast Track

Must Reading from
BROADCASTING & CABLE
January 8, 1996

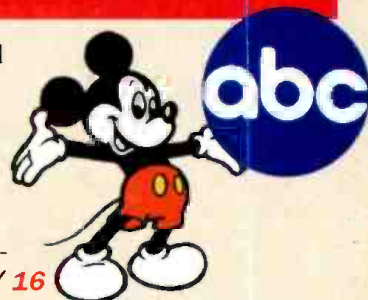
TOP OF THE WEEK

New year, new responsibilities for FCC If telecommunications reform is passed and given to the FCC to enact, commission officials say, the FCC faces as many as 80 potential new rulemakings, many carrying a one-year implementation deadline. / 8

Ownership rules to be altered Even without new telecommunications law, broadcast ownership rules face some changes at the FCC in the coming year. / 9

CBS returns to syndication After 25 years, CBS is getting back into domestic program syndication. Word is that Maxam Entertainment's Ed Wilson will head the effort. / 16

And the gavel goes to... Representatives Billy Tauzin and Mike Oxley are vying for the Telecommunications Subcommittee chairmanship being vacated by Jack Fields. Tauzin easily outranks Oxley, but he joined the Republican party just four months ago. / 20



Shareholders of both the Walt Disney Co. and Capital Cities/ABC welcome their merger with open arms. / 17

BROADCASTING

'Gabrielle,' 'Perez' talked out

The cancellation of *Gabrielle* comes as no surprise, given its low ratings and the saturated talk show market; *Charles Perez*, criticized by former Education secretary William Bennett, was pulled because of poor ratings alone, syndicator executives say. / 40



With five of the eight new talk strips launched last September already canceled, 'Gordon Elliott' got a boost with a two-year commitment. / 42

Rose Bowling for ratings

ABC's broadcast of the Rose Bowl could be the highest-rated bowl game of the year, upsetting even the Fiesta Bowl's 18.8 Nielsen rating. / 44

1995 radio revenue: In like a lion, out like a lamb

While radio revenue should show an increase over 1994, that jump is due to high returns early in the year. Totals slipped as the year ended. / 53

COVER STORY

TV from two sides

There's one thing on which TV and cable advertising advocates can agree:

1996 should be one heck of a year. Ave Butensky, president of the Television

Bureau of Advertising,

and Joe Ostrow, president of the Cabletelevision Advertising Bureau, talk with BROADCASTING & CABLE's Steve McClellan about how 1995 treated their industries and what their hopes are for the new year. Ostrow, for example, sees new categories coming from consumer-related advertising, while Butensky looks for retail gains. Cover photo by Lisa Quinones/Black Star / 26



CABLE

TW offers rate deal Time Warner's New York City cable subscribers can avoid rate increases this year—if they pay for 12 months of service in advance. / 56

CNNfm's financial challenge Media buyers are skeptical that there are enough potential advertising dollars—not to mention viewers—for CNN's new all-financial-news network. / 56

USA, TNT skew older Facing competition from specialized cable channels, including Nickelodeon and the Cartoon Network, broader-based TNT and USA are looking to hook an older audience. / 59

TECHNOLOGY

Southwestern Cable bulks up Time Warner's Southwestern Cable has increased its programming capacity to 70 channels. With the resulting service changes, many customers of the San Diego system have upgraded. / 62

Chyron enters virtual arena Character-generator Chyron says that it is a natural next step for the company to take on the virtual sets market. / 64

Telemedia

DBS wanna-bes line up

MCI and TCI are among the direct-broadcast-satellite bidders expected to show up at the FCC's Jan. 24 auction of DBS channels. / 68

CompuServe

Responding to criticism, CompuServe shut down access to more than 200 sex-related internet user groups. A German prosecutor says the areas harm children. / 69

Changing Hands	51	Editorials	90
Classified	70	Fates & Fortunes	86
Closed Circuit	89	For the Record	81
Datebook	84	In Brief	88

Dole puts auction on table

At same time, Telcomsubcom's Fields supports White House proposal for auction by 2002

By Christopher Stern

Senate Majority Leader Bob Dole (R-Kan.) shocked broadcasters last week by offering auctions of digital spectrum as a billion-dollar bargaining chip in the ongoing budget negotiations with the White House.

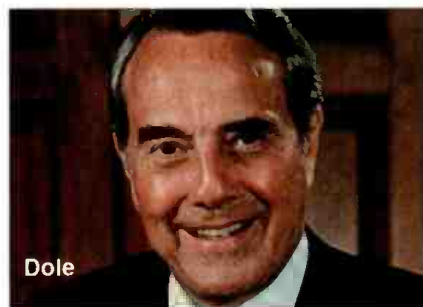
The Clinton administration has already proposed spectrum auctions,

industry." Asked which proposal he prefers, the Clinton administration's or Dole's, Fritts said, "Do you kill me now or do you kill me later?"

The White House says its proposal would raise \$6 billion for the U.S. Treasury by 2002. The FCC has estimated that an upfront auction of spectrum set aside for digital TV could raise as much as \$70 billion. Broad-

Senate Commerce Committee Chairman Larry Pressler (R-S.D.) to auction digital spectrum. Fields found more than \$15 billion worth of spectrum to meet congressional budget goals without resorting to an upfront sale of the digital spectrum.

Under the current plan, every broadcaster in the nation will get a second channel free to begin transmitting a dig-



"This is a big, big corporate welfare project," said Senator Dole about the media's spectrum grab.

"Here we're cutting Medicaid and doing all the painful things while we lend them spectrum for 12 years.

Why shouldn't they pay for it?" —William Safire, *New York Times*

but it would delay any sale of broadcast airwaves for seven years. Dole's proposal calls for an upfront sale of the spectrum that broadcasters want in order to make the transition to digital services, including HDTV.

National Association of Broadcasters President Eddie Fritts said the Dole proposal has the potential of "driving a stake into the heart of the television

casters dispute the auction estimates.

Adding fuel to the fire, House Telecommunications Subcommittee Chairman Jack Fields (R-Tex.) said last week that he supports the White House position on spectrum auctions: "We ought to move toward an auction of spectrum in 2001 or 2002."

It was Fields who rescued broadcast-ers last September from a proposal by

ital signal. Once the transition is complete, broadcasters will give their original analog channel back to the government, but there is no deadline for that.

The spectrum plan, as outlined in the pending telecommunications legislation and the Republican budget bill, has come under attack from both Dole and the White House, which would like to use spectrum revenue to help bal-

No action on telcom bill before recess

A temporary truce in the battle over the federal budget and objections from House Republicans have robbed the telecom bill of the momentum that carried it into the New Year and could delay final action until mid-March.

Congress voted last Friday (Jan. 5) to recess until Jan. 23 without acting on the telecommunications bill or even reaching a final agreement on differences between the House and Senate versions of the legislation.

In one positive development, House Telecommunications Chairman Jack Fields (R-Tex.) said Friday that he would sign off on the conference report, which reconciles the House and Senate bills. Fields had been withholding his support over objections to provisions on media ownership.

Asked if he would sign the conference report even if he could not win any changes to the current language, Fields replied: "Sure, if it turns out some of the things we

are looking at cannot be perfected, then the answer is that we must have a telecommunications bill this year."

However, Fields said he would continue to push for language that would make it easier for broadcasters to get a waiver to the 35% cap on national audience reach set by the bill.

All seven of the regional Bell operating companies have declared their support for the bill. Both the National Association of Broadcasters and the National Cable Television Association support the bill. And AT&T has dropped its opposition to the legislation.

Representative Michael Oxley (R-Ohio) continues to object to provisions of the bill that he says create artificial barriers to foreign investment in the U.S. telecommunications industry. But Oxley, who declared the bill "dead as Elvis" two weeks ago, has upgraded his assessment of the legislation to "in limbo." —CSS

FOR YOUR CONSIDERATION...

**OUTSTANDING
TALK SHOW
HOST**

with **NIGHT
Dick Dietrick
STAND**

The producers and distributors of "Night Stand" would like to thank the NAPPE Awards Committee for nominating Dick Dietrick* in the category of Outstanding Talk Show Host.

**We'd also like to remind all the ballot recipients that Dick is really sorry for anything he might have said in the past so offend you, your spouse or any member of your family.*



32 markets...

without
even
batting
an
eyelash.

MARKET

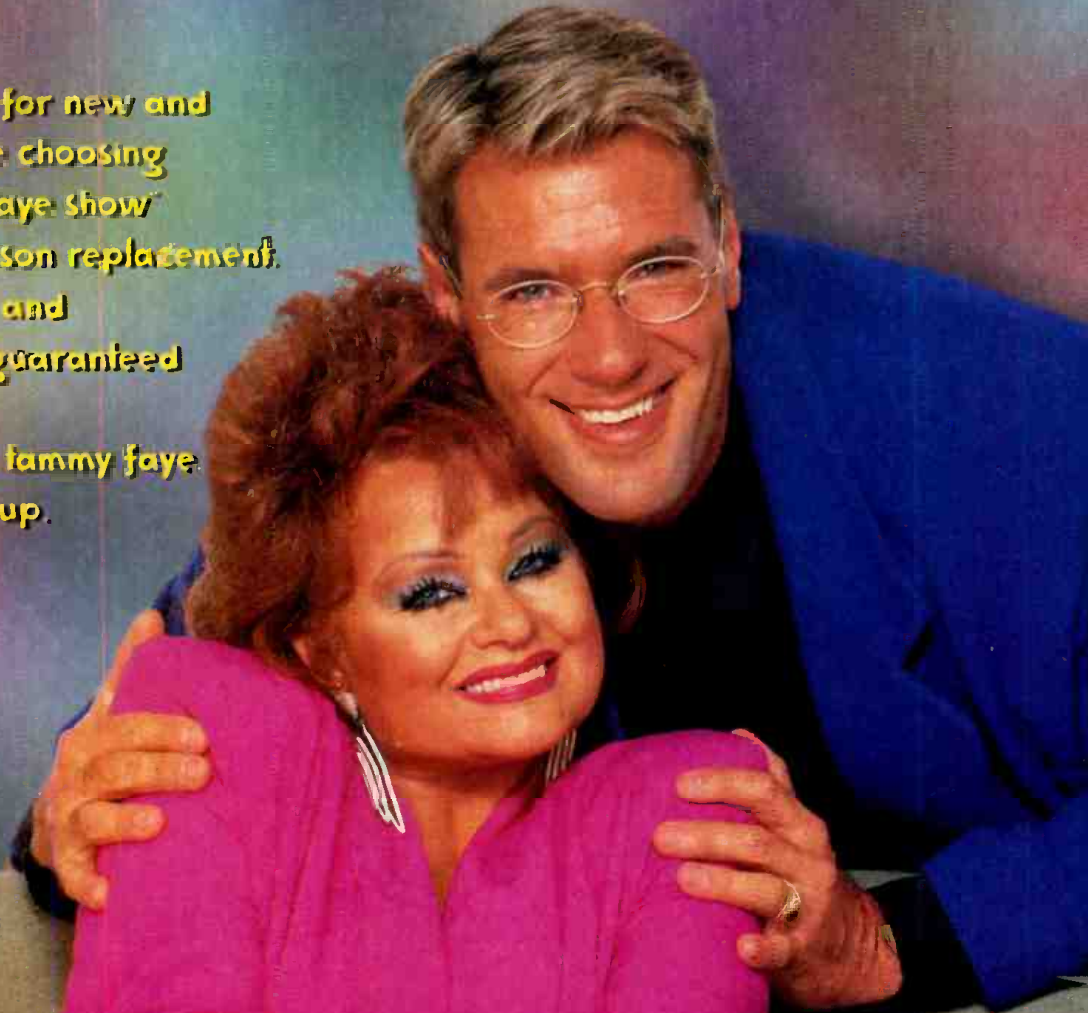
Chicago
Dallas/Ft. Worth
Seattle
Cleveland
St. Louis
Sacramento
Portland
Indianapolis
Hartford
Charlotte
Cincinnati
Columbus
Greenville/Ashville
San Antonio
Grand Rapids
Norfolk
W. Palm Beach
Greensboro
Albuquerque
Louisville
Fresno
Austin
Honolulu
Des Moines
Spokane
Omaha
Tucson
Champaign
Fort Wayne
Reno
Boise
Bakersfield

STATION

WCIU
KXAS
KING
WUAB
KDNL
KPWB
KGW
WTTV
WTNH
WCNC
WXIX
WSYX
WLOS
KRRT
WOOD
WAVY
WFLX
WEJC
KASA
WHAS
KMPH
KXAN
KHNL
KDSM
KREM
KPTM
KMSB
WAND
WANE
KREN
KTVB
KMPH

A PROGRAM MADE FOR TELEVISION STATIONS BY TELEVISION STATIONS

stations with an eye for new and entertaining talk are choosing "the jim j. & tammy faye show" as the ideal mid-season replacement. their natural charm and spontaneous wit is guaranteed advertiser friendly. so choose jim j. and tammy faye. the perfect pick-me-up.



**A LITTLE MISCHIEF
&
A WHOLE LOT OF MAKE UP**



ance the budget.

Dole last week told *New York Times* columnist William Safire that giving broadcasters spectrum free was unfair in a time of budget austerity. "Here we're cutting Medicaid and doing all the painful things while we lend them the spectrum for 12 years. Why shouldn't they pay for it?" said Dole, according to Safire's column.

Dole also told Safire that he had raised the issue of an upfront auction for digital spectrum during budget negotiations with the White House.

Fritts said last week that Dole's office confirmed that the senator had made the offer on spectrum auctions to the White House. Until last week, broadcasters had been counting on Republican leadership, including Dole, to oppose spectrum auctions.

Broadcasters say they cannot afford to bid for spectrum while simultaneously upgrading their facilities for digital

service. They say an accelerated auction, supported by the White House and Fields, would force them to switch to a digital service before consumers had upgraded their television sets.

Under the White House plan, revenue from the spectrum sale could be used to meet the Republican goal of balancing the budget within seven years. Once the spectrum was sold, broadcasters would have up to three additional years to hand the airwaves to the highest bidder. Broadcasters would also be qualified to bid for the spectrum themselves.

The NAB has said that the White House plan would force broadcasters to abandon their analog channel before consumers had time to adapt to the new technology, leaving millions of TV viewers without a TV signal.

Despite industry objections, Dole's statements indicate that budget negotiations concerning spectrum may boil

down to a decision over selling the digital spectrum now or waiting seven years to sell the rights to the analog spectrum.

"This is our great fear," said one industry lobbyist. Several broadcast industry lobbyists say Dole does not understand the implications of auctioning spectrum. They suggest he would back down from the proposal once the facts were laid out.

Others say Dole proposed auctioning broadcast spectrum because he was angry at the networks for the negative coverage he has received during the current budget debate.

Even if broadcasters emerge from the budget negotiations with their spectrum intact, Washington insiders say the issue will be revisited every time the federal government needs a few extra billion dollars. "We are in the top of the second inning on spectrum, and it's going to be a very long ballgame," said one industry insider. ■

FCC gears up for new responsibilities

Implementing provisions of new telecommunications bill will be large task

By Chris McConnell

The FCC will be in for some heavy homework assignments in 1996 if Congress sends it new telecommunications legislation to enact.

Commission officials count as many as 80 potential new rulemakings in the bill, many carrying a one-year implementation deadline. Although the commission has attempted to anticipate the workload with a series of pending rulemakings that cover different portions of the approaching law, new issues such as the V-chip, cable/broadcast crossownership and disabled access to telecommunications and video networks will mean a slew of new proceedings.

"There's no question that weekends will be regular workdays," says FCC Chairman Reed Hundt. Hundt uses the analogy of a batting cage in describing the rhythm that commissioners will need to adopt to take a cut at each new rulemaking, then move on to the next: "We are just going to have to make one decision after another."

Others at the FCC agree. "It's not like we're going to have 12 months," says Commissioner Andrew Barrett. "We've got to react immediately."

Much of the reaction will be to new communications laws aimed at promoting competition in the telephone industry. Some sources count about 200 pages of draft language that deals with common carrier law. And commission officials agree that the Common Carrier Bureau will face the toughest deadlines while addressing the complex issues of universal service, interconnection and number portability.

But new work also will fall on other areas of the commission. Officials count the V-chip rating system among the Mass Media Bureau's most imposing new tasks.

Other issues assigned to the bureau will include disabled access to telecommunications, digital TV broadcasting and revised broadcast license terms. The commission also will encounter a host of cable-related issues, including local government charges for rights-of-way, sex channel scrambling, pole attachments, set-top boxes and



If Congress enacts the new communications law, Hundt says the FCC will work overtime to implement the rules.

utility company entry into cable.

All told, the workload could add up to some 80 proceedings, although the number might be as little as 40 depending on how the commission consolidates the various rulemaking assignments.

FCC officials have been charting the various chores and deadlines and in several cases have moved ahead of the bill by launching inquiries or proposals. Sources say the pending work may account for a third or more of the rulemakings called for in the new bill.

Examples include the pending broadcast ownership proceeding (see story at right) and last summer's proposal on digital TV rules.

"We have tried to have half an eye on the Congress," says one official. Hundt says that the commission also has begun preparatory work on other issues—including the V-chip—that have not yet seen formal proposals or inquiries.

Others say that some new rules will require little more than a recitation of language handed down from Congress. In the case of new radio ownership caps, for instance, the commission will need only to adopt the compromise language allowing companies in markets with 45 or more commercial stations to own eight radio stations, with no more than five in a single service (AM or FM).

The real work will come from portions of the bill requiring the FCC to make its own decisions. "A lot of us are expecting a tsunami of lobbyists," Hundt says, although he also hopes that compromises struck in Congress on several issues will ease the decision-making task at the commission.

Hundt and others say that the additional work will not stop with the new rulemakings. Officials predict that the relaxed ownership rules will mean more station transactions for the commission to process. "It's not like the other work just goes away," says one official.

The source adds that the commission had not yet calculated the new workload in terms of the employees it will require, although he says the commission will meet its statutory requirements one way or another.

"We should not meet all deadlines," Hundt says. But he and others fear that Congress will assign the new work to the commission and then cut the agency's funding. Hundt last summer told Congress that the bill's local telephone competition provisions would require the commission to hire an extra 265 employees.

He still maintains that a few million dollars in added appropriations will yield greater dividends for the telecommunications business. Hundt cites the comments and record development each rulemaking will require: "It's a big problem. You need the resources to handle that." ■

Bill or no, FCC eyes ownership changes

Proposed changes resemble those in new legislation

By Chris McConnell

Even without new telecommunications law, broadcast ownership rules will be facing some changes at the FCC.

Since last year the commission has proposed several liberalizations of its station ownership and network rules that are similar—but not exactly the same—to those proposed in the latest congressional draft.

"The [1934 Communications] Act is broken," FCC Chairman Reed Hundt says, adding that the commission will do what it can to make changes within existing communications law if Congress does not enact a new one. On national ownership, for instance, the commission has proposed eliminating the 12-station cap and raising the national audience coverage limit (now 25% of all TV homes) 5% every three years to a final cap of 50%.

Other proposals the commission has issued would:

- Relax prohibitions against owning more than one TV station in a market. The FCC's proposal would scale back the prohibited signal overlap areas between commonly owned stations. The commission also is considering whether to permit common ownership of UHF/UHF and UHF/VHF combinations within a market.

- Relax rules barring common ownership of radio and TV stations within a market. The commission is considering a variety of proposals ranging from elimination of the rule to allowing common ownership of a TV and a radio station in markets with enough alternative media to insure diversity.

- Review the rule barring a single entity from owning more than one television network. In a June proposal to relax a series of network rules, the commission questioned the continued relevance of the "dual network" rule, but also voiced concerns that the merger of two existing networks could create excessive market concentration. ■

Current congressional language would take the bat out of the commission's hand on the national ownership issue, axing the 12-station cap and raising the audience cap to 35%. On TV/radio combinations, the bill would extend the FCC's liberal waiver policy to proposed combinations in the top 50 markets.

Local TV ownership rules, however, will remain in the hands of the commission, as current language requires only that the FCC consider relaxing the duopoly rule.

"I think it's very wise to give the FCC guidance, but some discretion, to apply the congressional intent," Hundt says of the compromises.

But proponents of relaxed restrictions worry that the commission may not ultimately allow the UHF/UHF and UHF/VHF combinations, even though it has invited comments on the prospect. "We much prefer [that] Congress make the decision," says James Hedlund, president of the Association of Independent Television Stations.

The bill also leaves the issue of defining station ownership in the commission's hands. Current "attribution rules" establish a variety of conditions under which a company is considered to "own" a station even if it does not hold a majority of the station's stock.

The proposed attribution-rule changes—issued along with the ownership proposal in December 1994—would relax the rules in some areas and tighten them in others. For instance, the proposal would lift the limit on the amount of stock a company could hold in a station without having the station count toward the ownership cap.

The attribution benchmark for voting shares would go from 5% to 10% and from 10% to 20% in the case of passive investors such as bank trust departments and mutual funds. The proposal also asks whether the commission should tighten an exemption to attribution rules in cases where another company holds more than half of a station's voting stock. ■



THAT WA

November '91

WOMEN 18-49
NATIONAL RATING

Oprah	8.1
Donahue	4.4
Sally	3.9
Geraldo	2.8
Regis & Kathie	2.5
Maury	2.5

Jenny 1.4

J. Rivers	1.1
Chuck W.	0.7

November '92

WOMEN 18-49
NATIONAL RATING

Oprah	7.5
Donahue	3.5
Sally	3.4
Geraldo	2.9
Regis & Kathie	2.6
Maury	2.4
Montel	1.8
Vicki	1.5

Jenny 1.1

J. Rivers	1.1
Springer	1.1

S THEN.

November '93

WOMEN 18-49
NATIONAL RATING

Oprah	6.9
Sally	3.2
Donahue	2.8
Regis & Kathie	2.4
Geraldo	2.3
Maury	2.1
Ricki	1.9
Montel	1.8

Jenny 1.5

B. Berry	1.4
Vicki	1.4
J. Whitney	1.3
Springer	1.3
L. Brown	1.3
J. Rivers	0.7

November '94

WOMEN 18-49
NATIONAL RATING

Oprah	6.0
Ricki	3.7

Jenny 3.2

Montel	2.6
Sally	2.6
Regis & Kathie	2.5
Maury	2.3
Donahue	2.2
Geraldo	1.8
Elliot	1.7
Springer	1.7
Rolanda	1.1
S. Powter	1.0
Marilu	0.6
D. Prager	0.4
S. Somers	0.4

THIS IS NOW!

November '95

WOMEN 18-49
NATIONAL RATING

Oprah 5.7

Jenny 3.6

Ricki 3.0

Montel 2.9

Regis & Kathie 2.5

Sally 2.5

Maury 2.3

Springer 2.1

Carnie 1.5

Geraldo 1.5

Elliott 1.4

Tempestt 1.1

Perez 1.0

Gabrielle 1.0

Walberg 1.0

Bey 1.0

Rolanda 1.0

Donahue 0.9

S. Miller 0.8

Danny 0.7

George & Alana 0.7

Hutton 0.4

Source: NSS, (GAA where available)



THE JENNY JONES SHOW
**Jenny
Jones**
THE JENNY JONES SHOW

**TELEVISION'S #2
TALK SHOW!**



**WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION**

A Time Warner Entertainment Company

©1996 Warner Bros. All Rights Reserved.

KWP/Tribune mull alliance

Tribune gets distribution help, KW stations for launches

By Steve McClellan

Tribune and King World are discussing an alliance that would allow Tribune to cut ever-increasing program distribution costs while still producing shows in-house and give KWP a station base to launch new shows.

Sources with knowledge of the talks say KWP needs a strong independent station group partner to help launch its proposed daily music show for teens, *Off the Hook*. Currently, most of its key relationships are with affiliate stations that carry its game, talk and magazine shows.

Tribune would give *Off the Hook* a station launchpad covering 22% of the country.

But the talks also concern the development and distribution of future pro-

jects whereby Tribune could develop shows that would be sold by KWP.

Tribune has had a decidedly mixed record in program syndication. Several years ago it spent almost \$50 million to develop and distribute *The Dennis Miller Show*, which struggled for less than a season before being canceled. Two talk shows with Joan Rivers (one a home shopping hybrid) also failed to make much money for the company before being canceled. *Charles Perez* was canceled last week, a victim of low ratings, said Tribune, although it was also one of the talk shows targeted by TV talk bashers in Washington.

The company's one-strip franchise is *Geraldo*, which was launched in syndication by Paramount in 1987 with Tribune as producer. Tribune took over syndication in 1990. It also distributes

the weekly franchise *Soul Train*.

The King World talk fuels speculation that Tribune is easing out of the station clearance side of the syndication business.

Other evidence: Tribune has yet to replace Rick Jacobson, who left Tribune Entertainment last month to take over as president of Twentieth TV. Tribune is syndicating two properties—*Know It Alls* (see below) and *Swaps*—through their co-producers, Litton Syndications and Worldvision Enterprises, respectively.

Jerry Agema, executive vice president, Tribune Broadcasting Co., and interim head of the syndication arm, was unavailable for comment.

Tribune spokeswoman Megan Bueschel would say only that Tribune Entertainment will be at the NATPE convention in two weeks with its usual lineup of programs, including a newly restructured *Geraldo Rivera Show*. She also points out that Tribune will be handling the ad sales for *Swaps*. ■

Tartikoff taking 'Know It Alls' to NATPE

By Cynthia Littleton

Brandon Tartikoff has picked a syndicator to help build a national franchise for the popular game show he created for Tribune-owned WGNO-TV in New Orleans in 1993.

Tartikoff, former chairman of NBC Entertainment and currently head of New World Entertainment, has tapped South Carolina-based Litton Syndications to roll out the pitch for *Know It Alls* to broadcasters later this month at the NATPE convention in Las Vegas.

The format of the game show is designed to be tailored to each market, with contestants competing on questions relating to their own community in categories ranging from politics to local history.

Litton is offering stations the format rights to *Know It Alls* (known as *N.O. It Alls* in New Orleans) for an annual cash license fee that will vary in each market.

The package includes the set for the show, the software for the *Jeopardy!*-style question board and other produc-



tion materials. In New Orleans, productions costs for the show run about \$3,000 per episode.

Bill Ross, general manager of WGNO-TV, says the show offers ample creative opportunities for stations to partner with local advertisers. *N.O. It Alls*, now in its third year on WGNO-TV, averaged a 5 rating with women 18-49 in the Friday 10:30 p.m. slot in October.

Tartikoff, who co-owns the format rights with WGNO-TV, will serve as a consultant to the franchisee stations. His latest TV endeavor predates his appointment as chairman of New World Entertainment in 1994 and the company has no formal ties to the project.

Earlier this year, Tartikoff considered the possibility of launching a nationally syndicated version of the show geared to kids 6-11 (BROADCASTING & CABLE, July 17, 1995).

No deals for *Know It Alls* had been concluded as of press time, but Litton officials say they are talking with several major groups. ■

New York FM drops classic for alternative

Infinity Broadcasting's WXRK(FM) New York reshaped that market last Friday when it bounced its classic rock format in favor of alternative rock. The change pits WXRK against several New York rock stations that rely heavily on hard rock and alternative rock playlists.

Infinity's Howard Stern, who broadcasts his national show from WXRK, announced the format change at the close of his morning show and played the debut song, Marilyn Manson's "Sweet Dreams Are Made of These." WXRK will continue using its on-air "K-Rock" logo.

WXRK VP/GM Tom Chiusano said the station is "going into what we believe is a big niche and is filling a music void in New York." With a classic rock format, WXRK had slipped from a 3.7 rating in Arbitron's summer 1994 survey to a 3.1 rating in the latest survey. WXRK debuted its classic rock format in 1986. —DP

WPIX IS #3 SIGN-ON TO SIGN-OFF!

**Congratulations to WPIX for finishing the November Sweeps
as the #3 station in New York for the first time ever.**

**We're happy that we played a part in your success
with "Family Matters" beating "Home Improvement" and
"The Fresh Prince of Bel-Air" passing "The Simpsons" head-to-head.**



WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION
A Time Warner Entertainment Company
©1996 Warner Bros. All Rights Reserved.

CBS returns to syndication

Wilson to head CBS Enterprises, which is buying Maxam

By Steve McClellan

After a quarter century, CBS is getting back into the domestic program syndication business in a big way.

CBS is poised to unveil its domestic syndication strategy following the demise of the financial interest and syndication (fin-syn) rules late last year. The rules had barred ABC, CBS and NBC from that lucrative marketplace since 1971.

The company is expected to announce as early as this week that Ed Wilson is joining it as president of CBS Enterprises, an expanded division that will be responsible for all of the company's domestic and international syndication activities, sources report.

CBS Enterprises will take over control of Maxam Entertainment, the Belo Broadcasting-funded syndication venture that Wilson previously headed. The expanded unit also is absorbing Group W Productions as Westinghouse Electric



merges the assets of Westinghouse Broadcasting and CBS. Joining Wilson as his number two is Bob Cook, who had the same position at Maxam.

Belo earlier nixed an offer that Wilson received from MCA to run its syndication unit and bring Maxam into the MCA fold, out of concern that Maxam product would get lost in the shuffle there. But allied with CBS, Maxam programs could get a station launchpad covering more than 40% of the country on the CBS and Belo stations.

Word of Wilson's move to CBS was widespread late last week, and some CBS insiders were expecting an



CBS is now free to domestically syndicate such shows as 'Day & Date' (l), a magazine show co-produced by CBS and Group W, and 'J&I' (above), a new talk show syndicated by Maxam for debut in 1996.

announcement last Friday. At deadline, the deal wasn't final, but an announcement is likely this week, sources say.

But one thing is clear: CBS is preparing to establish a major presence in domestic syndication, which it hasn't had since being forced out of the business in 1971 by the passage of the FCC's fin-syn rules. Those rules expired last September.

Two years ago the rules were modified, allowing networks to co-produce programs: syndicated by others. That gave rise to two major CBS-backed projects: the *Gordon Elliott* talk show with Fox and *Day & Date* with Group W. *Elliott* still is struggling in its second year, although CBS has reaffirmed its commitment to the show by having its station group pick it up in year three. Fox, whose owned stations carried the show for the first two seasons, distributes the show.

Despite a slow ratings start for *Day & Date*, an early fringe magazine, CBS executives say the company also is committed to making that show a franchise.

Maxam shows for fall '96 include talker *J&I* and reality show *Psy-Factor*, hosted by Dan Ackroyd. Besides *Day & Date*, Group W shows include *Martha Stewart: Home Again with Bob Vila*; *Haven*; *News for Kids*; and *George Michael's Sports Machine*.

The future of Group W Productions head Derk Zimmerman remained unclear at press time. One report, unconfirmed, had him being considered for the vacant general manager spot at KCBS-TV Los Angeles, but company insiders said such a move was unlikely. More likely, they said, was that Zimmerman would remain in a key post in the expanded syndication division. ■

Past is prologue for CBS

CBS will be looking to make up for lost time as it gears up to become a force in syndication.

It has been a quarter century since CBS was forced to divest itself of its domestic syndication and cable ownership operations and then watch as the independent Viacom International grew—under longtime head Ralph Baruch—into one of the most powerful and successful operations in the industry. Its star is still on the rise, if last week's broker predictions are any gauge. "Our absolute favorite [entertainment] stock...is Viacom," Merrill Lynch's Jessica Reif told BROADCASTING & CABLE editors (Jan. 1). "[It] is probably the fastest-growing company in the industry."

Originally a part of CBS, Viacom was spun off into a publicly owned company in 1971 to bring the network into compliance with both the prime-time access rule, which barred networks from domestic syndication, and then-new rules that barred TV networks from owning U.S. cable systems.

If telecommunications deregulation makes it through Congress, the network will have come almost full circle, able to acquire cable systems—although not in major markets where it owns TV stations—as well as syndicate its own and others' product domestically.

—JE

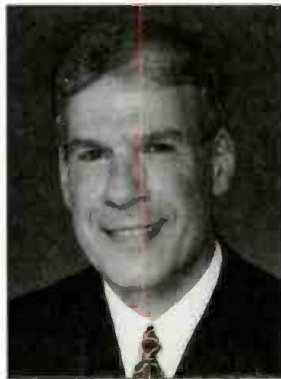
Goldman to head new CBS AM group

By Donna Petrozzello

In his first major appointment as president of the combined Group W/CBS radio group, Dan Mason named Group W executive Ed Goldman vice president of CBS AM Stations last week.

Goldman succeeds Anna Mae Sokusky, who had served as vice president of CBS Radio's AM division since 1988 and began her CBS Radio career at KCBS(AM) San Francisco in 1970.

Goldman is the second Group W Radio executive, after Dan Mason, to take over a senior management posi-



Ed Goldman

tion in radio held by a CBS staffer. In December, Mason was named to succeed former CBS Radio Division president Nancy Widmann and oversee the 39-station Group W/CBS radio group, collectively renamed the CBS Radio Station Group. Mason had served as president of Group W Radio.

Goldman, formerly vice president/manager of Group W's news/talk WBZ(AM) and WBZ-TV Boston, will oversee 18 AM stations in major markets. Goldman also formerly was president of Group W Television Sales and managed the firm's eastern sales division.

Goldman will be based in Boston.

Sokusky is expected to remain with CBS through January to aid in the transition.

To date, no announcement has been made regarding whether Rod Calarco, vice president of CBS Radio's FM division, will be replaced as well. Likewise, CBS officials have not announced Widmann's fate. In a press conference announcing the merger in December, CBS Inc. President/CEO Peter Lund noted that he would try to find a new position at CBS for Widmann.

Shareholders approve Disney/CapCities merger

Only thing left is FCC approval, expected later this month

By Steve McClellan

Disney and Capital Cities/ABC shareholders approved the \$19 billion merger of their companies last week, and Sanford Litvack, Disney senior vice president, said the merger could close as early as Jan. 18, when the FCC tentatively is set to approve the deal.



day (Jan. 4), to 60 1/2, while Capital Cities/ABC was down 7/8, to 124 1/8. Under the terms of the deal, CapCities/ABC shareholders would receive \$65 per share and one Disney share for each of their CCB shares.

Michael Ovitz, who joined Disney as president shortly after the merger was announced last

August, told shareholders: "The future is about content—we create it; brands—we have them; marketing—we're the best at it, and distribution—we cover the world." Eisner made a point of noting that ABC News will be allowed to do its job unhindered by corporate interference, although it will be under pressure (as is true of all Disney divisions) to perform better financially than it does now. Disney's 1995 results: \$12.1 billion in revenue, up 20%, with cash flow up 25%, to \$3.5 billion, and a 27% earnings-per-share gain, to \$2.60.

The Justice Department is reviewing the merger's antitrust implications, although Disney CEO Michael Eisner said at the company's shareholder meeting in New York on Jan. 4 that he doesn't anticipate any action from Justice that would block the deal or force a revision of its terms.

Votes representing 73% of Disney's outstanding shares were cast in favor of the deal, while about 80% of the outstanding CapCities/ABC shares were voted in favor of the merger. Disney was down 3/4 at the end of trading last Thurs-

Gumbel to leave 'Today'

Bryant Gumbel will leave NBC's *Today* show anchor seat in one year, on his 15th anniversary with the program. Gumbel broke the news to *Today* staffers at a breakfast meeting Jan. 4. A spokesperson said he was declining all interview requests, but it's understood that he will look at opportunities inside and outside NBC once his one-year contract extension is up on Jan. 4, 1997.



Bryant Gumbel

He joined *Today* on Jan. 4, 1982, after a seven-year stint with NBC Sports. Word of his pending departure comes three months after Gumbel was stunned and disappointed at being excluded from what was to have been an exclusive NBC interview with O.J. Simpson, who later backed out. But a spokesperson said there was no connection between that episode and his decision to leave.

Speculation on his replacement centers on Matt Lauer, current *Today* news anchor, and *NBC Nightly News* correspondent and substitute anchor Brian Williams.

—SM

STRANGE

T O N I

The Phenomenal



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

©1996 Rysher Entertainment, Inc. All rights reserved.



UNIVERSE

G H T

Daily Newsmagazine

Telcomsubcom chairmanship up in air

Tauzin and Oxley both want job after Fields retires at end of year

By Christopher Stern

As far as Representative Billy Tauzin (R-La.) is concerned, he has a lock on the chairmanship of the House Telecommunications Subcommittee once the current chair, Jack Fields (R-Tex.), retires at the end of 1996.

But Representative Mike Oxley (R-Ohio), the committee's vice chairman, said last week that he also wants the job. "Mike Oxley intends to be the next chair of the telecommunications subcommittee," said Oxley spokeswoman Peggy Peterson last week.

Tauzin, who has been in Congress for nine terms, easily outranks seven-term Oxley. But Tauzin joined the Republican party just four months ago, while Oxley is a lifelong Republican.

When Tauzin switched from the Democratic to the Republican party last August, he negotiated a deal that preserved his seniority as a nine-term congressman. His office is fond of pointing out that Tauzin is the only member in the history of Congress to serve as deputy majority leader for both parties during the same term. Technically, Tauzin has more seniority on the Commerce Committee than does chairman Thomas Bliley (R-Va.).



Both Billy Tauzin (l) and Mike Oxley hope to head subcommittee.

But Oxley hinted last week that the deal cut with the leadership may not fly with the rank-and-file Commerce Committee members who elect the subcommittee chairman. "Republicans are not the party of seniority," said Peterson last week, adding: "Seniority is just one factor in picking a chair."

Tauzin had been weighing a run for the Senate seat vacated by J. Bennett Johnson (D-La.), but decided against it after receiving assurances from the Republican leadership that the Telecommunications Subcommittee chairmanship was his. Tauzin's office said last week that Tauzin discussed the issue with both House Speaker Newt Gingrich (R-Ga.) and Bliley.

Despite Tauzin's claim of support from Gingrich and Bliley, Oxley's

office noted last week that subcommittee chairmen are elected by committee members. If Oxley wished, he could ask for a secret ballot, which would decrease the House leadership's influence on the selection of a subcommittee chair.

Commerce Committee Republicans reportedly are concerned that the Republican leadership is rewarding the recently Republican Tauzin at the expense of longtime party loyalty.

Sources close to Tauzin said last week that the Republican leadership hopes to send a message that former Democrats will not be treated as second-class citizens. So far this year, three House Democrats have switched to the Republican party.

TV industry lobbyists generally seem amenable to a subcommittee headed by either Oxley or Tauzin. Oxley is a strong supporter of spectrum auctions, which could be a potential problem for broadcasters. Tauzin was a supporter of program access in the 1992 Cable Act, which was strongly opposed by the cable industry.

Should the Democrats retake the House, the issue becomes moot, as Representative Ed Markey (D-Mass.) most likely would resume his former position as chairman. ■

Lots of work waiting for return of the FCC

Just opening the mail once they return to work may take a day or so, FCC officials say.

Awaiting an end to the government furloughs last week, commission officials predicted that the mounting pile of paperwork likely will stall substantive policymaking for a few days once the commission reopens. One source cites a three-foot-deep pile of mailbags in the FCC mail room and a stack of FCC filings that have come due during the shutdown waiting for attention the day the commission returns.

"I think there's going to be quite an avalanche," the source says. Commissioner Andrew Barrett also points to the mounting backlog of smaller transactions the commission will need to address once it returns: "Those are what concern me."

At midweek, commission officials were uncertain

how the shutdown would affect the scheduled Jan. 18 open meeting. Commission officials had hoped the FCC would address up to nine items at the meeting, including Disney's acquisition of CapCities/ABC's broadcast licenses and a proposed plan for assigning digital channels to broadcasters.

Sources say the commission may postpone the meeting or scale back the agenda. During the November shutdown, commission staffers were able to conduct work from their homes on the pending Westinghouse/CBS merger application.

But no such work has gone on during this furlough, sources say. Although commissioners have been assigned one adviser each to deal with auction-related matters, those advisers have not worked on issues outside the auctions, sources say. —CM

After Helping To Save Thousands Of Lives...

The Original Reality Series
Is Coming To The Rescue Again.

RESCUE 911

300 Half-Hours.

Advertiser Friendly.

Available for 1996-98.



AN INTERNATIONAL FAMILY
ENTERTAINMENT COMPANY

© MTM Enterprises, Inc. 1996. All Rights Reserved.

ALREADY CLEARED IN

LOW

**LATENIGHT
HOUR STRIP
FALL 1996**

Adam Carolla

Funny, irreverent,
provocative, energetic
mischievous, wacky
and likeable.



Dr. Drew

Believable, intelligent,
warm, sensitive,
sincere and
well informed.



©1995 Genesis Entertainment.
All Rights Reserved.

OVER 55% OF THE U.S.!



**GO TO BED WITH A
SMILE ON YOUR FACE!**



NATIONAL AD SALES:
NEW WORLD
SALES AND MARKETING
New York (212) 527-6500 • Chicago (312) 644-1244

STONE
STANLEY
PRODUCTIONS

In association
with Infinity Broadcasting



SYNDICATION SALES:
NEW WORLD \ GENESIS
DISTRIBUTION

N.Y. (212) 527-6400 • L.A. (310) 441-8344 • All. (770) 563-9607

WHO SAYS YOU CA

Already Bought By These Friendly Stations

WPIX

KTLA

WGN

WPHL

WLVI

KWGN

KCRA

WCPX

WXIN

NEW YORK

LOS ANGELES

CHICAGO

PHILADELPHIA

BOSTON

DENVER

SACRAMENTO

ORLANDO

INDIANAPOLIS

F.R.I.E.N.D.S

Bright Kaufman Crane
in association with
Warner Bros. Television

N'T BUY FRIENDS?



**WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION**
A Time Warner Entertainment Company
©1996 Warner Bros. All Rights Reserved.

Television From Two Points of View

The cable audience is growing by leaps and bounds at the expense of broadcast viewing. Or cable is essentially flat and over-the-air TV continues to grab the lion's share of viewing. Which statement is true? Depends on your perspective, as the presidents of the Cabletelevision Advertising Bureau and Television Bureau of Advertising, Joe Ostrow (left) and Ave Butensky, respectively, attest to in the spirited debate that follows. One thing on which both can agree: 1996 should be one heck of an advertising year for both media.

I'd like both of you to address the past year, talking about advertising for each medium: where you've seen the best growth and where you think the weaknesses lie.

Butensky: Advertising showed terrific strides in 1994 over '93. We got off to a good start in 1995, and it hit a wall in the fourth quarter. Sort of like

revving up the engines on an aircraft ready to take off as we head to 1996.

We have a political year and an Olympics year. The advertising market seems healthy. The major categories continue to be strong, although they tend to go somewhat on a roller coast-

er—some up-and-down. The future lies in the ability to keep those advertising categories strong and to cultivate new categories. We're optimistic as we move ahead.

Just to follow up—could you



SURF...



**Broadcasting
& Cable**

**SAVE
\$84**
off the
cover price

**Instant
Savings!**

YES!

Send me 1 year for only \$117.
I save \$84 off the cover price!

Name _____
(PLEASE PRINT)

Title _____

Company _____ Apt/Floor _____

Address _____ State _____ ZIP _____

City _____

Phone (____) _____

ONE YEAR \$117.00

Bill me. (U.S. only)

Charge my: VISA MC AMEX

Card # _____ Exp. date _____

Signature _____ B548TS

Canada= \$149 (Includes GST). Foreign Air= \$320. Foreign Surface= \$169.
FL and PA residents please add applicable sales tax.

...to sell. Until now!

"Lifeguard" is a reality strip that puts action and suspense in a brand new light. An advertiser-friendly show combining the appeal of real-life stories with the attractiveness of the world's most exotic locations.

That's why stations covering over 30% of the country have already signed-up for broadcasting's new reality franchise.



1995 was a sensational year for cable. All sizes, dimensions, shapes and forms of cable did very, very well.

address some of those late-'95 problems a little more specifically? Will they continue into the first half of '96, as some people are speculating?

Butensky: I don't know that it was so much a problem as that it was coming off a fantastic '94, where you had double-digit increases, a lot of it fueled by the economy and by political spending. Getting over the '94 numbers was a heck of a mountain to climb. Even though the fourth quarter will be down, I think we'll finish 1995 up a few percent—it had a big upfront market with record numbers.

Early '96?

Butensky: It's pretty tough to read. We're optimistic—we're looking for the first quarter of '96. We see some trickles coming back, particularly in the local market. January '96 is pacing ahead of '95 on the local side, not so on the national side so far. We think the national will start to kick in as you get later in the quarter, based on our dialogue with advertisers, and we're looking for high-single-digit increases in 1996 over '95. So we think the graph is still going in the right direction.

Joe, strengths and weaknesses in the cable advertising market in '95.

Ostrow: 1995 was a sensational year for cable. All sizes, dimensions, shapes and forms of cable did very, very well. Network, for example, for the first time was really a player in the upfront market—it had a sensational upfront. And I think it just continues to build on the audience growth that's been taking place and the fact that there is a great opportunity for advertisers to get more value through the use of cable.

What about the local level?

Ostrow: At the marketplace level, we've also had tremendous growth. That tends to be fueled more by retailers, who have a very interesting perspective on life: If the cash register doesn't ring, they're not back the next day. As a result, our business has continued to grow, with success story after success story. We've seen double-digit increases for both aspects of the medium—the national and the marketplace-driven portions of cable.

What about the fourth quarter for cable?

Ostrow: While there's been a little bit of a slowdown in the fourth quarter, in effect it's really more of a leveling, having had such a tremendous upfront.

And '96?

Ostrow: This year looks like a continuation of the trend—double-digit increases for all segments of the medium. The political [activity], indeed, [is] an important part of the driving force. We think that cable is in a position to particularly benefit from the political environment and the election year.

Can you both give net estimates for national spending for your respective mediums in '95? And could you be a little more specific with respect to growth for '96?

Butensky: I think we'll cross \$16 billion in 1996. We're looking at 8% to 9% gains in both local and national. Those are pretty healthy numbers coming off the growth of the past year and 1994. A lot of it will be fueled by new business, by the economy and new categories and further development of old categories. Advertising is a vital commodity in the marketplace, and, as more people that have never used television before convert to television, it swells the ranks even further. That's where our energy's going to be; that's where we see growth coming from.

That \$16 billion—is that local and national spot combined?

Butensky: Yes.

How about cable, Joe?

Ostrow: We see the network side being well over the \$4 billion level in 1996—which, as I said, will be a double-digit increase over 1995. One category or constituency that I left out in the prior comments is regional networks, which are growing at an even greater level. And while their volume is small, their increase is in the 20% range. Insofar as the local marketplace dollars are concerned, we're expecting to see more than \$1.4 billion—maybe close to \$1.5 billion—in 1996. Again, that will be a double-digit increase, probably 12% to 15%.

In '96, where's the new business coming from?

Ostrow: I think we will see new categories coming out of consumer-related technology. Products and services that are on the drawing boards or in test market or just launching are becoming more full-blown in terms of their level of activity in soliciting consumer business. The motion-picture business will continue to be strong for us. I also think retailers are rediscovering the opportunity in television and perhaps moving away from print, where they've been so deeply involved. I think they recognize that they can sell product through television and not just do image-related things.

AND TURF!

**ALREADY SOLD IN OVER
30% OF THE COUNTRY**

SAN FRANCISCO	KOFY	W. PALM BEACH	WFLX
DALLAS	KXAS	GREENSBORO	WEJC
SEATTLE	KING	ALBUQUERQUE	KASA
CLEVELAND	WUAB	LOUISVILLE	WHAS
ST. LOUIS	KDNL	FRESNO	KMPH
SACRAMENTO	KPWB	AUSTIN	KXAN
PORTLAND	KGW	HONOLULU	KFVE
INDIANAPOLIS	WISH	DES MOINES	KDSM
HARTFORD	WTNH	SPOKANE	KREM
CINCINNATI	WXIX	OMAHA	KPTM
KANSAS CITY	KMBC	TUCSON	KTTU
COLUMBUS	WSYX	CHAMPAIGN	WAND
GREENVILLE	WFBC	FT. WAYNE	WANE
SAN ANTONIO	KRRT	RENO	KREN
GRAND RAPIDS	WOTV	BAKERSFIELD	KMPH
NORFOLK	WAVY		

AND MORE!

LIFEGUARD

REALITY HAS NEVER LOOKED SO GOOD



SPONSOR STATIONS BELMONT

Telepictures
DISTRIBUTION

A Time Warner Entertainment Company
New York (212) 636-3340 • Los Angeles (818) 954-6328
Chicago (312) 440-9611

© 1998 Warner Bros. All Rights Reserved

www.americanidolhistory.com

**Set sail with
a new kind of
action hour...**

Sail

Produced by



in association with



**ALL AMERICAN
TELEVISION
PRODUCTIONS, INC.**

A Subsidiary Of
ALL AMERICAN COMMUNICATIONS, INC.



bad

The adventure begins Fall '96

U.S. Distribution by



**ALL AMERICAN
TELEVISION, INC.**

A Subsidiary Of
ALL AMERICAN COMMUNICATIONS, INC.

© 1995 All American Television

The over-the-air networks and the independent stations continue to have the lion's share [of stronger programs].



Butensky: I would echo the retail part. Retail is the second-largest category of advertising, and television, in total, does a little more than a fourth of the retail money. We've seen some gains in the past few years, and we now are looking at retail coming in even stronger. Last year was the first time that television ad revenue passed newspaper ad revenue, and we see that pulling away even further. Certainly the technology in the computer field is going to show remarkable growth. We can expect to look for new sources from health-care services, from financial institutions and from the automobile aftermarket. Supermarkets and leisure activities also will grow.

There's been a lot written this past year about the migration of subscribers, or viewers, from the broadcast side to the cable side. To what extent did that happen, and what's the significance for the advertising market?

Ostrow: I think what you're seeing is a sea change in terms of viewers' habits and their loyalties in terms of television viewing. Cable's growth has been enormous and shows no sign of letting up. We're getting bigger audiences, and it's not just new networks or the O.J. [Simpson] situation. Not to say that those things didn't help, but we see the existing networks getting bigger audiences as time goes on. We just went through four consecutive sweeps where broadcast lost share. Now, if they're not doing what they are supposed to do, how does that bode for the future? I mean, the new-season launch has been a disaster for the broadcast industry and a tremendous plus for cable. We just continue to grow share, homes and audience.

Butensky: People are driven to watch programs. The better the program, the more loyal the audience. It doesn't make a difference where the program is. The over-the-air networks and the independent stations have had the stronger share of programs. They continue to have the lion's share. And you will see roller-coaster effects. We came through a season that was tremendously impacted by the O.J. trial—where you had significant wall-to-wall coverage, particularly on cable. Audiences veered to that and watched it. We're seeing audiences now tending to go back to their [previous] programs. If you look at ratings on a program basis, some of the cable networks are up, some are down. The independent stations have gone up. Cable—with the exception of those that covered O.J.—have been up a tenth or down a tenth, so they're pretty well flat on a network-by-network basis. The gains have been with Court TV and CNN. If programs continue to be strong, that's where the audience is going to be. And if cable has strong programs, it will grow; if not, it won't. You have to consider—you've got six broadcast networks doing about 60% of the viewing versus 52 cable net-

works, of which 32 are reporting constantly, getting about 40%. The numbers speak for themselves. For an advertiser who has to look at programing, you've got an opportunity to get better reach, more economically, by using those programs that have the biggest numbers against the demographics that you're trying to reach.

Ostrow: I need to say that I disagree with about three-quarters of what Ave just said. The numbers bear out what I'm about to say, which is that cable continues to grow—and even the independent stations have slipped in ratings, and continue to slip. The three months of the new season show a continuing decline, certainly in the networks. Yes, one of the networks is up, but overall the aggregate of the three networks—or the four, depending on how you look at it—is down, has been down for the entire new season and continues to decline in an unabated fashion.

What about the reach issue?

Ostrow: There is no more economical way to get reach than cable. Because of the specificity of the programing it offers, there is less likely to be duplication, so you can extend reach in a much more efficient fashion than you can with the massive let's-drop-the-net-and-hope-that-you-catch-some-of-the-people-you-want-to-catch-that-are-your-prime-prospects philosophy. We have targeting that's built in, so you can be much more effective going in, rather than worrying about whether you're going to get the kind of people that you want with this net-dropping philosophy.

But you agree with Ave that programing is key?

Ostrow: Yes. In fact, if one were to look at the programing that's on ABC, CBS and NBC, what you have is the bandwagon effect. Where one show succeeds, you have five or six or eight replications—people attempting to clone a success. And, of course, what that does for the viewing public is create boredom: It's lack of choice; it's inflexibility; it's alienation. And to a large degree, that programing philosophy has helped drive people to cable, where there are distinct, lifestyle-oriented, very different tastes being satisfied by the programing.

Butensky: I guess we're paid to disagree.

Do the viewers distinguish between cable programs and broadcast programs?

Ostrow: There's research that goes both ways. But certainly they distinguish by programing, and they know that a program that is a broad-based situation comedy is a lot different from a program oriented to health or news, or information,

Call 555-1212

**NEW ON MARKET.
SHOWN ONLY ONCE.**

Luxurious surroundings. Great neighborhood. Attracting the best mix of young adult men and women. 2 year lease. Unbeatable value. Call Beverly Hills 90210. Turn page for details.

Liberal pink stoically invades

Number One And Best



Already sold in 28% of the US,
including NY, LA and Chicago

ter Than First-Run

- New Offering For Years 6 And 7!
- Proven Success...
Fox's #1 Rated Show!
- 64 All-New Episodes!
Never Before Seen In Syndication!
- New Cast Members—New Stories!
- Advertiser Supported!



WORLDVISION

A SUBSIDIARY OF
SPELLING ENTERTAINMENT GROUP INC.

© 1996 WORLDVISION ENTERPRISES INC.

© 1996 Torand, a Spelling Ent. Co. All Rights Reserved.

'Gabrielle,' 'Charles Perez' talked out

Low ratings cited for decision to pull plugs

By Cynthia Littleton

The dawn of the new year brought more woe to the talk show business last week as two of 1995's low-rated rookies were canceled and one broadcaster made good on his threat to take *Carnie* off the air in Colorado Springs.

Twentieth Television's *Gabrielle* and Tribune Entertainment's *Charles Perez* joined the list of new talk strips that didn't make it through the 1995-96 season. Last month, Buena Vista Television canceled its low-rated strips *Danny!* and *Stephanie Miller*; Warner Bros. Domestic Television Distribution is planning to replace *Carnie* with a new talk/variety hour hosted by Rosie O'Donnell this summer.

Twentieth Television officials said that *Gabrielle*, the daytime strip hosted by *Beverly Hills, 90210* star Gabrielle Carteris, was a victim of low ratings and an oversaturated talk show market. *Gabrielle* was one of a half-dozen talk strips launched last September with the goal of reaching the youthful audience that turned Columbia TriStar Television Distribution's *Ricki Lake* into a phenomenal hit in 1994.

Although production on both shows was halted Jan. 2, original episodes of *Gabrielle* will run through the end of

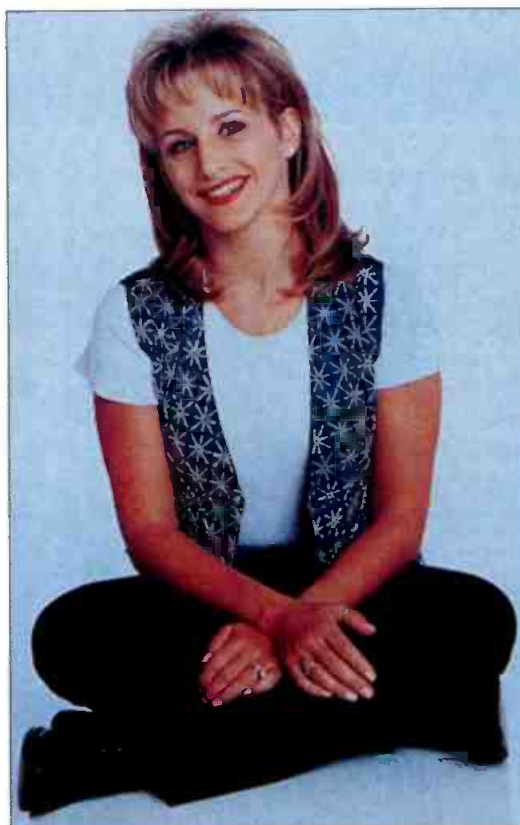
February, with repeats airing until March 29. The last episode of *Charles Perez* will air Jan. 26.

Gabrielle's cancellation came as no surprise to industry observers. The strip averaged a 1 national Nielsen household rating and 3 share during the November sweeps and garnered a mere .8 rating among its target audience of women 18-34.

Gabrielle's poor showing may not bode well for some of the new "advertiser-friendly" talkers in the works for next fall. Although some praised *Gabrielle* for avoiding risqué and exploitive topics, others described the show as bland.

On the other hand, *Charles Perez* was one of the shows criticized for its content by former Education secretary William Bennett and others involved in a campaign to "clean up" talk TV. But Tribune officials said ratings were the only reason behind the decision to pull the plug on *Perez*, a former producer for *Ricki Lake* and other talk shows.

"The timing of the *Charles Perez* show did not work out in light of the current fragmentation and economics of talk shows," said Karen Corbin,



Gabrielle Carteris was unable to translate her '90210' popularity into talk ratings success.

senior vice president of program development for Tribune. "We are very proud of some of the shows we did and particularly think a lot of *Perez*."

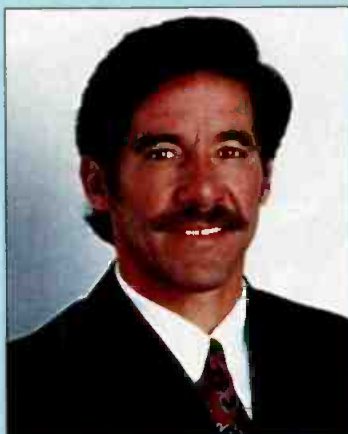
Charles Perez averaged a 1.7/6 in households during the November sweeps, pulling in a 1.3 with women

Geraldo takes the pledge

Veteran talk show host Geraldo Rivera will rename his long-running strip next fall and is promising to move away from sensationalism and confrontation in favor of more substantive, news-oriented topics.

Tribune Entertainment's *Geraldo* will formally be rechristened *The Geraldo Rivera Show* in September, but Rivera already has made substantive changes to the show, according to Martin Berman, president of Rivera's production company, Investigative News Group.

The move by the host who once had his nose broken during a brawl on his show comes at a time when talk shows are facing increased scrutiny from advertisers and political activists over content concerns.



A kinder, gentler 'Geraldo Rivera Show' is in the works.

Last month, Rivera, who also hosts the nightly *Rivera Live* call-in show on CNBC, said he planned to stop hosting *Geraldo* after the 1997-98 season. But Berman says the decision to change direction has "reinvigorated" Rivera's enthusiasm for the show, launched in 1987 and renewed by Tribune through 2000.

Rivera has drawn up a 10-point "bill of rights" for talk show viewers, a document which promises, among other things, that his program will not show violent acts or have disingenuous guests. Rivera is said to be planning to challenge other talk show hosts to sign the pledge. The relaunch of *The Geraldo Rivera Show* will be a major part of

Tribune's presentation at the NATPE convention in Las Vegas later this month.

—CL

FLASH GORDON



**ANIMATED
ACTION
HALF-HOURS
AVAILABLE
FALL '96**

Hearst Entertainment

VISIT US AT
BOOTH
#7350

HOME VIDEO LICENSE

235 East 45th St., New York, NY 10017 Phone: (212) 512-4000 1(800) 525-8464 FAX: (212) 989-6279

Los Angeles Phone: (310) 478-1700 London Phone: (171) 499-8271 FAX: (171) 499-8702

Flash Gordon © 1995 Hearst Entertainment, Inc. King Features Syndicate, Inc. TM of The Hearst Corporation

MASTER TOY LICENSE

Playmates

LIVE
ENTERTAINMENT

A LooneyTunes Productions Audiovisual Dupuis-Correa Television / Cine-8 Production in association with

**Melba
TOON**

18-34. The show, launched on the Tribune stations last March, had been cleared on only 77 stations as of November, compared with 156 stations for *Gabrielle*.

Syndicators weren't the only ones swinging the ax on talkers last week. As promised, KOAA-TV, the NBC affiliate in Colorado Springs, replaced Warner Bros.' *Carnie* on Jan. 1 with a double run of Warner Bros.' sitcom *Step by Step* in the 3 p.m. slot. KOAA-TV officials say the show's subject matter clashed with community standards in the nation's 97th-ranked TV market.

KOAA-TV will pull Warner Bros.' *Jenny Jones* ostensibly for the same reason Jan. 12, to be replaced with a repeat of NBC's daytime talker *Leeza* until the network's new daytime series *Real Life* starts up in March. Last October, KOAA-TV General Manager John Gilbert proclaimed *Carnie* and *Jenny Jones* "trash" and promised to pull them if changes weren't made by the end of the year. Some on the supply side have suggested that the moves were motivated as much by ratings as by conscience. "We're not seeing shows doing a four or five getting canceled because of content," one syndica-

tion executive told BROADCASTING & CABLE when the KOAA-TV move was announced last November.

Warner Bros. officials declined to comment. Ron Eccher, program director for KOAA-TV, says Warner Bros.

agreed to "swap" the double run of *Step by Step* through August if the station otherwise honors the terms of its contracts for *Carnie* and *Jenny Jones* (paying license fees and running barter time). ■

'Elliott,' 'Walberg' renewed

CBS O&Os commit to 'Gordon'; 'Mark' revamped, re-upped

By Cynthia Littleton

Gordon Elliott and Mark Walberg received votes of confidence from their financial backers last week as the competition in the first-run talk arena thinned.

Gordon Elliott, produced as a joint venture between Fox's Twentieth Television and CBS Entertainment, was given a two-year commitment by the 15 CBS-owned stations, which cover 32% of the country. The show, which has been carried on Fox O&Os since its premiere in fall 1994, will move to the CBS stations this fall.

"This commitment by CBS solidifies the future of the show and will allow it

to continue its growth on a national level," said Rick Jacobson, president and COO of Twentieth Television.

Gordon Elliott, the only new talk show of 1994 to come back for a second year, has averaged a 2.1 national Nielsen household rating this season. The show had a 1.7/7 average during the November sweeps, boosting its year-ago time period average in women 18-34 by an average 7%.

Some speculated that CBS Entertainment's investment in *Gordon Elliott* was a factor in the show's receiving a two-year commitment.

Meanwhile, New World/Genesis Distribution has begun a campaign to revitalize the image of its low-rated talker *Mark Walberg*, starting with an ad campaign proclaiming: "Same Guy, Better Talk."

The revamped show will focus more

WORLDVISION
Mourns the Passing of

**LARRY
GOTTLIEB**

A Respected Colleague and a Dear Friend

Who Will be Deeply Missed

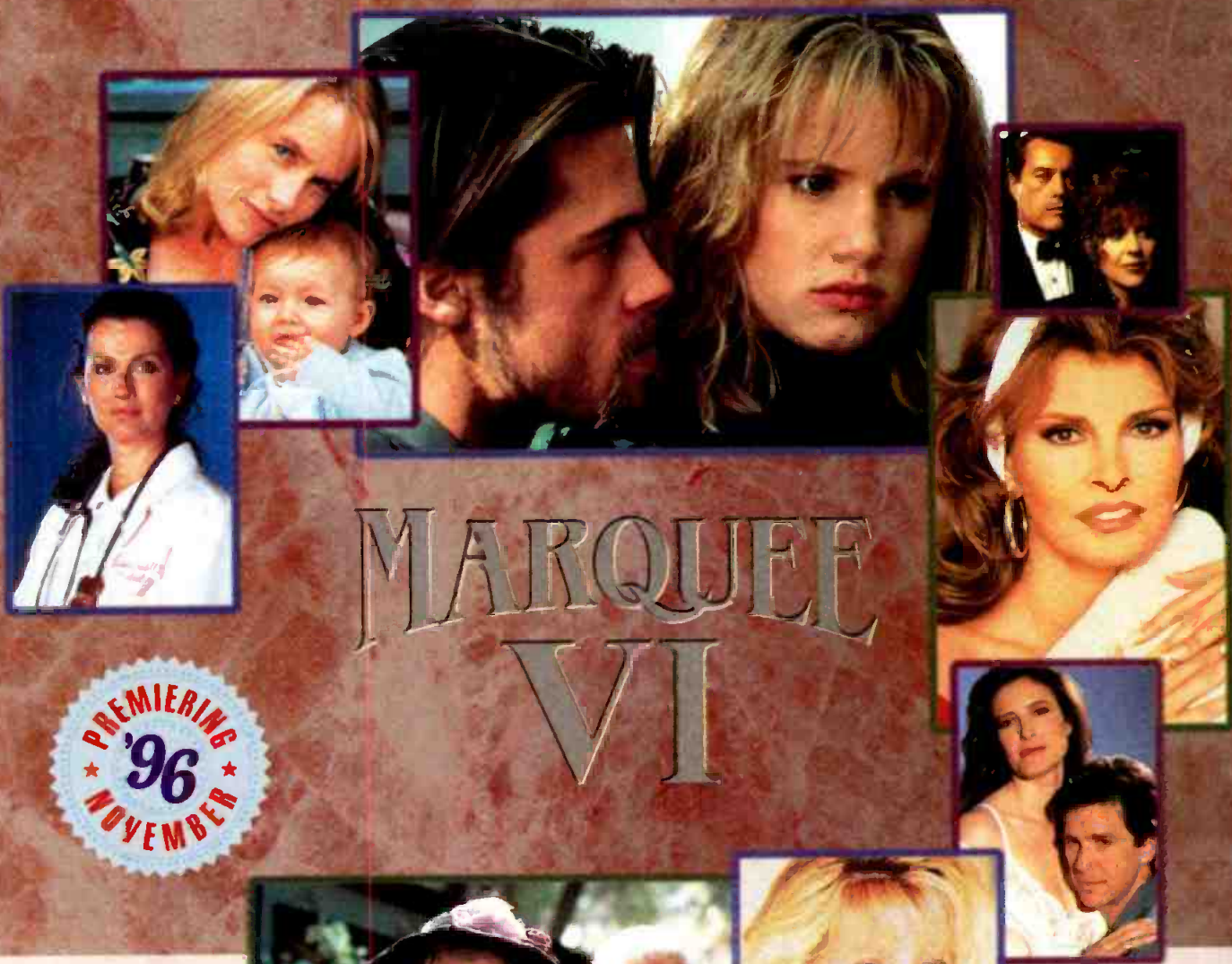
by All of Us.



Dennig moves to Worldvision

Veteran station rep Louis Dennig has left his post as VP/director of programing for Blair Television to join Worldvision Enterprises as senior VP, programing. Dennig will be responsible for acquisition and development of Worldvision product and will supervise company's programing staff. Worldvision, distribution arm of Spelling Entertainment, is bringing three new shows to NATPE later this month: reality strip *Hot Bench with Judge Judy Sheindlin*, talk strip *The Jim J. and Tammy Faye Show* and game show strip *Swaps*. Dennig spent five years as associate director of programing for MMT Sales before moving to Blair in January 1994. He also worked as program director for Meredith Broadcasting's WTVH-TV Syracuse, N.Y., from 1986 to 1988.

THE POWER OF ATTRACTION JUST GOT MORE ATTRACTIVE...



MARQUEE VI

PREMIERING
★ '96 ★
NOVEMBER

Powers Boothe
Olivia D'Abo
Brian Dennehy
William Devane
Veronica Hamel
Angela Lansbury
Juliette Lewis
Amy Madigan
Tim Matheson



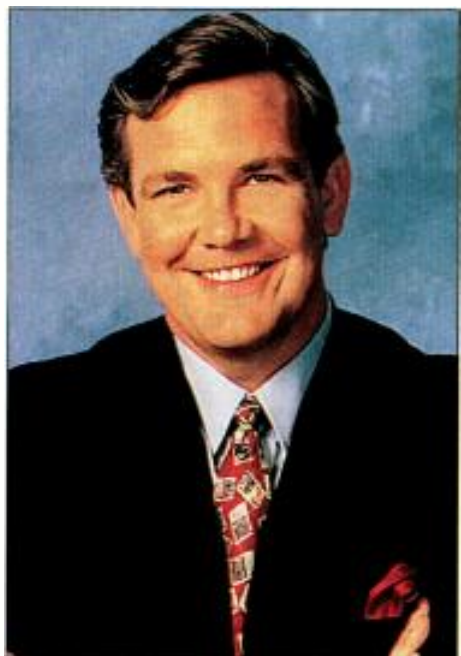
Michael Nouri
Brad Pitt
Mimi Rogers
Omar Sharif
Ron Silver
Alicia Silverstone
Suzanne Somers
Cicely Tyson
Raquel Welch



Hearst Entertainment

235 East 45th Street, New York, New York 10017
Phone: (212) 455-4387 1-800-526-5464 Fax: (212) 983-6379
©1996 Hearst Entertainment, Inc. Worldwide Rights Reserved

**VISIT US AT NATPE
BOOTH #7350**



'Gordon Elliott' was the only 1994 freshman to make it to year two.

on topical issues and will break away from the traditional talk show format periodically with Walberg doing live remotes and one-on-one interviews. The new approach, spearheaded by the show's new executive producer, Bruce McKay, began airing last week.

New World has renewed the show for a second season in more than 54% of the country, thanks largely to its pact with Fox, which gives the show a guaranteed slot on the network's O&Os, and the reach of the 12 New World-owned stations. To date, Walberg has averaged a 1.4 national Nielsen household rating.

New World's commitment to Mark

Walberg comes in marked contrast to the swift cancellations of five of the eight new talk strips launched last September.

"Our stations actually encouraged us not to cancel the show," said Art Bilger, president/COO of New World Communications. "If they had been neutral or negative about Mark and the show, we might have considered otherwise." ■

Bowl-ing for ratings

Fiesta powers CBS to Tuesday win, but Rose could take crown among holiday games

By Steve Coe

Although CBS's Jan. 2 broadcast of the Fiesta Bowl—pitting the Nebraska Cornhuskers against the Florida Gators for the undisputed national championship of college football—scored an 18.8 rating/31 share in Nielsen national numbers, the game's ratings failed to rank among the all-time highest-rated games and may not even be the highest-rated bowl game

this year when final numbers are in.

That honor could well go to the Rose Bowl, which aired on ABC and featured the University of Southern California and the Northwestern Wildcats. In Nielsen overnight numbers, the Rose Bowl pulled in a 19.4 rating.

Pregame speculation had centered on the possibility that this year's Fiesta Bowl, pitting the number-one and -two

Continues on page 48

Help Your Audience Say No to Frozen Pipes.



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

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

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

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

Contact us with this form:

Please send me the following NO FROZEN PIPES information:

- TV PSAs (3/4 inch tape)
- TV PSAs (1 inch tape)
- Radio PSAs (reel-to-reel tape)
- Brochures (quantity needed: _____)
- Information about potential interview subjects

Name _____

Title _____

Station _____

Address _____

City _____ State _____

ZIP _____

Mail to: No Frozen Pipes
Public Affairs Department
State Farm Insurance
One State Farm Plaza
Bloomington, IL 61710-0001



No Frozen Pipes.

Or fax: (309) 766-2670
For additional information, call: (309) 766-2625

State Farm Fire and Casualty Company Home Office, Bloomington, Illinois

hrp

HARRINGTON, RIGHTER & PARSONS, INC.

NOW REPRESENTS

	PEORIA – BLOOMINGTON	
	WAUSAU – RHINELANDER	
	WHEELING – STEUBENVILLE	
	WICHITA FALLS & LAWTON	
	ODESSA – MIDLAND	

BRISSETTE BROADCASTING CORPORATION

hrp

Harrington, Righter & Parsons, Inc., a subsidiary of Cox Broadcasting, Inc.
805 Third Avenue • New York, NY 10022-7513 • (212) 756-3600

Offices: New York • Atlanta • Boston • Charlotte • Chicago • Cleveland • Dallas • Detroit • Houston • Los Angeles
• Minneapolis • Philadelphia • San Francisco • St. Louis • Seattle • Tampa

'Mr. Men' for sale

France's 4D/Marina Productions is hoping to find U.S. homes for *Mr. Men* at the NATPE convention in Las Vegas later this month. 4D/Marina is offering a package of 52 ten-minute animated shorts based on the chil-

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Dec. 17. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	12.9/228/99
2. Jeopardy!	10.5/221/99
3. Home Improvement	10.2/216/96
4. Oprah Winfrey Show	7.8/236/99
5. Seinfeld	7.3/216/97
6. Entertainment Tonight	6.9/170/94
7. Simpsons	6.4/185/96
8. ESPN NFL Regular Season	6.3/3/71
9. Wheel of Fortune-wknd	6.1/168/71
10. Inside Edition	5.9/166/90
10. Star Trek: Deep Space Nine	5.9/234/98
12. Home Improvement-wknd	5.8/209/91
12. Roseanne	5.8/175/93
14. Fresh Prince of Bel-Air	5.4/158/88
14. Hercules, Journeys of	5.4/216/97
14. Imagination III	5.4/143/95

dren's books by British author Roger Hargreaves. The series, aimed at preschoolers, features characters with exaggerated physical or behavioral problems that illuminate human frailties. 4D/Marina also is at work on a French version of *Where in the World Is Carmen Sandiego?*

Friendly fitness

Intersport Television is selling teen-oriented *PE-TV*, an FCC-friendly weekly series about physical fitness. The series of 26 half-hour episodes, produced by footwear giant Reebok International, aired last year on Channel One network, which serves roughly 12,000 public schools in the U.S.

New 'ET' correspondents

Three new correspondents have joined Paramount Domestic Television's *Entertainment Tonight*.

Jann Carl spent the past eight years as co-anchor of *News at 10* for Tribune-owned KTLA-TV Los Angeles.

Lisa Canning had a recurring role on *General Hospital* and briefly co-hosted TBS's *Live from the House of Blues*. Mark Steines, previously the sports anchor for Disney-owned KCAL-TV, has hosted specials for ESPN, E! and others.

Looking back

San Francisco-based syndicator GGP has secured the highest clearance level ever for its fifth annual year-end news and entertainment retrospective. GGP's *A Year in Review: Images of 1995*, co-produced with CNBC, has been cleared for broadcast between Dec. 22 and Jan. 14 on 215 stations covering 98% of the country. The hour special, hosted by WNBC-TV anchor Chuck Scarborough, is also running on CNBC.—CL

Cable connection

Cable programmers were also making syndication news last week (see "Cable," pages 58, 59).

FELLOWSHIPS

Rewriting the Social Contract: Are Families Better Off?

Fellowships cover instruction, lodging, meals, reading material and a travel subsidy of up to \$300. The Center is part of the University of Maryland College of Journalism and is funded by The Annie E. Casey Foundation.

DEADLINE: Received by March 11, 1996

The program is for print or broadcast journalists of all experience levels. **TO APPLY**, send *five copies each* of: a resume; statement of up to 500 words of reasons for wanting to attend and how this will strengthen coverage; nominating letter from a supervisor; and three published articles, one audiotape or 1/2" VHS tape.

Contact: Cathy Trost, Director, Casey Journalism Center, 8701-B Adelphi Rd., Adelphi, Md. 20783-1716. Phone: 301-445-4971.

Apply now to attend the fourth annual conference of the Casey Journalism Center for Children and Families at the University of Maryland.

With Congress and the White House negotiating the biggest overhaul of America's social welfare system in the past half-century, journalists must prepare now to cover sweeping changes in federal social programs affecting children and families. **Thirty journalists will be awarded fellowships to attend a week-long conference, June 2-7, 1996, to equip them to understand this complicated story.** Participants will join a wide range of leading authorities with diverse views from federal, state and local governments, universities, and the private sector for intensive discussions about the shift of welfare, Medicaid and other benefit programs from the federal government to the states and the likely impact on families and communities.

The conference will give journalists information and tools to understand how what happens in Washington will affect programs in their own states. They'll learn how to "follow the money" as states use block grants creatively—or chaotically—to redesign programs to protect and help children and families. Reporters will take back to their newsrooms an arsenal of sources, experts and data to measure the impact of this bold experiment on children's lives.

Sessions will also feature journalists who have been pace-setters in coverage of social welfare issues, along with models of good project and beat reporting. **We encourage applications from editors who direct coverage of these issues.**

Casey conferences draw on diverse experts. Past speakers include First Lady Hillary Rodham Clinton, Attorney General Janet Reno and American Enterprise Institute scholar Douglas J. Besharov.

Here's Your Winning Hand For NATPE



JUDGED #1 BY 1995 NATPE ATTENDEES FOR...

- Overall usefulness at NATPE
- Advertising products and programs at NATPE
 - Providing the most up-to-date trade news
 - Guiding attendees around the show floor
- Informing attendees of conference seminars and events

Broadcasting & Cable's powerful NATPE Package, including the #1 rated dailies by TV station general managers, provides the most complete coverage at the show: two weekly issues and three show dailies to keep decision-makers abreast of all the NATPE news.

Broadcasting & Cable is offering the same quality package to NATPE advertisers in 1996. Once again, there'll be five big issues. And all in an eye-catching tabloid size to give your ad that extra impact.

ISSUE	ISSUE DATE	MATERIAL DEADLINE	EDITORIAL COVERAGE	BONUS DISTRIBUTION
Pre-NATPE Tabloid	Jan. 15	Jan. 5	<ul style="list-style-type: none"> • Upcoming events • Identifies hot properties 	---
NATPE Tabloid	Jan. 22	Jan. 12	<ul style="list-style-type: none"> • What's in, who to watch, where to go; Special international section 	<ul style="list-style-type: none"> • Hotel room to room • At exhibition hall
NATPE DAILIES	Jan. 23 Jan. 24 Jan. 25	Jan. 12	<ul style="list-style-type: none"> • Daily show developments • New program releases • Special events/appearances 	<ul style="list-style-type: none"> • Hotel room to room • At exhibition hall

TO RESERVE AD SPACE, CONTACT YOUR BROADCASTING & CABLE SALES REPRESENTATIVE TODAY AT 212-337-6940 OR 213-549-4113.



SOURCE: 1995 NATPE Daily Study

Continued from page 44

teams, might score higher than the 1987 Fiesta Bowl, which featured the University of Miami and Penn State for the national championship. That game recorded 25.1/38, making it the high-

est-rated bowl game of the past 15 years.

Its historical ranking notwithstanding, the Fiesta Bowl did manage to power CBS to a rare Tuesday night win. For the night, CBS averaged a 19.8/30, compared with ABC's

13.1/19, NBC's 10.6/16 and Fox's 6.6/10. The network also finished clearly ahead among adults 18-49, with an 11.6 average, followed by ABC's 8.3, NBC's 6.6 and Fox's 5.4.

In other major bowl games, ABC's telecast of the Sugar Bowl on Dec. 31

PEOPLE'S CHOICE: Ratings according to Nielsen, Dec. 18-24

Week 14	abc	CBS	NBC	Fox	UPN
	14.9/24	8.4/13	11.0/17	7.2/11	3.0/5
MONDAY	8:00 56. The Marshal 7.5/13	54. Nanny: Oy/World 7.6/12	31. Fresh Prince 9.4/15	32. TV's Funniest Christmas Mom 9.3/15	93. Star Trek: Voyager 3.7/6
	8:30	54. Can't Hurry Love 7.6/12	48. Brotherly Love 8.2/13	78. Ned and Stacey 5.6/9	99. Nowhere Man 2.3/4
	9:00 1. NFL Monday Night Football—Minnesota Vikings vs. San Francisco 49ers 17.8/31	30. Murphy Brown 9.5/15	15. NBC Monday Night Movie—Moment of Truth 12.0/19	90. Partners 4.5/7	
	9:30	44. High Society 8.4/13			
	10:00 38. Chicago Hope 8.8/14				
10:30					
TUESDAY	8:00 13.1/21	8.6/13	12.8/20	6.7/10	1.7/1
	8:30 16. Roseanne 11.5/18	51. John Grisham's The Client 7.9/12	11. Wings 12.7/20	68. Fox Tuesday Night Movie—Fire in the Sky 6.7/10	100. Deadly Games 2.0/3
	8:30 19. Hudson Street 10.8/17		14. NewsRadio 12.5/19		104. Live Shot 1.4/2
	9:00 9. Home Imprvmt 13.6/20	35. CBS Tuesday Movie—Breathing Lessons 8.9/14	4. Frasier 16.6/25		
	9:30 8. Coach 14.2/22		13. J Larroquette 12.6/19		
10:00 6. NYPD Blue 14.5/24		17. Dateline NBC 11.3/18			
10:30					
WEDNESDAY	8:00 10.8/18	8.8/15	8.1/14	8.3/13	3.3/5
	8:00 22. Ellen 10.2/17	46. Dave's World 8.3/14	78. seaQuest 2032 5.6/9	28. Beverly Hills, 90210 9.6/16	96. Sister, Sister 3.3/6
	8:30 28. Drew Carey 9.6/16	49. Bless This House 8.1/13			94. The Parent 'Hood 3.4/5
	9:00 10. Grace Under Fire 13.1/21	24. Kathie Lee Gifford: Home/Holidays 10.0/16	35. Dateline NBC 8.9/14	64. Party of Five 7.0/11	94. The Wayans Bros. 3.4/5
	9:30 23. Naked Truth 10.1/16	49. Angels Among Us 8.1/14	25. Law & Order 9.9/17		96. Unhap Ever After 3.3/5
10:00 18. PrimeTime Live 11.0/19					
10:30					
THURSDAY	8:00 7.5/13	8.9/15	15.4/26	6.2/10	
	8:00 56. ABC World of Discovery 7.5/13	32. Winnie the Pooh Christmas 9.3/16	7. Friends 14.4/24	73. Living Single 6.2/11	
	8:30	43. Mickey's Christmas Carol 9.5/14	11. The Single Guy 12.7/21	75. The Crew 5.9/10	
	9:00 56. ABC Thursday Night Movie—Memphis Belle 7.5/12	35. 48 Hours 8.9/15	3. Seinfeld 16.8/27	70. New York Undercover 6.4/11	
	9:30		5. Caroline in/City 14.6/24		
10:00		2. ER 17.1/29			
10:30					
FRIDAY	8:00 9.5/17	7.9/15	8.8/16	7.3/13	
	8:00 20. Family Matters 10.5/20	52. Due South 7.7/14	38. NBC Movie of the Week—The Sound of Music 8.8/16	81. Strange Luck 5.5/10	
	8:30 44. Jingle Bell Rock 8.4/16	40. Diagnosis Murder 8.6/15		34. The X-Files 9.0/16	
	9:00 46. Step by Step 8.3/15	61. Picket Fences 7.4/14			
	9:30 40. Boy Meets World 8.6/15				
10:00 20. 20/20 10.5/19					
10:30					
SATURDAY	8:00 7.4/14	8.6/16	4.2/8	7.1/14	
	8:00 65. Jeff Foxworthy 6.9/14	56. Opryland's Country Christmas 7.5/15	98. Everybody's Business 2.8/5	69. Cops 6.6/13	
	8:30 70. Maybe This Time 6.4/12	40. Touched by an Angel 8.6/16	83. NBC Movie Special—Sidekicks 5.0/9	56. Cops 7.5/15	
	9:00 52. Saturday Night at the Movies—Homeward Bound: The Incredible Journey 7.7/15	27. Walker, Texas Ranger 9.7/19		63. America's Most Wanted 7.1/13	
	9:30				
10:00					
10:30					
SUNDAY	7:00 6.2/15	5.5/13	7.2/17	5.4/13	1.4/3
	7:00 89. Am Fun Home Vid 4.6/11	62. 60 Minutes: Three Remarkable Wm 7.3/18	(nr) NFL Game 2 13.7/33	87. World's Funniest Outtakes 4.9/12	103. Pinky & the Brain 1.5/4
	7:30 74. Am Fun Home Vid 6.0/15	83. Cybill 5.0/12	88. Lost Civilizations 4.8/12	82. The Simpsons 5.4/14	101. Animaniacs Xmas 1.6/4
	8:00 76. Lois & Clark 5.7/14	92. Almost Perfect 4.3/11	78. Mad About You 5.6/14	83. Martin 5.0/13	101. Sister, Sister 1.6/4
	8:30	83. CBS Sunday Movie—Christmas on Division Street 5.0/12	90. Hope & Gloria 4.5/11	72. Married w/Child 6.3/16	105. Kirk 1.3/3
9:00 65. ABC Sunday Night Movie—Columbo: Butterfly Gray 6.9/16		67. NBC Sunday Night Movie—Necessary Roughness 6.8/16	76. Martin 5.7/13	105. Cleghorne! 1.3/3	
9:30				107. Simon 1.2/3	
10:00					
10:30					
WEEK AVG	9.7/18	8.0/14	9.6/17	6.8/12	UPN: 2.4/4; WB: 2.2/4
STD AVG	11.4/19	9.5/16	11.8/19	7.5/12	UPN: 3.2/5; WB: 2.3/4

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 *PREMIERE SOURCE: NIELSEN MEDIA RESEARCH COMPILED BY KENNETH RAY



Congratulations

to all the

NATPE



1995 IRIS NOMINEES

MARKET SIZE 1-20

Children's & Young Adults'

Kid Power, KTVU, Oakland CA
Watch This! #39, KING, Seattle WA

Entertainment

Almost Lives: Guide to Living in
Seattle, KING, Seattle WA
Chicago On Stage, WTTW, Chicago IL
Hype, KOMO, Seattle WA

Information

The Great Pop Quiz, WBBM, Chicago IL
Hot Flash: The Truth About Menopause
WSB, Atlanta GA
Northwest Oddspots, KING, Seattle WA

Program Segments

Doc's World/Class of '95,
WBBM, Chicago IL
Evening Magazine: Parking
Double Take, KING, Seattle WA
Leon Haynes, WTAE, Pittsburgh PA

Public Affairs

Children First: Listening to the Children,
WXYZ, Southfield MI
Daddy, KOMO, Seattle WA
The Power of One, WSB, Atlanta GA

Sports

3 Rivers Stadium: 25 Years of
Memories, WPXI, Pittsburgh PA
High Five Yearbook, WCVB, Boston MA
When the Cheering Stops,
KMOV, St. Louis MO

REGIONAL PUBLIC TELEVISION

City Arts, WNET, New York NY
Magic Mirrors: American Daguerreotypes,
KETC, St. Louis MO
St. Helen's: Out of the Ash,
KSPS, Spokane WA

The Iris Awards will be presented
by NATPE on Electronic Media's
NATPE News Channel featuring
Paramount's *Entertainment Tonight*.

MARKET SIZE 21-75

Children's & Young Adults'

Kids Eye View: Live, WOPO, Cincinnati OH
Totally Kids (From Seattle)
KPDN, Portland OR
Zinj-TV: The Scientific Method,
KSL, Salt Lake City UT

Entertainment

Broken Heartland,
KPOR, Oklahoma City OK
Coal Camp Christmas, WBIR, Knoxville TN
Watch the Birdie, KSL, Salt Lake City UT

Information

Dams of Death, WGAL, Lancaster PA
The Memphis Sound: A Tribute to our City's
Music, WMC, Memphis TN
Primate Canyon: Land of The Apes,
WMC, Memphis TN

Program Segments

Milwaukee Tonight: Aids Camp,
WVVS, Milwaukee WI
Pulse: The Allie Weaver Story,
KSTV, Sacramento CA
The Rampage, KXLY, Spokane WA

Public Affairs

Face of Breast Cancer,
KUPD, Salt Lake City UT
Htung Hoine: Solutions to Domestic
Violence, WFLY, Orlando FL
Threads of Hope, WWMT, Kalamazoo MI

Sports

Are You Ready For This?
WKTV, Indianapolis IN
Race To The Top, WOWK, Huntington WV
Rich Bremner: One on One with Legends of
Racing, WGHP, High Point NC

Combating Racism & Religious Intolerance PSA

Black History Month Vignettes Campaign,
WMC, Memphis TN
Community Role Models: Black History Is
Now, WSPA, Spartanburg SC

MARKET SIZE 76-211

Children's & Young Adults'

Knozi, WIS, Columbia SC
News to Use #3, KTRV, Nampa ID
News to Use #5, KTRV, Nampa ID

Entertainment

After Midnight: Return to the
Garden of Good and Evil,
WTOG, Savannah GA
Caught in the Act: World Music,
WGBY, Springfield MA
Mean Streets: Soundcheck,
WLSC, Charleston SC

Information

6 Discovers: Gardens Under The Sea,
KFDM, Beaumont TX
Missing,
WGMB, Baton Rouge LA
Tucson Talks: Neighborhood Crime,
KVOA, Tucson AZ

Program Segments

Lionel Hampton Jazz Festival,
KTVB, Boise ID
Science And Math Are Everywhere!,
WGBY, Springfield MA
Spaced Out,
WBNG, Johnson City NY

Public Affairs

Action News Special:
The Hughes-Link Decision,
WBNG, Johnson City NY
Looking The Other Way,
WLBT, Jackson MS

Sports

1995 Soap Box Derby,
WESH, Portland ME
Steve McNair:
A Mississippi Legend,
WJTV, Jackson MS

Join us at the "Winners Circle"
Session, Monday, 1/22 at 4:30PM
to toast the nominees and winners.

performed weakly with a 6.3/13, down dramatically from last year when it averaged a 14.9 rating. This year's Orange Bowl, which like the Fiesta Bowl aired on CBS, scored a 12.5/20, also down significantly from last year's contest when it pulled in an 18.9

rating. Overall, the three major bowls, excluding the Rose Bowl, were down 6% from last year's numbers.

What didn't drop this year with regard to those three bowls—all of which are part of college football's bowl coalition designed to pair the

highest-ranked teams and bring about a championship game, if possible—were their rights fees. ABC and CBS paid an estimated \$37 million for the three games this year, versus the approximate \$16 million that was paid by ABC and NBC last year for the same games. ■

PEOPLE'S CHOICE: Ratings according to Nielsen, Dec. 25-31

Week 15	abc	CBS	NBC	Fox	UPN
	12.6/25	7.4/15	6.8/14	3.8/8	2.5/5
MONDAY	8:00 58. The Marshal 6.3/13	46. CBS Special Movie— E.T. The Extra-Terrestrial 7.8/15	(nr) NBA Basketball 6.5/14	80. Beverly Hills, 90210 Christmas Spec 4.1/8	87. Shadow Ops 3.0/6
	8:30 3. NFL Monday Night Football—Dallas Cowboys vs. Arizona Cardinals 15.5/31		69. Fresh Prince 5.4/11	83. Ned and Stacey 3.5/7	95. Nowhere Man 2.0/4
	9:00	68. Dave's World 5.7/12	50. NBC Monday Night Movie—Benny and Joon 7.2/14	81. Partners 3.6/7	
	9:30				
	10:00				
TUESDAY	8:00 19. Roseanne 10.5/18	51. John Grisham's The Client 7.1/12	33. Wings 8.8/15	42. Fox Tuesday Night Movie—Housesitter 8.1/14	93. Family Values 2.1/4
	8:30 30. Hudson Street 8.9/15	27. CBS Tuesday Movie—Deadly Whispers 9.2/16	30. NewsRadio 8.9/15		95. A Perfect Life 2.0/3
	9:00 7. Home Imprvmt 12.8/21		17. Frasier 10.6/17	100. Deadly Games 1.6/3	
	9:30 13. Coach 10.9/18		28. J Larroquette 9.0/15		
	10:00 24. NYPD Blue 10.1/18	21. Dateline NBC 10.4/19			
10:30					
WEDNESDAY	8:00 12. Ellen 11.5/20	39. Dave's World 8.2/14	58. seaQuest 2032 6.3/11	78. Space: Above and Beyond 4.5/8	86. Sister, Sister 3.2/6
	8:30 15. Drew Carey 10.8/18	48. Bless This House 7.6/13	19. Dateline NBC 10.5/18		84. The Parent 'Hood 3.4/6
	9:00 6. Grace Under Fire 13.4/23	58. 19th Annual Kennedy Center Honors 6.3/11	22. Law & Order 10.3/18	84. The Wayans Bros. 3.4/6	
	9:30 13. Naked Truth 10.9/18			87. Unhap Ever After 3.0/5	
	10:00 15. PrimeTime Live 10.8/19				
10:30					
THURSDAY	8:00 37. ABC Thursday Night Movie—How the West Was Fun 8.3/14	49. Disney's Hits on Ice 7.5/12	4. Friends 15.2/25	58. Living Single 6.3/10	
	8:30	28. 48 Hours 9.0/16	8. The Single Guy 12.7/21	67. The Crew 5.9/10	
	9:00		2. Seinfeld 16.3/26	87. Bravo Awards 3.0/5	
	9:30		5. Caroline in/City 13.7/22		
	10:00 75. ABC World of Discovery 4.7/8		1. ER 16.8/30		
10:30					
FRIDAY	8:00 17. Family Matters 10.6/20	65. Due South 6.0/11	35. Unsolved Mysteries 8.5/16	69. Strange Luck 5.4/10	
	8:30 26. Boy Meets World 9.7/18	36. Diagnosis Murder 8.4/15	34. Dateline NBC 8.7/15		39. The X-Files 8.2/14
	9:00 30. Step by Step 8.9/16		65. Picket Fences 6.0/11	55. Homicide: Life on the Street 6.8/13	
	9:30 46. Hangin' w/Mr C 7.8/14				
	10:00 10. 20/20 12.3/23				
10:30					
SATURDAY	8:00 44. Jeff Foxworthy 8.0/15	44. Dr. Quinn, Medicine Woman 8.0/14	39. NBC Movie Special—My Girl 8.2/15	63. Cops 6.2/11	
	8:30 55. Maybe This Time 6.8/12	25. Touched by an Angel 9.8/17	69. JAG 5.4/10	57. Cops 6.5/12	
	9:00 53. Saturday Night at the Movies—Ernest Rides Again 7.0/13			23. Walker, Texas Ranger 10.2/19	69. America's Most Wanted 5.4/10
	9:30				
	10:00				
10:30					
SUNDAY	7:00	11. 60 Minutes: Three Remarkable Men 11.6/23	(nr) NFL Game 2 18.9/36	81. Space: Above and Beyond 3.6/7	90. Pinky & the Brain 2.2/4
	7:30	51. King Orange Jamboree 7.1/15	64. Lost Civilizations 6.1/12	90. The Parent 'Hood 2.2/4	
	8:00 58. Sugar Bowl—Texas vs. Virginia Tech 6.3/13		37. Mad About You 8.3/17	74. The Simpsons 4.8/10	93. Sister, Sister 2.1/4
	8:30	42. CBS Sunday Movie—This Can't Be Love 8.1/17	54. NBC Sunday Night Movie—Final Analysis 6.9/15	79. Martin 4.4/9	98. Kirk 1.7/4
	9:00			73. Married w/Chld 5.3/11	101. WB New Yr's Eve 1.5/3
9:30	76. What's So Funny? 4.6/10			98. New Year's Eve Fn1 7.7/4	
10:00					
10:30 76. Before They/Stars 4.6/10					
WEEK AVG	9.2/17	8.0/15	9.1/17	5.4/10	UPN: 2.2/4; WB: 2.5/5
STD AVG	11.3/19	9.4/16	11.6/19	7.4/12	UPN: 3.1/5; WB: 2.3/4

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

Allbritton takes another route to Birmingham

Deal to buy WNAL-TV falls through; buys nearby WJSU-TV

By Elizabeth Rathbun

Allbritton Communications Co. is discarding its option to buy WNAL-TV Gadsden/Birmingham, Ala., picking up Osborne Communications Corp.'s WJSU-TV Anniston, Ala., instead.

But rather than lose access to Birmingham, the nation's 51st DMA, Allbritton will relocate WJSU-TV's tower to serve Birmingham and adjoining Tuscaloosa, says Allbritton's Frederick Ryan. That will cost \$7 million; the LMA and option to buy WJSU-TV are costing \$12 million, for a total deal value of up to \$19 million (pending FCC approval, see item, "Changing Hands").

With an earlier \$20 million deal still pending to buy WCFT-TV Tuscaloosa (BROADCASTING & CABLE, Nov. 20, 1995), Allbritton is counting on pending telecommunications reform allowing UHF duopolies (WJSU-TV is on ch. 40; WCFT-TV is on ch. 33). TV duopolies are barred under current rules.

If the provision allowing some TV duopolies isn't included in the final version of the legislation, Allbritton simply will maintain an LMA with WJSU-TV, Ryan says: "We're perfectly prepared to do that."

As part of the WJSU-TV deal, Allbritton plans to change the station's affiliation from CBS to ABC. ABC was due to lose its Birmingham affiliate in September '96.

Asked how the \$12 million deal for WNAL-TV fell through, Ryan says, "We just couldn't reach conclusion" with owner Fant Broadcasting.

Although WCFT-TV will cost Allbritton more, the station has better cash flow: \$1.25 million in 1995, compared with \$500,000 for WNAL-TV. Allbritton thus will pay 15.2 times cash flow for WCFT-TV (9.6 times cash flow if the \$7 million to move the tower is deducted from the price); the WNAL-TV deal amounted to 24 times cash flow.

Benchmark wants third FM in S.C.

Also awaiting passage of telecommunications reform is Baltimore-based Benchmark Communications, which

last week said it has agreed to buy KRMD-AM-FM Shreveport, La., and WJMZ-FM Anderson/Greenville, S.C., for \$13.5 million from AmCom General Corp. (pending FCC approval). Although Benchmark owns no stations in Louisiana, it already owns WESC-AM-FM and WFNQ-FM Greenville/Spartanburg, S.C.

The House and the Senate want to eliminate the current ownership cap of two FMs per market. "We plan to aggressively pursue this historic opportunity," Benchmark said in a news release. Additional buys are expected to be announced soon, the release said.

The deal also means that AmCom will be merged into Benchmark; AmCom President George R. Francis Jr. will join Benchmark as regional manager headquartered in Greenville. ■

TVB talks politics

The TV advertising industry will make its views known to the Republican and Democratic parties.

Addresses on Jan. 11 and 12 in Washington to the national committees of the two parties will, says Joe Tirinato, TVB senior vice president, inform the committees of "the importance of advertising within the television industry, and to reinforce the advantages of spot television advertising during all major federal, state and local elections." In addition to Tirinato, TVB will be represented by the group's president, Ave Butensky, and Janice Garjian, manager of marketing and membership.

TVB forecasts that political ad spending in 1996 will hit a record \$500 million, eclipsing the \$355 million spent in 1994.



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 □ \$19,000,000 □ 1
 Combos □ \$18,500,000 □ 2
 FMs □ \$7,000,010 □ 3
 AMs □ \$9,000 □ 2
 Total □ \$44,509,010 □ 8

So far in 1995:

TVs □ \$19,000,000 □ 1
 Combos □ \$18,500,000 □ 2
 FMs □ \$7,000,010 □ 3
 AMs □ \$9,000 □ 2
 Total □ \$44,509,010 □ 8

TV

WJSU-TV Anniston, Ala.

Price: \$19 million (\$10 million for option to buy and LMA; \$2 million to exercise option; \$7 million to move tower)

Buyer: Allbritton Communications Co., Washington (Robert L. Allbrit-

ton, executive VP/COO); also owns KATV-TV Little Rock, Ark.; KTUL-TV Tulsa, Okla.; WCIV-TV Charleston, S.C.; WSET-TV Lynchburg/Roanoke, Va.; WJLA-TV and NewsChannel 8 cable channel, Washington; is buying WCFT-TV Tuscaloosa, Ala., and WHTM-TV Harrisburg/Lancaster-Lebanon/York, Pa.

Seller: Osborne Communications Corp., Greenwich, Conn. (Frank D. Osborn, president/CEO); also owns WOLZ-FM Fort Myers, Fla.; is half-owner of WRWX-FM San Carlos Park, Fla.; is buying WKII(AM) Solana and WEEJ(FM) Port Charlotte, Fla., and KNAX-FM and KRBT-FM Fresno, Calif. (see item, below), and is selling WWRD-FM Jacksonville, Fla./Brunswick, Ga.; WFKS-FM Palatka, Fla., and WNDR(AM)-WNTQ(FM) Syracuse, N.Y.

Facilities: Ch. 40, 724 kw visual, 93.3 kw aural, ant. 880 ft.

Affiliation: CBS

COMBOS

KRMD-AM-FM Shreveport, La., and WJMZ-FM Anderson/Greenville, S.C.

Price: \$13.5 million (\$6.8 million for WJMZ-FM; \$6.7 million for combo)

Buyer: Benchmark Communications, Baltimore (Bruce R. Spector, general partner); also owns WDSB-FM, WDOV (AM) and WSRV-FM, all Dover/Wilming-

CLOSED!

WEYI-TV, Flint, Michigan, WROC-TV Rochester, New York, and WTOV-TV Steubenville, Ohio, from Television Station Partners, L.P., I. Martin Pompadur, Chief Executive Officer, to Smith Broadcasting Group, Inc., Robert Smith, President, for \$63,150,000.

Brian E. Cobb
and
Randall E. Jeffery
Brokers

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

RANDALL E. JEFFERY
RANDALL E. JEFFERY, JR.
407-295-2572

ELLIOT B. EVERS
415-391-4877

GEORGE I. OTWELL
513-769-4477

RADIO and TELEVISION
BROKERAGE • APPRAISALS



**MEDIA VENTURE
PARTNERS**

WASHINGTON, DC
ORLANDO • CINCINNATI
SAN FRANCISCO

Broadcasting

ton, Del.; WWFG-FM and WOSC-FM Salisbury/Ocean City, Md.; WCOS-AM-FM, WHKZ-FM and WVOC(AM) Columbia and WESC-AM-FM and WFNO-FM Greenville/Spartanburg, all S.C.; WLTY-FM, WKOC-FM and WTAR(AM) Norfolk/Virginia Beach, WVGO-FM and WLEE-AM-FM Richmond, WYYD-FM Roanoke/Lynchburg, and WUSQ-FM, WNTW(AM) and WFOX-FM Winchester/Front Royal, all Va.; is buying WROV-AM-FM Roanoke/Lynchburg, Va., and has purchase option for WLNI-FM Lynchburg.

Seller: AmCom General Corp., Greenville (George R. Francis Jr., president/owner); no other broadcast interests

Facilities: KRMD(AM): 1340 khz, 1 kw; KRMD-FM: 101.1 mhz, 98 kw, ant. 1,119 ft.; WJMZ-FM: 107.3 mhz, 100 kw, ant. 1,008 ft.

Formats: Combo: contemporary country; WJMZ-FM: urban contemporary

WTTB(AM)-WGYL(FM) Vero Beach/Fort Pierce, Fla.

Price: \$5 million

Buyer: Fairbanks Communications Inc., West Palm Beach, Fla. (Richard M. Fairbanks, president); owns WKOX(AM) Framingham, Mass./Boston; WJNO(AM)-WRLX(FM) West Palm Beach, and WJNX(AM) Fort Pierce, and is selling WKLB-FM Framingham
Seller: Sandab Communications LP, Baltimore (Stephen D. Seymour, general partner); owns WQRC(FM) Barnstable, Mass.

Facilities: AM: 1490 khz, 1 kw; FM: 93.7 mhz, 50 kw, ant. 479 ft.

Formats: AM: news/talk; FM: lite AC/jazz

Broker: Richard A. Foreman Associates

RADIO: FM

KNAX-FM and KRBT-FM Fresno, Calif.

Price: \$7 million

Buyer: Osborn Communications Corp., Greenwich, Conn. (Frank D. Osborn, president/CEO); also owns WOLZ-FM Fort Myers, Fla.; is half-owner of WRWX-FM San Carlos Park, Fla.; is buying WKII(AM) Solana and WEEJ(FM) Port Charlotte, Fla., and is selling WJSU-TV Anniston, Ala., WWRD-FM Jacksonville, Fla./Brunswick, Ga.; WFKS-FM Palatka, Fla., and WNDR(AM)-WNTQ(FM) Syracuse, N.Y.

Seller: EBE Communications LP, West Palm Beach, Fla. (Ralph C. Guild, president); also is selling KFRE(AM) Fresno. Guild owns WXTC-AM-FM Charleston and WSSP(FM) Goose Creek, S.C.

Amplification

The closing price for WSCR(AM)-WXRT-FM Chicago was \$77 million. The selling price was reported as \$60 million in the March 6, 1995, "Changing Hands." Buyer is CBS (Group W); seller is Diamond Broadcasting Inc.; broker is Star Media Group.

Facilities: KNAX-FM: 97.9 mhz, 2.07 kw, ant. 1,987 ft.; KRBT-FM: 101.1 mhz, 50 kw, ant. 310 ft.

Format: KNAX-FM: contemporary country; KRBT-FM: country

WTRC-FM Natchez, Miss.

Price: \$10

Buyer: Will Perk Broadcasting, Terry, Miss. (general partners: Marie Z. Perkins, 51% owner; seller James C. Williams, 49% owner). Perkins also owns 49.8% of WNAT(AM)-WQNZ (FM) Natchez.

Seller: James C. Williams, Terry, Miss.; no other broadcast interests

Facilities: 97.3 mhz, 3 kw, ant. 328 ft.

Format: Not on air

RADIO: AM

KLIM(AM) Limon, Colo.

Price: \$8,000

Buyer: Roger Lewis Hoppe II, Bear Lake, Mich.; also owns WZTU(FM) Bear Lake

Seller: Green-Harris Broadcasting Corp., Golden, Colo. (Larry Green, principal); no other broadcast interests

Facilities: Not available

WVIX(AM) Vicksburg, Miss.

Price: \$1,000

Buyer: Dominant Communications Corp., Jackson, Miss. (Carl Haynes, president/owner)

Seller: John H. Pembroke, Tallahassee, Fla.; owns WSTT(AM) Thomasville, Ga., and is selling WONG(AM) Canton, Miss.

Facilities: 1490 khz, 1 kw

Format: "Hit Kicking Country"

**Help us help you
get your magazine
delivered on time**

If you are now receiving BROADCASTING & CABLE via hand delivery, your issue should arrive before 8 a.m. each Monday. If not, please call **800-554-5729** prior to 9:45 a.m. for a same-day replacement copy.

1995 radio revenue: In like a lion, out like a lamb

While the year began with double-digit growth; it ended with a sluggish quarter

Radio

By Donna Petrozzello

Nineteen ninety-five, which started out red-hot for radio, ended lukewarm.

Industry analysts have estimated that radio revenue will end the year 7%-9% over 1994 revenue totals. However, that increase was largely due to high returns in January and February 1995, analysts said. Revenue totals slipped as the end of the year neared, marked by a 2% drop in national revenue totals in October, according to surveys by the Radio Advertising Bureau. And based on estimated revenue totals for November and December, the fourth quarter will prove to be a sluggish end for the year.

As the new year unfolds, industry analysts expect the lackluster returns of the fourth quarter to continue through first quarter 1996.

According to analyst James Duncan's year-end estimates, revenue from local, national and network radio advertisers totaled \$10,563,000,000 in 1995, a 7.49% increase over the \$9,827,000,000 total for 1994. But Duncan attributes the roughly 7% growth largely to strong advertising during the first eight months of 1995 that lost momentum toward year's end.

"Beginning in September, revenue growth quickly deteriorated, and that trend accelerated in the fourth quarter," Duncan said. He noted only modest gains in most markets in local advertising for the last three months of the year and said, "national business was awful in November and December."

Throughout most of 1995, RAB reported double-digit revenue gains in its monthly market revenue surveys. In January of last year, national revenue totals were 38% greater than in January 1994, and local revenue grew 11%

for the same month. Last February followed with a 19% increase in national revenue totals and a 14% increase in local revenue over February 1994, the RAB reported.

In July of last year, national revenue levels fell flat, while local

revenue increased by 7% over July 1994. In August, national revenue maintained a modest 3% increase and local revenue increased 9% over August 1994, the RAB reported.

Then in October, national revenue fell 2% on average, with stations in the West, Southwest and Midwest hit hardest, according to RAB figures. The same month, local advertising revenue increased only 6% on average.

However, stations in markets in the East reported local ad revenue gains of only 1% on average over October 1994, the RAB reported.

RAB President and CEO Gary Fries said unusually high revenue totals for October 1994 made totals for October 1995 pale by comparison. Last October, Fries estimated that 1995 would close with a combined local, national and network revenue total approaching 9% greater than 1994.

Despite a disappointing fourth quarter, stations in several markets nationwide prospered. Duncan's 1995 survey of stations in 174 markets showed those in the southern and western U.S. enjoying the most significant revenue growth.

Topping Duncan's list of high-grossing markets was Salt Lake City, with stations averaging almost 20% revenue growth over 1994. Other high-growth markets included Las Vegas,

MID-'90S PROGRESS REPORT

Below are comparative estimates of local, national and network radio advertising revenue since 1990, based on separate surveys by James Duncan of Duncan's American Radio Inc. and the Radio Advertising Bureau.

YEAR	DUNCAN ESTIMATES		RAB ESTIMATES	
	TOTAL REVENUE	% CHANGE	TOTAL REVENUE	% CHANGE
1995	\$10,563,000,000	+7.49	N/A	N/A
1994	\$9,827,000,000	+10.28	\$10,652,000,000	+10.17
1993	\$8,911,000,000	+7.34	\$9,568,000,000	+8.49
1992	\$8,297,000,000	+3.11	\$8,755,000,000	+1.85
1991	\$8,047,000,000	-3.91	\$8,593,000,000	-2.86
1990	\$8,375,000,000	N/A	\$8,839,000,000	N/A

Charlotte, N.C., Atlanta, Denver and Phoenix. Charlotte, Las Vegas and Atlanta topped Duncan's list of markets for strong revenue growth in 1994 as well.

By contrast, markets with the slightest revenue gains included Kalamazoo, Mich., Tucson, various regions of Southern California, Oklahoma City and New Haven, Conn., Duncan reported.

He noted that Kalamazoo and New Haven each reported sluggish revenue returns for 1994 also.

Looking ahead, Duncan estimates more modest revenue growth of between 5.8% and 6.1% for radio in 1996 over 1995. But he also notes several factors that could either hold down or bump up his estimates.

Duncan said residual effects of a sluggish fourth quarter and a slowdown in the economy and retail businesses could drive down radio advertising in the new year. However, he also sees potential revenue boosts from the 1996 presidential election and from increasing attention from Wall Street analysts and major national financial firms.

"As is usual, the safe place to be is in the middle somewhere," Duncan contends. "My 1996 prediction is for radio [revenue] to grow from 5.8% to 6.1%." ■

CBS closes on Chicago stations

Nearly a year after announcing the deal, CBS Inc. last week closed on its \$77 million purchase of WXRT(FM)-WSCR(AM) Chicago from Diamond Broadcasting Inc. The final price was about \$9 million more than anticipated. Last March, Group W (now merged into CBS) said it expected to pay \$68 million for the duo.

Star Media Group broker William Steding said the price was based on a 12-times multiple of the stations' cash flow, adding that both WXRT and WSCR performed better than expected in 1995, driving up the price.

In addition, Steding said Diamond executives had asked to postpone the closing until last week because they anticipated a possible reduction in capital gains taxes proposed in the federal budget for 1996 that would have affected their earnings. That reduction is still undetermined. As a result, CBS operated the two stations through an LMA adopted Oct. 1, 1995, Steding said. With the closing, CBS now can formally operate the stations.

CBS debuts 'Matalin'

The CBS Talk Radio Network was set to debut *The Mary Matalin Show* on 35 radio stations nationally Jan. 8. The first scheduled guests included Tim Russert,

anchor of NBC's *Meet the Press*, Fox News political reporter Carl Cameron, George Bush's son Jeb and Matalin's husband, James Carville.

Upon signing Matalin to host the 3-6 p.m. (ET) weekday talk show, CBS built a studio for Matalin on Capitol Hill from which the show will originate. Matalin will continue to co-host CNBC's *Equal Time* weeknights with Dee Dee Myers.

Hefel allies with CNN Radio Noticias

Hefel Broadcasting Corp. and its subsidiary, Cadena Radio Centro radio network, have acquired the exclusive sales, marketing and distri-

bution rights to Spanish-language radio news service CNN Radio Noticias.

The alliance provides CRC with access to a daily news service and will enable CNN Radio Noticias to expand its news programming schedule with additional daily reports, says a Hefel spokesperson.

Launched in 1993, CNN Radio Noticias serves 64 radio affiliates nationwide. CRC serves 68 affiliates with entertainment programming to an audience of some 22 million Spanish-language radio listeners.

Metro Networks breaks into Salt Lake City

Traffic, news and weather information provider Metro Networks has added 22 radio and television affiliates in Salt Lake City with its recent acquisition of Sky Wolf Traffic, the city's regional traffic news service.

Coverage of Salt Lake City marks Metro's presence in more than 70 top-ranked radio markets and a total 1,200 radio and TV stations worldwide. Metro executives say the acquisition brings the network closer to its goal of serving affiliates in the top 60 U.S. markets by mid-1996. Former Sky Wolf owner Steve Plum will continue as general manager of Metro's Salt Lake City coverage.

WLS-FM belts out country, commercial-free

Reformatted WLS-FM Chicago unveiled its new country format Dec. 26 and has vowed to play 10,000 country music songs without commercial interruption to introduce the market to its new sound. WLS-FM President/GM Gregg Lindahl says response from local and national advertisers to the format shift has been "good," despite the fact that they will wait at least another week before the station begins airing ads again.

Starting about Jan. 15, WLS-FM is expected to wrap up its 10,000-song marathon and debut regular programming and on-air personalities. Yet Lindahl is tight-lipped about exactly what country vein WLS-FM will tap to counter veteran young-country competitor WUSN(FM) Chicago. WUSN executives did not return calls to comment on their new competition.

America One rolls out European feed

A joint venture of Public Radio International, National Public Radio and the Corporation for Public Broadcasting has launched America One, a 24-hour radio channel featuring public radio programming from the U.S. for European markets.

America One will feature public radio news shows, such as PRI's *Marketplace*, along with public radio talk shows including the *The Diane Rehm Show*, heard on WAMU(FM) Washington. "The overall goal of the joint venture was always to launch an independent, 24-hour radio channel," says PRI Senior Manager Beth Talisman.

Talisman says PRI and NPR will continue to air some of their programs on the World Radio Network, which serves Europe with 12 hours of daily public radio programming from various countries. However, America One will provide the only 24-hour outlet for public radio shows from the U.S. in Europe, says Talisman.

ABC signs co-host for 'Banks'

Coinciding with its Jan. 1 rollout of *The Doug Banks Show* into national syndication, ABC Radio Networks has signed former radio and TV personality A.J. Parker as Banks's co-host.

CBC stock offering to fund acquisition

The Minneapolis-based Children's Broadcasting Corp. filed a stock offering of 5 million shares of common stock with the Securities and Exchange Commission on Dec. 22, 1995. The majority of proceeds from sale of the stock, which could reap as much as \$30 million, will be used to acquire a New York metro area radio station for which CBC has signed a letter of intent to acquire. A CBC spokesperson declined to identify the station, however.

PRI launches black series

The Public Radio International 13-week series, *Black Radio: Telling It Like It Was*, kicked off Jan. 6 with host singer/songwriter Lou Rawls. The 30-minute weekly documentaries include profiles of black radio pioneers such as broadcaster Hal Jackson and singer James Brown. Other segments examine radio and its effect on the African-American community. —DP



Mary Matalin's political talk show will be heard on CBS.

Cable

January 8, 1996



“Today, more than ever, all who are attempting to keep up with the pace of change in the communications industry are dependent on knowledgeable reporting. I never miss an issue of **Broadcasting & Cable** and read them from cover to cover.”

Charles F. Dolan
Chairman & CEO
CABLEVISION

.....

**Broadcasting
& Cable**

TW gives prepayers rate break

New York subscribers paying year in advance can avoid '96 rate increases

By Rich Brown

Time Warner is giving its 1 million New York City cable subscribers a chance to avoid 1996 rate hikes. The catch: Subscribers have to pay in advance for 12 months of service.

Under the terms of the deal, Time Warner also will provide a month of free cable service to those subscribers who agree to pay in advance for the year. Time Warner is not the first cable system operator to offer a month of free service for advance payment. However, the rate freeze provides a new twist on the traditional pay-in-advance offer.

Subscribers in the city were informed of the offer by mail last week and were told to respond by Jan. 15. Time Warner executives said last week that it was too early to provide results on the offer but said that early response was encouraging.

"We're getting responses from peo-

ple who seem to be interested," says Richard Aurelio, president, Time Warner Cable of New York City. "There are more takers than we anticipated."

Getting subscribers to pay for ser-

cable service rise from \$12.10 to \$15.32. The rate hike falls within FCC rules that allow cable operators to adjust rates annually to reflect changes in costs for programming, equipment and inflation.

Subscribers who agree to the pay-in-advance offer will be able to discontinue it at any time and receive a refund or credit for any unused portion. If the subscriber discontinues before the 12th month, the refund will be computed at the actual monthly rates in effect while the customer was in the

program. There will not be a refund for the 13th month of service.

The pay-in-advance offer is not a companywide initiative at Time Warner Cable, which is the nation's second-largest multiple system cable operator, with more than 10 million subscribers. With its more than 1 million subscribers, Time Warner Cable of New York City is the largest cable system in the country. ■



vice a year in advance helps cable system operators because it gives them the use of the money immediately, says Aurelio. Even more important to the cable system operator, says Aurelio, is the long-term commitment that comes from the subscriber with the advance payment.

Time Warner's New York City customers beginning in February will see the cost of their monthly standard

CNNfn faces financial challenge

Newly launched network gets down to business of drawing advertisers and viewers

By Jim McConville

Turner's CNNfn all-financial-news network, which launched Dec. 29, faces a tough year ahead as it attempts to generate advertiser support in a market already supporting one all-business-news network.

At launch CNNfn, pulled in approximately 4 million households, and they project that number will grow to 6 million viewers by year's end.

CNNfn reportedly has promised advertisers a .4 Nielsen rating between 7 a.m. and 7 p.m. That compares with CNBC's current .5 rating after seven years on the air. CNNfn's ad rate ranges between \$50 and \$100 for a 30-second spot.

In contrast to CNBC, the all-business channel launched in 1989 by NBC for dedicated business viewers, CNNfn officials say their channel is going after a broader audience that will open it up

to more potential advertisers. However, media buyers are skeptical that there are enough potential advertising dollars, not to mention viewers, for more than one financial news network to be profitable.

"CNNfn is going after a tiny little wussy-sized advertising market," says Jon Mandel, vice president and media buyer for Grey Advertising. "And right now, CNNfn has so few people watching that it's probably more cost-effective for an advertiser to call each CNNfn viewer to ask him personally to try the product."

One media analyst who spoke on condition of anonymity says that if CNNfn can sell every spot for \$50, they could sell out their spots, which would be "unprecedented for a first-year cable network. It may be looking at \$3 million for the year in revenue."

Mandel says CNNfn's long-term

forecast becomes even more grim when other proposed financial networks start to draw from the same advertising pie. "You then start slicing it between Microsoft/NBC, CNBC, the *Wall Street Journal*," he says. "How thin do you slice this pie before all that's left is crumbs?"

But CNNfn executives are optimistic about the network's long-term advertising prospects.

"We've got 22 advertisers on the air at this moment," says Larry Goodman, senior vice president, news and operations, CNNfn. "Let's face it: We have our share of direct response ads, but so does CNBC because that stuff pays out for those advertisers and they're anxious to be there."

Initial advertisers in CNNfn's first week included American Airlines, Anheuser-Busch, Brown & Co., Buick, CGM Mutual Fund, Ohio Department of Development, Quote



For business people who run in this circle.

In today's economy, competition isn't just the business across the street. It's the one across the globe. Which is why CNBC has created the world's first global business news and information network. With reporters and analysts broadcasting from Asia, Europe and here at home, we bring 24-hour coverage to more than 120 million homes in over 50 countries. Because the fact is, if you're not running in this circle, you're not in the race.



CNBC

FIRST IN BUSINESS...WORLDWIDE.

CNNfn adds anchors

CNNfn has named two anchors and four contributing editors. Fred Katayama, from KIRO-TV Seattle, anchors *In the Game*, CNNfn's stock market report (daily at 9:30), as well as serving as temporary anchor for *Digital Jam* (11 a.m. daily) until program host Steve Young returns from medical leave. Katayama also will anchor *CNN Business Asia* on CNN International. Cynthia Rodgers, a professor at the Northwestern University School of Journalism, will serve as co-anchor of CNNfn's *The Spread*, along with Deborah Marchini. The show, which will be anchored from Chicago, covers the nation's commodity markets. New CNNfn contributing editors: Financial consultant William S. Rukeyser will offer personal finance and investment advice twice weekly on both *Take It Personally* (Monday and Friday at 3 p.m.) and *It's Only Money* (M, F, 6 p.m.); Allan Sloane, *Newsweek* Wall Street editor, will appear on CNNfn's *Before Hours* (Friday, 7-9 a.m.) to discuss the week's happenings on Wall Street; Floyd Norris, *New York Times* business columnist, will give market commentary and advice on *Before Hours* on Tuesday; James Q. Wilson, professor of management and public policy at UCLA, will offer political/social commentary on news issues on *Washington UnWrapped* (1-2 p.m.) on Thursday. —JM

Track. *Real Money* magazine, Tylenol (Johnson & Johnson), as well as several direct response ads for credit card and financial services.

Goodman says a large portion of CNNfn's first-quarter advertising was bought in advance: "It's a good-sized chunk, in fact a chunk that's comparable to what we did with CNN bought in advance."

CNNfn didn't offer special promotions to sell network airtime, says Goodman; however, some advertisers did purchase time as part of an overall Turner networks package.

Goodman says that unlike cable channels launched 10 years ago, CNNfn's future rests on building a solid advertising as well as subscriber base. "The days of cable channels generating a 50-50 split between advertiser and subscriber revenues are over," he says. ■

Jones uploads shows to syndication

Nine series from Jones Computer Network offered at NATPE

By Rich Brown

Jones Computer Network is eyeing the domestic syndication market for its off-cable programming following the network's "tentative" entry into the international syndication business.

Los Angeles-based distributor Planet Pictures since spring 1995 has been lining up international syndication deals for JCN, and the network is now eager to expand into domestic syndication, says Bob Jones, vice president of programming.

Jones says attempts made by JCN last year to enter both the domestic and the international syndication business were "tentative." Gone from the picture is David Sifford, the longtime Tribune syndication executive who had been brought on board to represent JCN at the NATPE International programming convention last year.

JCN will be represented at this year's NATPE convention by nine series produced for the network during the past two years:

■ *Home Computing*—Reviews and demonstrations of computer games, educational software and financial management software. Hosted by comedian Tim Testa. (26 episodes)



'Multimedia Gulch'

■ *New Media News*—News on the computer and technology industries, produced and based at the KRON-TV San Jose newsroom. (50 episodes)

■ *Computer Kids*—Kids-oriented show includes regular segments on fixing computer problems ("Mr. Fixits") and reviews of children's software ("Gamebusters"). (26 episodes)

■ *Digital Gurus*—Demonstrates software packages like Windows 95, Adobe Photoshop and Pagemaker. (60 episodes)

■ *Multimedia Gulch*—Each episode profiles one multimedia publishing company in the San Francisco area. (13 episodes)

■ *JCN Profiles*—Interviews with such computer industry players as Ora-



'The Cyber City Diner'

cle President Ray Lane and Tektronics Video Systems President Lucie Fjeldstad. (39 episodes)

■ *FutureTech*—Reports on technology in the areas of medicine, computers and new media. (13 episodes)

■ *The Cyber City Diner*—A guided tour of unusual Web home pages presented by puppets Chef Net, Ima Browser, Goffer and Sadie Rom. (13 episodes)

■ *JCN Virtual Trade Shows*—Reports from conventions, including Comdex and the Consumer Electronics Show. (6 episodes)

JCN airs nightly from 8 o'clock to midnight on Mind Extension University, a distance education network that reaches 26 million households. ■

Cutting out the kid stuff

USA, TNT have repositioned afternoons to skew older as lead-in to prime time

By Jim McConville

With specialized cable channels Nickelodeon, the Cartoon Network and The Game Network gobbling up cartoon and game show programming, broader-based cable networks like TNT and USA have traded in their children's fare for new program blocks aimed at hooking an older audience and reeling it into prime time.

USA Network last spring cashed in its afternoon slate of game shows, sitcoms, light-action shows and cartoons for a three-hour action/adventure block featuring syndicated series *Knight Rider*, *Renegade* and *Highlander*.

Tim Brooks, senior vice president of research, USA Networks, says declining ratings in the early '90s and a scarcity of replacement product prompted USA to rethink its late-afternoon strategy. "We were blocked out from getting high-profile older stuff now reserved for the two game show networks and the Cartoon Network."

The network made its first move in September 1994, replacing its 4-5 p.m. game show block with syndicated *Magnum P.I.* USA later filled its 4-6 p.m. slot with *MacGyver* and *Knight Rider* and in January 1995 replaced its long-standing *Cartoon Express* (6-7 p.m.) with a second *Knight Rider* episode. Last September the network replaced its *Knight Rider* hours with syndicated *Highlander* (5-6 p.m.) and *Renegade* (6-7 p.m.).

USA hopes its late-afternoon action block will lead the network's coveted 18-49 age group right into its prime time evening schedule.

So far the move is working, according to Brooks, who says the time periods have registered a 33% increase in Nielsen daytime ratings, moving from a .9 to a 1.2 last year.

Nonetheless, USA is still tinkering with its 6-7 p.m. time slot and reportedly has a number of younger-skewing shows in development for next fall,

Your Choice is ABC's Choice

Capital Cities/ABC is giving Your Choice TV at least five years to determine whether TV viewers will order network programming on a "time-shifted" basis.

The broadcaster has signed a deal giving Your Choice TV exclusive rights to market select, as-yet-unspecified, CC/ABC programs. Your Choice TV's plan is to offer popular network shows on a pay-per-view basis shortly after their initial broadcast. Your Choice TV will deliver the programming across cable, wireless cable, direct broadcast satellite and video dialtone platforms using traditional pay-per-view channels as well as the much-ballyhooed digital video-on-demand systems of the future. Subscribers are willing to pay 99 cents per rerun, according to tests conducted by Your Choice TV.

Other programmers that have signed up with Your Choice TV so far include HBO, National Geographic Television, PBS, BBC Worldwide Americas, Encyclopedia Britannica, Discovery Channel and The Learning Channel. (Your Choice TV is a wholly owned subsidiary of Discovery Communications Inc., which owns Discovery and TLC. DCI's ownership includes multiple system cable operators Cox, Newhouse and Tele-Communications Inc.)

Your Choice TV has not yet begun distributing product, but company president and COO Nancy Stover says its distribution plans will be announced soon. Meanwhile, she says, Your Choice TV is focusing on closing additional programming deals. "You can't put the cart before the horse, and you can't sell the product without the product," says Stover. —RB

including a soap opera, talk shows and a relationship show.

Brooks says USA's afternoon moves also fit into the network's larger revamping being orchestrated by USA President Rod Perth, who last year mapped out a \$140 million budget for the network's 1995-96 original pro-

gramming schedule.

Turner's TNT network, meanwhile, has traded in its late-afternoon animated cartoon fare at 4-7 for syndicated shows *Starsky and Hutch* and *In the Heat of the Night*.

Bradley J. Siegel, president, TNT, says the growth of competing network

Turner goes 'Wild!'



Turner Broadcasting System in fall 1996 plans to debut *Wild! Life Adventures*, a monthly nature series that will be available on superstation TBS with a simultaneous broadcast syndication window.

Among the episodes will be four National Audubon Society specials, including *The Vanishing Birds of the Amazon*, with Kim

Basinger and Alec Baldwin, and a special about the Bering Strait, *A Journey to the White Bears of Beringia*. Also in the works are six National Wildlife Foundation specials, including *Swimming with Dolphins*, with Bridget Fonda, and *The Last Great American Gold Heist*, with Mario Van Peebles.

Other episodes will include six REBO Studios/NHK co-productions, including *Diving with the Great Whales* and *The Mischievous Meerkats of Africa*. Additional specials will be produced by African filmmaker John Varty and TV New Zealand.

Syndication is being handled by Turner Program Services, which offers a portfolio of Turner programming that includes nature-based series *The World of National Geographic* and *Jacques-Yves Cousteau*. —RB

Nickelodeon and Turner's own Cartoon Channel started to eat into TNT's late-afternoon programming. "Quite frankly, we started to take a little bit of a dip," Siegel says.

Siegel says TNT's decision to shift from children's to syndicated action series was a way to cultivate an audience more in keeping with its evening programming. "Having two hours of

children's programming leading into prime time just was not delivering the eyeballs that we needed to see our promotions for prime time and then actually flow into prime time," says Siegel. "Our decision to change was based on audience compatibility."

The major beneficiary of the TNT and USA move out of late-afternoon animated programming: Nickelodeon.

Howard Schimmel, vice president of audience research, MTV Networks, says Nickelodeon has upped its national ratings 53%, jumping from a 2.8 to a 4.3 during the fourth quarter last year. But Schimmel says the network's early evening ratings jump comes as much from improvements in Nickelodeon's programming as from thinning competition. ■

HEADLINES

Request PPV promo

Request TV will hold an "Oscar Weekend" pay-per-view promotion on the weekend before the Academy Awards ceremony March 25. During the March 22-24 weekend, Request will give viewers the chance to see the five movies nominated for best picture for 1995.

PASS adds hometown hoops

Detroit-based regional sports network PASS Sports has added "Wednesday Night Hometown Hoops"—a lineup of exclusive Michigan and Michigan State college basketball games to its winter sports

programming schedule. The program runs Jan. 3-March 6 (with the exception of Jan. 10 and Feb. 28). It airs Michigan Wolverines or Michigan State Spartans games each Wednesday at 8 p.m. A special Saturday edition will be telecast March 9 at 4:30 p.m.

Cartoon premieres four

The Cartoon Network will debut four new Hanna-Barbera "World Premiere Toons" cartoon shorts each Sunday evening at 7 during January. The special series begins Jan. 7 with C. Miles Thompson's *Boid N Woim*, and follows with *CAT in Help?* Jan. 14, *Podunk Possum in One Step*

Beyond Jan. 21 and *The Powerpuff Girls in Crime 101* Jan. 28.

HBO boxing doubleheader

HBO Sports will air a live boxing doubleheader, *World Championship Boxing*, featuring Roy Jones Jr. vs. Merqui Sosa and Tim Witherspoon vs. Al Cole from Madison Square Garden in New York Jan. 12 at 9:30 p.m. HBO's en Español broadcast team will call the fight.

TMC plays cupid

The Movie Channel will air a "True Love" romance movie special Jan. 20 featuring classic and contemporary love stories, including "Romeo and Juliet," "It Could Happen to You," "Sleepless in Seattle" and "Murphy's Romance."

Fox stands up to violence

Fox cable network FX continues its on-air "Take a STAND" public service campaign with 12 new celebrity-hosted PSAs on how to prevent neighborhood violence. New 30-second STAND (Stop The Anger and Neighborhood Destruction) celebrity spots will air daily and will address such issues as kids and weapons, rape, gay bashing and gang violence. Spots will provide information on national associations and antiviolence programs.

Outdoor Life reaches 2.7 million subs

Officials of Outdoor Life had predicted that the sports and hunting network launched last August would reach 2.7 million subscribers by Jan. 1. Chief Operating Officer Roger Williams says the network has exceeded its original goal of 2 million subscribers by year-end, adding close to 1 million new subscribers in the past 30 days. —RB,CM

PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of Dec. 18-24, ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. U.S. ratings are percentages of the 95.9 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	Hhs. (000)	Rating Cable U.S.
1. <i>NFL Regular Season</i>	ESPN	Sat 8:00p	5,134	7.6 5.4
2. <i>Alex Mack Christmas</i>	NICK	Sat 8:00p	2,751	4.2 2.9
3. <i>Rugrats</i>	NICK	Sat 7:30p	2,561	3.9 2.7
4. <i>NFL SportsCenter</i>	ESPN	Sat 10:57p	2,471	3.7 2.6
5. <i>Movie: 'A Christmas Story'</i>	TBS	Mon 8:05p	2,460	3.7 2.6
6. <i>NFL Gameday</i>	ESPN	Sun 11:30a	2,402	3.6 2.5
7. <i>Movie: 'Coming to America'</i>	USA	Sun 8:07p	2,399	3.6 2.5
8. <i>Rugrats</i>	NICK	Fri 6:30p	2,367	3.6 2.5
9. <i>Cartoon Mondays</i>	NICK	Mon 5:30p	2,366	3.6 2.5
10. <i>All That Christmas</i>	NICK	Sat 8:30p	2,312	3.6 2.4
11. <i>Movie: 'Scrooged'</i>	USA	Sun 10:37p	2,263	3.4 2.4
12. <i>Movie: 'Incident at Deception Ridge'</i>	USA	Wed 9:00p	2,248	3.4 2.3
13. <i>Doug Christmas Story</i>	NICK	Sat 6:00p	2,209	3.4 2.3
14. <i>Rugrats</i>	NICK	Tue 6:30p	2,207	3.4 2.3
15. <i>Movie: 'A Christmas Story'</i>	TBS	Sun 10:35a	2,156	3.2 2.2

Following are the top five pay cable programs for the week of Dec. 18-24, ranked by households tuning in. Source: Nielsen Media Research.

1. <i>Movie: 'True Lies'</i>	HBO	Sat 10:00p	2,191	9.1 2.3
2. <i>Movie: 'Little Women'</i>	HBO	Sat 8:00p	1,847	7.6 1.9
3. <i>Movie: 'Forrest Gump'</i>	HBO	Sun 9:00a	1,819	7.5 1.9
4. <i>Movie: 'Temptation'</i>	HBO	Fri 12:40a	1,799	7.4 1.9
5. <i>Movie: 'Clear and Present Danger'</i>	HBO	Fri 10:15p	1,770	7.3 1.8

Technology

January 8, 1996

**The broader your vision,
the better we look.**

When you need satellite communications services, our fleet of Galaxy and SBS satellites can deliver the broadest possible range of services in the business. All with the unequalled level of quality and reliability you expect.

As the world's premier satellite operator, Hughes Communications' satellites provide service to business and entertainment leaders around the globe. So, if telecommunications are vital to the vision of your business, give us a call at 1-800-542-2538. We'll show you just how much better we look.

HUGHES
COMMUNICATIONS
A HUGHES ELECTRONICS COMPANY

NYSE Symbol GMH © 1995 HCl

Southwestern Cable bulks up

San Diego system upgrades result in additional 18 channels

By Glen Dickson

Southwestern Cable, the Time Warner Cable system in San Diego, has completed a \$5 million rebuild of its headend and network operations center. Combined with the continual upgrading of Southwestern's hybrid fiber/coax cable infrastructure, the new plant has allowed the company to increase its programming capacity from 52 to 70 channels.

"We've added a bunch of stuff that we couldn't get into 52 channels, such as multiplex channels like HBO 2 and ESPN 2," says Roger Kramer, the system's vice president of engineering. "Our customers really like the service, and a lot have upgraded."

Not all of Southwestern's 176,000 subs are capable of receiving the 70 channels, although Kramer says that "much of the plant has been capable of 80-plus for six months," with seven of an eventual 14 fiber hubs now operational. Each hub will be able to serve up to 40 nodes, with 500 houses per node.

"It's the standard Time Warner upgrade architecture," says Kramer. "Right now we're completing roughly one node per working day."

A.F. Associates of Northvale, N.J., handled the system design and integration for the new 9,000-square-foot plant, which is split evenly between the network operations center and the headend. The network operations center features a Video Server 100 digital ad insertion system from SeaChange Technology (BROADCASTING & CABLE, Nov. 13, 1995), which replaces what Kramer calls a "hodgepodge" of tape-based insertion equipment.

Other equipment in the operations center includes an Adcart tape-based insertion system, an offline edit suite, dub rack, tape room and eight Chyron Codi character generators to drive Southwestern's video bulletin boards.

"Between the new headend and the digital server we're getting much cleaner ad inserts, which is what the advertisers want," says Kramer.

The SeaChange server handles 20 channels of commercial spots using MPEG-2 compression; each channel has a capacity of up to eight spots,

which are retrieved individually from a master library as needed. "I can be running two, three or four back-to-back commercials on 20 channels simultaneously," says Kramer. "That gives us a lot of capability."

The Video Server 100 is used mainly for 30- and 60-second spots, he says. Southwestern still relies on three channels from a tape-based Adcart system for longer spots. Although the SeaChange system is designed for future capacity upgrades, Kramer doesn't foresee playing movies off it anytime soon: "There doesn't seem to be too much demand for

video on demand. That's a couple of years away."

Quality control was a big focus of the upgrade, says Kramer. So Southwestern has secured alternate sources for all its channels and a Honeywell security system monitors security, fire and power at the hub sites and through master control. Engineers also can monitor the video quality of the incoming feeds from a custom-built 80-monitor wall in the operations center and use a surround-sound monitoring system with a Dolby Pro-Logic decoder to check audio quality. ■

KPTV gets on the Sony digital train

Portland station to use cache for spot playback

By Glen Dickson

KPTV(TV), Chris Craft's UPN affiliate in Portland, Ore., will take a big step toward its digital future this spring with the installation of a Sony component digital master control switcher, digital cache machine and next-generation controlling software.

The roughly \$400,000 purchase makes KPTV the first U.S. station to buy the Sony DVS-M1000C serial digital switcher and new BZA-8100 Multi-channel Transmission Software, which was designed by a dedicated software development group at Sony's San Jose, Calif., facility. The equipment will be installed at KPTV's new 45,000-square-foot facility.

According to KPTV Chief Engineer Val Roberts, the new switcher will go to work on March 9 when the new building opens; the 32 gigabyte RAID cache system, which will play all of KPTV's commercial spots, PSAs and promotions, will come online in mid-'96.

Sony's Systems Integration group will be onsite to make sure the new



KPTV GM Martin Brantley and Sony's Dan Cole shake on the digital deal.

equipment and software work together.

Of course, using a component digital switcher means heavy analog to digital (and back again) conversion. "That's a price we have to pay for taking this type of technology at this time," says Roberts. "But we fully believe that any new equipment we get will be digital and won't require this A to D and D to A."

For now, the switcher will work seamlessly with the LMS (Library Management System) Cache, a buffer

“Media Pool
is the heart of
our network
facility.”

Mark Hale
Vice President of Operations
Home & Garden Television Network
Knoxville, Tennessee

“If you had the chance to get the best there is, and not compromise a bit, what would you do?”

“That’s why, at HGTV, we invested in the BTS Media Pool Video Server. Imagine: Variable compression to match our quality standards . . . expandability in storage and accessibility as our needs change . . . and the reliability of RAID architecture.

“But Media Pool is more than a video server to us—it’s the heart of our recording and playback future.

“Accessed as a virtual VTR, our editing and graphics environments use Media Pool as a tapeless pathway into network operations for playback of programming and interstitial materials.

“Our ad sales team enjoys the benefits of an instant access system as well. No more compromising the number of elements we can run in a break due to robotic and tape format limitations.

“All this flexibility means our network has an added-value advantage in generating more ad sales dollars.

“The bottom line? We chose the option of compression, and at what level, number of access channels or I/Os we’ll need, and the amount of storage required.

“In essence, the Media Pool Video Server has put our future into our own hands. Any compromise here? Absolutely none.”

BTS

Call toll-free (800) 962-4BTS
Outside the U.S. and Canada,
call (805) 584-7436

For Immediate Information
FAXback: 1-800-962-4BTS, opt 4
Document #1013

A PHILIPS COMPANY

device that will store 3.5 hours of digital files from KPTV's DVC-500 robotic cart machine unit, which carries 280 D-2 tapes. KPTV has been using (and helped develop) Sony's BZC-2100 Multi-Spot software, which controls the playback of spots from a single cassette. The station also uses a DVC80 unit to play back its programming, but there are no plans to link that cart machine to the cache.

"The cache holds as much as it can and looks ahead," says Roberts. "If we play a spot 20 times a day, the LMS software loads it into the cache only once. That saves on tape wear and head wear and cuts down on the use of the DVC-500's robotic arm." KPTV has played close to a million spots from the DVC-500 since purchasing it in 1989, says Roberts.

According to Dan Cole, Sony vice president of systems marketing, the real key to the KPTV purchase is the BZA-8100 software, which will run on six Pentium PCs to manage the RAID cache, the BZC-2100 machine control software (which controls the DVC units) and the master control switcher.

Cole says that as Sony moves forward into selling digital systems, software will drive its profits—a big change in an industry previously dominated by hardware issues. The new issues are networking, compression schemes and software control as the hardware becomes increasingly similar between competitors.

"The margins for hardware have been getting harder to find," he says. "What customers are willing to pay for is the software—that's where the creative genius comes into play." ■

Chyron moves into the virtual arena

Company purchases stake in Israeli RT-SET; will market set technology in U.S.

By Glen Dickson

Character-generator king Chyron Corp. is entering the virtual set business.

The Melville, N.Y.-based firm has signed a letter of intent with BVR Technologies whereby Chyron will acquire 19% of Israeli virtual set manufacturer RT-SET (Real Time Synthesized Entertainment Technology), a BVR subsidiary. Under the terms of the agreement in principle, Chyron will issue common stock with a market value of \$6 million for a new class of preferred shares to be offered by RT-SET.

If the deal goes through, Chyron will receive option rights that will allow it to acquire a 51% or greater position in RT-SET common stock in the future. According to Chyron President/COO Isaac Hersley, the deal should be wrapped up by the end of February.

"Chyron has been looking at virtual sets for a good portion of 1995," says Hersley. "This type of product has a synergy with what we do today, and it's a natural next step.... We recognize that the virtual set product is in its infancy, and we plan to increase our

stake as the product sells in higher volumes."

RT-SET has yet to produce a profit from selling its software-based virtual set systems that run on Silicon Graphics Inc. (SGI) supercomputers. Hersley says the company will deliver its first units in early 1996 to both broadcast and post-production clients, but is tight-lipped about details.

RT-SET recently installed a system at United Studios of Israel to beta-test its technology under actual production conditions. "They've moved all of their development people into the studio environment," says Hersley.

Chyron plans to assist in the marketing, sales and distribution of the RT-SET system, and will resell the systems in the U.S. Hersley says that while RT-SET's software writers will stay in Israel, Chyron will be looking to pump some of its graphics expertise into the system. Accordingly, RT-SET will exhibit in the Chyron booth at this year's National Association of Broadcasters convention in Las Vegas.

A big roadblock to virtual sets is the price: Low-end systems start at around \$700,000, including \$450,000 for an SGI Onyx computer. Will Chyron's involvement lower the price of RT-SET products? Hersley doesn't think so: "That's more dependent on the price of the SGI box going down and its performance going up. What we bring to the table is our infrastructure, our knowledge of the broadcast industry and the distribution channel to our customer base." ■

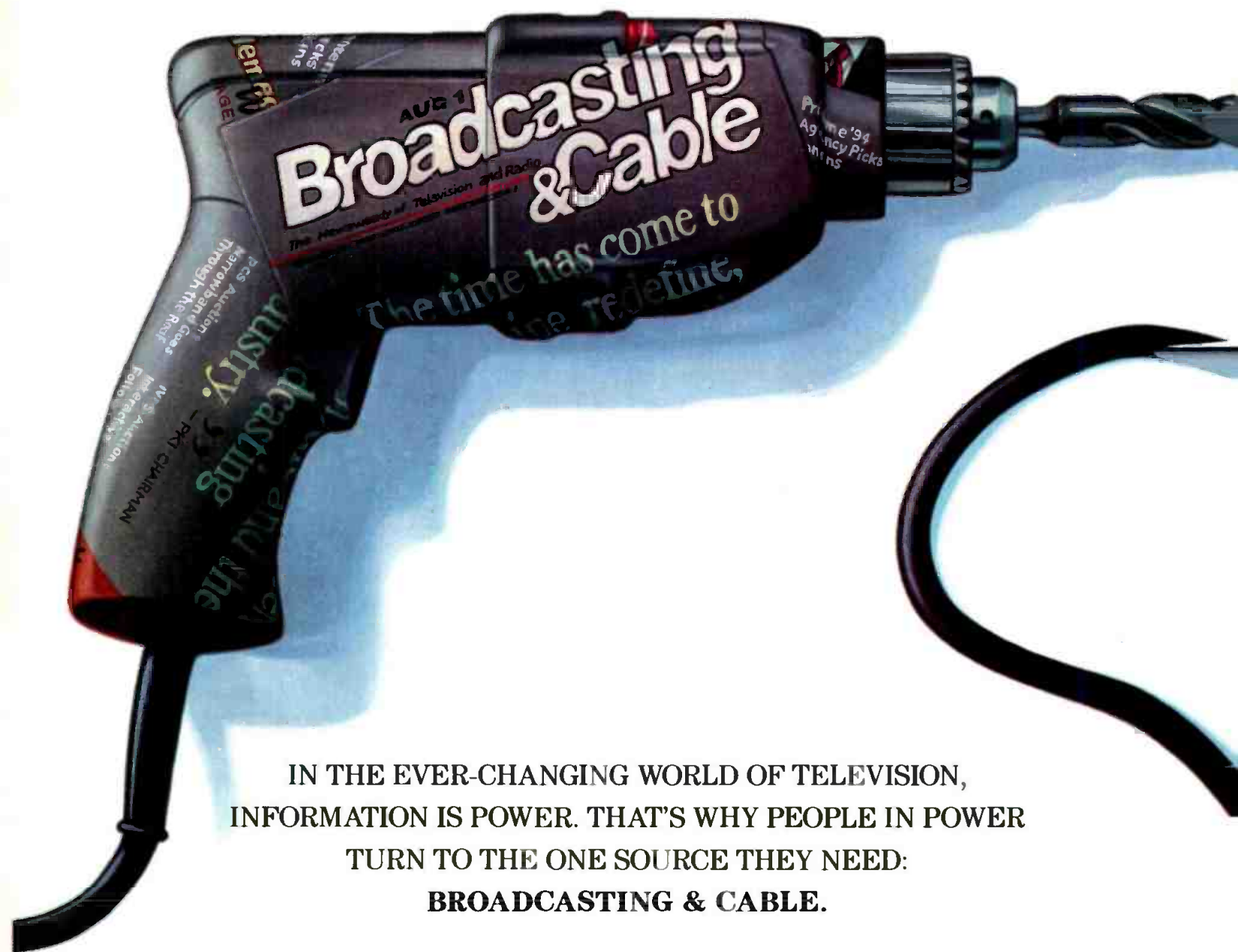
The Society of Motion Picture & Television Engineers will hold its 30th annual Motion Imaging Conference Feb. 1-3 at the Sheraton Seattle Hotel and Towers, with the theme "The Convergence Continues... Computer Technology and Television." For more information, contact SMPTE at (914)761-1100.

Sega goes sci-fi with Realtime

Realtime Video of San Francisco provided special effects for "Resistance Is Futile," a 30-second Sega Genesis spot that shows the robotic character Vectorman running through a futuristic city. Realtime artist Kathy Tobin performed design, editing and compositing on a Quantel Henry, blending computer animation and Mac backgrounds with scenes from the new Vectorman video game created by San Diego-based Blue Sky Software. Steve Maggioncalda, Realtime senior vice president of engineering, handled the conversion of both disk and tape formats to allow immediate transfer of the 3-D Vectorman elements to the Henry via Realtime's digital network. —GD



Power Tool



IN THE EVER-CHANGING WORLD OF TELEVISION,
INFORMATION IS POWER. THAT'S WHY PEOPLE IN POWER
TURN TO THE ONE SOURCE THEY NEED:
BROADCASTING & CABLE.

It's the one tool they can count on, week after week, for in-depth analysis of the latest news about every segment of television and radio. From broadcasting and cable networks to direct broadcast satellite to new video providers like telephone companies. Now featuring Telemedia Week – a special weekly section that keeps you attuned to the interactive world of video, voice and data.

Reach these decision makers by tapping into the power of Broadcasting & Cable. Call your Broadcasting & Cable representative at (212) 337-6940 today!

Broadcasting
The Newsweekly of Television and Radio
& Cable

Cutting Edge

By Glen Dickson

Oceanic Cable of Hawaii, a division of the Time Warner Group, has purchased its second ASC Virtual Recorder cache system based on RAID 3 fault-tolerant technology. The new VR Cache, with six hours of storage, will be used to download the East Coast feed of the Home & Garden Network cable channel and replay it five hours later in the Oahu market. The first VR Cache purchased by Oceanic has been airing The Learning Channel 24 hours a day, seven days a week, since Dec. 1, 1995, by this method.

Mitsubishi Electronics is introducing a real-time MPEG-2 encoder 10-chip set that can provide Main Level @ Main Profile encoding with one encoder, one pixel processor and four to eight motion estimators, depending on the search window resolution required. "Current products on the market typically require at least 16 chips to achieve the same functionality," says Bob Bell, Mitsubishi senior product marketing manager. "Lower chip count equates to lower system costs."

Digital Equipment Corp. and SkyConnect Inc. have formed an alliance to market digital ad insertion systems to cable operators. Under the agreement, SkyConnect will resell DEC's Mediaplex video servers as part of an integrated solution to customers, and will modify its

software products and services as a front-end to the Mediaplex. The company also will market Advernet, an online "bulletin board" of available spots and prospective media buyers, to cable interconnects and advertisers.



Mitsubishi's MPEG-2 encoder chip

Compression Labs Inc. has won a \$1 million contract from Nissho Iwai of Japan for its Magnitude MPEG-2 encoding systems. The encoders will be used by a number of systems integrators to encode compressed digital broadcast and to design integrated receiver decoders for satellite broadcasting. CLI and Nissho Iwai also have signed a marketing agreement under which Nissho Iwai will provide distribution, integration and maintenance of CLI digital broadcast systems in Japan.

DAVIC (Digital Audio-Visual Council) approved its DAVIC 1.0 multimedia specifications for cable interfaces and protocols at its meeting in Berlin last month. Among the protocols sanctioned were QAM and QPSK modulation, ATM data transfer rates and server-to-network connections. Bob Luff, chief

technical officer for broadband communications at Scientific-Atlanta, says that cable modems were a hot topic at the meeting and will be the top priority for DAVIC 1.1, adding, "DAVIC foresees a world where DAVIC-compliant systems will be able to browse the Internet."

Hollywood-based Complete Post has purchased six fully configured Axial 2010 online editing systems as part of a major renovation of its edit suites. "We required an online editor that could match the speed and performance of non-linear, off-line suites," says Complete Post Director of Engineering Bob Blanks. "Axial provides an array of automatic caching features that resolve

EDL [edit decision list] conflicts and speed up auto-conforming."

Tape House Digital of New York has completed the visual effects for a Minute Maid commercial tie-in with Walt Disney's animated movie "Toy Story." Tape House's in-



house CGI creative partner AFCG animated the Minute Maid orange juice can, which was rendered with Prism software from a scanned label that was mapped onto a 3-dimensional surface. Animator Floyd Gillis then set the can spinning on its axis, using

motion blur to add realism. In another scene, a Quantel Harry was used to clone and composite images of toys that were shot on film against an Ultimatte background. Online editing was performed on a Kadenza; offline work was done on an Avid system.

Gulfink Communications of Jacksonville, Fla., expanded its fleet of Ku-band transportable satellite uplinks with two additional units, Gulf 14 and Gulf 16. The units, designed and integrated by Gulfink, are of a low-profile configuration so that they can fit into a transport plane if needed. They include a 2.4 meter Andrew antenna, dual 300-watt MCL high-power amplifiers, dual LNR upconverters and modulators, full RTS IFB/ICM communications systems, a production switcher, a Sony Beta edit bay, and wireless IFB and wireless microphones.

Jones Satellite Networks has placed an order with Wegener Communications for digital audio transmission products to convert its six in-house radio formats from analog to digital. The addressable DR96Q QPSK SCPC digital audio receivers use QPSK (quadrature phase shift keyed) modulation to reduce the bandwidth required for digital transmissions. The receivers use the ISO-MPEG Layer 2 digital audio algorithm and feature extensive real-time diagnostics. Link analysis, data rates, acquisition history and current frequency assignments are available using a terminal or PC running communications software. The JSN receivers will be controlled through Wegener's ANCS (Addressable Network Control System). ■

Your ticket to industry news around the world.



**SAVE
\$84**

Off the
cover price!

**Broadcasting
& Cable**

YES! Send me
1 year for only \$117.
I save \$84 off the cover price!

Name _____
(PLEASE PRINT)

Title _____

Company _____

Address _____ Apt/Floor _____

City _____ State _____ ZIP _____

Phone (____) _____

ONE YEAR \$117.00

Bill me. (U.S. only)

Charge my: VISA MC AMEX

Card # _____ Exp. date _____

Signature _____

Canada= \$149 (includes GST). Foreign Air= \$320. Foreign Surface= \$169.
FL and PA residents please add applicable sales tax. B548SS



to-the-minute
ly newsletters
al Newsletter,

bureaus in
where news
al executives
ons in a fast-

global business. Taking you behind the headlines, we deliver analysis, features and special reports that provide the most in-depth international media business coverage — on television, cable and satellite.

**Advertise in *Broadcasting & Cable International*,
and watch your ad message take off!**

**Broadcasting & Cable
International**

FOR SUBSCRIPTIONS CALL: 310-978-6915 • FAX 310-978-6901

New York
Tel: (212) 337-6944
Fax: (212) 337-6948

Los Angeles
Tel: (213) 549-4113
Fax: (213) 937-5272

United Kingdom & Europe
Tel: (44) 171-437-0493
Fax: (44) 171-437-0495

Asia
Tel: (81) 06-956-1125
Fax: (81) 06-956-5015

Benelux (Equipment Advertising)
Tel: (31) 40 41 3727
Fax: (31) 40 42 0430

Telemedia

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

Week[®]

DBS

MCI, TCI set for FCC DBS auction

Commission will begin bidding for 28 channels on Jan. 24; some Baby Bells may also participate

By Harry A. Jenell

MCI has promised to bid at least \$175 million, and Tele-Communications Inc.'s Tempo Satellite will be there with or without its Primestar partners.

But what other direct broadcast satellite wanna-bes may show up with counteroffers at the FCC's Jan. 24 auction of DBS channels is not clear.

Several of the Baby Bells last year tipped their interest in DBS in filings with the Justice Department and the FCC, but none is prepared to admit that it will be in on the bidding.

Even Primestar won't say whether it will play. Prime-

star, a medium-power satellite broadcasting service, covets the 28 high-power channels at the 110 degrees orbital slot, the auction's principal draw.

(In fact, Primestar had an agreement to acquire the same channels from onetime permittee Advanced Communications for \$45 million, but the FCC withdrew Advanced's permit for failure to build a DBS system in a timely fashion and scuttled the Primestar deal.)

To participate in the auctions, a bidder must apply at the FCC by Jan. 19, five days before the auction gets under way. And attached to the filings must be "upfront payments"—\$10 million to bid

on the channels at 110 degrees, which provide national coverage, and \$2 million to bid for the 24 channels at 148 degrees, which provide coverage of the western half of the country.

The Primestar partnership (TCI, four other top cable operators and GE Americom) has yet to decide whether to join the bidding, says Primestar Chairman/CEO Jim Gray. "Everybody believes that high power has value," he says. "If you were going to start a service from scratch, you would do it high power."

But for an up-and-running service, the added value may not outweigh the costs. Gray says: To go high power,

Primestar not only will have to pay tens of millions of dollars for the spectrum, but it will have to bear the expense of repointing the dish antennas of its more than 1 million subscribers from its current medium-power satellite to a new high-power bird.

The 95-channel Primestar can prosper at medium power, Gray says. In head-to-head competition with high-power rivals DIRECTV and United States Satellite Broadcasting, Primestar has grown from 200,000 to more than 1 million subscribers during the past year and has secured a 45% share of the DBS market, according to Gray.

What distinguishes Primestar's service from that of its high-power competitors is the size of the reception antenna. Primestar's service requires a 36-inch dish, while high-power providers need an 18-inch dish.

TCI is pushing its Primestar partners to ante up for DBS channels. "We would like to see a high-power program, and we are doing everything in our power to get there," says David Beddow, of TCI's Tempo Satellite. But partner Time Warner strongly favors the medium-power approach, he says.

If Primestar opts out, TCI/Tempo will bid on its own, Beddow says, if not for the slots at 110 degrees then for those at 148 degrees, which are expected to cost



Primestar launches ad campaign

High power or no high power, Primestar says it's committed to the satellite broadcasting business. Demonstrating that commitment, the cable-backed venture last week unveiled plans to spend \$150 million to sell and promote the 95-channel service this year.

The new TV advertising campaign kicked off with a spot (left) on New Year's Day. Two others will debut during the Super Bowl on Jan. 28. The chief selling point: Unlike subscribers to the rival DIRECTV and USSB services, Primestar subscribers don't have to buy reception equipment. Programming and equipment are included in the monthly fee (\$30 for 50 channels; \$55 for 95 channels).

Since Primestar is a medium-power service, subscribers need 36-inch dishes to receive it. However, it is considering bidding for new channels that will allow it to broadcast from a high-power satellite to 18-inch dishes (see story above).

With the help of the marketing campaign, Primestar hopes to double in size this year, from 1 million to 2 million subscribers.—HAJ

The Internet

CompuServe shuts down sex after German protest

Online service blocks access to Internet sites

By Christopher Stern

considerably less.

Although too far west to provide national coverage, Beddow says, Tempo could acquire the channels at 61 degrees from other permittees and provide national coverage from two slots.

MCI's DBS ambitions came to light last year when it opposed Advanced Communications' efforts to overturn the FCC decision that stripped it of the 28 channels at 110 degrees. In arguing for an auction of the channels, it essentially guaranteed a minimum bid of \$175 million.

There had been some speculation that the company would pursue DBS in league with Rupert Murdoch's News Corp. and its Fox subsidiary. In 1995 MCI invested \$1 billion in News Corp., Fox's Australian parent.

MCI and News Corp. may develop DBS services together, says MCI Senior VP Susan Mayer, but it will bid for the channels alone.

MCI sees DBS as more than just another pipeline for TV, says Mayer. Businesses can use it to communicate among their offices, with other businesses and directly with consumers, she says.

And using DBS purely for entertainment, she says, DIRECTV has shown that each subscriber can add \$1,000 of value to a company.

Ameritech, Bell Atlantic, BellSouth, Nynex and SBC Communications last October asked the Justice Department to support a waiver of the consent decree regulating their business that would permit them to offer DBS services. Ameritech and BellSouth later commented on the FCC DBS auctioning rules.

Ameritech and BellSouth say they will not bid, but Bell Atlantic, Nynex and SBC Communications do not foreclose the possibility.

The current DBS licensees are prohibited by FCC rules from bidding for additional channels.

CompuServe has shut down access to more than 200 sex-related Internet user groups since a German prosecutor declared they provided material that is harmful to children.

The decision by CompuServe to eliminate access to the user groups affected all of its 4 million customers because the online service cannot selectively block access to Internet sites.

CompuServe said Thursday that it hopes to reinstate the banned areas by the end of the month. The company is working on a software adjustment that would continue to bar access to the sites only in Germany.

Industry representatives and public interest advocates said last week that CompuServe was faced with a dilemma that other American companies will encounter as they move into foreign markets.

"What could be the most democratic

[medium] in the world all of a sudden becomes the lowest common denominator of what is acceptable to all governments," said Lori Fena, executive director of the Electronic Frontier Foundation, a computer user advocacy group.

The action by the German prosecutor comes as Congress is struggling with its own approach to sexually oriented material on the Internet. The current version of the telecommunications bill indemnifies companies such as CompuServe and America Online that provide access to the Internet from prosecution for transmitting sexually oriented material. However, information providers are banned from distributing "indecent" material to minors.

Unless an international protocol for online services is developed, some countries may seek a ban on political or even business-related content on the Internet, says Gary Arlen, president of Arlen Communications, a Bethesda, Md.-based research company.

Fena conceded that many of the groups clearly were not appropriate for children, but she also expressed concern that some of the banned groups were nothing more than Internet sites to discuss issues related to homosexuality. EFF has posted a list on its own Web site of the areas allegedly banned by the German prosecutors. EFF's Web address is: <http://www.eff.org>.

The news groups blocked by CompuServe were all specifically identified by the German government, according to the Columbus, Ohio-based company. However, the Associated Press reported last week that German officials denied they had ordered the company to shut down access to the Internet sites.

CompuServe reiterated last week that it is not responsible for creating any of the material banned by the German authorities. "CompuServe, as an access provider, is not responsible for the origination or nature of content on the Internet over which it has no creative control."

CompuServe has 500,000 subscribers in Western Europe, and hopes to double that number during the next year. America Online also has ambitious plans to launch a European service.

Calendar

Jan. 14-16—Interactive Services Association 2nd annual state-of-the-industry strategic business meeting. Doral Golf Resort and Spa, Miami. Contact: (301) 495-4955.

Jan. 29-Feb. 1—ComNet '96, networking conference and exhibition, presented by International Data Group. Washington Convention Center, Washington. Contact: (800) 545-3976.

Feb. 21-24—"Interactive Newspapers '96: What's Hot, What's Not," conference sponsored by The Kelsey Group, Editor & Publisher, INMA, National Newspaper Association and Suburban Newspapers of America. Hyatt Regency Embarcadero, San Francisco. Contact: 609-921-7200.

March 17-20—Interactive Entertainment Congress '96, presented by the Institute for International Research. Wyndam Palm Springs Hotel, Palm Springs, Calif. Contact: Jo Mayeroff, (800) 999-3123.

April 17-18—i•MAGIC (innovative multimedia achievement in the global interactive community) awards festival sponsored by Select Media Inc. New York Information Technology Center, New York City. Contact: Erin Fitzgerald, (212) 431-8923.

Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

Station Manager/Director of Sales for new sign-on, WLIE-FM Bridgehampton, New York, and Eastern Long Island Radio Network. We seek current general, local or retail sales manager interested in general management and earned equity with a growing company. EOE. Contact owner, Box 1200, Southold, NY 11971.

General Sales Manager. One of the country's oldest urban formatted radio stations in Top 25 market (Midwest) is looking for a highly motivated General Sales Manager. Candidate must have a minimum of five years selling experience in radio and have a proven track record. Must be goal oriented and results oriented and lead by example. Excellent career opportunity. Send resume to: John Thomas, J4 Broadcasting, 3540 Reading Road, Cincinnati, OH 45229.

GM/GSM for progressive midwest small market station. Seeking experienced person who will carry list, train and motivate our sales staff. Must have proven track record, be energetic, community minded, and able to create unique promotions. Station profitable and located in growing market. Performance based compensation plan. Confidentiality assured. EOE. Reply to Box 00662

HELP WANTED SALES

Sales Manager. 100,000 watt country FM seeks Sales Manager with substantial experience in selling radio in mid-size and small markets. Station reaches 200,000 people in 16 county area in western Iowa. Attractive incentive based compensation package. Send resume to: Attn: General Manager, KSOM/96.5 FM, 413 Chestnut Street, Atlantic, IA 50022. KSOM is an Equal Opportunity Employer.

Looking for a rewarding opportunity and better lifestyle? Sales Manager needed for 100,000 FM/5,000 AM in beautiful northern Michigan. Must be able to lead by example. Group operator. Reply to Box 00647 EOE.

HELP WANTED TECHNICAL

Unique Broadcast Engineer required for a singular, exciting and immediate opportunity. The successful applicant will have extensive hands-on maintenance and operational experience for a wide variety of broadcast equipment found in AM and FM radio and instructional television facilities. Equipment includes satellite, microwave, camera systems, video switching, distance delivery via compressed video, and a full range of AM and FM studio and transmission systems. FCC license or SBE certifications required. Faxes and phone calls are OK by us. Send resumes to Don Rinker, VP and GM KBRW, P.O. Box 109, Barrow, AK 99723, 907 852-6811, fax 907-852-2274.

Commodore Media, Inc. seeks experienced, hands-on Engineer to direct major projects at its 20 East Coast Radio Stations; responsibilities include evaluation of stations for potential acquisition and facilities upgrades. Will be based in NY/CT area to oversee Commodore's 9 station NY Suburban Group. Knowledge of Digital Equipment and computer-proficiency required. Resumes and references to: Personnel Director, P.O. Box 551, White Plains, NY 10602.

HELP WANTED NEWS

The nation's top major market radio station is looking for a creative, morning drive newswriter and an aggressive, morning drive reporter with television skills. WBZ NewsRadio 1030 is the 1995 Marconi Major Market Station of the Year and we have two rare openings. Qualified applicants should have experience in writing for all news stations, excellent reportorial skills, knowledge of computers and crave working in a fast paced morning drive newsroom. These are great opportunities to join the largest broadcasting company in the world. Send resumes, tapes and writing samples: Gretchen Coleman-Thomas, Human Resources Manager, WBZ Radio and TV, 1170 Soldiers Field Road, Boston, MA 02134. EOE/M/F/H/V. No phone calls please.

Florida's Radio Networks is currently seeking a "Bureau Chief" for its Tallahassee news bureau. Must have strong reporting, news gathering and on-air skills. Experience in covering state government operations a plus. Resume and tape to: Larry Spilman, Florida's Radio Networks, 2500 Maitland Center Parkway, #407, Maitland, FL 32715. EOE.

HELP WANTED FINANCIAL & ACCOUNTING

Radio Group Controller: Top 25 broadcast company seeks financial manager for its 27 station Radio Division. Position responsible for complete financial management of division including financial statement preparation and consolidation, budget planning, station operation interaction and M&A activities. Minimum 5 years of radio financial management required, MBA preferred. Minorities and women are encouraged to apply. Please send resume and cover letter to Box 00658 EOE.

SITUATIONS WANTED ANNOUNCER

Award winning Play-By-Play Announcer looking for opportunities. Six years experience in football, basketball, baseball on college and high school levels. Also experienced anchor, host and reporter. College degree, young, mobile. Call Scott 501-931-0541.

Available: Professional announcer for production and on air. Adult formats. Southeastern states. 7 years with the Voice of America, government budget cutting casualty. Alex 513-777-8423.

SITUATIONS WANTED HOST

Talk Show Host, Television/Radio after appearing on over 300 talk shows, and spotlighted in the Wall Street Journal and on entertainment and news shows, see why Bill Liblick will deliver for you. Bill Liblick is outrageous, political, compassionate, humorous, and speaks up for the common man. He has the mouth that roars. Call (718) 671-1455 or write P.O. Box 404, Bronx, New York 10475.

SUBCARRIER AVAILABLE

Washington DC Market. Subcarrier available immediately on 50 kw FM station. Full market coverage. Call Jon Banks at 301-816-4406 for information.

SITUATIONS WANTED MANAGEMENT

Free Agent Available - Major market player with 15 years of record breaking performance seeks sales/management position with expanding group in search of dynamic, seasoned, sales leader. Systems oriented, sales trainer with "Superbowl" presentation skills offers dangerous ability to break big plays in the area of new business development. Prefer Mid-Atlantic or Southeast region, but will consider all opportunities. Market size irrelevant. It's the team that counts...available January 1996. Reply to Box 00652.

TELEVISION

HELP WANTED MANAGEMENT

Southeast Asia Cable Management. Multi-channel MMDS/cable operation which is in the developmental stages is looking for a General Manager with administrative, management, programming, operations, and technical capabilities. Southeast Asian location - relocation required. Compensation would include transportation and housing. Send resume to Roscor Corporation, 1061 Feehanville Drive, Mt. Prospect, IL 60056, or fax them to 708-299-4206, attention V. Schwantje.

Sales Manager for midwest station with incredible heritage. Same stable ownership for decades; committed to radio with aggressive future plans. Excellent compensation and career potential if you can direct a strong local and regional sales effort. Send letter of introduction, resume and salary requirements. Reply to Box 00657 EOE. M/F.

National/Regional Sales Manager in Nebraska's Capitol City market. Ground floor opportunity at soon to be VHS-ABC affiliate. Candidates must have successful sales management track record with a thorough knowledge and understanding of managing a national and regional sales effort. Please fax letter and resume along with salary requirements to (402) 436-2236 or mail to: Citadel Communications Company L.L.C., Attn: Steven W. Dant, General Manager, 3240 South 10th Street, Lincoln, NE 68502. M/F. Equal Opportunity Employer.

National Sales Manager Aggressive, growing group is seeking a National Sales Manager for a major market independent. We are seeking an experienced sales professional with expertise at the rep and/or station level...Someone who recognizes there is more to value than numbers. Compensation will be highly competitive and can be customized for the individual. We are an equal opportunity employer. Reply to Box 00661.

KRXI, FOX 11, has an immediate opportunity at a brand new FOX affiliate in Reno, Nevada. KRXI is owned by Nevada Television Corporation and operated by Cox Broadcasting Inc., an industry leader in world communications. In 1996, KRXI will launch a new 10pm newscast, and if that's not enough, we also operate KAME 21, a UPN affiliate! If you have the drive to take us to number one, with the ability to juggle 5 phone calls, 4 sales promotions, 3 contests, 2 traffic emergencies and a partridge in a pear tree...if you can do it all, with a smile and a messy desk, then send a resume and tape to Box 00659 EOE.

**TOP 30 MARKETS,
GROUP-OWNED
STATION
OPPORTUNITIES**

PROGRAM DIRECTOR:

Experienced program director with at least 3-5 years experience in independent TV station programming. Skills must include research analysis, computer capability, and a talent for negotiation. Previous work in feature film scheduling and film system management is expected. College degree, confidential resume and references required. Equal Employment Opportunity.

CHIEF ENGINEER:

Responsible for all technical operations and maintenance. Conversion to digital already underway; strong computer skills and up-to-date technical knowledge will be needed. Minimum 3-5 years of management experience expected, with team-building an important plus. College degree, confidential resume and references required. Equal Employment Opportunity.

**CREATIVE SERVICES/
MARKETING DIRECTOR:**

Aggressive promotion and marketing department head with at least 5 years experience. Superior creative, production and management skills are expected, including media-buying expertise and budgeting capability. Previous experience in entertainment and sports promotion is helpful. College degree, confidential resume, sample tape and references required. Equal Employment Opportunity.

**REPLY TO BOX 00656
EOE**

General Managers. Growing network affiliated group is seeking experienced General Managers. Must have two to three years of management experience. Sales knowledge a must, team oriented, creative, thinking outside the envelope, computer literate and experience with budgets and forecasting. Opportunity to grow within and participate with equity. Please respond to Box 00645 EOE.

HELP WANTED SALES

WANTED: "KILLER"

KCOP, UPN-13 in Los Angeles is seeking a "Killer."

We are looking for a NEW BUSINESS MANAGER.

This means cold calls, client contacts, travel and significant aggravation.

You must be a seasoned professional with significant contacts and appearance who can provide us with solutions to difficult problems. Experience: You must be knowledgeable about vendor programs and have computer savvy regarding opportunities to grow revenue using all available technology!!

If you are out there,
fax or mail resume
ASAP!

**Jillian Kauffman
General Sales Manager
KCOP, UPN-13
915 North LaBrea Avenue
Los Angeles, CA 90038
(FAX) 213/851-4187**

Regional AE/Co-Op Specialist/Station Promotion Coordinator. West Texas, CBS affiliate, seeks a Regional AE/Co-Op Specialist/Station Promotion Coordinator. Duties include regional sales, development of local co-op advertising, and coordination of sales promotions. A minimum of three years prior sales experience and/or degree preferred. Seek a self-motivator with good presentation and computer skills, reliable transportation, and a good driving record. Send resume to Personnel Director, KLST-TV, P.O. Box 1941, San Angelo, TX 76903. EOE.

Account Executive: WSB-TV Atlanta, the Southeast's premier television station is looking for an experienced Account Executive to join the most innovative and aggressive sales team in Atlanta. Minimum of five years broadcast sales experience. Must have significant track record in agency, developmental and non-traditional selling. Send resume to: Deborah Denechaud, WSB-TV, 1601 West Peachtree Street, Atlanta, GA 30309. No phone calls.

Account Executive: Immediate opening in the Tampa/St. Petersburg, Florida market (15th DMA) for an experienced television Account Executive. Must have excellent communication, presentation and organizational skills. Marketing and promotional experience is a plus. Candidates should have substantial agency and direct account experience and be comfortable with the latest PC based sales tools. Send resume and references to Larry McCabe, Candace Portmann at WTOG-TV, 365 105th Terrace N.E., St. Petersburg, FL 33716. Hubbard Broadcasting is an Equal Opportunity Employer.

Traffic Administrator - BRAVO is seeking an organized individual to place our scheduled programming on the air as planned. The hard-working problem-solver we're looking for will create on-air logs and build programming breaks, taking into consideration the flow of the program. A bachelor's degree, strong computer skills and attention to detail are required. JDS/trafficking experience in television/radio and an interest/passion for film and the arts would be a plus. We offer a competitive salary, a generous benefits package and high visibility. For consideration, please send your resume and salary requirements to: PO Box 999-DB, Woodbury, NY 11797. An Equal Opportunity Employer.

Sales 78 Inc. representing top 10 market ABC Affiliate, WJLA Channel 7, and regional 24-hour cable news channel, NEWSCHANNEL 8, seeks dynamic Director of Sales to manage Sales Department staff, functions and goals, including achieving sales revenue for the company. The ideal candidate will have a Bachelor's degree in Marketing and five years of progressively responsible experience in Media and/or related business sales. Local sales management experience preferred. We are looking for a leader experienced in formal sales staff training with strong development, motivation and team building skills. Send resume and salary history to: HR, 7600 D Boston Blvd., Springfield, VA 22153 or Fax (703) 912-5599. No phone calls, please. EOE M/F

Due to expansion, MEGA Advertising, the Washington Metropolitan Area Cable Interconnect, is recruiting for additional Local Account Executives. Positions are responsible for new business development in local broadcast, print and classified advertising in Virginia.

REQUIREMENTS INCLUDE:

- Minimum 2 years direct sales (Media or Advertising preferred)
- Proven sales track record
- Ability to work in a fast paced environment

BENEFITS INCLUDE:

- Competitive compensation package
- Comprehensive health and dental
- Thrift Plan
- Credit Union
- Short and Long Term Disability Programs

Send resume to:

**MEGA Advertising
14650 Old Lee Road, Chantilly, VA 22021
Attn: Human Resources
or fax to: 703-378-3498**

PRE-EMPLOYMENT DRUG TESTING REQUIRED — EOE . M/F/D

Cellular Corporation Seeks TV, Radio, or Cable Personnel

If you are in Sales or a GSM or a GM and would like to enter the fast growing cellular telephone industry in the Midwest or the Northeast, we can turn your cable, TV or radio record into an opportunity. We are a rapidly growing cellular company in need of entrepreneurial salespeople and managers willing to learn and take the risks and rewards of the growing cellular industry.

General Managers

Are you ready to run a market as if it were your own business? If you have proven sales, marketing, administrative and leadership skills, the interest to learn about cellular systems and the ambition to build a business, we'd like to meet you.

Sales Managers and Sales Reps

If you have a record of individual sales achievement and the ability to handle the pressure to perform, you meet our minimum qualifications. If you can hit the ground running, organize retail and business-to-business reps, manage distribution channels and increase subscribers, you are a prime candidate for sales management.

Send resumes and cover letters (in confidence) to:

PriCellular Corporation

45 Rockefeller Plaza, Suite 3200
New York, NY 10020
Fax: 212-245-3058
Attn: VP/Operations

PriCellular offers competitive salary, benefits and incentive programs. We are an Equal Opportunity Employer and aggressively seek women, minorities and handicapped employees.

National Account Executive Sinclair Broadcast Group is growing and expanding. We are presently interviewing for the position of National Account Executive. This individual will be based out of NYC and will be our spot sales liaison between our stations and our rep firms. This individual must have at least three years of T.V. broadcast experience and have a proven record of overachievement in their broadcast career. Please send a detailed work history of achievement to: Steve Marks, Regional Director, WBFF Fox 45, 2000 W. 41st Street, Baltimore, MD 21211. Sinclair Broadcast Group is an Equal Opportunity Employer.

HELP WANTED TECHNICAL

Transmitter Maintenance Engineer: KDVR/FOX 31, Denver, needs qualified person to maintain two UHF stations including Townsend TA-110 and PYE 1790 full-power UHF transmitters and LPTVs, all related equipment including terminal gear and microwave. Requires 3-5 years experience with microwave and high-power UHF transmitters; studio equipment experience a plus. Valid driver's license and FCC General Class License required. Send resume to Dept. XE, KDVR/FOX 31, 501 Wazee, Denver, CO 80204. Fax 303-595-8312. No phone calls, please. EOE.

Uplink/Maintenance Engineer Dynamic broadcasting and telecommunications company seeks an Uplink/Maintenance Engineer. Broadcast TV engineering experience and familiarity with satellite uplink and transmitter operations preferred. Salary is commensurate with experience. Please send resume and references to Triumph Communications, 500 Fifth Ave., Suite 2120, New York, N.Y. 10110.

Manager of Engineering Systems. Major market FOX O&O TV station is seeking an individual to provide technical support to the Engineering Department and other departments as needed. Responsibilities to include: scheduling and supervision of union technical personnel; broadcast video and audio engineering; management of news technical facilities including field and editing systems, Basys systems; telephone system maintenance/administration; and graphic systems administration. Bachelors degree in Electrical Engineering or Computer Science or equivalent required. Minimum 5 years related experience. Proficient in News Operations, state of the art broadcast A/V systems, LAN, UNIX, and DOS. Excellent written/verbal communication skills and ability to interact with all levels of personnel required. Rush resume and salary history to: Lydia Martinez, Director of Personnel, WTTG/FOX TV, 5151 Wisconsin Avenue, NW, Washington, DC 20016. EOE/M/F/D/V. No phone calls please.

Engineer - Don't pass up this opportunity! National cable network with expanding facilities has challenging growth opportunities for experienced engineers. If you are an assistant chief engineer, maintenance or video engineer with experience troubleshooting to the component level, we'd like to speak with you. A background in 601 serial component technology and prerequisite knowledge of analog equipment is essential. Knowledge of satellite compression technology, tapeless media, digital compression and interactive technologies is a plus; BSCE, BSET or BSEE desired. For confidential consideration, please send your resume and salary history/requirements to: BHA Box 185, 555 Madison Avenue, New York, NY 10022. Equal Opportunity Employer. M/F/D/V.

Chief Engineer. Experienced in all areas of Television Engineering. To oversee/maintain all transmitter and studio equipment. FCC General License required, EOE. Submit resume to: Jerry Bannerman, Station Manager/Operations WYZZ-TV, 2714 East Lincoln Street, Bloomington, IL 61761 or Fax to 309-663-6943.

Chief Engineer: Trinity Broadcasting station. Experienced in maintenance of UHF transmitter, studio systems as well as personnel supervision and training. SBE certification a plus. Send resumes to Ben Miller, Mail: P.O. Box C-11949, Santa Ana, CA 92711; E-Mail: BMILLER@TBN.ORG; Fax: 714-665-2101. M/F. EOE.

HELP WANTED NEWS

Weekend Producer: Western New York's only 24-hour news channel needs a solid writer with good news judgement to lead our weekend team. Please send resume and non-returnable tape to Pamm Lent, Assistant News Director, WIVB-TV, 2077 Elmwood Avenue, Buffalo, NY 14207.

Newschannel 8. Producer. Regional 24-hour cable news channel serving metro Washington, D.C. seeks line newscast Producer. Relevant college degree and minimum 2 years TV newscast producer experience required. Please send or fax (703-912-5599) resume and salary history to: Newschannel 8, HR Department, 7600-D Boston Boulevard, Springfield, VA 22153. No phone calls please.

WDTN, a Hearst Corp., ABC affiliate in Dayton, Ohio is investing in a major newsroom expansion. We need experienced, dedicated people to join our staff, who want to be part of a rapidly improving operation. We are searching for Photographers, Producers and Reporters who can not only gather accurate facts, but who can a so set us apart from our competition through storytelling and plain old fashioned hustle. We are seeking people who are willing to think outside the box everyday. So, if you want to contribute to our success and are willing to work hard for managers who value your contributions, we want to hear from you. We are currently seeking:

2 Photographers -
Two years minimum experience

2 Producers -
Two years minimum experience

1 Photographer/Editor -
Two years minimum experience

1 Assignment Desk Editor -
Two years minimum experience

2 Reporters -
Two years minimum experience

Send a resume and a great non-returnable tape to:

Personnel Adm.,
WDTN TV2,
P.O. 741,
Dayton, OH 45401
M/V/D/V, EOE.

SEGMENT PRODUCERS

Segment Producers wanted for new entertainment show based in Miami. Applicants must be able to produce packages that reflect the show's cutting edge, sassy attitude. Some travel involved. Must have strong writing skills. Send tape and resume to:



WSVN-TV Channel 7
Personnel Department
1401 79th Street Causeway
Miami, FL 88141

Equal Opportunity Employer

Sports Photographer/Reporter/Anchor Top 50 ABC affiliate seeks a highly motivated individual to fill this unique position. Primary responsibilities include sports photographer and reporter. Excellent visual, composition and story telling skills required with minimum 2 years experience as photographer and reporter. Background in live truck operations helpful. Involvement in NPPA a plus. Secondary duties include producer and fill-in sports anchor. Working evenings and weekends required. College degree preferred. Send tape, resume and cover letter ASAP to: Michele Brown, HR #517, WHAS-TV, 520 W. Chestnut St., Louisville, KY 40202. EOE M/F/D/V.

Wanted: Co-Anchor who wants to live in the "Last Best Place." Must be an experienced communicator with great air, writing and producing skills. Send 3/4 or VHS tape to: George Mills, News Director, KULR-TV, 2045 Overland Avenue, Billings, MT 59102. EOE.

Reporter: WJW-TV, Cleveland's hottest news operation is looking for a strong story teller with good live skills. Must be enterprising, creative and part of our Eight Is News philosophy. Minimum 5 years experience. Send non-returnable tape of recent work to: Kathy Williams, News Director, 5800 South Marginal Road, Cleveland, OH 44103. No phone calls. EOE.

Producer: WJW-TV, Cleveland's news leader, is looking for a Producer with strong writing skills, creativity and ability to craft newscasts that reflect our Eight Is News philosophy. Send non-returnable tape to: Kathy Williams, News Director, 5800 South Marginal Road, Cleveland, OH 44103. No phone calls. EOE.

Producer/Director: WESH-TV, a Pulitzer Broadcasting Station, and NBC affiliate in Orlando, Florida is looking for a creative individual who loves to direct news and live programs. Applicant must have a minimum of 5 years television production experience, with previous experience directing news essential. Also, desire experience in producing and directing special projects and live event programs. Send resume to: Rick Scharf, Production Manager, WESH-TV, P.O. Box 547697, Orlando, FL 32854. No phone calls please. An Equal Opportunity Employer.

Producer/Director. Qualified candidates must be experienced at directing fast-paced, technically challenging newscasts, as well as producing and directing a variety of live and taped sports and special events. Computer editing and minicam skills are a plus. If you're skilled, versatile and ready to join the number one station in the market, send your resume and non-returnable tape to: Patrick Linehan, Production Manager, WOOD TV8, 120 College SE, Grand Rapids, MI 49503. WOOD TV8 is an Equal Opportunity Employer and actively solicits qualified minority and female applications for consideration.

Producer. We need a Producer for our #1 rated 11 o'clock newscast. Candidates must have a minimum of two years experience producing a newscast for a commercial station. Experience with coordinating multiple live shots and satellite trucks a must. Send resume with references and a tape of your best broadcast from the past three days to: Tim Dye, Assistant News Director, WOOD TV8, 120 College SE, Grand Rapids, MI 49503. WOOD TV8 is an Equal Opportunity Employer and actively solicits qualified minority and female applications for consideration.

News Reporter KGUN 9 (ABC) Tucson, AZ. (A Lee Enterprise station). Minimum - 1 year television news reporting experience along with anchoring and live reporting skills. Non returnable tape along with resume to Carmen Thomas, KGUN 9, 7280 E. Rosewood, Tucson, AZ 85710. No phone calls please. EOE. Closing date January 9, 1996.

Weekend Anchor/Reporter is needed at growing Southeast Texas NBC station. One year experience anchoring, reporting and producing required. Send a resume, 3/4" tape of anchoring/reporting and written explanation of what franchise would best use your reporting talents. Send to: Jeff Newpher, Executive News Director, KJAC-TV, P.O. Box 3257, Port Arthur, TX 77643. EOE/M/F.

Producer Wanted. Aggressive, creative, dynamic, crazy. Must be at least 3 of 4. Which are you and why? Medium market Producer position is open now. Send aircheck (no more than 3 days old), along with anything else you think we need to know to: Al Sandubrae, News Director, KARK-TV, 201 West 3rd Street, Little Rock, AR 72201. Give it your best shot, the first time. Great opportunity for the right person. Only those with experience should apply. Women and minorities are encouraged to apply. M/F. EOE.

Photographer/Live Truck Operator: WTVD-TV, a Capital Cities/ABC owned and operated station is looking for someone who can do it all. Candidate must be able to deliver a high story count. Quality and speed must go hand in hand. Live microwave truck operation experience required. SBE certification a plus. If you're flexible and a hard worker, send tape/resume to: Ted Holtzclaw, News Operations Manager, WTVD-TV, 411 Liberty Street, Durham, NC 27701. EOE. No phone calls.

News Technical Manager: Primary responsibilities include supervision of the news technical operation, ENG/SNG technician staff and news equipment maintenance. Qualified candidate must possess excellent leadership, organizational and technical skills. Send resume immediately to: Dale Werner, Engineering Manager, KPRC-TV2, P.O. Box 2222, Houston, Texas 77252-2222.

News Startup. FOX affiliate KOKH-TV, Oklahoma City, now hiring staff to build for Spring '96 debut of 9pm newscast. Positions both on/off-air. EP will be the #2 manager with vision and leadership qualities to win in one of the U.S.'s most competitive news markets. Also: Chief Photographer (Avid non-linear editing skills a plus), newsroom administrative/research assistant, director/TD, producers, reporters, photographers with medium/small market experience a must. Tape/resumes to: J.J. Davis, Media and Marketing Incorporated, 600 North Pearl Street, Suite 400, Box 200, Dallas, Texas 75201. Minorities and women encouraged to apply. EOE.

News Reporter: Full-time position for hard-working journalist who knows news and asks all the right questions. At least one years experience. "Live" remote experience a plus. Send resume, references, and non-returnable tape to: Rick Moll, News Director, WANE-TV, 2915 West State Boulevard, Ft. Wayne, IN 46808. EOE/M-F. No calls please.

**WANT TO RESPOND TO A
BROADCASTING & CABLE
BLIND BOX ?**

Send resume/tape to:

Box _____,

245 West 17th St.,

New York, New York 10011

News Producer. ABC affiliate in Florida's capital city is looking for someone who is a creative writer, good editor, can handle live shots and cope with deadline pressure. Send resume and tape (VHS preferred) to Bruce Cramer, News Director, WTXL-TV, 8927 Thomasville Road, Tallahassee, FL 32312.

News Photographer who can edit and occasionally report is needed at growing Southeast Texas NBC station. One year news experience, clean driving record and a "do anything for the news department" attitude required. Send a resume, 3/4" tape and explanation of why you are the right person for the job to Jeff Newpher, Executive News Director, KJAC-TV P.O. Box 3257, Port Arthur, TX 77643. EOE/M/F.

News Director: ABC affiliate seeks experienced small-market news director with good people skills to lead a young, aggressive team. Must have the journalistic and organizational skills to develop a competitive product and be a good teacher. Busy, line unit, remote bureau, latest equipment. Send resume and salary history to: Frank Pilgrim, General Manager, 202 Downtown Plaza, Salisbury, MD 21801. Fax 410-742-5767. M/F. EOE.

News Director: NBC affiliate in Elmira, NY (167th DMA) has opening for News Director. Must possess confidence, creativity, news experience, and leadership skills necessary to lead the market's dominant news station. Must be able to teach and motivate news staff with diverse experience levels. Duties include produce and co-anchor noon news. Send resume to: General Manager, WETM-TV, Box 1207, Elmira, NY 14902. Smith TV of NY is an Equal Opportunity Employer.

News Anchor: KPTM FOX 42 is looking for Anchor Talent. Are you an Anchor who can deliver the sizzle and the steak? If you have what it takes to create visually appealing, fast-paced, and accurate TV news with real impact send a non-returnable VHS tape and resume to: KPTM FOX 42, Attention: Personnel, 4625 Farnam Street, Omaha, Nebraska 68132. Applications will be accepted through Friday, January 19, 1996. No phone calls please. EOE. M/F/H.

KMBT-12, Beaumont, Texas is looking for an experienced weekend newscast director. Applicants must be skilled in directing live newscast and have working knowledge of related equipment. Great opportunity to join the production team at the news station. Send resume to: EEOC Officer, P.O. Box 1550, Beaumont, Texas 77704. An Equal Opportunity Employer.

Morning News Anchor - KNTV, the ABC affiliate in San Jose, California has an immediate opening for an energetic Morning News Anchor. We need an experienced and effective communicator with credibility and personality. Send tape and resume to Teresa Aquino, Personnel Director, KNTV-TV, 645 Park Avenue, San Jose, California 95110-2613. EOE.

NW, ABC affiliate looking for anchor to join outstanding team. Two years experience anchoring required, Bachelor's Degree, dynamic delivery, good communications skills and works well with people. Please send tape, resume, references and salary requirements ASAP to: EEO Coordinator, KXLY TV/AM/FM/EXTRA!, 500 W. Boone Ave., Spokane, WA 99201. No phone calls please! KXLY is an Equal Opportunity Employer.

Chief Videographer: Dominant south east NBC affiliate, looking for an aggressive Videographer with positive, winning attitude. Good journalism and camera skills are necessary. Train, schedule and supervise all photo staff. Minimum five years experience. Send resume to Box 00660 EOE.

Associate Producer. Kansas City's 24-hour newschannel has an immediate opening for an Associate Producer. Applicants must be aggressive, enthusiastic, and willing to learn. If you are goal-oriented towards becoming a newscast producer and know how to write TV news, we want to hear from you. Send resume and writing samples to: John Dearing, Executive Producer, WDAF-TV, 3030 Summit, Kansas City, MO 64108. No telephone calls please. EOE.

Anchor/Reporters/Assignment Editor. WHSV-TV3 (ABC), A Benedek Broadcasting Corporation Station, located in the beautiful Shenandoah Valley of Virginia is looking to fill a number of challenging "on" and "off" air positions. A familiarity of our coverage area will be helpful but is not required. Please send a non-returnable VHS tape and resume to Doug Spero, News Director, WHSV-TV, P.O. Box TV 3, Harrisonburg, VA 22001. (540) 433-9191. EOE.

HELP WANTED PROMOTION

PROMOTION WRITER PRODUCER

KING 5 TV, the Pacific Northwest's leading news station, is seeking a seasoned Promotion Writer/Producer with a focus on News. Successful candidate must be versatile with video, film, graphics, audio, and off-line production.

If you have 3+ years experience, are well-organized with exceptional interpersonal skills, and have a proven track record of successful spots, send 2 copies of your resume and a non-returnable BETA or 3/4" tape to:



KING 5 TV
Attn: HR Dept.,
Ref. #95R55
333 Dexter Ave.
Seattle, WA 98109

An Equal Opportunity Employer - M/F/D/V

TV Promotion Editor. Promotion Editor wanted by Mid-Atlantic affiliate expanding promotions department. 3/4" editing and writing experience required. Degree or equivalent experience a must. Avid experience a plus. Send tape and resume to: Jeff Goldsmith, Promotion Director, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE/M-F.

Senior Promotion Producer The creative position you've been waiting for...KMSP-TV, UPN affiliate Mpls./St. Paul, will be adding a 10:00 p.m. newscast in June. We're looking for someone to make "blow 'em away" creative that will reflect this non-traditional newscast. Looking for the spots your current news director probably won't let you air. Everything news; series, nightly topicals image. State of the art D-2, creative comrades, great station, great company and great city await right candidate. Position available 4/1/96. Min. 3-5 years in top 25. Send resume, reel and salary history to John Dunn, Assistant Creative Services Director, KMSP-TV, 11358 Viking Dr., Eden Prairie, MN 55344. EOE. No calls.

Senior Promotion Director: CBS affiliate looking for a creative, energetic "top gun" who wants to write and produce riveting news promotion and who can provide direction and leadership for all on-air promotional efforts. Must have 5 years hands-on promotion experience, a strong technical background with knowledge of editing equipment, ability to create, develop, and manage projects, and a desire to work in a team environment with the "best team in town." Please send resume with salary history and tape (non-returnable) to Julia Stone, Marketing Director, WTVF, 474 James Robertson Parkway, Nashville, TN 37219. EOE.

Graphics Designer/Artist. Videosmith of Philadelphia needs a talented, creative and experienced 2D Paint person to design/execute video-graphics. Great gear. Great environment. Good client skills a must. Will relocate. Fax resume to Donna Lipp 215-238-5055.

WCVB-TV, Boston's ABC affiliate and the most awarded local television station in the country, seeks candidates for the following position:

Graphic Designer
News Department

WCVB-TV has an immediate opening for a qualified Graphic Designer. The successful candidate will provide innovative graphic solutions for news and news-related programming.

Candidates should have experience with Quantel Paintbox and video production techniques. The ability to handle tight deadlines and work closely with a variety of station personnel in an intense environment is essential. Preference will be given to those candidates who possess a B.F.A. in Graphic Design and 1-3 years of television experience.



WCVB TV
BOSTON

Send tape and resume to:
Carol Bolling, Human Resources Manager
WCVB-TV, 5 TV Place
Needham, MA 02194
WCVB is an equal opportunity employer.
Minorities and females are encouraged to apply.

Promotion Director. Ellis Communication's FOX affiliate WUPW seeks experienced Promotions Director for immediate opening. Requires strategy, creative thinker with hands-on knowledge in developing on-air news promotion, media planning, and all on-air production (including graphics and ID's). You'll help develop overall marketing strategy with regard to community events, on-air contests, PSA's, creative direction -- the whole package. Send resume to General Manager, WUPW FOX 36, Four Seagate, Toledo, OH 43604. Ellis Communications is an Equal Opportunity Employer.

Promotion Producer. KSDK, NBC St. Louis affiliate seeks a self-motivated creative services Writer/Producer. Spots must sizzle! Writing must sizzle! If you work to win we want you on our team. Degree. If that's you, send tape and resume to KSDK-TV, Warren Canull, Director of Human Resources, 1000 Market Street, St. Louis, MO 63101. No calls please. EOE.

On Air Promotion Supervisor. Weigel Broadcasting Company is looking for a highly organized and creative individual to oversee the creation, implementation and overall on air promotion strategy for it's Chicago independent, South Bend ABC affiliate and more. Candidates must have three years experience within a television promotion department and excellent writing skills. Editing skills a plus. This position requires the ability to work hard, fun and be a part of an award winning promotion staff. Send resume to B. Acosta, 26 North Halsted, Chicago, IL 60661. Fax (312) 705-2656. EOE. No phone calls please.

Audience Development Coordinator. Aggressive independent in the nation's third largest market is looking for a superstar to create and implement all off air promotions. Candidates must be extremely organized and creative with experience setting up promotional events from start to finish, writing press releases, working with clients/station account executives and creating tons of publicity for the station. This is a position for a fun, outgoing and hard working winner that wants to be a part of a great team. Send resume to B. Acosta, 26 North Halsted, Chicago, IL 60661. Fax (312) 705-2656. EOE. No phone calls please.

HELP WANTED PRODUCTION

**Studio Operations Supervisor
WPIX-TV**

Our state-of-the-art component digital production facility on Manhattan's East Side is New York's newest home for talk shows, game shows and more.

If you're an experienced pro in all forms of studio and remote operations and can help us get the most from our facility, we want to hear from you.

An equal opportunity employer.

Send resume to:



WB /11 WPIX, Inc.
220 East 42 Street
New York, NY 10017
Human Resources Dept.

A Tribune Broadcasting Station

Writer/Producer Be part of a creative team ready to meet a new challenge every day. We are looking for an energetic, self-motivated team player to drive our service-oriented Creative Services Department. Candidates should have at least 3 years experience as a creative services writer/producer, with supervisory experience. Creative writing, the ability to work under changing deadlines and handle multiple jobs at the same time is a must. Hands-on computer editing skills are a definite plus. Send resume, cover letter and non-returnable tape to: Personnel Coordinator, WDSU-TV, 520 Royal St., New Orleans, LA 70130. No calls, please. E.O.E.

TV Assistant Commercial Production Editor. Assistant Commercial Production Editor sought for an experienced and creative individual to assist in editing commercials and industrial videos. Good working knowledge of linear and non-linear editing systems. Willing to train but no beginners, please. Ace editor, Ampex Vista Switcher, ESS Still Storer, Dubner, Abekas DVE and Avid Media Composer 1000. Send tape and resume to: John Cannon, Production Manager, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE/M-F.

Promotion Avid Operator/Producer. KDNL-TV, for St. Louis, has an immediate opening for a Promotion Avid Editor/Producer. Candidates must possess extensive experience on the Avid with a working knowledge of the promotion production process. Send resume and a non-returnable tape to Phil Michael, Director of Marketing, 1215 Cole Street, St. Louis, MO 63106. (314)259-5706. KDNL-TV, an Equal Opportunity Employer.

Producer We need a producer who knows how to put together a fast paced, comprehensive, extremely local broadcast with a small staff. We are an expanding operation in the 38th market which expects to grow with our success. You need to have a minimum of one year, hands-on, news producing experience. Send resume with references and a recent aircheck to: Mike Rolfe, News Director, WOTV, 5200 W. Dickman Road, Battle Creek, MI 49016.

Newscast Producer Top 50 ABC affiliate, market leader with strong commitment to news, seeks producer with minimum 3 years experience producing newscasts. Self-starters with excellent writing skills and innovative approaches to producing news need only apply. Exercising good judgment and a track record handling changing situations during live broadcasts is essential. College degree preferred. Send tape, resume and cover letter explaining news philosophy ASAP to: Michele Brown, HR #518, WHAS-TV, 520 W. Chestnut St., Louisville, KY 40202. EOE M/F/D/V.

Did you like the sun and the beach? If you are a Producer, Videographer, Non-Linear Editor, or Graphic Artist looking for all the creativity of television production with normal hours and a good working environment, send us a tape and resume. Immediate opening for Producers who like the challenges of news, but want to do corporate communications. Send information to Joe Scholz, Business Video Productions, 3505 Frontage Road, Suite #140, Tampa, FL 33607.

Broadcast/Print Designer. Award winning design and promotion staff in major market, state of the art digital broadcast facility seeks motivated, hard working addition to our team. A subsidiary of the A.H. Belo Corporation, we offer a comprehensive benefits package, competitive salary structure and the chance to work with high-end Quantel, Silicon Graphics and MacIntosh platforms in a fast paced agency environment. Please send non-returnable resume, reel and/or print samples to: Art Director, KHOU-TV, 1945 Allen Parkway, Houston, TX 77019. Equal Opportunity Employer.

Executive Producer: Media as Mediator Common Ground Productions, a unique organization that promotes the peaceful resolution of conflict through television and radio, is seeking an entrepreneurial executive producer committed to the concept of media as an agent for positive social change. The EP will: supervise all CGP productions; establish a management structure; develop new projects; secure funding; deal with broadcast and subsidiary rights. In general, create a viable, self-supporting, international, non-profit television company. Fax resume to John Marks, President, at 202-232-6718.

**HELP WANTED
FINANCIAL & ACCOUNTING**

Assistant Director of Finance

KABC-TV seeks an Assistant Director of Finance who will be responsible for supervising the day-to-day accounting process. Additionally, the selected candidate will assist in budgeting, analysis of internal controls and special projects.

To qualify for this key position, you must be a CPA with at least 5 years related experience and good computer skills (Lotus 1-2-3). The ability to work effectively in a multi-task, fast-paced environment and to meet critical deadlines are essential.

Please send your resume to: **KABC-TV, Attn: B. Gordon, Dept., BCADF, 4151 Prospect Avenue, Los Angeles, CA 90027.** No phone calls, please. Equal opportunity employer.



SALES TRAINING

**LEARN TO SELL
TV TIME**

The program works. Former students now sell for NBC, ABC, New World, Katz, TeleRep, Petry, MGM and dozens of TV stations across the country.

(Over 25 years in the TV industry)

Call for free information packet.

**ANTONELLI MEDIA
TRAINING CENTER
(212) 206-8063**

PROGRAMMING SERVICES



National Weather Network

"Kid's Weather Club" and custom local TV Weathercasts via satellite daily at most economical cash/barter rates. A virtual moneymaker for independent stations nationwide. Call Edward St. Pe' for market clearance and pricing info.

601-352-6673

RESUME TAPES

Career Videos prepares your personalized demo. Unique format, excellent rates, coaching, job search assistance, free dubs. Great track record. 708-272-2917.

VIDEO SERVICES

Need video shot in the New York metropolitan area? Experienced crews, top equipment. Call Camera Crew Network (CCN). 800-914-4CCN.

MISCELLANEOUS

Kenneth Keith Kallenbach seeks television career. He has appeared on Howard Stern's television and radio shows and books. Call 610-494-5431.

CABLE

HELP WANTED PRODUCTION

Videographic Artist. Team-oriented creative person to work on DFX system (with eminent upgrade to SGI-based system). Create graphics for on-air promotions and broadcast productions for growing cable network. Knowledge of Wavefront, Softimage, Amazon Paint and Xaos Pandemonium, and N-Title a major plus. Knowledge of Photoshop a must. Send demo tape and resume to Peggy Southerland, The Family Channel, Ref. PS 101, CSB 109, 977 Centerville Turnpike, Virginia Beach, VA 23463-0001. EOE. No phone calls, please.

Senior Producer: National cable network is seeking an experienced producer to oversee the startup and ongoing production of three new teen-oriented programs. Candidates must have 8-10 years TV experience, serious journalism background, including strong reporting and writing skills, as well as ability to oversee production. Experience in covering legal issues or legal background and experience in children's programming desired. Please, no spot-news producers. Send resume to Court TV, 600 3rd Avenue, NY, NY 10016, Attn: Human Resources.

HELP WANTED MANAGEMENT

**Hosts, Producers, Reporters
and Executive Producers**

Is your beat technology?

Want to live in San Francisco?

c|net: the computer network is growing!

c|net: the computer network, producers of the television series *c|net central* on the USA Network and the Sci-Fi Channel, is looking for Hosts, Reporters, Producers, and Executive Producers for a new national television series launching in April.

Looking for people passionate about computers, technology, and the Internet with solid journalism experience and good writing and producing skills.

Must have network or top 20 market experience.

Please send résumé and reel to:
c|net: the computer network
Attn: TV Jobs
P.O. Box 2026
San Francisco, CA 94126-2026

Watch *c|net central*
USA Network, Saturday 9:30 a.m. PT.
Sci-Fi Channel, Friday 8:30 p.m. PT.

Check out our sites
<http://www.cnet.com/>
<http://www.shareware.com/>



Get On.

HELP WANTED TECHNICAL

OPERATIONS MANAGER

A rare career opportunity for a very special individual. A leader in the telecommunications field seeks a dynamic and experienced leader to manage a progressive and innovative cable system's field service, sales installation and technical operations. The successful candidate will oversee all facets of field operations and warehousing for a fully loaded 450 MHz, 550 mile, Jerrold addressable system with a planned fiber rebuild to 750 MHz. This individual must be experienced in leading an aggressive plant maintenance program including sweep, signal leakage/CLI, FCC proof of performance and outage reduction. The selected applicant will have proven leadership and management skills coupled with strong analytic and creative problem solving abilities. Must possess highly effective written and verbal communication skills. Drug test and physical exam may be required. EOE, M/F.

TCI of New York, Inc.
355 Chicago Street
Buffalo, NY 14204

HELP WANTED TECHNICAL

Landmark Communications Inc. owner of The Weather Channel and The Travel Channel has immediate openings for two broadcast Maintenance Engineers. Successful candidates must have a minimum of two years broadcasting experience. Knowledge of Sony Betacam/SP's, personal computers, Odetics, Utah Scientific or Grass Valley equipment is a plus. Must work well in a team environment. Good work ethic and a positive attitude are a must. Shift work required. Send resume to The Weather Channel, Attn: Engineering Department, 2600 Cumberland Parkway, Atlanta, GA 30339. Competitive salary and benefits package offered. EOE/M/F/D.

TECHNICAL DIRECTOR

Turner Production in Atlanta is seeking an experienced Technical Director. Major league sports experience is a necessity. Candidate must be very experienced in both studio and remote operations with GVG 300 and Abekas A53D, 2 channel. GVG 3000, Abekas A57 and Ampex ADO 3000 experience a plus.

Please forward resume, references and salary requirements to:

Bud Wendling, Supervisor/Directors
Turner Production
1050 Techwood Drive NW
Atlanta, GA 30318
E-Mail: Bud.Wendling@turner.com

No phone calls, please.

Fax your classified ad to
PAK
Broadcasting & Cable
(212) 206-8327

HELP WANTED PROGRAMMING

The Travel Channel, a national cable network, is seeking experienced, team-oriented individuals to join our expanding programming, promotion and production unit.

DIRECTOR OF CURRENT PROGRAMMING

Lead editorial staff responsible for insuring high programming standards. Minimum qualifications: 6 years of long form producing (not news), proven project and personnel management, creative strength, systems orientation and organizational skills.

MANAGER OF CURRENT PROGRAMMING

Reports to Director of Current Programming. Editorially supervises original and reformatted programming to ensure quality content and execution. Minimum qualifications: 4 years of long form producing (not news), ability to juggle several high priority projects concurrently, able to identify and correct flaws in show rundowns, script narrative, and rough cuts.

COORDINATING PRODUCER

Reports to Director of Program Development. Solicit, organize, evaluate and respond to long form program proposals. Supervise the editorial, budget, and production of original programs. Minimum qualifications: 5 years long form production experience, proven ability to develop high concept programming, experience in creating and maintaining organizational systems.

PRODUCER OF REFORMATTING

Reports to Director of Current Programming. Reformat acquired long form programming to meet editorial needs of the network. Minimum qualifications: 4 years of long form editorial experience (not news), strong pre & post production experience, creative problem solver, proven skills at structuring half-hour and hour programs, able to plan ahead and stay on schedule.

PROMOTION WRITER/PRODUCER

Reports to V.P. of On-Air Promotion. Must have talent, vision and a reel that demonstrates out-of-the-box creative thinking. A marketing professional with strong writing, graphic and directing skills. Minimum requirements: 5 years experience writing and producing high-end television spots in promotion or advertising.

PROMOTION ASSOCIATE PRODUCER

Reports to V.P. of On-Air Promotion. Must be an up-and-comer who can assist, inspire and keep up with our creative team. A detail oriented self starter with writing and organization skills who knows their way around an edit bay. Must have 2 years of television production experience and be able to handle multiple projects at once.

Send resume, tape and salary history. No phone calls. An Equal Opportunity Employer M/F/H/V.

The Travel Channel
Programming & Production-Open Positions
2690 Cumberland Parkway
Atlanta, GA 30339

ALLIED FIELDS

HELP WANTED INSTRUCTION

Columbia College Chicago - Chair, Journalism Department. The department has 500 undergraduates, 20 graduate students, 8 full-time and 40 part-time professional faculty. Applicant should have an understanding of the broadcast, newspaper and magazine fields and their relationship to new technology; significant journalism, administrative/management and teaching experience; advanced degree desirable. Submit resume, letter of application articulating philosophies of administration and journalism education, and the names/addresses/telephone numbers of three references to: Journalism Chair Search, Human Resources Department, Columbia College, 600 South Michigan Avenue, Chicago, IL 60605-1996. Equal Opportunity/Affirmative Action Employer. M/F/D/V.

HELP WANTED MANAGEMENT

General Sales Manager needed for local access television, cable insertion, and 53,000 watt FM radio station in Sun Valley, Idaho. Must have strong sales background, demonstrated leadership skills, and be able to handle a substantial account load in addition to management responsibilities. Salary negotiable. Respond to P.O. Box 1568, Sun Valley, ID 83353.

EMPLOYMENT SERVICES

JOBPHONE
Inside Job Openings, Nationwide
PRESS ① Radio Jobs, updated daily
② Television Jobs, updated daily
③ Hear "Talking Resumes"
④ To record "Talking Resumes" and employers to record job openings
⑤ Entry level positions
1-900-726-JOBS
*1** per min. JOBPHONE, NEWPORT BEACH, CA

PROFESSIONAL JOBS WITH ENTERTAINMENT COMPANIES

BROADCAST & CABLE TELEVISION, DISTRIBUTORS, MOTION PICTURE, POST PRODUCTION & MORE

Entry to senior level jobs nationwide in ALL fields (news, sales, production, management, etc.).

Published biweekly. For subscription information:

(800) 335-4335

In CA, (818) 901-6330.

Entertainment Employment Journal™

California Broadcast Job Bank

For application information call

(916) 444-2237

California Broadcasters Association

National Sports Jobs Weekly, http://www.sportsjobs.com, PO Box 5725 Glendale, AZ 85312, (602)933-4345, 4 issues for \$39, 13 issues for \$89.

Attention Minority Candidates!

Deposit your resume in the

NYSBA EEO Job Bank

New York State radio and TV stations are constantly looking for minority (and female) employees.

Send your resume and desired NY State location to:

NYSBA EEO JOB BANK

c/o New York State Broadcasters Association
115A Great Oaks Boulevard
Albany, NY 12203

*A free service of the
New York State Broadcasters Association*

EDUCATIONAL SERVICES

On-camera coaching: Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Resumes, Critiquing. Private lessons with former ABC News correspondent. 914-937-1719. Julie Eckhart, ESP.

WANTED TO BUY EQUIPMENT

Used videotape: Cash for 3/4" SP, M2-90's. Betacam SP's. Call Carpel Video 301-694-3500.

FOR SALE EQUIPMENT

**SMART
TAPES.**

For video duplication, demos, audition reels, work tapes, our recycled tapes are technically up to any task and downright bargains. All formats, fully guaranteed. To order call:

(800)238-4300 CARPEL

VIDEO

AM and FM transmitters, used, excellent condition, tuned and tested your frequency. Guaranteed. Financing available. Transcom. 800-441-8454, 215-884-0888, Fax 215-884-0738.

**YOUR AD
COULD BE
HERE!**

To place an ad in Broadcasting & Cable Classified section, call Antoinette Fasulo

TEL: 212-337-7073

FAX: 212-206-8327

AFASULO@B&C.CAHNERS.COM

W. John Grandy

BROADCASTING BROKER

117 Country Club Drive

San Luis Obispo, CA 93401

Phone: (805) 541-1900

Fax: (805) 541-1906

Southeast Gulf Coast

AM Fulltime in Big Market with Cash flow\$395K

FM & 2-AM's N. Carolina Great Market

.....Call

AM & 3-Class C FM's Seller will divide...\$4.2M

HADDEN & ASSOC.

PH 407-365-7832 FAX 407-366-8801

Combo bills over \$2.2 million

Highly Desirable Midwest Market

Market Revenue Ranked 100-120

AM can up-grade to 50kw

FM Class A is #2 market biller

Serious Buyers: 708-446-8882; Fax:

708-446-4855

The next media empire may be in Russia. Booming consumer economy needs mass communication outlets. U.S. based broadcaster with major FM station in Russia's second-largest city seeks aggressive, hands-on investor/partner to quickly build 20-city network. Technical and "red tape" problems already solved. Approximately \$2.5M phased commitment acquires controlling interest. Call Gordon Chanen 206/386-5656. Serious inquiries only.

Beautiful Gulf Coast of Texas, C-1, 100,000 watt FM priced right. \$495,000.00. Get It while it lasts. John W. Saunders, Media Broker, (713)444-4477.

Northwest AM/FM. Community Leader #1 billing audience. \$1,000,000 plus annual billing. \$200,000 CF. \$1,500,000 cash. Earl Reilly, broker. 206-282-6914.

For Sale 50KW AM in Southwestern top 50 city market. Serious buyers only please. Call Dave 808-845-1111.

WANTED TO BUY STATIONS

Seeking small to medium AM/FM in MN, WI or IA. All replies confidential. Call 608-783-2949 or Fax 608-783-6649.

FOR SALE STATIONS

Suburban Atlanta - C FM - Terms	\$2.8M
Myrtle Beach - C3 FM - Cash	\$1.5M
Maryland Resort - AM/FM - Terms	\$900K
Top 10 City - Broadcast School - Terms	\$325K
Spokane - AM 5 kw Day - Cash	\$200K
Quad Cities - AM Full Time - Cash	\$350K

Call: 804-282-5561

Top 100 - C3 FM - CP/Move-in	\$1.5M
Top 115 - Class A FM Duopoly - CF	\$1.5M
Top 215 - Class C3/C2 FM Duopoly - CF	\$4.0M
Top 205 - Class C2 FM - Developmental	\$1.5M
Top 100 - AM/Class C1 FM - CF	\$6.0M
Top 125 - AM/Class C FM - CF	\$7.0M
Tennessee - AM/Class C2 FM - CF	\$4.85M
Georgia - Small Market AM/C1 FM - CF	\$750K
Georgia - Small Market AM/FM - CF	\$300K
Florida Resort - AM/Class C3 FM - Developmental	\$1.5M
Top 150 - Class A FM - Developmental	\$1.5M
Georgia Small Market - AM/FM - CP	\$650K
Louisiana Small Market - AM/Class A FM	\$610K

Call: 904-285-3239

Midwest Major Market - AM full time	\$1.2M
Midwest Medium Market - Class C FM	\$650K

Call: 913-383-2260

Central Pennsylvania Rated Market - Class A FM	\$1.3M
--	--------

Call: 610-695-9339

Central NH - AM/FM. FM Upgrade - \$550M Sales/\$100 CF	Inquire
Western Mass - AM/FM - \$470M Sales/\$110 CF	Inquire
Concord/Manchester NH - FM - Strong CF	\$2.8M

Call: 401-454-3130

Rated West Coast Market - Trombo FM/AM/AM	\$2.5M
Rocky Mountain Market - FM/FM/AM Trombo	\$2.1M

Call: 801-753-8090

**To place your classified ad in *Broadcasting & Cable*,
call Antoinette Fasulo (212) 337-7073**

FCC/EEO COMPLIANCE

Take a proactive approach to EEO Compliance. Compliance Surety, Inc. can help you cut costs and simplify your EEO compliance efforts. Fax your request for free information to CSI at 719-592-9673. Include your station or company name, contact, address and phone number.

BROADCASTING & CABLE'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING & CABLE, Classified Department, 245 West 17th Street, New York, NY 10011. For information call (212) 337-7073 and ask for Antoinette Fasulo.

Payable in advance. Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must be in writing by either letter or Fax (212) 206-8327. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

Deadline is Monday at 5:00pm Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will run if all information is not included. No personal ads.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement. Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.95 per word, \$39 weekly minimum. Situations Wanted: 1.05¢ per word, \$21 weekly minimum. Optional formats: Bold Type: \$2.25 per word, Screened Background: \$2.40, Expanded Type: \$2.95 Bold, Screened, Expanded Type: \$3.35 per word. All other classifications: \$1.95 per word, \$39 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD etc., count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$173 per inch. Situations Wanted: \$87 per inch. Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: \$25 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such are returned to sender. Do not use folders, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (number), c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011

Confidential Service. To protect your identity seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then, enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting & Cable Magazine, at the address above.

Broadcasting & Cable

Classifieds

Order Blank (Fax or Mail)

CLASSIFIED RATES

Display rate: Display ads are \$173 per column inch. Greater frequency rates are available in units of 1 inch or larger.

Non-Display rates: Non-Display classified rates (straights) are \$1.95 per word with a minimum charge of \$39 per advertisement. Situations Wanted rates are \$1.05 per word with a minimum charge of \$21 per advertisement.

Blind Boxes: Add \$25.00 per advertisement

Deadlines: Copy must be in typewritten form by the Monday prior to publishing date.

Category: _____ **Line ad** **Display**

Ad Copy: _____

Date(s) of insertion: _____

Amount enclosed: _____

Name: _____

Company: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Authorized Signature: _____

Payment:

Check **Visa** **MasterCard** **Amex**

Credit Card #: _____

Name on Card: _____

Exp. Date: _____ **Phone:** _____

Clip and Fax or Mail this form to:

B & C

245 W. 17 Street • NYC 10011 • Attention: Antoinette Fasulo

FAX NUMBER: 212-206-8327

Television's Morning Paper

The smart way to start your business day... for less than the price of your morning coffee

There's one sure way to stay on top of all the late-breaking news in television. Broadcasting & Cable's TV FAX—a one-page capsule of the top daily news in the industry.

It covers the news you can't wait for... to make informed decisions. Including what Congress wants to do *for*—or *to*—your industry, what programs are hot or hurting and who's moving up or out.

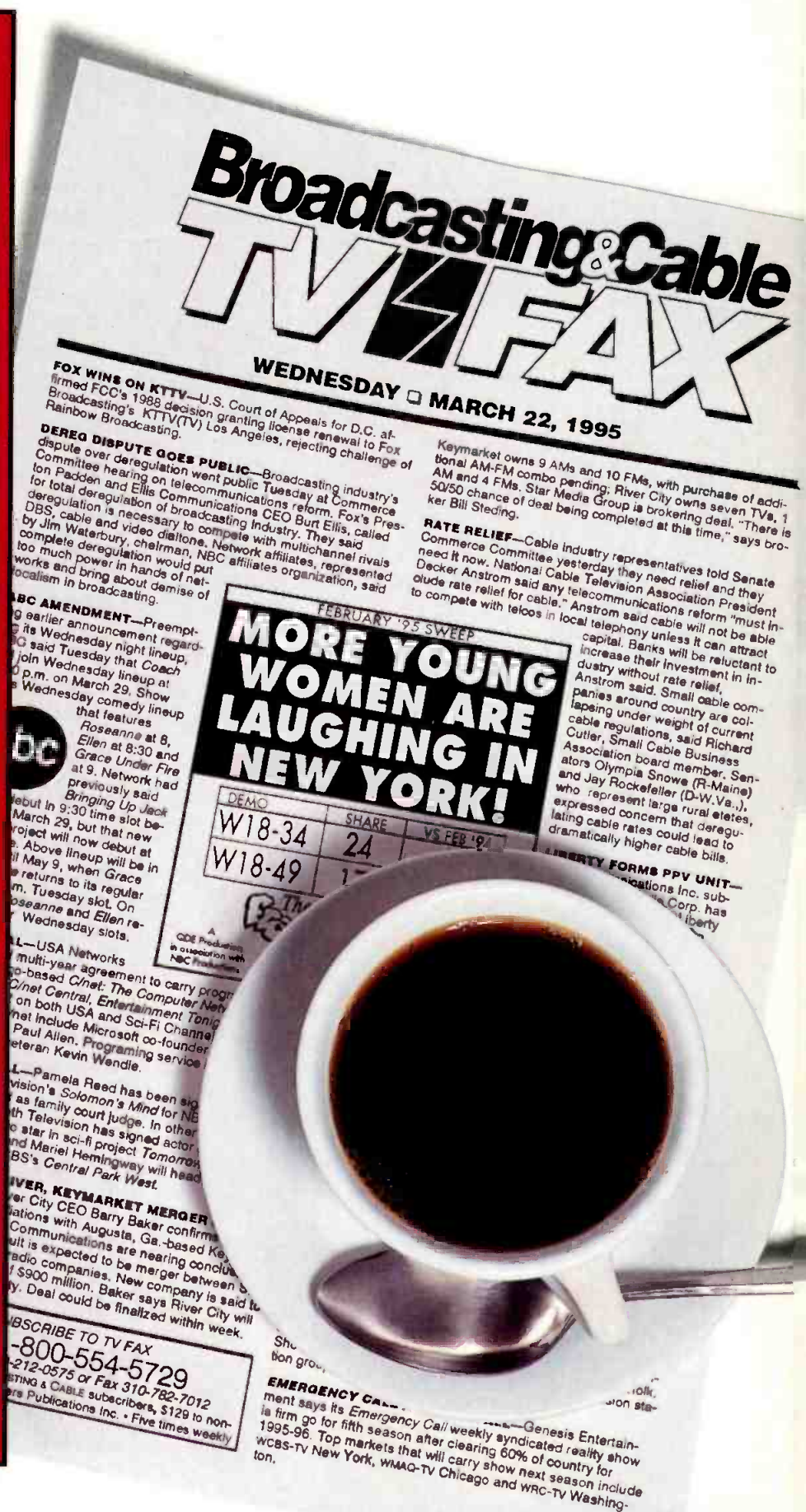
All reported by the editors of Broadcasting & Cable, the leading industry publication with over 60 years of experience. And on your desk the first thing every morning.

So get the fax...before your competition does. Subscribe to TV FAX today.

Broadcasting & Cable
TV FAX

TO SUBSCRIBE CALL
1-800-554-5729

\$129 annually to BROADCASTING & CABLE subscribers, \$149 to non-subscribers
© 1995 Cahners Publications Inc. 5 times weekly



Broadcasting & Cable TV FAX

WEDNESDAY □ MARCH 22, 1995

FOX WINS ON KTTV—U.S. Court of Appeals for D.C. affirmed FCC's 1988 decision granting license renewal to Fox Broadcasting's KTTV(TV) Los Angeles, rejecting challenge of Rainbow Broadcasting.

DEREG DISPUTE GOES PUBLIC—Broadcasting industry's dispute over deregulation went public Tuesday at Commerce Committee hearing on telecommunications reform. Fox's President Padden and Ellis Communications CEO Burt Ellis, called for total deregulation of broadcasting industry. They said deregulation is necessary to compete with multichannel rivals: DBS, cable and video dialtone. Network affiliates, represented by Jim Waterbury, chairman, NBC affiliates organization, said complete deregulation would put too much power in hands of networks and bring about demise of localism in broadcasting.

Keymarket owns 9 AMs and 10 FMs, with purchase of additional AM-FM combo pending; River City owns seven TVs, 1 AM and 4 FMs. Star Media Group is brokering deal. "There is 50/50 chance of deal being completed at this time," says broker Bill Steding.

RATE RELIEF—Cable industry representatives told Senate Commerce Committee yesterday they need relief and they need it now. National Cable Television Association President Decker Anstrom said any telecommunications reform "must include rate relief for cable." Anstrom said cable will not be able to compete with telcos in local telephony unless it can attract capital. Banks will be reluctant to increase their investment in industry without rate relief, Anstrom said. Small cable companies around country are collapsing under weight of current cable regulations, said Richard Cutler, Small Cable Business Association board member. Senators Olympia Snowe (R-Maine) and Jay Rockefeller (D-W.Va.), who represent large rural states, expressed concern that deregulating cable rates could lead to dramatically higher cable bills.

ABC AMENDMENT—Preempting earlier announcement regarding its Wednesday night lineup, ABC said Tuesday that *Coach* will join Wednesday lineup at 8 p.m. on March 29. Show's Wednesday comedy lineup that features *Roseanne* at 8, *Ellen* at 8:30 and *Grace Under Fire* at 9. Network had previously said *Bringing Up Jack* would debut in 9:30 time slot beginning March 29, but that new project will now debut at 8 p.m. Above lineup will be in effect May 9, when *Grace Under Fire* returns to its regular 8 p.m. Tuesday slot. On Wednesday, *Roseanne* and *Ellen* return to their Wednesday slots.

FEBRUARY '95 SWEEP
MORE YOUNG WOMEN ARE LAUGHING IN NEW YORK!

DEMO	SHARE	VS FEB '94
W18-34	24	
W18-49	17	

USA NETWORKS—Multi-year agreement to carry programming on C/net: *The Computer Network Central*, *Entertainment Tonight* on both USA and Sci-Fi Channel. C/net include Microsoft co-founder Paul Allen. Programming services provided by veteran Kevin Wendle.

PAMELA REED—Pamela Reed has been signed to NBC's *Solomon's Mind* for next fall. Reed, a family court judge. In other news, *Star Trek: Voyager* actor Neve Campbell has signed actor and Mariel Hemingway will head *BS's Central Park West*.

RIVER, KEYMARKET MERGER—River City CEO Barry Baker confirmed negotiations with Augusta, Ga.-based Key Communications are nearing conclusion. Deal is expected to be merged between two radio companies. New company is said to be worth \$900 million. Baker says River City will be sold to Keymark. Deal could be finalized within week.

SUBSCRIBE TO TV FAX
1-800-554-5729
212-0575 or Fax 310-782-7012
BROADCASTING & CABLE subscribers, \$129 to non-subscribers, \$149 to non-subscribers. © Five times weekly

LIBERTY FORMS PPV UNIT—Liberty Communications Inc. subsidiary Liberty Corp. has formed a pay-per-view unit.

EMERGENCY CALL—Genesis Entertainment says its *Emergency Call* weekly syndicated reality show is firm go for fifth season after clearing 60% of country for 1995-96. Top markets that will carry show next season include WBS-TV New York, WMAQ-TV Chicago and WRC-TV Washington.

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; 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.

NEW STATIONS

Filed/accepted for filing

Des Arc, Ark. (BPED-951207MA)—American Family Association (Donald E. Wildmon, president, PO Drawer 2440, Tupelo, MS 38803) for noncommercial educational FM at 91.7 mhz, ERP 100 kw, ant. 211 m., N on Hwy 11 from I-70 and SH 11 Interchange, N 2.2 mi. to Saul's Rd., W 4 mi. N side of rd. *Dec. 7*

Merced, Calif. (BPH-951108MU)—KM Communications Inc. (Myoung Hwa Bae, president/owner, 3654 West Javis Ave. Skokie, IL 60076) for FM at 94.1 mhz, ant. just off Yosemite Ave., 7.1 km NE of Merced. *Nov. 8*

Yuba City, Calif. (BPED-951206MA)—North Valley Educational Community Radio Inc. (Jerrie Katz, president/33 1/3% member, 861 Gray Ave., Yuba City, CA 95991) for noncommercial educational FM at 91.3 mhz, ERP .14 kw, ant. 602 m., South Butte, approx. 19 km W of Yuba City. The directors/members of NVECR have interests in Phoenix Broadcasting Inc., which owns KCEZ(FM) Corning, KDIG(FM) Orland, KKCY(FM) Colusa and 66 2/3% of KLRS(FM) Chico, all Calif., and has applied for FM in Gridley, Calif. *Dec. 6*

Breese, Ill. (BPH-951108MV)—KM Communications Inc. (Myoung Hwa Bae, president/owner, 3654 West Javis Ave. Skokie, IL 60076) for FM at 97.5 mhz, ERP 6 kw, ant. 100 m., S side of US Rte. 50, approx. 1.7 km W of intersection of US Rte. 50 and SR 127 in Carlyle. *Nov. 8*

Miner, Mo. (BPH-951127MF)—Dana R. Withers (PO Box 818, Benton, IL 62812) for FM at 107.1 mhz, ERP 6 kw, ant. 100 m., .4 mi. W of Tanner, just off CR 22. Withers owns WQRL(FM) Benton, Ill. and WNSR(FM) Nashville, has applied to build FM in Scott City, Ill. and has an LMA with KYRX(FM) Chaffee, Mo. *Nov. 27*

Scott City, Mo. (BPH-951127MC)—Scott City Media Inc. (Steve Roth, president/51% owner, 522 Second St. East, Scott City, MO 63780) for FM at 93.9, ERP 6 kw, ant. 100 m., KCGO(AM) transmitter site, N of Hwy 146, Alexander County. *Nov. 27*

Scott City, Mo. (BPH-951127ML)—Dana R. Withers (PO Box 818, Benton, IL 62812) for FM at 93.9 mhz, ERP 6 kw, ant. 100 m., 6.8 km N of Cape Girardeau, at a bearing of 1.6 degrees. Withers owns WQRL(FM) Benton, Ill. and WNSR(FM) Nashville, has applied to build

FM in Miner, Mo., and has an LMA with KYRX(FM) Chaffee, Mo. *Nov. 27*

Scott City, Mo. (BPH-951127MD)—Viands Enterprises Inc. (William L. Viands, president/joint owner, 19600 West St. Andrews Dr., Miami, FL 33015) for FM at 93.9 mhz, ERP 6 kw, ant. 100 m., .33 km E of US 61, .68 km N of Hwy 74, in Cape Girardeau Township. *Nov. 27*

Jeffersonville, N.Y. (950206MF)—William H. Walker III for FM at 102.1 mhz, ERP 6 kw, ant. 100 m. *Nov. 30*

Schuyler Falls, N.Y. (BPED-951206MB)—Christian Ministries Inc. (Alexander D. McEwing, president/9.1% owner) for noncommercial FM at 90.9 mhz, ERP 3 kw, ant. 310 m., Terry Mtn. *Dec. 15*

Oak Ridge, N.C. (BPED-951122MB)—Triad Radio Project Inc. (William Clark Payne Jr., executive director, 409 Hillside Dr., Greensboro, NC 27401) for FM at 90.9 mhz, ERP 1.8 kw, ant. 229 m., .18 km SE of junction of rtes 2317 and 2323, 1.7 km S of Intelligence. *Nov. 22*

Depoe Bay, Ore. (BPH-951124MB)—Ginna Jones (415 Cliff St., Depoe Bay, OR 97341) for FM at 105.5 mhz, ERP 6 kw, ant. -66 m., 50 Spring St., Depot Bay. *Nov. 24*

Minor Hill, Tenn. (BPED-951121MD)—Southern Cultural Foundation (Richard W. Dabney/Lucy Johnson, trustees/co-owners, 101 McDade Cir., Toney, AL 35773) for educational FM at 89.7 mhz, ERP 3.5 kw, ant. 72 m., intersection of Little Texas and Turkey Branch rds. SCF has applied to build FMs at Pontonoc, Miss., and Houston. Dabney has interest in North Alabama Educational Foundation, which has applied to build FMs at Killen and Flint City, Ala. *Dec. 1*

Bells, Tex. (950809MA)—Thomas S. Desmond for FM at 92.9 mhz, ERP 6 kw, ant. 100 m. *Nov. 30*

Electra, Tex. (951108MC)—High I-Q Radio Inc. for noncommercial educational FM at 94.9 mhz, ERP 50 kw, ant. 150 m. *Nov. 24*

Linden, Tex. (BPH-951204MA)—Oara Inc. (Kenneth R. Reynolds, president/owner, PO Box 11196, College Station, TX 77842) for FM at 99.3 mhz, ERP 10 kw, 91 m., .56 mi. N of intersection of CR and Hwy 155 6.6 mi. SW of Linden. Reynolds owns KAGG-FM Madisonville, Tex. *Dec. 4*

Stamford, Tex. (BPH-951120MM)—Blue Plains Broadcasting Co. (David S. Hite, president/owner, 529 Woodland Hills Dr., LaVergne, TN 37086) for FM at 92.1 mhz, ERP 50 kw, ant. 150 m., .59 km SE of intersection of SR 180 and CR 3116, 5.4 km WSW of Anson, Tex. *Dec. 8*

Waco, Tex. (BPH-951013IM)—Kannelwood Broadcasting Co. Inc. for KBCT(FM) at 94.5 mhz, ERP 3.2 kw, ant. 294 m. *Dec. 8*

Provo, Utah (BPET-951113KG)—Richard S. Losee, 3923 North Riverwood Dr., Provo, UT 84604) for TV at ch. 32, ERP 617 kw, ant. 851 m., Lake Mtn., 23 km W of Provo.

Nov. 13

Richmond, Va. (951120AA)—China Cat Communications Inc. for AM at 990 khz, 5 kw/10 kw. *Nov. 30*

Neillsville, Wis. (BPH-951108MY)—KM Communications Inc. (Myoung Hwa Bae, president/owner, 3654 W. Javis Ave., Skokie, IL 60076) for FM at 92.7 mhz, ERP 6 kw, ant. 100 m., S of Hwy 10, 3.4 km W of Neillsville. *Nov. 8*

FACILITIES CHANGES

Denied/Dismissed

Sycamore, Ill. (BP-940824AA)—DeKalb County Broadcasters Inc. for WSOB(AM) 1560 khz: add 17.6 kw of nighttime power. *Nov. 8*

Lafayette Township, Ind. (BPED-941212-IB)—Southwest Allen County Schools for WCYT(FM) 91.1 mhz: move main studio. *Dec. 6*

St. Louis (BMPED-940202IB)—Board of Education of St. Louis for KSLH(FM) 91.5 mhz: change ERP to 85 kw, ant. to 313 m., TL to 7555 MacKenzie Rd. *Nov. 21*

Returned

Birmingham, Ala. (BPED-950830IC)—Briarwood Presbyterian Church for WLJR(FM) 88.5 mhz: change ERP to .2 kw, ant. to 190 m., TL. *Nov. 27*

Liberty, Tex. (BP-950912AA)—Texas Coast 1050 Broadcasting for KPXE(AM) 1050 khz: change TL to W of Brazos River Bridge along I-10W and Bording Brazos River, and city of license to Brookshire, change ant. system, relocate main studio. *Nov. 20*

Granted

Jacksonville, Ark. (BMPH-950821IB)—USR of Little Rock FM Inc. for KDDK(FM) 100.3 mhz: change ERP to 82.9 kw. *Nov. 29*

St. Helena, Calif. (BMPH-950703IE)—Young Radio Inc. for KVYN(FM) 99.3 mhz: change ant. to 79 m. *Nov. 20*

Grand Junction, Colo. (BPED-941026-KB)—Public Broadcasting of Colorado Inc. for non-commercial educational KPRN(FM) 89.5 mhz: change main studio location. *Dec. 6*

Johnstown, Colo. (BP-950322AB)—Donald A. and Sharon E. Wiedeman for KHNC(AM) 1360 khz: increase power to 450 w/5 kw, change ant. system. *Nov. 20*

Daytona Beach, Fla. (BMPH-950817IC)—WJHM License LP for WJHM(FM) 101.9 mhz: change ERP to 61 kw, ant. to 483 m., class from C1 to C. *Nov. 9*

High Springs, Fla. (BMPCT-940718KH)—Budd Broadcasting Co. Inc. for WGFL(TV) ch. 53: change ERP to 1,343 kw visual, ant. to 282 m., TL to 3.7 km SE of Newberry. *Nov. 13*

Key West, Fla. (BMPCT-950906KE)—Hispanic Keys Broadcasting Corp. for WWFD(TV) ch. 8: change ERP to 5.83 kw visual, ant. to 33 m., TL to 7 McDonald Ave. *Nov. 22*

Athens, Ga. (BPCT-951025KP)—Whithead Media Inc. for WNGM-TV ch. 34: change ERP to

5,000 kw, ant. to 440 m., TL to WFOX(FM) tower, 5/6 km SSW of Chestnut Mtn. Dec. 14

Rome, Ga. (BPCT-951016KF)—Paxson Atlanta License Inc. for WTLK-TV ch. 14: change ERP to 3,890 kw visual. Nov. 6

Fairfield, Ill. (BP-950117AC)—Wayne County Broadcasting Co. Inc. for WFIW(AM) 1390 khz: reduce power to .073 kw/.710 kw, change ant. system. Nov. 29

Cedar Rapids, Iowa (BMPCT-951011KF)—Fant Broadcasting Co. of Iowa Inc. for KTVG-TV ch. 48: change ERP to 2,920 visual, ant. to 323.2 m., TL to 7.2 km N of Urbana on Hwy 150. Dec. 14

Pikeville, Ky. (BPED-940823IC)—Moody Bible Institute of Chicago for WSO(FM) 90.1 mhz: relocate main studio. Nov. 29

Haynesville, La. (BP-950608AC)—Hawkins Broadcasting Co. for KLVU(AM) 1590 khz: change ant. system. Nov. 29

Shreveport, La. (BPCT-950913LQ)—White Knight Broadcasting of Shreveport LIC for KSHV-TV ch. 45: change ant. to 507.2 m., ERP to 2,981.6 kw, TL to St. John Rd., Mooringsport. Nov. 22

Middletown, Md. (BPH-950803IA)—Barbara D. Marmet for WAFY(FM) 103.1 mhz: change ERP to 1 kw and ant. to 139 m., install new auxiliary ant. system. Nov. 8

Orange, Mass. (BMPH-950814ID)—Deane Bros. Broadcasting Corp. for WJDF(FM) 97.3 mhz: change ERP to 5.8 kw, ant. to 25 m. Nov. 8

Cadillac, Mich. (BPED-940804IF)—Northern Christian Radio Inc. for noncommercial educational WOLW(FM) 91.1 mhz: relocate main studio to Gaylord. Dec. 6

Charlevoix, Mich. (BPH-950823IC)—MacDonald Broadcasting Co. for WKHQ-FM 105.9 mhz: change ant. to 272 m., TL. Dec. 14

Traverse City, Mich. (BP-950531AC)—WTCM Radio Inc. for WTCM(AM) 580 khz: increase power to 800 w/15 kw. Dec. 12

North Las Vegas (BP-940124AE)—Regent Broadcasting of Las Vegas Inc. for KKDD(AM) 1410 khz: reduce power to 1 kw, change TL to corner of Cheyenne St. and M.L. King Ave., change ant. system, change frequency to 1400 khz. Nov. 24

Bedford, N.H. (BMPH-950710IG)—Donna M. MacNeil for WAEF(FM) 96.5 mhz: change ERP to .68 kw, ant. to 296 m., TL to near summit of South Mtn. Nov. 22

Buffalo, N.Y. (BPH-941121ID)—American Radio Systems License Corp. for WJYE(FM) 96.1 mhz: change ERP to 47.1 kw, ant. to 154 m. March 21

Frankfort, N.Y. (BPH-950410IB)—Radio Corp. for WKLL(FM) 94.9 mhz: change ERP to 34 kw, ant. to 173 m., TL to Smith Hill, 257 Grace Rd., Deerfield Township. Nov. 29

Nyack, N.Y. (BPED-940506IZ)—Nyack College for noncommercial educational FM at 88.7 mhz: change ERP to .0024 kw, ant. to 138.7 m., TL to adjacent to college campus on university property, .5 km W of Rte. 9W. Nov. 8

Penn Yan, N.Y. (BP-950720AD)—MB Communications Inc. for WYLF(AM) 850 khz: operate at night with 45.5 w, change ant. system. Nov. 20

Cave Junction, Ore. (BPH-950817IH)—Charles R. Knerr for KCNA(FM) 102.7 mhz: change ERP to 50.7 kw, ant. to 604.5 m. Nov. 29

Renovo, Pa. (BPH-930427ID)—North Penn Broadcasting Inc. for WXXW(FM) 106.9 mhz: change ERP to .65 kw, ant. to 215 m., TL, change frequency. Nov. 27

Ponce, P.R. (BPCT-941103KF)—Hector Nicolau for WTIN-TV ch. 14: change ERP to 1,074 kw visual, ant. to 861 m., TL to atop Monte Jayuya. Nov. 6

Blythewood, S.C. (BMP-950307AD)—Michael B. Ginter for WBAJ(AM) 880 khz: change frequency to 890 khz, increase power to .001 kw/11kw, change ant. system. Nov. 29

Sioux Falls, S.D. (BPCT-950531KE)—Mid-continent Television of S.D. Inc. for KELO-TV ch. 11: change ERP to 25 kw, ant. to 192 m., TL to 1 mi. SW of Rowena, S.D. Nov. 13

Spring City, Tenn. (BMPH-950614IF)—Walter E. Hooper III for WAYA(FM) 93.9 mhz: change TL to 3.5 km SE of Tranquility. Dec. 8

Amherst, Va. (BP-951027AB)—Community First Broadcasters Inc. for WAMV(AM) 1420 khz: reduce secondary power to 17 w night, change TL to SR 606, 1.2 km E of intersection with US 60, change ant. system. Dec. 8

Lynchburg, Va. (BP-951023AE)—LYH Broadcasting LC for WLL(AM) 930 khz: change ant. system, change TL to off Chapel Ln., .77 km N of former tower site, relocate main studio. Nov. 27

Seattle (BP-950811AD)—KBLE-AM Inc. for KBLE(AM) 1050 khz: reduce power to 440 w night, change ant. system., change TL to 4500 21st St. SW. Nov. 22

Yakima, Wash. (BMPH-950810JC)—Spanish Language Broadcasters of Washington LP for KZTA-FM 99.7 mhz: change ERP to 7.62 kw, ant. to 178 m., TL. Nov. 27

Pocatalico, W.Va. (BPH-950921IE)—Weigle Broadcasting Corp. for WRVZ(FM) 98.7 mhz: change ERP to .63 kw, ant. to 192 m., TL. Dec. 5

Green Bay, Wis. (BMPED-950425IF)—Board of Regents of University of Wisconsin System for WHID(FM) 88.1 mhz: change ERP to 15 kw, ant. to 312.4 m. Dec. 8

Madison, Wis. (BMPED-951102IA)—State of Wisconsin Educational Comm. Board for WERN(FM) 88.7 mhz: modify directional ant. pattern. Nov. 7

Accepted for filing

Montgomery, Ala. (BPH-951016IE)—Deep South Broadcasting Co. for WBAM-FM 98.9 mhz: change channel to 98.9 mhz. Dec. 15

Wilson, Ark. (BMPH-951103IC)—Pollack Broadcasting Co. for KAFW(FM) 103.7 mhz: change ant. to 100 m., ERP to 6 kw, TL, frequency to 94.7 mhz. Dec. 8

Long Beach, Calif. (BPH-951102ID)—Lieberman Broadcasting Inc. for KBUE(FM) 105.5 mhz: change ERP to 2.85 kw. Nov. 27

Santa Rosa, Calif. (951031MD)—Rural California Broadcasting Corp. for KRCS-FM 91.1 mhz: change ERP to .1 kw, ant. to 574.3 m., TL to Sonoma Mtn., 4.97 km WSW of Glen Ellen, frequency to 91.3 mhz. Nov. 27

Yreka, Calif. (BMPH-951110IC)—Siskiyou Radio Partners Inc. for KSYC-FM 103.9 mhz: change ERP to 10.2 kw. Dec. 15

Lakewood, Colo. (BPH-951102IE)—KRXV Radio Inc. for KWMX-FM 107.5 mhz: install new auxiliary ant. system. Dec. 8

Strasburg, Colo. (BMPH-950908IG)—Lenora Alexander for KAGM(FM) 102.3 mhz: change ant. supporting-structure height. Dec. 4

Lehigh Acres, Fla. (BPH-951109ID)—REP WCKT GP for WCKT(FM) 107.1 mhz: change ERP to 28.5 kw, ant. to 198 m. Dec. 4

Palm Bay, Fla. (951121ML)—Palm Bay Public Radio Inc. for WEJF(FM) 90.3 mhz: change ERP to 10 kw, ant. to 122 m., class to C3. Dec. 1

Caldwell, Idaho (BPCT-951120KE)—Schuyler Broadcasting Corp. for KHDT-TV ch. 9: change ERP to 161 kw visual, ant. to 805 m., TL to Deer Point Peak, 17 km NE of Boise. Nov. 30

East Moline, Ill. (BMPH-951120IM)—Mississippi Valley Broadcasting Inc. for WLLR-FM 101.3 mhz: change ERP to 12.3 kw, ant. to 299 m., TL to 2 km ENE of Argo, change ant. supporting-structure height. Dec. 1

Mount Morris, Ill. (BPED-951113IF)—American Family Association Inc. for WSEY(FM) 95.7 mhz: change ERP to 3.15 kw, ant. to 109 m., TL to Midtown Rd., .7 mi E of Mount Morris Rd., 1.8 mi NE of Mount Morris. Dec. 1

Warsaw, Ill. (BMPED-950606IZ)—Western Illinois University for WIUW(FM) 89.5 mhz: change directional radiation pattern. Dec. 13

Davenport, Iowa (BMPH-951113IB)—Mississippi Valley Broadcasting Inc. for KCOQ(FM) 106.5 mhz: change ERP to 100 kw, ant. to 299 m. Dec. 4

Stuart, Iowa (BPH-951031IC)—Coon Valley Communications for KKR(FM) 107.9 mhz: change channel from A to C3. Dec. 15

Topeka, Kan. (951109AC)—WREN Broadcasting for WREN(AM) 1250 khz: increase power to 15 kw day, reduce power to 3.5 kw night, change TL and ant. system, change city of license to Kansas City, Mo., relocate main studio. Nov. 27

Monroe, La. (951027MF)—Bible Broadcasting Network Inc. for KYFL(FM) 89.3 mhz: change ERP to 25 kw, ant. to 115 m., TL to .9 km E of SR 143, West Monroe. Dec. 1

Tallulah, La. (BPH-951025IZ)—Sharing Inc. for KBVO-FM 104.5 mhz: change channel to 104.5. Nov. 30

Natick, Mass. (951120AB)—Langer Broadcasting Corp. for WBIV(AM) 1060 khz: increase power to 50 kw, change TL and ant. system. Dec. 4

PROFESSIONAL CARDS

du Treil, Lundin & Rackley, Inc.
A subsidiary of A.D. Rang, P.A.
240 North Washington Blvd.
Suite 700
Sarasota, Florida 34236
(813) 366-2611
MEMBER AFCCE

CARL T. JONES CORPORATION
CONSULTING ENGINEERS
7901 YARNWOOD COURT
SPRINGFIELD, VIRGINIA 22153
(703) 569-7704
MEMBER AFCCE

LOHNES AND CULVER
CONSULTING RADIO ENGINEERS
8309 Cherry Lane
Laurel, MD 20707-4830
(301) 776-4488
 Since 1944 Member AFCCE

COHEN, DIPPELL AND EVERIST, P.C.
CONSULTING ENGINEERS
1300 "L" STREET, N.W. SUITE 1100
WASHINGTON, D.C. 20005
(202) 898-0111
Member AFCCE

MLJ
Moffet, Larson & Johnson, Inc.
Consulting Telecommunications Engineers
Two Skyline Place, Suite 800
5203 Leesburg Pike
Falls Church, VA 22041
703-824-5660
FAX: 703-824-5672
MEMBER AFCCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Box 280068
San Francisco, California 94128
 707/996-5200
202/396-5200
e-mail: engr@h-e.com

CARL E. SMITH
CONSULTING ENGINEERS
AM-FM TV Engineering Consultants
Complete Tower and Rigging Services
"Serving the Broadcast Industry
for over 30 Years"
Box 807 Bath, Ohio 44210
(216) 659-4440


Denny & Associates, P.C.
Consulting Engineers
1735 I Street, N.W., Suite 618
Washington, D.C. 20008
Tel: (202) 452-5630 Fax: (202) 452-5620
e-mail: info@denny.com Member AFCCE

E. Harold Munn, Jr., & Associates, Inc.
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

Mullaney Engineering, Inc.
Consulting Telecommunications Engineers
9049 Shady Grove Court
Gaithersburg, MD 20877
301-921-0115
Member AFCCE

HATFIELD & DAWSON
CONSULTING ENGINEERS
4226 SIXTH AVE N.W.
SEATTLE, WASHINGTON 98107
(206) 783-9151, Facsimile (206) 789-9834
MEMBER AFCCE


F.W. HANNEL & ASSOCIATES
Registered Professional Engineers
911 Edward Street
Henry, Illinois 61537
(309) 364-3903
Fax (309) 364-3775

 **COMMUNICATIONS TECHNOLOGIES INC.**
BROADCAST ENGINEERING CONSULTANTS
Clarence M. Beverage
Laura M. Mizrahi
P.O. Box 1130, Markon, NJ 08051
(609) 985-0077 • FAX: (609) 985-8124

C.P. CROSSNO & ASSOCIATES
CONSULTING ENGINEERS
P.O. BOX 180312
DALLAS, TEXAS 75218
TELECOMMUNICATIONS (FCC, FAA)
CHARLES PAUL CROSSNO, P.E.
(214) 321-9140 MEMBER AFCCE

 **JOHN FX BROWNE & ASSOCIATES**
CONSULTING ENGINEERS
BLOOMFIELD HILLS Broadcast • Cable
810-642-6226 • Wireless •
WASHINGTON
202-293-2020 Member AFCCE

D.C. WILLIAMS, P.E.
Consulting Radio Engineer
Member AFCCE
Post Office Box 1888
Carson City, Nevada 89702
(702) 885-2400

 **Radio/Tv Engineering Company**
"Serving Broadcasters over 35 Years"
Consultants Marwood J. Peterson, Pres
1416 Hollister Lane Los Osos, CA 93402
Ph (805) 528-1996 & Fax (805) 528-1982

 **SPECTRUM ENGINEERING COMPANY**
BILL CORDELL, P.E.
11111 Katy Freeway, Suite 360
Houston, Texas 77079
1800) 966-8885 Fax: (713) 984-0066
Communications Engineering Consultants
Member AFCCE


Suffa & Cavell, Inc.
Consulting Engineers
10300 Eaton Place, Suite 430
Fairfax, Virginia 22030
(202) 332-0110 (703) 591-0110
Fax (703) 591-0115
Member AFCCE

George Jacobs & Associates, Inc.
Consulting Broadcast Engineers
Domestic & International
Member AFCCE
Suite 410 8701 Georgia Ave
(301) 587-8800 Silver Spring, MD
20910

SERVICES

BROADCAST DATABASE
dataworld
MAPS
Coverage Terrain Shadowing
Allocation Studies • Directories
PO Box 30730 301-652-8822
Bethesda, MD 20814 800-368-5754

WANTED DEAD OR ALIVE:
UPLINK TRUCKS or
SATELLITE EQUIPMENT
will consider any condition and will pay cash
BLR COMMUNICATIONS
1-410-750-1400

 **DSI**
RF Systems, Inc.
• Transmitter and Studio Installation
• RF Test and Measurement
• Microwave and Satellite
Engineering and Installation
918-561-1144 24A World's Fair Drive
Sparks, NJ 07871

 **Stainless, Inc.**
New Towers, Antenna Structures
Engineering Studies, Modifications
Inspections, Erection, Appraisals
North Wales, PA 19454
215 699-4871 FAX 699-9597

Shoolbred Engineers, Inc.
Structural Consultants
Towers and Antenna Structures
Robert A. Shoolbred, P.E.
1099 Morrison Drive
Charleston, SC 29401 • (803) 577-4681

 **LDL COMMUNICATIONS, Inc.**
RF DESIGN & INSTALLATION SPECIALISTS
LARCAN/LARCAN-TTC TRANSMITTERS
ALAN DICK ANTENNAS & COMBINERS
LEBLANC TOWER SYSTEMS
14440 CHERRY LANE CT LAUREL MD 20707
TEL: 301-498-2200 FAX: 301-498-7952

 **GULFALINK**
1-800-344-6007
C AND KU BAND


FIRE • FLOOD • QUAKE
 **VIDEOTAPE**
Decontamination
Rejuvenation
Restoration
800-852-7732
DISASTER RECOVERY

PROFESSIONAL/ SERVICES DIRECTORY

52 weeks - \$60 per insertion
26 weeks - \$75 per insertion
13 weeks - \$90 per insertion

Datebook

THIS WEEK

Jan. 8-10—*Society of Cable Television Engineers* conference on emerging technologies. San Francisco Hilton, San Francisco. Contact: (610) 363-6888.

Jan. 11—"Emergency Alert Systems," *Society of Cable Television Engineers* satellite tele-seminar. Galaxy 1R, Transponder 14, 2:30-3:30 p.m. EST. Contact: (610) 363-6888.

Jan. 12-14—"Follow the Money: Covering the 1996 Elections," workshop for journalists sponsored by the *Radio and Television News Directors Foundation*. The Desmond Hotel, Albany, N.Y. Contact: Cy Porter, (202) 467-5219.

Jan. 14—*Caucus for Producers, Writers & Directors* annual awards dinner. Peninsula Hotel, Los Angeles. Contact: David Levy, (818) 843-7572.

Jan. 14-16—*Interactive Services Association* annual strategic business meeting. Doral Golf Resort and Spa, Miami. Contact: (301) 495-4959.

JANUARY

Jan. 15-16—"Introduction to Telephony," *Society of Cable Television Engineers* regional training seminar. Sheraton Hotel, Newport Beach, Calif. Contact: (610) 363-6888.

Jan. 17-19—"Introduction to Fiber Optics," *Society of Cable Television Engineers* regional training seminar. Sheraton Hotel, Newport Beach, Calif. Contact: (610) 363-6888.

Jan. 18—*International Radio & Television Society Foundation* newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

Jan. 18—*Federal Communications Bar Association* luncheon featuring John Curley. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

Jan. 18—Issues '96 workshop for journalists, presented by the *Poynter Institute for Media Studies* and the *University of Texas at Austin*. Lyndon Baines Johnson Presidential Library, Austin, Tex. Contact: (813) 821-9494.

Jan. 19—*The New York Festivals* 1995 International Television Programming and Promotion Awards presentation. Sheraton New York Hotel & Tower, New York City. Contact: Anne White, (914) 238-4481.

Jan. 19-21—"Follow the Money: Covering the 1996 Elections," workshop for journalists sponsored by the *Radio and Television News Directors Foundation*. The Talbott Hotel, Chicago. Contact: Cy Porter, (202) 467-5219.

Jan. 21-22—23rd annual *Association of Independent Television Stations Inc. (INTV)* convention. Mirage Hotel, Las Vegas. Contact: Angela Giroux, (202) 887-1970.

Jan. 22-23—"Telecommunications Competition and Deregulation," conference presented by *American Conference Institute*. Regency Hotel, New York City. Contact: (416) 926-8200.

Jan. 22-25—32nd annual *National Association of Television Programming Executives (NATPE)* program conference and exhibition. Sands Expo Center, Las Vegas. Contact: (310) 453-4440.

Jan. 23-27—South Pacific Region Satellite & Cable Show, presented by *SPACE Pacific Limited*. University of Auckland Tamaki Campus, New Zealand. Contact: 64-9-406-0651.

Jan. 24—*Nebraska Broadcasters Association* annual state legislative reception. Cornhusker Hotel, Lincoln, Neb. Contact: Dick Palmquist, (402) 333-3034.

Jan. 25—"Democracy and the News: Citizens, Journalists and Contemporary Politics," discussion presented by the *Alfred I. duPont Center for Broadcast Journalism*. Columbia University, New York City. Contact: (212) 854-5047.

Jan. 25-26—4th annual "Communications and Media Finance" conference, presented by the *Institute for International Research*. New York Helmsley Hotel, New York City. Contact: (800) 999-3123.

Jan. 29-30—*Midwest Broadcasters & Telecom-*

munications conference and trade show. Radisson Hotel South, Minneapolis. Contact: (612) 926-8123.

Jan. 30-31—"Exploring the Full Potential of Multimedia Over Radio," MMDS/MVDS conference presented by the *Institute for International Research*. Churchill Inter-Continental Hotel, London. Contact: +44 (0) 171 915 5055.

Jan. 31—*Hollywood Radio and Television Society* newsmaker luncheon, with featured speaker Bill Gates. Regent Beverly Wilshire Hotel, Beverly Hills, Calif. Contact: (818) 789-1182.

Jan. 31—Third annual *Federal Communications Bar Association* public policy forum. ANA Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

FEBRUARY

Feb. 2-4—"Follow the Money: Covering the 1996 Elections," workshop for journalists sponsored by the *Radio and Television News Directors Foundation*. The Melrose Hotel, Dallas. Contact: Cy Porter, (202) 467-5219.

Feb. 3-5—2nd annual Wireless Cable Technical Symposium, presented by *Wireless Cable Association International*. San Antonio Marriott Riverwalk Hotel, San Antonio, Tex. Contact: (202) 452-7823.

Feb. 3-6—53rd annual *National Religious Broadcasters* convention. Indiana Convention Center, Indianapolis. Contact: (703) 330-7000.

Feb. 5-6—Radio Group Head Fly-In, hosted by the *National Association of Broadcasters*. ANA Hotel, Washington. Contact: Lori Long, (202) 429-5402.

Feb. 6—*West Virginia Broadcasters Association* sales seminar. Ramada Inn, South Charleston, W.Va. Contact: (304) 744-2143.

Feb. 6-9—Satellite '96, 15th annual international conference and exhibition, presented by *Phillips Business Information Inc.* Hyatt Regency Crystal City, Arlington, Va. Contact: (800) 777-5006.

Feb. 7—*West Virginia Broadcasters Association* sales seminar. Ramada Inn, Morgantown, W.Va. Contact: (304) 744-2143.

Feb. 8—"Inside FCC Form Processing," *Society of Cable Television Engineers* satellite tele-seminar. Galaxy 1R, Transponder 14, 2:30-3:30 p.m. EST. Contact: (610) 363-6888.

Feb. 9—*International Radio & Television Society Foundation* newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

Feb. 9-11—"Follow the Money: Covering the 1996 Elections," workshop for journalists sponsored by the *Radio and Television News Directors Foundation*. The Mayflower Park Hotel, Seattle. Contact: Cy Porter, (202) 467-5219.

Feb. 9-15—36th annual *Monte Carlo Television Festival*. Loews Hotel, Monte Carlo. Contact: Liliane Vitale, (201) 869-4022.

Feb. 12-13—"Introduction to Telephony," *Society of Cable Television Engineers* regional training seminar. Olympia Resort, Oconomowoc, Wis. Contact: (610) 363-6888.

Feb. 12-15—*International Engineering Consortium* Western Communications Forum. Grand Kempinski Hotel, Dallas. Contact: Mike Vogt, (312) 938-8787.

Feb. 14-16—*Broadcast Cable Credit Association* seminar. J.W. Marriott at Lenox, Atlanta. Contact: (708) 296-0200.

Feb. 14-16—"Marketing Strategies for Cable TV Companies," conference presented by *Global Business Research Ltd.* Le Meridien, Coronado, Calif. Contact: Rich Manhardt, (212) 366-3249.

Feb. 14-16—"Introduction to Fiber Optics," *Society of Cable Television Engineers* regional training seminar. Olympia Resort, Oconomowoc, Wis. Contact: (610) 363-6888.

Feb. 15—"DBS: The Five Burning Questions," seminar presented by *The Carmel Group*. Warner Center Marriott, Woodland Hills, Calif. Contact: (408) 626-6222.

Feb. 15-17—*Oklahoma Association of Broad-*

casters winter convention. Oklahoma City. Contact: (405) 848-0771.

Feb. 15-18—*Radio Advertising Bureau* marketing leadership conference. Wyndham Anatole Hotel, Dallas. Contact: (214) 753-6700.

Feb. 21-22—"Convergence: Partners in Progress," course presented by *Women in Cable & Telecommunications*. Lake San Marcos Resort, San Diego. Contact: Molly Coyle, (312) 634-2353.

Feb. 21-23—Texas Show '96, presented by the *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex. Contact: (512) 474-2082.

Feb. 22—*Federal Communications Bar Association* luncheon featuring Robert Iger. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

Feb. 22-25—*R&R Talk Radio Seminar*. Grand Hyatt Hotel, Washington. Contact: (310) 553-4330.

Feb. 23-25—"Follow the Money: Covering the 1996 Elections," workshop for journalists sponsored by the *Radio and Television News Directors Foundation*. The Warwick Regis Hotel, San Francisco. Contact: Cy Porter, (202) 467-5219.

Feb. 26-28—Great Lakes Broadcasting Conference and Expo, presented by the *Michigan Association of Broadcasters*. Lansing Center, Lansing, Mich. Contact: Karole White, (517) 484-7444.

APRIL

April 12-15—*Broadcast Education Association* 41st annual convention. Las Vegas Convention Center, Las Vegas. Contact: Lara Sulimenko, (202) 429-5354.

April 15-16—*Television Bureau of Advertising* sales and marketing conference. Las Vegas Hilton, Las Vegas. Contact: Janice Garjian, (212) 486-1111.

April 15-18—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

April 28-May 1—Cable '96, *National Cable Television Association* annual convention and exposition. Los Angeles Convention Center, Los Angeles. Contact: (202) 775-3669.

MAY

May 19-22—36th annual *Broadcast Cable Financial Management Association/Broadcast Cable Credit Association* conference. Buena Vista Palace Hotel, Orlando (Disney World), Fla. Contact: Mary Teister, (708) 296-0200.

May 23-25—"CES Orlando...The Digital Destination," multimedia trade show presented by the *Electronic Industries Association*. Orange County Convention Center, Orlando, Fla. Contact: Cynthia Upson, (703) 907-7674.

JUNE

June 9-15—17th annual *Banff Television Festival*. Banff Springs Hotel, Banff, Alberta, Canada. Contact: (403) 678-9260.

June 19-22—Promax & BDA '95 conference & exposition, presented by *Promax International* and *BDA International*. Los Angeles Convention Center, Los Angeles. Contact: (213) 465-3777.

OCTOBER

Oct. 9-12—World Media Expo, comprising the *National Association of Broadcasters Radio Show* (contact: [800] 342-2460); *Radio Television News Directors Association* international conference (contact: Rick Osmani, [202] 467-5200); *Society of Broadcast Engineers* annual conference (contact: John Poray, [317] 253-1640), and *Society of Motion Picture and Television Engineers* 138th technical conference (contact: [914] 761-1100). Los Angeles Convention Center, Los Angeles. Contact: Lynn McReynolds, (202) 429-5350.

Major Meeting dates in red

—Compiled by Kenneth Ray
(ken.ray@b&c.cahners.com)

Charter's Babcock likes the private life

When Barry Babcock and his partners went to New York in 1993 seeking start-up money for Charter Communications, they weren't quite sure what kind of reaction to expect from the financial community.

After all, cable reregulation was hitting the cable industry pretty hard at the time. Many small and midsize cable system operators were selling out to large operators who were better equipped to finance technological upgrades and compete with the increasingly aggressive direct broadcast satellite, wireless and telco industries.

But Babcock and partners Jerry Kent and Howard Wood had a track record in the cable business. They all had served as key executives at Cencom Cable Associates, an MSO that was sold to Crown Media in 1991.

By 1993 many of the same investors that had backed Cencom were looking for investment opportunities and were seeking management teams with strong potential.

"People invest in people who have had the knack to be successful in the past," says Babcock. "We were very pleasantly surprised that we got a lot of enthusiastic support."

A primary goal for the founders of Charter was to create an MSO that would not be sold out from under them. The executives were still smarting from the sale of Cencom, a move that the management team had resisted.

"The lesson that the three of us learned was that the next time we founded a company, which we did, we would never lose control of it," says Babcock. "We didn't ever want to be in a position where we didn't have control over the destiny of the company."

As fate would have it, the executives actually took back control of the former Cencom systems a year ago with Charter's purchase of the Crown Media cable properties. It was the largest in a series of deals that has built Charter's portfolio into cable systems approaching 1 million customers in 17 states.

In less than two years, the little MSO that could has grown from no subscribers to one of the top 15 cable operators in the country.

It has been a crowning achievement for Babcock, who first became interested in



"We didn't ever want to be in a position where we didn't have control over the destiny of the company."

Barry Lockwood Babcock

Chairman, Charter Communications, St. Louis; b. March 9, 1947, Minneapolis; BS, geology, University of Oklahoma, 1969; line officer, U.S. Navy, 1969-73; JD, University of Oklahoma, 1976; assistant municipal counselor, Oklahoma City, 1976-79; VP, Telcom Engineering, St. Louis, 1979-81; executive VP/COO, Cencom Cable Associates, Chesterfield, Mo., 1982-92; current position since 1993; m. Susan Hayley; children: Robin, 23; Andrew, 7; Hayley, 4.

the cable business while studying cable franchise agreements as an attorney for Oklahoma City. It was his first full-time job, following law school and four years with the U.S. Navy.

Babcock had not been targeting a career in cable when he took the job as assistant municipal counselor in Oklahoma City.

As an undergraduate at the University of Oklahoma, he earned his BS in geology.

"When I'm traveling around, going through the mountains, I think I have a different perspective on things than most people," Babcock says of his degree in geology. "But beyond having maybe a little bit more knowledge than most when looking at a rock, I haven't done anything with it."

Babcock's career in cable has always led him to start-up operations. In 1979 he was part of a team that formed St. Louis-based cable system operator Telcom Cablevision.

The same group that formed Telcom went on to create Cencom, another start-up that grew from zero subscribers in 1982 to about 550,000 subscribers by the time the company was sold to Crown in late 1991.

His latest start-up, Charter Communications, already has tripled its original five-year business plan of 300,000 subscribers.

Just how much larger Charter will grow depends on what opportunities arise, says Babcock, adding that the company does not necessarily need to be any bigger. He also says that the privately held company does not necessarily need to go public.

"If you can stay private you probably ought to, unless the values are so compelling that you really feel you can't pass up the opportunity," he says.

Babcock encourages other entrepreneurs to enter the cable system business, but he also offers a word of caution: "It's a little more difficult today than it was two or three years ago in the sense that there's a pretty widely held misconception that you have to be big.

"I don't think there's any doubt that if others have access to capital—and that's always the key—there are opportunities still out there to purchase cable systems and have a successful business." —RB

Fates & Fortunes

BROADCAST TV

Yolanda Foster, director, research, WFOR-TV Miami, named director, programming.

Andrew Funk, ENG technician, WCBS-TV New York, joins WAGA-TV Atlanta as assistant news operations manager.

David LaFrance, manager, product development, KRON-TV San Francisco, joins WEYI-TV Saginaw, Mich., as GM.

Steve Herman, GSM, WEAR-TV Pensacola, Fla., joins KOKH-TV Oklahoma City as president/GM.

Lee Evans, reporter, KFOR-TV Oklahoma City, named weekend co-anchor.

Appointments at KJAC-TV Port Arthur, Tex.: **Wayne Bettoney**, GSM, WVVA(TV) Bluefield, W. Va., joins in same capacity; **Jeff Newpher**, producer, KPRC-TV Houston, joins as executive news director.



Dellin

Jeff Dellin, director, research, MCA TV, Universal City, Calif., named VP/director, research.

Glenn Urbanski, manager, sales and traffic systems, NBC Television's Information Technologies

Division, named director, finance and administration, WMAQ-TV Chicago.

Gary Whitaker, news director, KDNL-TV St. Louis, joins KSPR(TV) Springfield, Mo., as VP/GM.



Harmon

Allen Harmon, interim general manager, WDSE-TV Duluth, Minn., named president/GM.

Ann McIntyre, local sales manager, WJAR(TV) Providence, R.I., joins WLNE(TV) there as GSM.

Joanna Hemleb, LSM, WATL(TV) Atlanta, named general sales manager.

Appointments at KSHB-TV Kansas City, Mo.: **John McKenna**, local account executive, named NSM; **Alex George**, national sales manager, named regional sales manager; **Richard Eler**, on-air promotion

manager, KHOU-TV Houston, joins as creative services director; **Krista Roberts**, executive news producer, KTNV(TV) Las Vegas, joins as managing editor.

PROGRAMING



Schwartz

Gil Schwartz, VP, corporate communications, Westinghouse Broadcasting, named senior VP, communications, CBS Inc., New York.

Appointments at Tribune Broadcasting, Chicago: **Thomas Leach**, manager, planning, named director, planning and analysis; **Crane Kenney**, senior counsel, named VP/chief legal officer.

Christopher Rovtar, senior VP, domestic distribution, Madison Green Entertainment Sales Inc., joins Tradewinds Television, New York, as senior VP, sales.



Kueneke

John Kueneke, VP/GM, KSDK (TV) St. Louis, joins Pulitzer Broadcasting Co. there as executive VP.

Appointments at Alliance Communications, Toronto: **Victor Loewy**, president, Alliance Releasing, adds vice chairman of corporation to his responsibilities; **George Burger**, executive VP, named to the executive committee; **Joe Miller** joins as VP, corporate development; **Roman Doroniuk** joins as chief administrative officer; **Robert Pattillo**, VP, communications and public affairs, Canadian Broadcasting Corp., joins as senior VP, corporate communications.

RADIO

Michael Young, Eastern regional sales manager, CBS Radio Networks, named GSM, KDKA(AM) Pittsburgh.

William McMartin, VP/GM, WNDR(AM)/WNTQ(FM) Syracuse, N.Y., moves to Asheville, N.C., to head Osborn Communications Corp.'s WWNC(AM)/WKSF(FM).



Shapiro

Appointments at KYW(AM) Philadelphia: **Roy Shapiro**, VP/GM, adds VP/GM WGMP(AM) Philadelphia to his responsibilities; **David Yadgaroff**, account executive, named retail sales manager.

Mike Agovino, VP/GSM, Katz Radio division, New York, named president.

Appointments at CBS Radio Representatives, New York: **Rich Allen**, VP/Western regional manager, named VP, unwired and marketing; **John Bitting**, director, unwired and marketing, named Central regional manager/Chicago sales manager; **Scott Springer**, Los Angeles sales manager, adds Western regional manager to his responsibilities.

Jon Quick, VP, programming, KFGO-FM Fargo, N.D., joins WIBC(AM) Indianapolis as program director.

CABLE

Marc Apfelbaum, VP/associate general counsel and assistant secretary, Time Warner Cable, Stamford, Conn., named senior VP/general counsel/secretary.

Appointments at Speedvision, Stamford, Conn.: **Robert Scanlon**, senior coordinating producer, ESPN, joins as executive producer/VP, production; **Becky Ruthven**, VP, affiliate sales and marketing, The Weather Channel, joins as senior VP, affiliate sales; **John Lunghi**, VP, sales training and development, Turner Broadcasting, joins as VP/NSM.

Rosanne Legano, account executive, East Coast, TV Food Network, joins Outdoor Life, Stamford, Conn., as VP/NSM.

Peter Bergen, special assignment producer, CNN, Atlanta, named supervising producer, *CNN Special Assignment*.

Jamie Weissenborn, director, advertising sales, Comedy Central, New York, named head, West Coast ad sales operations.

Suzanne Donino, VP, network operations, Turner Entertainment Networks, Atlanta, named senior VP.



Kronen

Appointments at A&E Television Networks. New York: **John Hartinger**, account director, affiliate sales. Chicago, named director, affiliate marketing programs and communications, New York:

Michael Hill, manager, accounts payable, named director, internal control; **Eric Kronen**, senior VP/regional manager, Viacom Cable, Seattle, joins as senior VP, affiliate sales and marketing, New York.



Chambers

Craig Chambers, GM, Western United States and Canada, Group W Satellite Communications, joins Great American Country, Englewood, Colo., as VP/GM.

Mike Smith, assistant GM, Cablevision's Gulf Breeze, Florida, named GM, New York operations.

C. Richard Allen, deputy assistant to President Clinton for national service and chief external affairs officer, Corporation for National Service, joins Discovery Communications Inc., Bethesda, Md., as senior VP, business development.

ADVERTISING/MARKETING



Kiely

Appointments at The Summit Media Group Inc., New York: **Terez Kiely**, senior VP, syndication sales, named executive VP; **Terry Berlin**, VP, named senior VP/media director.

Appointments at Temerlin McClain, Dallas: **Adele Boustany**, media planner/buyer. The Graham Group, New Orleans, joins as media planner; **Jane Cook** joins as media estimator; **Scott Morris**, art director, Wolf, Blumberg & Krody, Cincinnati, joins in same capacity; **Tammy Stilling**, assistant planner, Lord, Dentsu & Partners, Los Angeles, joins as media planner;

Oscar Katz, 1913-1996



Katz in 1966

Oscar Katz, 82, former CBS executive, died Jan. 3 of pneumonia in Los Angeles. Katz retired from CBS Television Network in 1978 after spending almost 40 years in the industry. He joined CBS's research department in 1938, and in 1945 became its associate director. Eventually CBS-TV formed a separate research unit and Katz was appointed director.

In the mid '50s, competition gave daytime television an importance it hadn't so far experienced, and Katz was named VP in charge of daytime programs. His familiarity with research (audience preferences) and background in statistics made him a quiet and competent innovator. He helped to develop *The Verdict Is Yours* and *Woman!*, a new series concept in daytime programming; *Captain Kangaroo*, and *Daytime Televisit Week*. From 1959 to 1962 Katz was VP, network programs.

He left CBS to become executive VP in charge of production at Desilu Productions Inc., where he worked on such series as *Mission: Impossible* and *Star Trek*. He also worked for General Artists Corp. as senior VP, television packaging. In 1971 he returned to CBS as VP, programs, in New York and later moved to California as VP, special projects.

Katz is survived by his wife, Rose; two daughters, Joan and Marjorie; and three grandsons, Edward, Oliver and Justin.

—DS

Theresa Aycock, free-lance copywriter, Dallas, joins as senior copywriter; **Kristin Gillin**, senior media planner, Bozell, Omaha, joins as media supervisor; **Dillard Spring**, management supervisor, DDB Needham, Dallas, joins in same capacity.

Steve Hardwick and **Mary Bates**, VPs/management representatives, Bates USA, New York, named senior VPs.

ALLIED FIELDS

Art Porter, founder/president, Varitel, Los Angeles/San Francisco, joins Electronic Data Systems (parent) as VP, business development.

Peter Pasternak, international director, Rhino Records, Los Angeles, named senior director, international.

Gregg Willinger, agent, The Conrad Shadlen Corp., New York, named VP.

Jim MacDermott, former VP/station manager, KCNC-TV Denver, joins Satterfield & Perry media brokerage firm there as VP.

John Kehe, creative director, Pittard/Sullivan, joins Telegign Design/Animation (a division of National Video Center), New York, in same capacity.

DEATHS

Palmer Williams, 79, documentary filmmaker and CBS news executive, died

Jan. 1 at his home in Greenwich Village. He had prostate cancer. Williams joined CBS in 1951 and, with Fred Friendly and Edward R. Murrow, adapted the *Hear It Now* radio program to television.



Williams in early '60s

Williams was producer, then production manager, and eventually director of operations for *See It Now*. He also was instrumental in developing *60 Minutes*, where he spent nearly

half of his 30 years at CBS. In the early years of *60 Minutes*, Williams and Andy Rooney appeared in a segment, "Digressions," in which silhouetted figures "Ipsos" and "Factos" traded witticisms about people or events. During World War II Williams worked with Frank Capra on the series *Why We Fight*. Other credits include *The True Glory*, *Biography of a Missile*, *D-Day Plus 20 Years: Eisenhower Returns to Normandy*, *Inside Red China* and *Destination North Pole*. Survivors include his wife, Barbara; four children, and two grandsons.

—Compiled by Denise Smith
e-mail: d.smith@b&c.cahners.com

The Supreme Court has denied cable's efforts to speed review of a December decision by a three-judge panel to uphold the must-carry laws. The court last week rejected a motion to expedite its review of the must-carry decision. Turner Broadcasting System and other cable companies had filed the motion to expedite in hopes the court could rule on the law before the October deadline for choosing between must-carry and retransmission-consent status.

FCC staffers late Friday were evaluating the implications of congressional proposals to send federal workers back to work while limiting their expenditures. Sources speculated that the language would allow commission officials to conduct at least some work, including reading through backlogged mail and incoming comments, but they were unsure what other work the measure would allow.

Watertown (N.Y.) Radio Associates is narrowing its area holdings with last Friday's \$2.8 million sale of WNCQ(AM)-WCIZ(FM) Watertown to Forever Broadcasting Inc. The deal (subject to FCC approval) includes an LMA with WKGG(FM) Cape Vincent, N.Y., says broker Richard A. Foreman. Forever recently bought WIBX(AM)-WLZW(FM) Utica, N.Y. (BROADCASTING & CABLE, Nov. 13, 1995). The company is headed by Kristen Cantrell, GM of WTSB(AM) Rome, Ga. Watertown, backed by Jeffrey Shapiro, William Goddard and Bruce Danzinger, also owns WNCQ(FM) Morristown and WKRT(AM)-WIII(FM) Cortland/Ithaca, N.Y.; WCPV(FM) Essex, N.Y./Burlington, Vt., and AM-FM combos in Claremont, N.H., and White River Junction, Vt./Lebanon, N.H./Hanover, N.H.

The Center for Media Education (CME) and the Consumer Federation of America are getting involved in Time Warner's application to acquire WRBS(tv) Atlanta from Turner Broadcasting System. Once the FCC reopens, the groups will submit comments calling for an en banc hearing to examine the relationship between TCI and Turner. The filing follows comments by the United States Telephone

Association in which the group asked the FCC to condition approval of the license transfer on Time Warner/Turner's offering programming to competing video providers under the same conditions granted to TCI.

PanAmSat broke ground last Friday in Napa, Calif., on a 16.5-acre site for its new transmissions gateway between North America and Asia. The new teleport, due to open this summer, will access PanAmSat's current PAS-2 satellite as well as future Pacific Ocean Region birds and will replace a temporary site in Sylmar, Calif., that currently transmits four full-time TV channels over PAS-2. ESPN, Country Music Television and Bloomberg Television are signed for full-time uplinks from the Napa facility.

Rules allowing cable operators to bar indecent programming on leased and public access channels "cannot withstand First Amendment scrutiny," opponents of the rules told the Supreme Court in a brief submitted last week. Arguing against the FCC rules implementing the Cable Act provisions, the Alliance for Community Media and other groups said the rules constitute a state action that "discriminates against certain constitutionally protected speech on the basis of the speech's content." The court is scheduled to hear arguments in the case on Feb. 21.

Spanish Broadcasting System Inc. has filed to hold an initial

public offering of 7,500,000 shares of common stock. Proceeds from the offering, estimated at \$75 million, will be used to fund the \$83.5 million purchase of WPAT-FM Paterson, N.J., announced in November. The offering is being underwritten by Smith Barney, CS First Boston and CIBC Wood Gundy.

CBS Radio Networks has replaced Tom Snyder's late-night show co-host Elliott Forrest with XETRA(AM) Tijuana/San Diego morning host **Steve Mason**. Mason joined *The Late Late Radio Show* on Jan. 1, and he rounds out the 11 p.m.-2 a.m. shift around Snyder's 12:37-1:37 a.m. ET radio simulcast of CBS-TV's *The Late Late Show*.

The Golf Channel hit the 1.45 million-households mark after signing a distribution agreement with a Comcast Cable system in Union, N.J. In the last 45 days of 1995, Golf Channel finalized agreements with cable systems owned by Comcast, Continental, Cox Communications, Cablevision Systems, Marcus, Adelphia, Charter Communications and TCA Group. The basic channel celebrates its first anniversary on Jan 17.

DIRECTV has signed exclusive pay-per-view agreements to deliver live coverage of the premier Latin American soccer tournament Copa De Oro (Gold Cup), a 10-day competition starting Wednesday (Jan. 10). The DBS service will offer the event to its commercial customers through an agreement with Latin American supplier Inter/Forever Sports, while residential subscribers will receive coverage through an arrangement with Liberty Sports subsidiary Prime Deportiva.

United Video Satellite Group (UVSGA) will hold a special stockholders meeting on Jan. 25 to vote on the previously announced merger with Tele-Communications Inc. Under the deal, UVSGA, a satellite audio/video distributor, will remain a separate public company. UVSGA shareholders either can hold all UVSGA common stock or elect to exchange up to half of their stock for shares of two new series of TCI preferred stock.

NSS POCKETPIECE	
(Nielsen's top ranked syndicated shows for the week ending Dec. 24. Numbers represent average audience/stations/% coverage.)	
1. Wheel of Fortune	12.9/226/98
2. Jeopardy!	10.5/217/98
3. Home Improvement	10.0/216/97
4. Fox Hollywood Theatre II	8.3/194/96
5. Turner Pictures III	7.5/161/95
6. Oprah Winfrey Show	7.4/232/99
6. Seinfeld	7.4/215/98
8. Entertainment Tonight	6.8/171/94
9. Simpsons	6.3/185/96
10. Hercules, Journeys of	6.2/216/97
11. Star Trek: Deep Space Nine	6.1/232/97
12. Wheel of Fortune-wknd	6.0/170/73
13. Inside Edition	5.9/163/90
14. Hanna-Barbera Special	5.8/106/92
15. ESPN NFL Regular Season	5.7/2/71

HOLLYWOOD

Moving 'Max'

The launch of Warner Bros. Domestic Television Distribution's *Mad Max*, one of a handful of new action hours recommended by station reps, may be delayed this fall, possibly to January 1997, according to WBDTD executives. "We're not going to rush this franchise in order to launch in September," says Scott Carlin, executive vice president, Telepictures. "We'll decide in the next week or so whether we'll delay its debut." Reps are recommending the project for a number of reasons, including the name recognition and the fact that the producer and director who worked on the theatrical are attached to the syndicated series.

'Knight'-ly news

Columbia TriStar Distribution's *Forever Knight*, airing both in syndication and on the USA Network, looks doubtful to return next season after losing its cable outlet last week. Sources confirmed that the cable channel has dropped the show, which raises questions about further production of the hour weekly for next season. The show, cleared on 190 stations representing 93% of the country, is averaging a 1.7 rating in season-to-date numbers.

Here he comes

Mighty Mouse is on the way...to a revival at Paramount. The studio is talking with writers and animators about ways to revitalize the Mighty Mouse character for TV and possibly feature films. The intrepid rodent was last seen on CBS's Saturday morning schedule in the mid-1980s. Sources say Klasky/Csupo, the animation studio that produces Paramount's *Duckman* series for USA Network, is in the early stages of creating a new look for the Mighty Mouse of the 1990s. Mighty Mouse landed at Paramount after the studio's merger with Viacom,

Where's 'The Beef'?: Family Channel

MTM, which had planned a full, fall rollout into syndication for its Monday-Friday strip *The Beef*, has sold the project to co-owned Family Channel. According to Chuck Larsen, president, worldwide distribution, MTM, the company still plans to sell the show in syndication with a limited rollout "and let the show perform before we go wider. We're going to use the same strategy we used with *America's Funniest Home Videos*." Larsen said part of the problem in clearing *The Beef* solely in syndication is the crowded marketplace, as well as the decreasing number of strip time periods and the fact that "when you've got something that's a little different from what's out there, maybe you have to prove yourself a little more." Different episodes of the show will air on cable than in the syndication rollout, he said. "We'll only sign for good test situations. I don't think we'll have too many stations clearances.... The Family Channel deal allows us to keep it going while it proves itself on the stations." —SC

which owns the rights to the family of characters created in the 1920s and '30s by animation pioneer Paul Terry.

BVT rolls out mega-movie package

Buena Vista Television will offer the industry's largest syndicated movie package to date when it rolls out "Buena Vista3" this year, a 75-title movie package, says Mort Marcus, president, BVT. The typical studio-syndicated movie package averages 25-30 pictures. Buena Vista's last syndicated package, released in 1991, had 50 titles. "It's been awhile since we brought one out; we have a sort of backlog, so we put them all into the market," says Marcus. Not surprisingly, Buena Vista's exhibition window for broadcasters is as long as the title list. "The time span is huge," says Marcus. "First pictures become available sometime next year, and some of them don't become available until 2000."

NEW YORK

Children's 24 hours

Children's Broadcasting Corp. has filed a letter of intent to purchase WJDM(AM) Elizabeth, N.J., from owner John Quinn and may begin broadcasting its 24-hour "Radio Aahs" chil-

dren's format on the expanded-band AM station as early as Feb. 1.

The purchase price for WJDM, which broadcasts weekdays on 1530 AM and evenings and weekends on its expanded-band 1660 AM frequency, is \$11.5 million, according to a CBC official. CBC plans to fund the purchase in part with proceeds from the public sale of 5 million shares of common stock the company will offer later this year.

CBC plans to broadcast Radio Aahs 24 hours a day on 1660, and ethnic and community programming weekdays on 1530.



Drawn for BROADCASTING & CABLE by Jack Schmidt
"You did a great job on all the mergers, but now we need more office space."

Printed in the U.S.A. Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Teletesting* introduced in 1945. *Television* acquired in 1961. *Cablecasting* introduced in 1972. *Broadcasting & Cable* introduced in 1989. *Broadcasting & Cable* introduced in 1993. *Broadcasting & Cable* is a registered trademark of Reed Publishing (Nederland) B.V., used under license. *Reg. U.S. Patent Office.

Incorporating The Fifth Estate TELEVISION Broadcasting

Broadcasting & Cable (ISSN 0007-2028) (GST #123397457) is published weekly, except at year's end when two issues are combined, by the Cahners Publishing Co., at 245 West 17th St., New York, NY 10011, is a division of Reed Elsevier Inc., 275 Washington St., Newton, MA 02158-1630; Robert L. Krakoff, Chairman/Chief Executive Officer; Timothy C. O'Brien, Executive Vice President/Finance and Administration; John J. Beni, Senior Vice President/General Manager, Consumer/Entertainment Division. Second-class postage paid at New York, NY, and additional mailing offices. Postmaster, please send address changes to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. *Broadcasting & Cable* copyright 1996 by Reed Elsevier Inc. Rates for non-qualified subscriptions, including all issues: USA, \$117; Canada, \$149 (includes GST); Foreign Air, \$320; Foreign Surface, \$169. A reasonable fee shall be assessed to cover handling costs in cancellation of a subscription. Back issues: except for special issues where price changes are indicated, single copies are \$7.95 US, \$10 foreign. Please address all subscription mail to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. Microfilm of *Broadcasting & Cable* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, MI 48106 (1-800-521-0600).

No-brainer

You picked a fine time to leave me, Bob Dole. Broadcasters from coast to coast will be singing that refrain if the latest peril to their digital spectrum gets traction. The hazards between here and the second channel were formidable enough without the Senate majority leader in the act.

Dole, you'll remember, inspired a *New York Times* column by William Safire branding the allocation of digital spectrum to broadcasters a "giveaway" that could cost taxpayers up to a half-trillion dollars. (There was a day when the *Times* copydesk would challenge such poppycock, but it wasn't last Wednesday.) The senator was quoted by Safire as saying, "This is a big, big corporate welfare project...why shouldn't they pay for it?"

Senator Dole, Speaker Gingrich and President Clinton are, of course, under considerable pressure these days trying to get the government back to work while staving off a collapse of the economy. It's tempting to shoot from the hip under those conditions, and the Dole remarks are easily explained away in that context. In the cold light of day, however, there's reality to be dealt with.

The world of electronics is moving from analog to digital. If broadcasters are to stay in business, they must transition to digital spectrum. In the meantime, they have a public service obligation to continue serving their analog customers. Ergo, two channels are required. At the end of the day, broadcasters will end up with exactly as much spectrum as they had at the start.

Will they have been given anything? On the contrary, they will have been required to invest untold millions for the privilege of ending up where they started. Will digital be more valuable than analog? Perhaps. But as much to the audience as to the broadcaster, whose audience will be essentially the same as before. Will broadcasters be able to

profit from flexibility within the digital spectrum? Perhaps, but still using no more than the 6 mhz of spectrum currently allocated, and with a special charge for nonbroadcast uses of the spectrum.

This page has been a fan of high-definition television and of digital transmission since both were gleams in Joe Flaherty's eye (to pick but one of the farsighted technological pioneers who keep moving the medium forward despite lay, management and political opposition). That enthusiasm is unflagging. But except for enhancing the state of the art, we have never exhorted broadcasters to get into either as a way of getting rich. Rather, we see them as the way to stay in business.

Both Dole and Safire are in the same leaky boat if they think auctioning the existing so-called digital spectrum is a good idea. It's all over the lot, interspersed with analog signals and, if not valueless, of far lesser value than will be the case once broadcasting has been consolidated on the digital side. Worse still, doling out the spectrum (pun intended) in that manner will destroy the unity and continuity of the over-air system. What would you pay to broadcast against the incumbent with a medium that reaches no television sets at all?

Let's please proceed with the process. The FCC has lots of work to do before it delivers this new medium to the American people. So do the broadcasters. We trust both.

Chairman Fields take note. *There's still another reality with which to deal. Once that telcom bill leaves Congress, it won't pass Go without stopping at the FCC. There had better be one there to handle all the rulemakings and sundry left in their wake by the House and the Senate. This is no time to cut back on the brainpower and musclepower at 1919 M Street. We know you want a top-to-bottom review; it shouldn't be executed with an ax.*

Lawrence B. Taishoff, chairman
Peggy Conlon, publisher

Editorial

Donald V. West, editor/senior vice president
Harry A. Jessell, executive editor
Mark K. Miller, managing editor
Kira Greene, assistant managing editor (special projects)
John S. Eggerton, assistant managing editor
David R. Borucki, art director
Kim McAvoy, contributing editor
Elizabeth Rathbun, Chris McConnell,
Christopher Stern, assistant editors
Jessica Sandin, editorial assistant
Rick Higgs, systems manager
Denise P. Smith, Kenneth R. Ray, production artists
Winslow Tuttle, Catharine Garber, proofreaders

□ New York 245 West 17th Street, 10011; 212-645-0067; Fax 212-337-7028
Stephen McClellan, bureau chief
Rich Brown, associate editor (cable)
Donna Petrozello (radio), James McConville,
Glen Dickson (technology), staff writers

□ Los Angeles 5700 Wilshire Blvd., Ste. 120, 90036; 213-549-4100;
Fax 213-937-4240
Steve Coe, bureau chief
Cynthia Littleton, staff writer

□ London Paramount House, 162-170 Wardour St., W1V3AT;
44-171-437-0493; Fax 44-171-437-0495
Meredith Amdur, Debra Johnson, international editors

Circulation

Michael Borchetta, subscription promotion director
Leonard Weed, fulfillment director

Founder and Editor
Sol Taishoff (1904-1982)

Broadcasting & Cable

1705 DeSales Street, N.W.
Washington, DC 20036
Phone: 202-659-2340
Circulation: 800-554-5729
Editorial Fax: 202-429-0651 □ Advertising Fax: 212-337-6947

Manufacturing/Distribution

Michael Arpino, director
Sharon Goodman, production services director
Fem Meshulam, associate ad production director
Louis Bradfield, distribution director
William Cunningham, distribution manager
Jose Medina, quality assurance manager

Advertising Production

212-463-6527; Fax 212-463-6555
Florence Fayden, production manager

Cahners Consumer/ Entertainment Publishing Division

John J. Beni, senior VP-general manager
Lawrence B. Taishoff, adviser
Richard Vitale, VP-operations & planning
Deanna Gould, VP-telemarketing
Barrie Stern, VP-creative services
James Borth, circulation director

Broadcasting & Cable Yearbook

Editorial 908-464-6800 Circulation 800-521-8110
Advertising 212-337-6943

Advertising

□ New York 212-337-6940; Fax 212-337-6947
Randi T. Schatz, international sales director
Mille Chiavelli, director of cable advertising
Robert Foody, director of technical advertising
Yvonne Pettus, account executive
Stacie Mindich, marketing services manager
Joan Miller, executive secretary
Sandra Frey, executive assistant
Patrick Church, advertising billing/contracts
Antoinette Fasulo, classified advertising manager
Classified 212-337-7073; Fax 212-206-8327
□ Los Angeles 213-549-4113; Fax 213-937-5272
Gary Rubin, national marketing director,
director of syndication advertising
Rosalee Corley, account executive
Chuck Bolcom, account executive,
technology/cable sales
Kathleen Shuken, administrative assistant
□ Washington 202-659-2340
Doris Kelly, sales service manager

Advertising Representatives

Ayer Communications (West Coast equipment
advertising): 714-366-9089; Fax 714-366-9289
Yukari Media (Asia): (81) 6 956 1125;
Fax (81) 6 956 5015
Jennifer Montefiore, BCC (United Kingdom & Europe):
(44) 171 437 0493; Fax (44) 171 437 0495
Albert Ticheler, Cahners Publishing Company
(Benelux Equipment Advertising):
(31) 40 41 3727; Fax (31) 40 42 0430
Cahners Publishing Co./Reed Elsevier Inc.
Robert L. Krakoff, chairman-CEO



TO THOSE WHO HAVE BEEN WITH US

EVERY STEP OF THE WAY IN 1995...

E THANK YOU.

CORPORATE CONTRIBUTORS • *Ad Week* • Adelphia Cable Communications
American Multimedia • Antec Corporation • A&E Television Networks
AT&T Network Systems • Augat • Belden Wire & Cable • Blade Communications, Inc.
Bresnan Communications Company • *Broadcasting & Cable* • Buckeye Cablevision
C-COR Electronics • C-TEC Cable Systems • *Cable Fax Daily* • Cable TV Inc. • *Cable World
Cablevision* • CED • Century Communications Corporation • CNBC/America's Talking
Coaxial Communications • Cole, Raywid & Braverman, LLP • Colony Communications, Inc.
Comcast Cable Communications • Comm/Scope, Inc. • Communications Equity Associates
Continental Cablevision • *Convergence* • Corning Incorporated • Cox Communications, Inc.
Croce Advertising • Daniels & Associates • Daniels Cablevision • Discovery Communications
The Disney Channel • Douglas Communications • E! Entertainment Television
Edelman Public Relations • *Electronic Media* • Encore Media Group • Encore/Starz • ESPN
FX Networks • Garden State Cable TV • Graff Pay-Per-View • Greater Media
Hewlett-Packard ITA • Home & Garden Television Network • Home Box Office
Home Shopping Network • Home Team Sports • IBM • Insight Communications
The Inspirational Network • Intermedia Partners • Jerrold Communications/General Instrument
Jones Educational Network/Jones Interactive International • Jones Intercable • KCEC-TV 50
KPMG Peat Marwick, LLP • The Lenfest Group • Lifetime Television • Marcus Cable
Multichannel News • Multimedia Cablevision • Netlink • Northern Telecom
Omega Communications, Inc. • Oracle Corporation • Playboy Entertainment Group, Inc.
Post-Newsweek Cable • Prime Cable • PRIMESTAR Partners • QVC
Rainbow Programming Holdings, Inc. • Renegade Productions • Rifkin & Associates
Robins, Kaplan, Miller & Ciresi • Rocky Mountain Chocolate Factory • Scientific-Atlanta, Inc.
Scripps Howard Foundation • Siecor Corporation • Stavis, Barrie & Bernice
Systems & Computing Technology Corp. • TCA Group • TCI Primestar
Tele-Communications, Inc. • Telesynergy, Inc. • Time Warner Cable
Time Warner Cable, Savannah • Time Warner Satellite Services • TKR Cable Company
Turner Broadcasting System, Inc. • TVSM, Inc. • United Video/WGN • USA Networks
Viacom, Inc. • Videocipher • Warren, Morris & Madison • The Weather Channel
Western Communications • WICT Atlanta Chapter • WICT New York Chapter
WICT Rocky Mountain Chapter • WICT South Florida Chapter
WICT Washington, D.C. Chapter • Wiley, Rein & Fielding • Z-Music, Inc. • Zenith Electronics
INDIVIDUAL CONTRIBUTORS • Colleen Abdoulah • Elaine Barden • Pat Baughman
Lanna Berry • Susan Bishop • Dianne Blackwood • Elizabeth Burke • Ann Carlsen
Rhonda Christenson • Bernice Coe • Claire Hampford Donahue • Frank Drendel • Charles Ellis
Pauline George • Georgia Griffith • Donna Gruseck • Madie Gustafson • Kate Hampford
Walter Hansell • Beverly Hermann • Bobbi Kamil • Barbara Lukens • Katie Markman
Kathleen Marron • Carolyn McCrory • Dan O'Brien • James O'Brien • Joni Odum
Elaine Parrish • LeaAnn Quist • Dorothy Gill Raymond • Esther Rodriguez • Bob Rosencrans
Shellie Rosser • Beth Scarborough • Gail Sermersheim • Jill Slavin • Kenna Smith • Julia Sprunt
Terri Thompson • Mildred Trencher • Priscilla Walker • Geraldine Warren
Ruth Warren • Monica Woolcock

ON BEHALF OF WOMEN IN CABLE & TELECOMMUNICATIONS AND
WOMEN IN CABLE & TELECOMMUNICATIONS FOUNDATION



WOMEN IN CABLE
& TELECOMMUNICATIONS
Foundation

Catalyst for change
through research, development
and awareness

as of 12/22/95

