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Fast Track

Must Reading from

Broadcasting & Cable

June 10, 1996

TOP OF THE WEEK / 6



Disney's Michael Eisner, ABC's Robert Iger and Disney's Michael Ovitz (l-r) face ABC affiliates in Orlando. / 8

Telco, cable battle is joined The battle in and around Plymouth, Mich.—pitting Ameritech against Continental Cablevision—is shaping up as the one to watch in the long cold war between cable and telephone companies. For the short term, cable television is the primary battleground. / 6

The mouse that soothed Disney and ABC executives last week defused what could have been an acrimonious affiliates meeting by acknowledging their biggest problem—prime time—up front. Disney Chairman Michael Eisner placated the troops by saying that ABC's key focus will be to develop hits in that time slot. / 8

Sponsorship questions raised Bowing to criticism that it may be getting too cozy with its advertisers, cable network The History Channel has scrapped plans for an advertiser-produced documentary series. Meanwhile, NBC is trying to clear up confusion about a series sponsored solely by IBM. / 14

Cable fights OVS ruling The cable industry is fighting a recent FCC ruling that bars cable systems from providing "open video systems" in their own service areas if they are not subject to effective competition. OVS allows telcos to deliver video without following common carrier regulations. Telcos, meanwhile, were encouraged by the decision. / 16

BROADCASTING / 19

WB, UPN square off With many affiliation deals due to expire next year, The WB and UPN still are competing fiercely to consolidate their affiliate base. At affiliate meetings last week, executives of both start-up networks were upbeat about their progress in gaining a foothold as the fifth network. / 20



Connie Chung fields her own dream team with DreamWorks executives and husband Maury Povich (right). The group will produce a first-run news show for fall 1998. / 22

Clear Channel tops 100 radios Clear Channel Communications becomes the first radio-group owner to pass the century mark, making a tender offer for Heftel Broadcasting Corp. / 27

CABLE / 43

Cable's franchise frenzy A lot of activity is expected to start this year as hundreds of U.S. cities, large and small, undertake cable franchise renewals. The agreements will have to take into account new technology that isn't subject to franchising authorities. / 43

USA walks away with 'Walker' USA Network is paying \$75 million for the off-net rights to the hit CBS series *Walker, Texas Ranger*. Broadcasters will be offered weekend runs of the show. / 44



Summer Olympics counterprogramming won't be all sports. Lifetime, for example, will offer a mini-series marathon hosted by Joan Collins. / 50



Laura Schlessinger's mixture of tough talk and forthright opinions has given her five years of top ratings at KFI(AM) Los Angeles.

COVER STORY

Radio's syndication solution Radio-group consolidations and a thirst for strong programming are sustaining a vibrant syndication business. Station managers who oversee twice as many stations as they did last year find syndicated programming a cost-efficient way to fill some dayparts. And as syndicators pump up production to meet demand, media buyers welcome the variety of shows from which to choose. Cover photo by Craig Mathew / 37

Telemedia
Week

Cable, telcos hook up in Southeast Jones Intercable and Bell Atlantic last week agreed to work together in Virginia, while Time Warner and BellSouth will tackle nine other states. The alliances will allow the telcos to enter the long-distance market at the same time the cable companies can start offering local telephone service. / 52

TECHNOLOGY / 55

Keep your eye on the billboard Baseball is playing a new game as "virtual billboards" pop up during San Francisco Giants' games. The billboards behind home plate change from one advertiser to another, thanks to Princeton Video Image's live video insertion technology. / 56

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Top of the Week

AMERITECH VS. CONTINENTAL

Motown showdown

Cable battle, just under way in suburban Detroit, will spread to other midwest markets

By Price Colman

The long cold war between cable and telephone companies has finally erupted into open economic battle, with suburban Detroit at the epicenter.

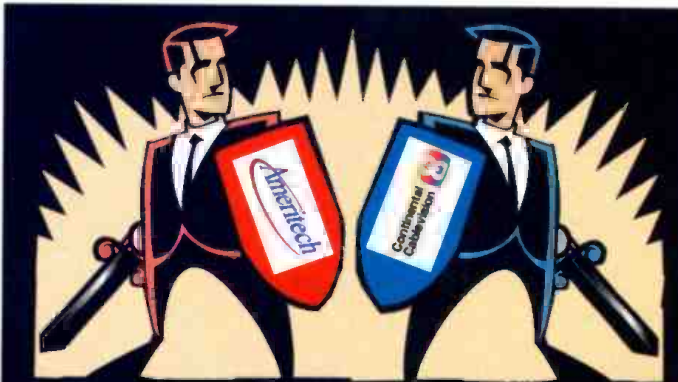
In mid-May, Chicago-based Baby Bell Ameritech quietly launched cable service in Plymouth, Plymouth Township, Canton Township and Northville, upper-middle-class suburbs west of Detroit.

Although there are telco-cable company skirmishes elsewhere, notably Omaha and Dover Township, N.J., the battle in and around Plymouth pitting Ameritech against Continental Cablevision Inc. is shaping up as the one to watch.

"It is very significant—kind of a harbinger of the next decade or so," says Rob Stoddard, director of corporate communications for Cablevision. "It will be a valuable lesson for our company and probably a lot of other cable operating companies."

While the Ameritech vs. Continental competition shapes up as a classic case of well-heeled telco against money-conscious cable, US West's acquisition of Continental will dramatically reshape the landscape. Backed by US West's financial clout and long experience in telephony, Continental looks less like an underdog in the voice business, and the battle is shaping up to be—at least at the corporate level—one of telco vs. telco, with the difference being the choice of weapons.

What both Ameritech and Continen-



AMERITECH CARVES OUT ITS TURF

The 18 communities where it holds cable franchises

| COMMUNITY | AREA | POPULATION | CABLE INCUMBENT |
|---------------------|-----------|------------|-------------------------|
| Glendale Heights | Chicago | 30,000 | Time Warner |
| Naperville | Chicago | 102,000 | Jones Intercable |
| Greendale | Milwaukee | 15,000 | Time Warner |
| Columbus | Columbus | 600,000 | Time Warner, Coaxial |
| Hilliard | Columbus | 18,000 | Time Warner |
| Upper Arlington | Columbus | 36,000 | Time Warner |
| Plymouth | Detroit | 10,000 | Continental Cablevision |
| Plymouth Township | Detroit | 28,000 | Continental Cablevision |
| Canton Township | Detroit | 62,000 | Continental Cablevision |
| Northville | Detroit | 6,300 | Continental Cablevision |
| Northville Township | Detroit | 19,000 | Continental Cablevision |
| Fraser | Detroit | 14,000 | Comcast Cable |
| Southgate | Detroit | 30,000 | Comcast Cable |
| Garden City | Detroit | 32,000 | Comcast Cable |
| Troy | Detroit | 80,000 | TCI |
| Wayne | Detroit | 20,000 | Time Warner |
| North Olmsted | Cleveland | 35,000 | Cablevision Systems |
| Berea* | Cleveland | 19,000 | Cablevision Systems |

Ameritech is in negotiation with 30 other communities in Chicago, Detroit, Milwaukee, Cleveland and Columbus.

* Ameritech authorized to begin construction in advance of franchise

Source: Ameritech New Media

GRAPHIC BY BROADCASTING & CABLE

tal bring to the fray is advanced hybrid fiber/coax (HFC) networks capable of delivering a variety of digital services, ranging from cable and telephony to interactive services and high-speed Internet access.

But for the short term, cable television is the primary battleground. Although Continental, which has more than a 60% penetration rate in the four communities, is the incumbent cable

provider, it bought out predecessor Omnicom Cable only last year. That was largely in response to Ameritech's pursuit of a cable franchise for the area.

"In 1993 negotiations for renewal of the Omnicom franchise started but didn't progress well," says Plymouth city manager Steven Walters. "Once Ameritech showed up in the spring of 1995, Continental got more directly involved in the negotiations out of concern about how things were going."

Ameritech reportedly has sunk about \$35 million into building its HFC network. At the same time, Continental also has spent big to upgrade its network from traditional coaxial cable to HFC.

The tale of the tape reveals that the two competitors are almost evenly matched. Continental's system has more than 70 channels on an extended-basic package priced at \$21.59 a month before franchise fees of 3%-5%.

Ameritech is offering what it calls its "premier-cast" service—essentially extended basic—with roughly the same number of channels for \$22.95 a month.

The two services also offer about 15 additional premium and pay-per-view channels in various packages at additional cost.

Both companies have undertaken aggressive marketing and promotion campaigns. In Ameritech's case, the goal is to build a critical mass of subscribers by luring new customers and getting Continental subscribers to defect.

Continental's strategy has included offering existing customers free HBO for a year or \$5 off the monthly cable

bill for a year. The trick in winning the eyes and wallets of consumers will be how effectively the two services can show that they differ from each other.

In Ameritech's case, that's partly by offering what it calls T.E.D. and R.E.D.—TV and Remote Enhancement Devices—that enable interactive program guides and customized personal channel guides. Those devices cost an additional \$2.95 a month.

"These services are exclusive to Ameritech," says spokesman David Onak. "We will grow from there with the navigator Americast is developing. We also plan to expand the number of channels to several hundred over the next couple of years."

Continental is hardly playing rope-a-dope. The Michigan branch of Continental recently applied for licenses to offer telephony services in and around Plymouth as well as 39 other Michigan communities, in essence going after

Ameritech's core business.

"We're also going to announce next week the [preliminary] launch of a super-high-speed data network" using cable modems from LANcity, says Bill Black, director of corporate affairs for Continental's Michigan operations. Both companies acknowledge that digitally delivered services also are in their plans.

For Ameritech, the Plymouth cluster is the jumping-off point for a larger effort. The telco holds franchises in 14 other communities, including Detroit suburbs of Troy (where it will go head to head with Tele-Communications Inc.'s 80,000-subscriber system), Garden City, Southgate, Fraser and Northville Township, as well as Chicago suburbs of Naperville and Glendale Heights; and suburbs of Columbus and Cleveland, Ohio, and Milwaukee.

"And we're in discussions with probably 30 other communities," says Onak. "We've got 13 million phone customers

we serve in the Midwest. It's going to take several years to get to all of them."

Although nearly everyone applauds the onset of telecommunications competition—from cable to telephony—some industry analysts project a financial war of attrition.

"A directly competitive situation is pretty tough for both sides, but it's a really difficult go for the overbuilder," says Jim Trautman, senior vice president of Denver-based Bortz & Co., a cable consulting and research firm.

"I have a tough time seeing a situation where it's a very good financial proposition for [Ameritech] unless they really take a lot of market share away from Continental," he says. "The difficult thing from Continental's point of view is that Ameritech does have to get large-market share to make this work and may be willing to do some things that will make it tough on Continental" such as cutting rates. ■

Chalk one up for Time Warner, Turner

Court rejects US West attempt to block \$7.5 billion merger

By Rich Brown

Would-be partners Time Warner and Turner have won a battle but have not won the war in their fight to complete their \$7.5 billion merger.

US West's attempt to derail the proposed Time Warner/Turner merger bit the dust in Delaware Chancery Court last week, bringing the companies a step closer to completing the planned deal. But the companies still need a crucial thumbs-up from the Federal Trade Commission.

Time Warner already has seen that FTC approvals are not guaranteed. The company's attempt in 1994 to launch a music video network in partnership with Sony, EMI and other music giants was scrapped following antitrust heat from the commission. Sources familiar with Turner investigation say the FTC has raised serious concerns about the deal.

Nevertheless, Time Warner and Turner had cause for celebration on Thursday when Delaware Chancellor William Allen rejected US West's request for an injunction blocking the consummation of the planned merger. US West had charged that the deal would violate an existing non-compete partnership agreement between Time Warner and the



telco. US West since 1993 has owned a 25% stake in Time Warner Entertainment (TWE), which comprises Warner movie studios, HBO and cable systems.

Time Warner CEO Gerald Levin testified during the trial last March that the company was not required under its TWE partnership to obtain US West's consent about Turner. Talks between the companies to restructure or dissolve their TWE partnership, under way since 1994, were suspended just before the trial.

"We intend to put this matter behind us, and we look forward to continuing to work with US West in pursuit of our

shared telecommunications strategy," Time Warner said in a statement.

In other Time Warner/Turner merger developments, Ted Turner said at his company's annual shareholders meeting in Atlanta on Friday that if the deal goes through, the company will pay a \$50 million fee to Michael Milken, the former junk-bond banker who has served as a consultant on the deal.

Turner mentioned the Milken payment during a review of company finances that included revenue projections of \$4 billion for 1996. Turner Broadcasting revenue totaled \$3.44 billion last year. ■

ABC faces affiliates, problems head on

Disney, network executives confront poor prime time performance, exhibition windows

By Steve McClellan

The ABC affiliates meeting in Orlando last week wasn't the bloodbath some were expecting, considering the network's downturn in ratings.

Network executives and Disney officials probably defused what could have been an acrimonious two-and-a-half-day affair by acknowledging the biggest problem—prime time—up front and by repeatedly promising to do whatever it takes to turn the situation around.

Specifically, Disney Chairman Michael Eisner said the key focus at ABC will be to develop hit prime time shows, which have been in short supply at the network in recent seasons.

But one issue ABC and its affiliates continue to negotiate is the use of what traditionally have been considered exclusive network programs in other exhibition windows such as cable television.

The most recent example of "repurposing," or using network shows in secondary windows, occurred when Comcast and ABC talked about putting the network's daytime soaps on QVC: Episodes airing on the network would air later the same day on the cable channel. The quid pro quo was to have been carriage by Comcast of ABC's 24-hour



Eisner, Iger and Ovitz promised ratings improvement.

news network. Both the network and the soap talks are off.

Several months ago, the Disney Channel ran *Second Noah*, an hour drama on ABC, for one month. As was the case with the soap opera talks, many ABC affiliates had no knowledge of, nor did they consent to, the *Second Noah*/Disney Channel deal.

The network does not need consent, but the affiliates think repurposing deprives their stations of exclusive programming for which they bargained in recently negotiated 10-year affiliation contracts.

At last week's meeting, affiliates were briefed on unprecedented negotiations between their advisory board and the network. What the board has proposed—and what the network has

embraced—is an agreement to enter binding arbitration if ABC repurposes broadcast programming but fails to reach an acceptable quid pro quo arrangement with the affiliates. Details haven't been worked out.

Board chairman Andrew Fisher, head of affiliate stations for Cox Broadcasting, confirmed that negotiations are continuing. Each ABC affiliate must agree on the deal separately; such a pact would be executed as an addendum to affiliate contracts.

Fisher and others at the meeting said that despite ABC's struggle with ratings this season, they came away feeling upbeat about the network's recognition of problems and its commitment and ability to turn the situation around.

ABC's prime time schedule "has been a disappointment to everyone in this room," David Westin, president, ABC Television Network Group, said last Tuesday during the meeting's opening session. Addressing some 600 network and station executives, he acknowledged that the network failed last season to come up with the hits needed to compete effectively and also was hurt by the performance of movies.

"I would describe the meeting as very positive," said Fisher. "They identified the problems and underscored their commitment to fixing them."

References to co-branding—when local affiliates and the network crosspromote and crossmarket each other—were heard throughout the meeting. "You can calculate the clearance, but you can't contract the total commitment," Fisher said. "The mutuality of the relationship is the difference between networking and every other form of distribution. Local cable companies don't care what channel wins. We really are together and can make each other successful."

Those remarks were echoed by Eisner. He said it is essential that the network have a strong partnership with its

Cohen: One channel, one network

ABC top marketer Alan Cohen says ABC owned stations will adopt a "one-channel" marketing strategy, and he urged affiliates to do the same. Under the scheme, which Cohen developed for his last employer, NBC, stations drop their call letters and use only the ABC logo and channel number. Thus, for promotional purposes, Washington's WJLA-TV becomes simply "ABC7" or "7ABC." "It will result in a much stronger bond between our viewers and us," Cohen says.

He also announced that McDonald's and General Motors would be the network's first-ever promotion partners for the fall season. Under the McDonald's promotion, part of a larger deal between Disney and the fast-food chain, the network will award viewers with trips to Disney World and parties with ABC stars, while McDonald's restaurants will hype the new shows. The GM promotion calls for giving away a new Pontiac Grand Prix to a viewer each night of premiere week.

—SM

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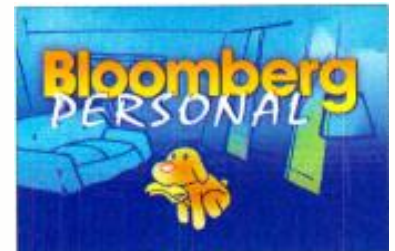
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*Source: Nielsen National Audience Projections, PNAD, Adults 25-54; Sept.-Dec. 1995 M-Sat 5:30-7AM; Jan 1996 M-F 5-7AM, Sat 5:30-7AM.
USA Network vs. comparable time periods on CNN. Subject to qualifications which will be supplied upon request.

affiliates: "Entertainment is a local issue. The essence of broadcasting is local as well, and the partnership between the network and the stations is essential to survival of both in the multichannel environment."

Eisner and Disney President Michael Ovitz spoke to affiliates at open and closed sessions. Affiliates were surprised that both, as well as Capital Cities/ABC President Robert Iger, strongly endorsed embattled ABC Entertainment President Ted Harbert. There are rumors that Harbert soon will be replaced, most likely by NBC programming executive Jamie McDermott, now on leave from NBC. (Her contract expires June 15.)

Iger said that of the schedules of the past four or five years, the one put together by Harbert was the best. He and Eisner agreed that Harbert did a "sensational job." However, neither executive denied the rumors about Harbert.

But the praise caused affiliates to speculate that Eisner and Iger hope Harbert will stay—perhaps in a new structure such as the one NBC created when Don Ohlmeyer joined the network and

Kids quota gains steam

CapCities/ABC President Bob Iger and Fox TV Chairman Chase Carey said their networks will measure up to any children's TV standard set by the FCC.

"In the seasons to come, this network will more than satisfy any requirement that is either imposed on us by Washington or in some way expected from us from political circles," Iger told ABC affiliates.

Although Disney Chairman Michael Eisner voiced his disfavor with government action, advocates of stronger requirements drew encouragement from Iger's remarks.

"I think that we've sort of won," said longtime children's TV advocate Peggy Charren. Charren cited CBS's plans to provide three hours of children's educational programming and claims by NBC that its stations meet or exceed the three-hour mark. "That takes care of the three hours," Charren said.

On Capitol Hill, meanwhile, 32 senators last week signed a letter circulated by Senator Joseph Lieberman (D-Conn.) endorsing a three-hour children's TV requirement.

—CM

under which NBC Entertainment President Warren Littlefield retained his role.

Reports surfaced last week that Eisner has approached Marcy Carsey and Tom Werner of Carsey-Werner Productions about joining ABC to run its entertainment division. But the two producers, former ABC production executives, reportedly nixed the idea.

Disney can help ABC significantly

strengthen its marketing and branding efforts, Ovitz said, adding that the ABC brand has a special relationship with the American family, as does the Disney brand. "We have no interest in blending them," he said. "We have a great deal of interest in making sure these brands maintain their equity. We'll use all of the synergy available to promote the projects we are working on."

Murdoch bullish on over-the-air TV

Says cable, DBS, other services will buttress terrestrial stations

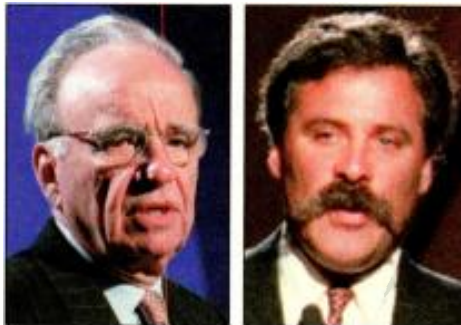
By Cynthia Littleton

Rupert Murdoch rallied the Fox troops last week at the network's annual spring affiliates meeting, telling broadcasters that the future looks bright for free, over-the-air television.

Fox's chairman predicted that cable, DBS and other competing distribution platforms ultimately will reinforce the "ubiquity" of the broadcast networks. More specifically, Murdoch said News Corp.'s planned expansion into cable news and sports (see story, page 51) will benefit affiliates by boosting Fox's profile in two highly competitive areas for broadcasters.

"The paradoxical reality is that by extending our brands and our initiatives into new media forms, [the major networks] actually strengthen and reinforce our core broadcast network business and its dominance of the industry," he said.

Murdoch tipped his hat to Fox's rivals, saying his optimism was based in part on the strong management teams they have in place: "The networks have



Murdoch and Carey stress the need for news.

never been in better or more capable hands," he said, singling out Westinghouse/CBS's Michael Jordan and Peter Lund, NBC's Bob Wright and the chief executive of Disney, ABC's new parent company, Michael Eisner.

Murdoch pressed his agenda on the DBS front by promising that News Corp.'s new American Sky Broadcasting venture will protect the nonduplication interests of local broadcasters. Noting that other DBS operators have been accused of violating federal rules by offering out-of-market broadcast signals, Murdoch said he would provide

details of ASkyB's plan to add local stations to the DBS menu by the next Fox affiliates meeting, in January.

News Corp. insiders say technological advances have made it possible for ASkyB's satellites to carry more than 1,200 broadcast signals nationwide. Consumers will use a "smart card" encryption device, similar to the system used by News Corp.'s British Sky Broadcasting, that blocks out all but the authorized channels in each market.

Generally speaking, affiliates attending the two-day gathering in Santa Barbara, Calif., were upbeat about the network's performance over the past season, particularly during the May sweeps. Lana Corbi, Fox's newly appointed head of network distribution, drew a round of applause by announcing an inventory swap that will give affiliates an additional 30-second local spot in its powerhouse *The X-Files*.

As usual, Murdoch and Carey urged affiliates to build up their stations and the network by investing heavily in local news.

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FCC delays decision on affiliate rules

Networks get time to make their case for easing restrictions

By Chris McConnell

Networks are rallying their forces to take another shot at loosening the FCC's rules on network/affiliate agreements.

The FCC had planned to consider the rules at its meeting this week but decided to put the issue off until the June 27 meeting. FCC officials say the delay will give the networks a chance to make their case against the rules and also will allow more time for internal negotiations on the Mass Media Bureau's recommendation on the rules.

That recommendation would keep the time option, exclusive affiliation and territorial exclusivity rules in place but would modify the "right-to-reject" rule to allow agreements that bar affiliates from rejecting network programming for reasons that are solely financial. Agreements preventing the preemption

of public interest programming still would be prohibited.

FCC Chairman Reed Hundt favors the modification and maintains that several current network/affiliate agreements appear to violate the rule as now crafted. "Wouldn't [modification] make more sense than declaring the contracts to be unlawful?" Hundt asked last week during a speech at the Museum of Television & Radio in New York.

Network executives agree with that logic, insisting that keeping the rules in their current form constitutes a "catastrophe in the making."

"It will have an impact on some of these contracts," says one industry source. "A lot of these people raise questions," another says of the current slew of network/affiliate agreements.

But commissioners Susan Ness, James Quello and Rachelle Chong oppose modifying the right-to-reject

rule, sources say. FCC officials point to the lack of affiliate complaints about their agreements with the networks. Others also cite the question of defining public interest programming, particularly in the case of local sports coverage.

Network executives categorize sports as entertainment rather than public interest programming. Local stations counter that the programming serves the public interest, even if it does reap profit.

"Why should they be sentenced to losing money?" says Gerard Waldron, counsel for the Network Affiliated Station Alliance. In his speech last week, Hundt included sports coverage among the types of programming that serve a community's public interest.

In addition to modifying the right-to-reject rule, the bureau's recommendation would eliminate a rule preventing networks from acting as an advertising representative for the sale of non-network time. But sources say that recommendation also faces opposition from Ness and Quello. Officials also say commissioners last week were still reviewing whether the FCC should eliminate another rule that prevents networks from influencing an affiliate's advertising rates during non-network broadcast time. ■

Dingell questions satellite radio

Asks FCC for more information on proposed pioneer's preference award

By Chris McConnell

CD Radio will have to wait a little longer before securing a license to launch its planned satellite-delivered radio service.

Representative John Dingell (D-Mich.) last week was planning to send more questions to the FCC about its plans to award the company a license as part of a "pioneer's preference" for its work in developing the satellite-based digital audio radio service (DARS).

The Washington-based CD Radio hopes to beam a 50-channel subscription service to small mobile antennas. Broadcasters have long opposed the authorization of such services, fearing they will siphon listeners and advertising revenue from terrestrial broadcasting.



Dingell wants more details about CD Radio.

FCC commissioners last month were about to approve the pioneer's preference award when Dingell and Representative Thomas Bliley (R-Va.) asked the FCC to put the move on hold. Bliley and Dingell later sent the FCC a series of questions about the planned award.

The FCC sent its response on May 22, explaining that a six-member

panel had evaluated the applications for pioneer's preference awards. But sources say Dingell last week was planning to request more information on the process in a second letter. "He continues to have questions," a Dingell aide said.

Dingell's request for more information comes as Congress and the Clinton administration are considering auctioning DARS and other spectrum to help balance the budget. House lawmakers

have voted to direct the FCC to raise \$2.9 billion through the auction of 35 ghz of spectrum. The plan does not specify the spectrum to be auctioned, although sources point to DARS as a likely target. And President Clinton hopes to use the auction of DARS frequencies to help finance his college tuition tax-credit plan.

The FCC already had planned to auction at least half of the 50 mhz of DARS spectrum. The plan pending before commissioners also calls for three additional DARS applicants to bid for another 12.5 mhz of spectrum, unless the companies decide to merge. The final 12.5 mhz would go to CD Radio, although the company would have to pay most or all of the license's market value.

CD Radio attorney Peter Pitsch hopes the pioneer's preference plan will survive a second set of questions from Dingell: "We remain confident the commission will find that we made our case." ■

Copyright windfall for broadcasters

Royalty panel raises amount to be awarded from cable carriage

By Harry A. Jessell

TV broadcasters and sports owners may be getting a bigger share of cable copyright royalties.

A three-member arbitration panel last week increased the two groups' shares of the \$557 million in cable royalties and interest from 1990, 1991 and 1992. (The total for the three years was actually \$583 million, but music rightsholders skimmed \$26 million off the top as part of an earlier settlement.)

In a 2-1 decision, the Copyright Arbitration Royalty Panel hiked the percentage going to commercial broadcasters from 5.9% to 7.5%. Unless overturned on appeal, the ruling means that broadcasters will receive an extra \$8.5 million, \$42 million in all.

Sports interests (Major League Baseball, the NCAA, National Hockey League and National Basketball Association) saw their share rise from 24%

to 29%. That translates to an additional \$30 million, \$169 million in all.

The big losers were the entertainment programming producers represented by the Motion Picture Association of America. Their share slid from about 61% to 55%. That means they will receive \$312 million, nearly \$30 million less than they would have under the old formula.

"We are disappointed with the ruling," said MPAA spokesman Rich Taylor. "We are reading the 176-page decision and studying our options."

Those options include petitioning the Copyright Office, which has 60 days—until Aug. 2—to review the panel's ruling and approve or modify it. Parties still unhappy with the ruling may take their case to the U.S. Court of Appeals in Washington.

Attorneys for the National Association of Broadcasters (which represented commercial broadcasters) and the sports interests say that they too

may appeal to further increase their share. John Stewart, an attorney for the NAB, said the broadcasters had asked for 12.6%. Bob Garrett, an attorney for the sports interests, also feels short-changed. "We still believe we'd do a lot better in the free marketplace."

Bolstering their appeals would be the dissent of one of the three arbiters, which argues for larger shares for broadcasters and sports interests.

The share for noncommercial broadcasters rose slightly, to about 5.75%, which works out to \$24 million.

By statute, cable operators pay royalties for programming they import on superstations such as Turner's WTBS(TV) Atlanta and other distant broadcast signals. The Copyright Office of the Library of Congress collects the fees and distributes them to copyright holders in accord with the CARP rulings or private settlements among the parties. ■

Prime time upfront zooms toward \$5.7 billion

TV network prime time upfront ad sales likely will hit \$5.7 billion, eclipsing last year's \$5.6 billion record on the strength of solid price increases by all four major networks.

Buyers and network executives were taken aback by the robustness of this year's prime time buying season, which closed late last week.

"It was huge; it was a surprise," says Joe Abruzzese, CBS-TV vice president of network sales. "It was a surprise that there was more

money out there than last year," says Paul Schulman, president of Schulman Media, who says upfront could even surpass \$5.7 billion if sales by the WB Network and UPN are added. "We thought more money would be apportioned to scatter and it would go out of upfront."

John Nesvig, senior vice president of sales for the Fox Network, says upfront showed gains in virtually every daypart: "It's a strong reaffirmation of advertising [and] of the television marketplace."

Although not all network executives would give exact upfront dollar figures, industry sources estimated the breakdown at ABC \$1.5 billion, NBC \$2 billion, CBS \$1.25 billion and Fox \$950 million. The WB and

| Six Years of Upfront Growth | | |
|-----------------------------|----------------|--------|
| Year | Total Spending | % Chng |
| 1996 | \$5.7 billion | 1.8% |
| 1995 | \$5.6 billion | 27.2% |
| 1994 | \$4.4 billion | 18.9% |
| 1993 | \$3.7 billion | 2.8% |
| 1992 | \$3.6 billion | 2.9% |
| 1991 | \$3.5 billion | -19.5% |

UPN are expected to contribute another \$100 million—\$200 million each.

Buyers estimate that network cost-per-thousand (CPM) increases over last year put ABC up 4%-6%, CBS up 5%-7%, Fox up 9%-10% and NBC up 10%-12%. They say prime time ad categories up this year include automobiles, telecommunications, Hollywood studios and over-the-counter drugs. One soft category was cereals: "They were

going after share and are price sensitive, so they dropped back a bit," says one buyer.

Buyers reportedly liked what they saw in CBS's new fall schedule—enough to accept 5%-7% CPM increases this year. "CBS really impressed the buying community," says Schulman, adding that half of his CBS buys this year are new shows. "Now all CBS has to do is impress the people with the Nielsen peplemeters."

With prime time, news and late night effectively completed, networks now will turn to the sports and scatter markets. "We know there's more scatter money waiting," says Nesvig. "It's a strong statement that advertisers are spending money, it's a strong marketplace, and brand building is important." —JM

History cans 'Spirit', CNBC defends 'Scan'

By Jim McConville

Bowing to criticism, The History Channel has scrapped plans for an advertiser-co-produced series. CNBC, meanwhile, was insisting it was in control of *Scan*, a new series whose co-producers include sole-sponsor IBM and an ad agency.

A&E's History Channel had announced plans for *Spirit of the Enterprise*, a documentary series profiling America's corporate giants in which those giants would co-produce their own profiles and buy ads in the series.

Following stories outlining such corporate takes on history, the channel dropped the project, saying it was "due to recent concerns expressed which suggested the appearance of lack of objectivity."

Meanwhile, CNBC is partnering with IBM to produce *Scan*, a series about technological innovations. *Scan* production will be overseen by a board of executives from IBM, ad agency Ogilvy & Mather, NBC and Globe TV, the show's independent producer.

Although in published reports Marianne Caponnetto, IBM worldwide director of media strategy, said IBM would have ultimate veto power on *Scan* content, IBM quickly recanted, saying she had been misunderstood. CNBC and IBM executives later agreed that CNBC would have the final say.

Then there was the issue of labeling. IBM spokesman Tim Breuer initially said CNBC wouldn't be running labels on *Scan* spelling out IBM's role. "It's purely a sponsorship, where we [IBM] have our ads on it, but no labeling." In contrast, Jack Reilly, CNBC vice president and business news director, said the decision whether to provide such a label would be made by CNBC "when we see the product."

Calling the CNBC/IBM deal a "unique situation," NBC President Bob Wright told BROADCASTING & CABLE that the network will "have to wait to see how it works. We've elected not to produce the show. If it doesn't turn out to be as attractive and as straightforward as we'd like, then we'll change it." ■

Closed Circuit

WASHINGTON

Taking it to The MAX

TelQuest Ventures has lined up two of the country's biggest wireless cable operators as partners in its planned low-cost digital satellite service. The company says CAI Wireless, Heartland Wireless and CS Wireless (owned jointly by CAI and Heartland) have agreed to carry the service and that they are taking a collective 25% stake in the company. TelQuest is in search of \$500 million in capital, which it plans to get primarily from the investment banking community. TelQuest also has unveiled a name for its service—The MAX. "The MAX means the ultimate," says TelQuest President Martin Lafferty.

ORLANDO

Squeaky wheels

Wade Hargrove, general counsel for the ABC-TV affiliates association, told affiliates last week that if they don't start contesting violations of the Satellite Home Viewing Act, third-party satellite carriers of network signals could gain important concessions when the act comes up for renewal in 1999. As the law now stands, those carriers are supposed to serve only white areas, where network signals are unavailable over the air. But abuses are rampant. Hargrove told affiliates in a closed meeting in Orlando last week. "We must sue," Hargrove reportedly said, or satellite services will argue that white-space limitation is unimportant because stations haven't complained about abuses. He said that stations with a good case may receive financial support for litigation from the ABC Affiliates Association and the network. ABC Television Network Group President David Westin confirmed that the network is prepared to help.

HOLLYWOOD

Paramount on Povich

Paramount Domestic Television executives Frank Kelly, president, creative affairs, and Joel Berman,

president, distribution, said late last week that there was no contract dispute surrounding Maury Povich's announcement he would exit his daytime talk strip in 1998 to join his wife, Connie Chung, in a DreamWorks syndicated show scheduled to launch then (see story, page 22). Both Paramount and Povich are committed to his talk show, they said. Given the amount of time between now and 1998 (when Povich's contract expires), they suggested it would not make sense to foreclose continuing that partnership beyond 1998: Depending on "what [happens] on the other front.... If the [DreamWorks] show doesn't launch, he has a successful franchise here."

WASHINGTON

All in the family

Representative Billy Tauzin (R-La.) is not simply a friend to broadcasters, he also has family ties to the National Association of Broadcasters. The NAB confirmed last week that Tauzin's daughter, Kristie, has worked for "a number of years" in the trade organization's government relations office, where she is the state association coordinator. Representative Tauzin is set to replace Representative Jack Fields (R-Tex.) as the next Republican chairman of the House Telcomsubcom.

Kids concerns

The Annenberg School for Communications plans to provide more data on children's television during a June 17 presentation at the National Press Club. The school plans to issue three reports, including a content analysis of three days' worth of children's TV.

NEW YORK

Bronfin heads to Hearst

Kenneth Bronfin, general manager of NBC Data Network and vice president of NBC Cable Business Development, is moving to Hearst New Media later this month. No word on what he'll be doing at Hearst, which neither confirms nor denies word of his imminent arrival.



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film

SATURDAY 6/29

- 9:00 - 10:30 Action: Directing Humans in Digital Hollywood
- 10:00 - 12:00 Bit By Byte: Building the Digital Studio
- 11:00 - 12:30 The Vision Thing: Filmmaking Independent Style
- 2:00 - 3:30 Cut to the Cash: Financing the Digital Editing System
- 4:00 - 5:30 Find Me a Location That Has Everything Anatomy of a Blockbuster

SUNDAY 6/30

- 9:00 - 10:30 When the Shooting Stops: Why Cinematographers Stay on the Job
- 11:00 - 12:30 The Budget Went Where? Maintaining Below the Line Costs
- 2:00 - 3:30 Is There a Soul in the Machine? Animation in the Technological World
- 4:00 - 5:30 Sound Economics: Mixing Cost Effectiveness with New Post Production Sound Technology

broadcasting

SATURDAY 6/29

- 9:00 - 10:30 The V-Chip - Promises and Perils
- 11:00 - 12:30 The Battle of the Networks: Fall Line-Up Preview
- 2:00 - 3:30 Producing for TV: Get with the Program
- 4:00 - 5:30 Ratings and Research: How is Success Measured? How is it Predicted?

SUNDAY 6/30

- 9:00 - 10:30 Digital Effects in Television
- 11:00 - 12:30 Digital Does Madison Avenue: Producing Commercials
- 2:00 - 3:30 HDTV- Pipedream or Reality?
- 4:00 - 5:30 ATV Summit: How Filmmakers See the Future of Television



interactive multimedia/online

SATURDAY 6/29

- 9:00 - 10:30 Interactive Games
- 10:00 - 12:00 Interactive Resources for the Entertainment Industry
- 11:00 - 12:30 Designing an Entertainment WWW Site
- 2:00 - 3:30 Eight Million Stories in the Naked CD. Writing for Interactive
- 4:00 - 5:30 Multimedia Content Licensing & Acquisition

SUNDAY 6/30

- 9:00 - 10:30 *New Media Triple Header 1: Creation of Interactive Multimedia Projects
- 11:00 - 12:30 Virtual Realty: The Merging of Entertainment and Real Estate
- *New Media Triple Header 2: Production of Interactive Multimedia Projects
- 2:00 - 3:30 Entertainment Marketing Online: Digital Billboards on the Infopike
- *New Media Triple Header 3: Distribution of Interactive Multimedia Projects
- 4:00 - 5:30 Launching DVD: The Technology is Ready—What About the Consumer?



showbiz university

SATURDAY 6/29

- 9:00 - 10:45 99 Minute Film School: Part 1/ Film Production
- 9:00 - 11:00 Writers Boot Camp: Part 1
- 11:00 - 12:30 Careers in Entertainment: Executive Search
- 11:00 - 12:45 99 Minute Film School: Part 2/Film Biz
- 2:00 - 3:30 The Art of the Pitch
- 2:00 - 4:45 Writers Boot Camp: Part 2
- 4:00 - 5:30 Freeway Filmmaking

SUNDAY 6/30

- 9:00 - 10:30 **The Pre-Production Team
- 9:00 - 10:45 99 Minute Film School: Part 1/ Film Production
- 11:00 - 12:30 **The Production Team
- 11:00 - 12:45 99 Minute Film School: Part 2/Film Biz
- 2:00 - 3:30 **The Post Production Team
- Creating a Character through Costume Design
- 4:00 - 5:30 **The Marketing and Distribution Team

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Cable to fight FCC's OVS rules

Anstrom says NCTA will ask for reconsideration of restrictions on cable operators

By Chris McConnell

The cable industry is keeping up its fight against the FCC's new open video system rules.

The commission's rules—issued last week—bar cable systems from becoming OVS providers in their own service areas if they are not subject to effective competition. The rules allow OVS providers to restrict access to their systems by cable systems competing in the same region and also extend cable program access requirements to programmers on OVS systems.

"Those are three reasons we'll file for reconsideration," says Decker Anstrom, president of the National Cable Television Association. The NCTA's Dan Brenner also objects to the restriction against cable companies' launching OVS systems in their own service areas. "There is no reason why a cable operator shouldn't be allowed to convert," he says.

Telephone companies have warmer words for the OVS decisions. "We are encouraged...that the FCC recognized the need for new entrants," says Roy Neel, president of the United States Telephone Association. And Bell Atlantic's Edward Young says the rules will give it and other competitors "an alternative to providing traditional 'closed' cable systems."

"We're glad the FCC has taken this position as a first step," says an SBC Communications spokesperson.

Established by the 1996 Telecommunications Act as an alternative to traditional cable systems, the OVS model allows telcos to deliver video without incurring common carrier regulations. OVS also allows them to avoid some cable regulation in exchange for meeting several requirements, including the carriage of unaffiliated program providers.



Cable and telephone companies have been battling over the FCC's implementation of the OVS rules, with cable companies calling for strict regulatory safeguards and telephone companies pushing for as little regulation as possible.

The rules adopted last week allow OVS operators to control no more than one-third of a system's channels if demand exceeds capacity. The operators bear the same must-carry requirements as cable systems, although any must-carry channels will not count against the operator's one-third capacity cap.

The FCC also extended cable rules on sports exclusivity, syndicated exclusivity and network nonduplication to the OVS systems. Those rules allow holders of exclusive rights to bar cable systems from carrying certain programming within specific areas.

While agreeing that the decisions on cable participation in OVS systems represent defeats for the industry, others point to some cable victories in the OVS rules. Cable lawyer Frank Lloyd cites the commission's decision on measuring the capacity for digital and analog portions of an OVS system for purposes of calculating the one-third capacity limit. The rules require OVS operators to measure any digital capacity of an OVS network in terms of bandwidth rather than channels.

The commission also placed the burden of proof on OVS providers in defending their channel-allocation process in cases where an unaffiliated programmer complains to the FCC of discrimination.

Although they welcome most of the decisions on the OVS proceeding, telephone companies are holding off on embracing the OVS scheme until the FCC wraps up another rulemaking on cost-allocation rules for systems delivering telephone and video service over the same network. The rules, proposed last month, are aimed at identifying common costs for the two services and inhibiting phone companies from imposing the costs of video services on telephone ratepayers.

Telephone companies have said that the proposed rules are too stringent and will discourage telco investment in OVS systems. "Many telcos would not even consider it," Neel says of the OVS systems under the proposed cost-allocation rules.

In comments with the FCC, other phone companies voice similar objections. "It is the cable industry's last chance to use federal regulations to defeat LEC entry into the wireline distribution of multichannel video programming," BellSouth says of the cost-allocation proposal. Says Bell Atlantic: "The commission has established complex and burdensome procedures for the division of various costs."

Cable companies maintain that the commission needs to put the allocation rules in place before allowing any OVS systems to launch. "The costs of excess capacity should not be borne by telephone ratepayers," the NCTA says. "Instead, these costs should be borne by customers of the new service or telephone company shareholders."

The NCTA says that the FCC should require telephone companies to allocate 75% of any "common costs" for video/telephone networks to the video service and the other 25% to the telephone service.

"A 25 percent/75 percent split of common costs between regulated and nonregulated services would be administratively simple and insure that telephone ratepayers are not unreasonably burdened by [local exchange carrier] investments," Cox Communications says.

"If the FCC sets a fixed allocation factor, it is not likely to develop into a protection device for ratepayers but another reason why telcos may not choose OVS to provide video," Neel says of the idea. ■

Tug-of-war over cable plans

Operators square off against local jurisdictions over rate deregulation

By Chris McConnell

Local regulators and cable companies are clashing over the FCC's plans for deregulating cable rates.

In April the FCC issued an interim rule exempting cable companies from rate regulation if a local exchange carrier (LEC) or its affiliate offers comparable video programming by any means other than DBS to subscribers in the cable company's franchise area. When it issued the proposal, the commission asked whether it should require telco competitors to pass a certain percentage of franchise-area subscribers before being deemed to "offer" a competing service.

Local regulators say yes, and cable companies say no.

"Congress expressly declined to

include a percentage pass or penetration-rate factor in the new effective-competition test, and no such requirement can be read into the statute," Time Warner Cable says.

"The presence of LEC-affiliated competition in any portion of a franchise area is sufficient to deregulate the entire franchise area," says a collection of cable companies and groups, including Adelphia Communications Corp.

Local regulators insist that such a policy will deregulate the cable rates too soon: "Competition should not be considered effective merely because an LEC invests insignificantly in a [multi-channel video programming distributor]," the New York City Department of Information Technology and Telecommunications says. "Congress

intended effective competition to be found when competitors have established a presence in the market."

"An effective-competition test pertaining to LEC-delivered programming must have as one of its elements a viable pass rate and penetration test," the city and county of Denver says.

Commissioners James Quello and Rachele Chong have opposed setting such a standard, maintaining that Congress would have specified such a standard in the 1996 Telecommunications Act if it had wanted one.

Also taking that view is Bell Atlantic, which told the FCC: "Congress clearly signaled that such qualifiers were not necessary. The commission should not engraft onto the new act words [that] Congress did not use." ■

Peers support Fox free-time plan

Other networks urge FCC to approve presidential candidate proposal

By Christopher Stern

Rival broadcast networks urged the FCC last week to approve Fox's plan to provide free airtime to presidential candidates during the upcoming general election.

Fox has asked the FCC for a declaratory ruling that would exempt it from the equal-time obligations if it hands over airtime to candidates during the closing weeks of the campaign.

CBS, ABC and NBC have announced plans to offer candidates free time within their news programs. Under current rules, news programs are exempt from the equal-time rule. Fox has no national news programs, so it wants the FCC's stamp of approval to carve time from its programming schedule for statements from the presidential candidates.

The FCC had scheduled an en banc hearing on Fox's request for June 18, but now plans to postpone it because of scheduling conflicts; sources say the



Rupert Murdoch's request for an equal time exemption is OK with ABC, CBS and NBC.

Senate Commerce Committee has scheduled an oversight hearing for the same day.

Although each network still has its own proposal for providing free airtime to candidates, neither ABC, CBS, NBC nor PBS wants to block Fox's plan, according to comments filed last week on the network's request. CBS and ABC filed comments stating that Fox's plan clearly falls within FCC precedent

for news exemptions to the equal-time requirements. "CBS...believes that programming in which broadcasters voluntarily present sequential statements by or interviews with candidates based on a bona fide assessment of newsworthiness and not to advance any particular candidacy—such as the programming outlined in Fox Broadcasting Co.'s request for declaratory ruling—clearly qualifies for exemption."

Also supporting Fox was the

National Telecommunications and Information Administration, the telecommunications policy arm of the Clinton administration. Public interest groups including the Benton Foundation and the Media Access Project also filed comments of support. And the National Association of Broad-

The Fox proposal

During the final weeks of the presidential campaign, Fox plans to air 10 one-minute statements by the candidates on issues of "demonstrable concern" to the nation's voters. The prime time statements will be in response to questions formulated by an independent consultant or polling organization. Candidates will be given the questions by Sept. 1.

In addition, on the eve of the general election Fox will set aside one hour of prime time for candidate statements. The statements will be a final campaign message in response to the question: "Why should the American voter vote for you?"

—CS

casters said the FCC should approve Fox's request.

NBC did not comment on the request other than to say that it should "be considered with the goal of granting licensees the discretion and incentive to cover candidates and campaigns in programs they believe are newsworthy." PBS said that Fox's proposal "appears" to be consistent with the FCC precedent on exemptions. Like

the other networks, PBS and NBC used their comments to reinforce claims that their own proposals should be exempt from the equal-time rule.

Fox's request was opposed by the Natural Law Party and Lyndon LaRouche's Committee to Reverse the Accelerating Global Economic and Strategic Crisis. Both LaRouche and the Natural Law Party's John Hagelin have qualified for federal matching

funds. They argued that the Fox proposal should be dismissed because it would deny them equal time.

Fox said it will give time to the Republican and Democratic nominees and to other parties approved by the Commission on Presidential Debates for nationally televised debates. There are 257 presidential candidates registered with the Federal Election Commission. ■

Advertising advisory

The National Association of Broadcasters is telling stations that they don't have to accept AFL-CIO ads attacking freshman Republicans in Congress. "[T]he members say the ads are untrue and urge stations not to run them," says *Radio Week*, the NAB's weekly fax to members. *Radio Week* continues: "With these ads, as with any issue ads, remember: (a) you don't have to run them; (b) they don't get lowest unit charge; (c) unlike political ads, issue ads don't protect you from libel suits; (d) if they contain a 'personal attack,' you have to comply with FCC response-time rules; (e) if you have a question as to whether they're true or false, it's wise to ask for documentation of all allegations, making your decision whether to run them after considering the response."



Edited By Chris McConnell

More for Competition

John Windhausen, Democratic aide for the Senate Commerce Committee, is joining the Competition Policy Institute, a new group in Washington dedicated to fostering competition in the telecommunications and energy industries. CPI sponsors include AT&T, MCI and others trying to crack the local telephone markets, according to CPI Executive Director Debra Berlyn.

IVDS gets mobile

The FCC is allowing interactive video and data service (IVDS) licenseholders to go mobile. The commission last year proposed adding mobile services to the list of possible IVDS applications in response to a petition from IVDS proponent EON Corp. Although the commission's original proposal would allow the licenseholders to provide mobile services only on an "ancillary" basis, the final rule places no such restriction on mobile IVDS services. "Permitting unrestricted rather than ancillary mobile IVDS service...will enable IVDS providers to offer a broader array of services," the commission says. EON has suggested tracking package locations and monitoring child safety as possible mobile IVDS applications. To address interference concerns, the commission adopted a 100-milliwatt power limitation for mobile transmitters employing the IVDS spectrum.

Power play

The NAB has filed a "white paper" on radio ownership with the Justice Department. Justice is looking into plans by Jacor to bring its station total to 54. If the deals are ap-

proved, it would by no means make Jacor the largest group; Clear Channel is set to break the 100-station mark if its current deals are OK'd (see page 27). Justice is concerned that Jacor and others will accrue too much market power. But the radio groups argue that they control only 7% of all advertising revenue and that they need to consolidate to compete with television and newspapers. The NAB white paper, which was written by the Howrey & Simon law firm, backed up that point with 500 pages of written

arguments and exhibits. The NAB last week released the document after BROADCASTING & CABLE filed a freedom of information request with the Justice Department.

Time card trouble

An FCC employe may have taken the commission for \$1,002.76 by submitting phony time card information, according to the commission's semiannual Inspector General report. The report, which covers audits and investigations undertaken at the FCC, suggests that the employe was able to exploit holes in the government's time and attendance recordkeeping to receive payment for 86 hours of work when the employe should have been listed in the "leave without pay" category. The Office of Inspector General has instructed the FCC to recover the money.

Fine follow

The FCC has reduced an EEO fine against KTEM Radio from \$25,000 to \$15,000 after recalculating the fine based on precedent rather than on an EEO policy set aside by a 1994 U.S. Court of Appeals in Washington decision. The commission had issued the fine as part of a decision to renew the licenses of KTEM(AM)-KPLE(FM) Temple, Tex. The commission also recalculated a fine against Buckley Broadcasting Corp. and determined that the company should pay \$7,000 as part of an earlier decision to renew the licenses of WSEN-AM-FM Baldwinsville, N. Y.

Noise reduction

TV manufacturers no longer need to file UHF noise performance figures for new models with the FCC. The commission last September proposed axing the requirement, and in a decision issued last week said the filings are no longer needed to insure compliance with the noise-figure rules.

Broadcasting

June 10, 1996

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WB, UPN rally the troops

Affiliates hear strategies as new networks battle for fifth spot in network lineup

By Cynthia Littleton

UPN and the WB Network are squaring off for a new round of battles on the distribution front.

At affiliate meetings held in Southern California last week, UPN and WB executives were upbeat about their respective progress in gaining a foothold as the fifth network.

The presentations also made it clear that the start-up networks are still competing fiercely with each other to consolidate their affiliate base. And many of the initial affiliation deals struck by the 18-month-old networks will expire next year.

"Next season will be a big show-down," said Jamie Kellner, chief executive of The WB. "As we go into fall, everyone will be looking at the two services to see who is the market leader."

Affiliates of both networks say they have been aggressively courted by their rivals to sign short-term secondary affiliation agreements or switch over entirely when current contracts expire.

Yet many broadcasters, particularly those in small markets, have reservations about the predominantly ethnic and urban thrust of both networks' prime time schedules. Some WB affiliates said they were encouraged by the network's drive to promote itself as a family-friendly alternative.

UPN executives went on the offensive at the opening session of their two-day gathering, urging affiliates to stay committed to the network launched by the Chris Craft/United broadcast group. Viacom is expected to exercise its option to buy a stake in UPN early next year.

After giving the first annual UPN Affiliate of the Year award to WUPA(TV) Atlanta, R. Kevin Tannehill, UPN's senior vice president of network distribution, addressed the issue of station loyalty.

"Are you 100 percent committed to the success of UPN, or are you a fence sitter?" he asked. "If you are on the fence, you need to get off it and join the rest of us.... Don't let [WB] seduce you."

According to Nielsen, UPN averaged a 3.1 household rating and 5 share



UPN chief Lucie Salhany and WB network head Jamie Kellner exhort their colleagues.

during its first full broadcast season, a 23% drop from its January-May average in 1995. By comparison, The WB averaged a 2.4/4 in households during 1995-96, a 26% increase from its year-ago average. UPN still leads in adults 18-49, with a 1.9 season average, compared with a 1.2 for The WB.

Tannehill also criticized The WB for relying heavily on the cable reach of Tribune's superstation WGN(TV) Chicago, which overlaps some WB

affiliate markets and accounts for 19% of the network's total 84% national coverage. Kellner, meanwhile, disclosed a plan to replace The WB's superstation coverage and eliminate duplication problems by setting up WB outlets on select cable systems by fall 1997 (see story, page 51).

Tannehill underscored UPN's edge in the contest for stations by announcing two new primary affiliation agreements, bringing UPN's total to 156 stations

Stewart gets late, late, late gig

CBS is eyeing former MTV personality Jon Stewart as the host of a late-night show to compete with NBC's *Later with Greg Kinnear*.

Stewart was in talks for a late-night deal with NBC late last month when David Letterman's Worldwide Pants company snagged him for an overall development deal. The deal calls for Stewart, 33, to work on a variety of projects for CBS, including prime time projects, but the primary focus will be on a "late, late, late" show at 1:30 a.m. to air after the *The Late, Late Show with Tom Snyder*. At present, ABC and CBS do not compete with NBC's *Later with Greg Kinnear*, which airs Monday through Thursday from 1:35 a.m. to 2:05 a.m. Letterman's lucrative pact with CBS is said to give Worldwide Pants the first shot at developing a show for the time period.

Sources close to Stewart downplayed rumors last week that the up-and-comer has been told he eventually will inherit Snyder's hour following *The Late Show with David Letterman*. Snyder, who debuted on CBS in early 1995, has just renewed his contract through the 1996-97 season.

With network late-night hosts in the spotlight again last week, speculation emerged that Kinnear's days with NBC might be numbered in light of his burgeoning film career. Stewart reportedly was on the verge of signing on as Kinnear's regular guest host when he was approached by Worldwide Pants.

Kinnear, who joined NBC in 1994 after gaining fame as the host of E! Entertainment Television's irreverent *Talk Soup*, is believed to have recently signed for at least one more year of *Later*. But he also has been on Hollywood's hot list ever since his debut as a leading man in last year's remake of "Sabrina."

—CL

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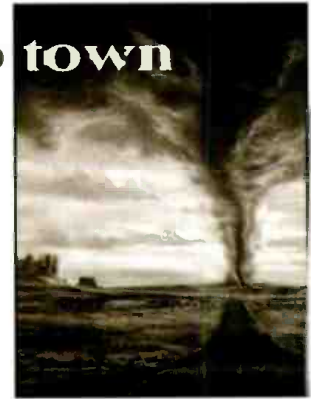
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Scully and Mulder got closer to the **truth**



And FOX made history!

For the first time ever as a 7-night network, FOX finished the May 1996 sweep as the uncontested #2 network among the key demographic of Adults 18-49 in head-to-head competition.* This marks FOX's most competitive major sweep finish ever—beating ABC and CBS in this most important demographic.



*Source: NTA Audience Estimates for Primetime Programming 4/25/96 - 5/22/96, including preliminary estimates
Head-to-head competition—common hours of programming (M-Sa 8-10PM, Sun 7-10PM)
©1996 FOX BROADCASTING COMPANY

covering 92% of the country. WGGT(TV) Greensboro/Highpoint/Winston-Salem, N.C., a secondary ABC affiliate in the nation's 47th-ranked market, will change its call letters to WUPN when it switches over on July 4. WDKA(TV) Paducah, Ky./Cape Girardeau, Mo., is a

new station set to sign on with UPN early next year.

On the programming front, WB Network announced plans to premiere *Invasion: America*, a prime time animated drama from DreamWorks Television, in fall 1997. It also unveiled its

midseason replacement candidates for next season. *Smart Guy* is a Disney-produced comedy about a child prodigy; *Slayer* is a sci-fi drama from Fox's Twentieth Television about a teenage girl who reluctantly battles vampires while trying to lead a normal life. ■

Chung heads to syndication

Will team with husband Povich on half-hour program targeted for 1998 first-run launch

By Cynthia Littleton

After a year's absence from the TV scene, Connie Chung resurfaced last week to unveil plans to co-anchor a first-run news program with her husband, talk show host Maury Povich, for DreamWorks Television beginning in fall 1998.

Chung, a TV news veteran who co-anchored the *CBS Evening News with Dan Rather* from 1993 to 1995, described the half-hour strip as a "substantive news and information program" that will offer analysis and an in-depth look at each day's top news stories.

Povich said he has decided to bow out of his daytime talk strip, headed for its sixth season this fall, when his contract with Paramount Domestic Television expires in 1998. He noted that he had informed Paramount of his plans just one day before last Wednesday's news conference; the studio's formal response indicated that a contract dispute may be brewing.

"We know [Maury Povich] will continue through the 1997-98 season, and we hope and expect that it will continue well beyond that," Paramount said in a statement. Earlier this year, Paramount announced that it was committed to producing the show through the 1998-99 season. Paramount officials declined to comment further.

DreamWorks, meanwhile, is targeting prime access time periods for the half-hour strip, pitched as counterprogramming for the prime time lead-in hour now crowded by off-network sitcoms and other magazines. DreamWorks eventually will bring in a partner to handle distribution.

DreamWorks officials said they haven't pitched the show to any station groups, but the concept and the anchor team drew high marks from veteran observers, who said the show could have strong appeal to ABC,



Connie Chung's Dream team (l-r): Jeffrey Katzenberg, Steven Spielberg, Chung, David Geffen and Maury Povich.

CBS and NBC affiliates.

Saying they felt lucky to have more than two years to develop the program, Chung and Povich were upbeat about the

prospect of working together.

"I've watched a lot of TV news in the past year as a viewer, and there's a real lack of the type of substantive program we want to do," Chung said. Asked to comment on criticism of her reporting style and other controversies that led to her departure last year from CBS, Chung replied: "That's ancient history. Let's just put it this way—I'd rather be working with Maury." ■

Promoting in V-chip age

Promotion, design executives will compare notes on that and other topics at next week's Promax/BDA conference

By Cynthia Littleton

CBS has come up with a light-hearted solution to a dilemma certain to be a hot topic at next week's Promax International and Broadcast Designers' Association Conference in Los Angeles.

One of CBS's upcoming promotional spots for *Public Morals*, the unabashedly racy new Steven Bochco comedy about New York City vice cops, confronts head-on the quandary of how to promote an adult-themed show during dayparts when children may be watching.

"We'd like to tell you about *Public Morals*, the new comedy from Steven Bochco, but it wouldn't be appropriate at this time of the night," a voiceover announcer says as the spot depicts a neatly dressed man, bound and gagged with twine and duct tape, wriggling fit-

fully in a chair. A hand reaches in to rip the duct tape off his mouth, only to reveal another layer of tape underneath.

"We'll tell you later," the voiceover eventually promises as the spot fades.

George Schweitzer, CBS's executive vice president of marketing and communications, says his team was searching for the right way to effectively promote a cutting-edge show at a time when program content is coming under increased scrutiny from politicians and parents.

"We think viewers will understand the context of this promo," Schweitzer says. "We want to be seen as the network that exercises responsibility and good judgment."

In the era of the V-chip, promotion managers across the country are under increased pressure to create compelling promotional campaigns with less freedom to play up the sensational, sexy or

violent sequences in a given program. Responsibility is the watchword for TV's marketing mavens in the '90s.

"The thing that we have to remember is that we don't have to compromise our creativity to create something that's responsible," says Pam Pearson, director of creative services for Tribune's WGN (TV) Chicago.

Promotion managers say "doing more with less" could easily be the theme of this year's Promax & BDA conference. Promax is projecting that some 6,000 marketing and promotion professionals from the broadcast, cable, radio and new-media fields will attend marketing workshops and other sessions during the June 19-22 conference.

Creative promotion is the key to cutting through the clutter of the fragmented TV landscape, yet many promotion managers predict a continuing battle with sales departments for airtime.

"Every four years we face the uncomfortable situation of launching shows in both an Olympics and an election year," says Jim Moloshok, senior vice president, corporate marketing and advertising for Warner Bros.

Those events draw out big-ticket advertisers, which displace a station's regular local advertisers, and that generally winds up cutting into the pool of time available for on-air promotion, Moloshok noted.

What's more, syndicators are losing promotion time to the networks as ABC, CBS, NBC and Fox urge affiliates to devote more inventory in all dayparts to network branding efforts.

The fast-evolving world of new media is another challenge many promotion managers face.

"One of the trends we've seen is that, typically, it's the promotion manager that has the responsibility for organizing a station's Web site," says Jim Chabin, president of Promax.

"Eighteen months ago fewer than 10 percent of our members had sites on the World Wide Web, but now about 75 percent say they have them," he says. "And many companies are trying to minimize the number of employees they have, so we're seeing a vast expansion of the width and breadth of the promotion person's responsibilities."

These changes, coupled with the industry upheaval brought about by deregulation and media mega-mergers, have made the annual Promax gather-



Promotion executives are doing double duty as Web site designers, says Promax's Jim Chabin.



BDA's Lynne Grasz says there is currently a shortage of designers.

diversity Promax's membership base and expand its reach in global regions where the TV marketplace is thriving. Last month, Promax announced plans for its first Promax Europe conference, to be held next year in Barcelona, Spain. The association already holds annual gatherings in London and Asia.

On the BDA front, executive director Lynne Grasz says the growing popularity of the Internet and other online services has led to a severe shortage of designers. The talent crunch has given many experienced designers the free-

dom to set up their own home-based businesses.

But working as a free-lancer or consultant also has its drawbacks. Grasz predicts that one of BDA's most popular events next week will be the free advice forum, where two lawyers will be on hand to give members five minutes of legal guidance on everything from online copyright rules to employment contracts. ■

ing a must-attend event for all in the business, according to Sandy Martin, Promax chair.

"Promotion is no longer about handing out bumper stickers," says Martin. "Promax is the one resource where people can come and in a short period of time be exposed to a great deal of information and ideas."

That philosophy has been the driving force behind Martin's efforts to

All American buys Orbis

All American Communications has agreed to acquire Ortis Entertainment, headed by Robert Turner, former president of Multimedia Entertainment. Turner will remain chairman of the company, which will be known as All American Orbis Entertainment. Ethan Podell will continue as president, and Alexandra Buhler Jewett has been named executive vice president, programming and production. The company will focus on talk show development for domestic and international markets. In 1984 Turner and Podell co-founded syndicator Orbis Communications, which acquired the rights to the Carolco action films and developed game shows including *Jokers Wild* and *\$100,000 Pyramid*. That company was sold to Carolco in 1991, and both executives moved to Multimedia. Podell was vice president in charge of international development there. The two men started the new Orbis Entertainment earlier this year after Gannett took over Multimedia. Jewett is also a Multimedia alumna—she produced the company's overseas talk shows with Podell. Earlier, she was producer on *Ricki Lake* and *Jonahue*. —CL

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Background text in collage: "More Violence In The Future", "WE'RE THE ONE AMERICA WATCHES FOR FAMILY PROGRAMMING", "TV Sex, Violence Bills Introduced", "Dole again attacks TV violence", "Fox leads the NA teenage sex, the NA proposal to permit P the Advanc network children", "AMERICA ONE", "Sports News, Fitness, Movies, Music and More.", "WATCH US ON SPACENET 3 TRANSPONDER 18 OR CHANNEL 24", "Call for more information 214-868-1000".

Siegels form Kaleidoscope

Syndication veterans Henry and Paul Siegel have formed a new company that aims to bring an hour strip, *Celebrity Showcase Network*, to the first-run marketplace next year.

The Siegels' latest TV venture is Kaleidoscope Media Group, a sports marketing and program distribution company formed in partnership with TV producer/media consultant Ray Volpe, who founded Kaleidoscope Entertainment in 1990. The brothers' SeaGull Entertainment company has become part of KMG, which also includes People & Properties, a sports marketing outfit, and the home shopping-oriented *Celebrity Showcase Network*.

Henry Siegel will serve as chairman and co-chief executive of KMG with Volpe, who also holds the title of

president. Paul Siegel will head KMG's entertainment activities, which include the Siegels' joint venture with Keller Entertainment to launch the action hour *Tarzan: The Epic Adventures* this fall.

CSN, meanwhile, will mix celebrity interviews with home shopping segments geared toward products endorsed or pitched by famous faces. Henry Siegel says Kaleidoscope is close to signing a programming deal with a cable home shopping network.

Siegel, whose LBS Communications ignited the barter syndication business in the mid-1970s, says one of KMG's near-term goals is to develop a worldwide market for programming derived from sporting events staged by People & Properties. —CL

SYNDICATION MARKETPLACE

Schwab exits

Shelly Schwab has retired from his post as president of MCA Television after 18 years with the studio. Schwab, who was named president in 1986, will remain a consultant to the syndication arm of MCA Television Group, which has undergone major staffing changes during the past few months. Schwab most recently was responsible for the launch of MCA's first-run action-hour hits *Hercules: The Legendary Journeys* and *Xena: Warrior Princess*.

'ET' adds correspondent

Paramount Domestic Television's *Entertainment Tonight* has added a correspondent. Chris Wragge, most recently a weekend sports anchor/reporter at Paramount-owned *wvtt*(TV) Hartford, Conn., will join the entertainment magazine in July.



Just saying no

NATPE members have given a resounding thumbs-down to the V-chip in a new survey, yet nearly two-thirds of respondents say NATPE should take an active role in the industry group charged with devising the content ratings system that must accompany the federally mandated program-blocking device. When asked if the V-chip will prove effective, 75% of the respondents said no, while 22% said yes.

About 230 NATPE members, or 10% of the membership, responded to the survey.

Tempestt fugits

Columbia TriStar Television Distribution confirmed last week that it will not be renewing its freshman first-run talker *Tempestt* for a second year. The strip, hosted by former *Cosby* kid Tempestt Bledsoe, posted lackluster ratings during a record-setting season that saw eight new talk shows bomb.

'Rosie' beginning

ER star George Clooney and *All My Children*'s Susan Lucci will be first to step up to the guest's seat on today's (June 10) premiere of *The Rosie O'Donnell Show*. Other celebrities set to appear on the first week of the Warner Bros.' talk/variety strip include Dennis

Franz, Matthew Broderick, Nathan Lane, Sarah Jessica Parker, Fran Drescher and Raquel Welch.

Film Roman gets 'Richie'

Harvey Entertainment has picked Hollywood-based animation studio Film Roman to produce 13 *Richie Rich* shorts for the new half-hour weekly series distributed by Claster Television. The series, based on the enduring comic-book character, will include one new *Richie Rich* segment and selected cartoon classics from the Harvey library. Film Roman's other TV credits include *The Simpsons*, *Garfield and Friends* and *The Mask*.

Springer eyes new NY home

Multimedia Entertainment's *Jerry Springer* is expected to switch stations in New York as soon as its current outlet, *wnbc*(TV), makes room for Warner Bros.' new talk show *Up Close with Maureen O'Boyle*. Station officials say the fall schedule isn't set yet, but *Maureen O'Boyle* is guaranteed a slot as a result of a group deal Warner Bros. struck with NBC O&Os last year. *Jerry Springer*, which has been renewed for another year by *wnbc*, could be moved from 11 a.m. to the graveyard shift, but sources say the station has given Multimedia a green light to shop around for a better deal. *Jerry Springer*, a frequent target of talk show critics, posted a 3.4 Nielsen rating and 14 share for *wnbc* during the May sweeps. —CL

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending May 26. Numbers represent average audience/stations/% coverage.)

| | |
|-------------------------------|-------------|
| 1. Wheel of Fortune | 11.0/226/99 |
| 2. Jeopardy! | 8.8/221/99 |
| 3. Oprah Winfrey Show | 8.0/235/99 |
| 4. Home improvement | 7.1/227/98 |
| 5. Seinfeld | 6.2/222/97 |
| 6. Star Trek: Deep Space Nine | 6.0/236/99 |
| 7. Wheel of Fortune-wknd | 5.5/178/83 |
| 8. Hercules, Journeys of | 5.4/227/97 |
| 9. Entertainment Tonight | 5.3/178/94 |
| 10. Inside Edition | 5.1/166/93 |
| 10. Simpsons | 5.1/193/97 |
| 10. Xena: Warrior Princess | 5.1/206/96 |
| 13. Fresh Prince of Bel-Air | 4.5/160/89 |
| 14. Montel Williams | 4.3/164/92 |
| 15. Roseanne | 4.2/175/91 |

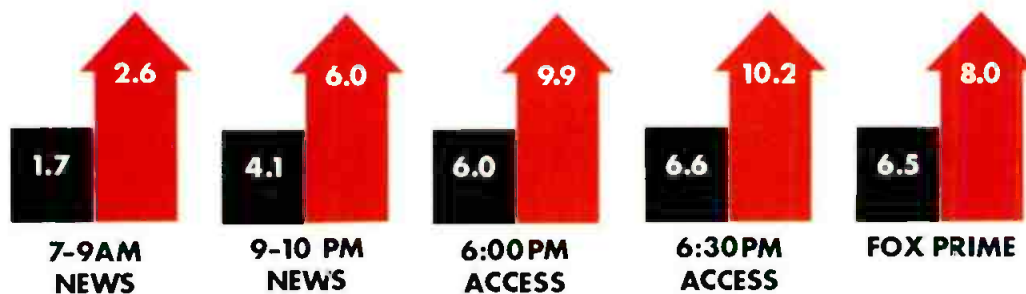


WFLD · CHICAGO

#1 NEWS AT 9PM

#1 LOCAL MORNING NEWS AT 7AM

MORNING, EVENING ...AND IN BETWEEN



SOURCE: NSI CHICAGO OVERNIGHT RATINGS (M-F) MAY '95 AND MAY '96

WFLD-TV CHICAGO, FOX TELEVISION STATIONS INC. 312-565-5532

REPRESENTED BY PETRY

Broadcasting & Cable PEOPLE'S CHOICE Ratings according to Nielsen May 27-June 3

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

| Week 37 | abc | CBS | NBC | Fox | UPIN | |
|-----------|--|---|--|--|--|---------------------------------|
| | 9.6/16 | 8.2/14 | 10.9/19 | 5.2/9 | 2.7/5 | |
| MONDAY | 8:00 | | 17. The Nanny 9.9/18 | 37. Fresh Prince 7.8/14 | | |
| | 8:30 | 21. ABC Monday Night Movie—Columbo Goes Undercover 9.4/16 | 27. Dave's World 8.9/15 | 23. Fresh Prince 9.3/16 | 67. Starlight Figure Skating 5.2/9 | 82. Star Trek: Voyager 3.5/6 |
| | 9:00 | | 32. Murphy Brown 8.3/14 | | | 97. Nowhere Man 1.8/3 |
| | 9:30 | | 30. Cybill 8.6/14 | 7. NBC Monday Night Movie—Shattered Mind 12.0/20 | | |
| | 10:00 | 18. Salute to Clint Eastwood 9.8/17 | 47. Chicago Hope 6.9/12 | | | |
| TUESDAY | 8:00 | 11.4/19 | 7.9/13 | 9.3/16 | 6.1/10 | 2.7/5 |
| | 8:30 | 16. Roseanne 10.0/18 | 65. John Grisham's The Client 5.7/10 | 27. 3rd Rock fr/Sun 8.9/16 | 61. Fox Tuesday Night Movie—Deadly Invasion: The Killer Bee Nightmare 6.1/10 | 86. Moesha 3.0/5 |
| | 9:00 | 21. Drew Carey 9.4/16 | | 20. Frasier 9.5/17 | | 87. Minor Adjustments 2.9/5 |
| | 9:30 | 1. Home Imprvmt 15.2/24 | 26. CBS Tuesday Movie—Janek: Forget Me Not 9.0/15 | 13. NBA Playoffs—Utah Jazz vs. Seattle Supersonics 10.5/19 | | 95. Paranormal Borderline 2.4/4 |
| | 10:00 | 2. Coach 13.0/21 | | | | |
| WEDNESDAY | 8:00 | 10.2/18 | 6.8/12 | 6.7/12 | 4.7/8 | 2.7/5 |
| | 8:30 | 25. Ellen 9.1/17 | 47. Harry Anderson: Tricks of His Trade 6.9/13 | 45. JAG 7.1/13 | 71. Beverly Hills, 90210 5.0/9 | 91. The Sentinel 2.8/5 |
| | 9:00 | 39. Hudson Street 7.7/14 | | | | 84. Sister, Sis 3.1/6 |
| | 9:30 | 10. Grace Under Fire 11.3/19 | 50. CBS Wednesday Movie—Separated by Murder 6.7/12 | 55. Movie of the Week—Jake Lassiter 6.5/11 | 75. Party of Five 4.5/8 | 84. Pt 'Hood 3.1/6 |
| | 10:00 | 24. Faculty 9.2/16 | | | | 93. Swift Justice 2.6/4 |
| THURSDAY | 8:00 | 7.5/13 | 8.4/15 | 10.9/20 | 4.7/8 | |
| | 8:30 | 42. Wild's Funniest Vid 7.6/15 | 61. Murder, She Wrote 6.1/11 | 10. Friends 11.3/22 | 73. Martin 4.8/9 | |
| | 9:00 | 44. Before They/Stars 7.2/13 | | 4. Seinfeld 12.5/24 | 78. The Show 4.3/8 | |
| | 9:30 | 43. ABC Thursday Night Movie—Royce 7.5/13 | 31. Rescue: 911 8.4/14 | 13. NBA Playoffs—Seattle Supersonics vs. Utah Jazz 10.5/19 | 73. New York Undercover 4.8/8 | |
| | 10:00 | | 12. 48 Hours 10.6/19 | | | |
| FRIDAY | 8:00 | 8.9/18 | 6.0/12 | 6.6/14 | 6.4/13 | |
| | 8:30 | 53. Family Matters 6.6/15 | 60. Diagnosis Murder 6.3/14 | 57. Unsolved Mysteries 6.4/14 | 75. Sliders 4.5/10 | |
| | 9:00 | 47. Boy Meets World 6.9/15 | | | | |
| | 9:30 | 37. Step by Step 7.8/16 | 67. Due South 5.2/10 | 53. Movie of the Week—The Return of Hunter 6.6/13 | 32. The X-Files 8.3/16 | |
| | 10:00 | 36. Hangin' w/Mr. C 7.9/15 | 50. Nash Bridges 6.7/13 | | | |
| SATURDAY | 8:00 | 5.3/11 | 7.3/15 | 4.1/9 | 4.9/10 | |
| | 8:30 | 80. Second Noah 3.8/9 | 66. Dr. Quinn, Medicine Woman 5.6/13 | 83. Malibu Shores 3.4/8 | 78. Cops 4.3/10 | |
| | 9:00 | | 39. Touched by an Angel 7.7/15 | | 71. Cops 5.0/11 | |
| | 9:30 | 64. Saturday Night at the Movies—Picture Perfect 6.0/12 | 29. Walker, Texas Ranger 8.7/17 | 75. NBC Saturday Night Movie—Ladybugs 4.5/9 | 70. America's Most Wanted 5.1/10 | |
| | 10:00 | | | | | |
| SUNDAY | 7:00 | 9.8/18 | 8.6/16 | 10.9/21 | 3.8/7 | 1.9/4 |
| | 7:30 | 57. Am Fun Hm Vid 6.4/14 | 9. 60 Minutes 11.7/24 | 5. NBA Playoffs—Utah Jazz vs. Seattle Supersonics 12.1/23 | 87. Space: Above and Beyond 2.9/6 | 100. Pinky & The Brain 1.3/3 |
| | 8:00 | 39. Am Fun Hm Vid 7.7/16 | | | 67. The Simpsons 5.2/10 | 99. The Parent 'Hood 1.4/3 |
| | 8:30 | 57. Lois & Clark 6.4/12 | 18. Murder, She Wrote 9.8/18 | | 81. New York Daze 3.6/6 | 93. Sister, Sister 2.6/5 |
| | 9:00 | | | | 61. Married w/Chld 6.1/10 | 92. Kirk 2.7/5 |
| 9:30 | 3. ABC Sunday Night Movie—The Only Way Out 12.8/22 | 55. 50th Annual Tony Awards 6.5/11 | | 96. Larouche: Political 1.9/3 | 97. Savannah 1.8/3 | |
| 10:00 | | | 34. Mad About You 8.1/14 | | | |
| 10:30 | | | 46. NewsRadio 7.0/13 | | | |
| WEEK AVG | 9.0/16 | 7.7/14 | 8.6/16 | 5.0/9 | UPN: 2.7/5; WB: 2.4/4 | |
| STD AVG | 10.4/17 | 9.5/16 | 11.5/19 | 7.2/12 | UPN: 3.1/5; WB: 2.4/4 | |

Clear Channel tops 100

Heftel tender offer would boost portfolio to 112 radio stations

By Elizabeth A. Rathbun

TV/radio group owner Clear Channel Communications Inc. is cementing its place as the nation's largest radio-station owner, passing the century mark by owning or buying more than 100 radio stations.

Clear Channel's tender offer for Heftel Broadcasting Corp. also puts the San Antonio-based company in the nation's largest markets: New York (ranked number one by Nielsen); Los Angeles (2); Chicago (3), and Dallas/Fort Worth (8). It also extends Clear Channel's role in Spanish-language broadcasting. Las Vegas-based Heftel is the nation's largest Spanish-language broadcaster.

Adding Heftel's 18 radio stations to its portfolio gives Clear Channel 112 radio stations. Clear Channel also owns 10 TV stations.

Clear Channel's tender offer for Heftel was made last Sunday (June 2). The offer was for about 40% of Heftel's outstanding stock now owned by management. Clear Channel already owns 21.4% of Heftel. The tender price is \$23 per share.

Prices of Heftel and Clear Channel stock shot up with the news of the offer, valued at \$336 million in cash and assumed debt. With about 39% of Heftel's shares remaining public, investors apparently were hoping that Clear Channel's well-known management and money-making skills will make Heftel stock more valuable.

Heftel stock last Wednesday closed at 27 3/8, up from 22 1/2 the day before. It closed Thursday at 26 1/16, hitting a 52-week high of 27 3/4. Clear Channel stock, meanwhile, closed at 82 last Wednesday and reached a 52-week high of 83 3/8 on Thursday.

Heftel owns KTNQ(AM)-KLVE(FM) Los Angeles; WRTO(FM) Goulds/Miami and WAQI(AM) and WQBA-AM-FM Miami; WOPA(AM) Chicago; KLSQ(AM) Laughlin, Nev., and KOWA(AM) Las Vegas; WPAT(AM) Paterson, N.J.; WGLI(AM) Long Island, N.Y.; WADO(AM) New York; KICI-AM-FM, KMRT(AM)-KDZR-FM and KESS(AM), all Dallas/Fort Worth, and KCYT-FM Granbury, Tex.

Besides FCC approval, Clear Channel says, the Federal Trade Commis-

sion must OK the deal.

"It's a brilliant buy for Clear Channel," says Steve Pruett of investment banker Communications Equity Partners. Clear Channel President L. Lowry Mays can use Heftel's expertise to buy stations in other large Hispanic markets. Meanwhile, Heftel's holdings gain "a terrific ability to manage that Heftel had not been able to bring to bear on the company," Pruett says, adding that, for the first time, it brings "a gold-standard company into Spanish media."

There apparently was a bidding war for Heftel's plums. Evergreen Media Corp. Chairman Scott K. Ginsburg told Bloomberg Business News that Clear Channel outbid his company for Heftel.

Most of Heftel's markets are new to Clear Channel. The only market the two companies share is Miami, where Clear Channel owns WHYI-FM and WBGG-FM Fort Lauderdale. Clear

Channel likes to get into diverse markets to protect itself from an economic downturn in any particular market, the company said in a recent filing with the Securities and Exchange Commission.

If Clear Channel follows its announced strategy of "clustering" stations in its principal radio markets, more acquisitions presumably could be expected in Clear Channel's new markets.

"I am reassured by knowing that Clear Channel will carry on the traditions and standards that have been established in each of the cities that Heftel Broadcasting serves," says Heftel Chairman Cecil Heftel.

The deal is the second-largest "com-



Lowry Mays puts a lock on the number-one radio slot with the Heftel stations buy.

YOUNG BROADCASTING

has acquired

KELO-TV Sioux Falls

KCLO-TV.....Rapid City
KPLO-TV.....Reliance
KDLO-TV.....Florence
All South Dakota

from

MIDCONTINENT MEDIA

for

\$50,000,000

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



Kalil & Co., Inc.

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bo" deal involving AM and FM stations this year. Holding on to first place for price paid is Infinity Broadcasting Corp.'s \$410 million purchase of Gratum Holdings LP (BROADCASTING & CABLE, March 11).

It has been a busy spring for Clear Channel. Last month alone the company bought WWKY(AM)-WTFX(FM) Louisville, Ky.; KWAM(AM)-KJMS(FM) Memphis, and KFON(AM) Austin-KEYI-FM San Marcos/Austin, Tex. This week it is buying WMYK(FM) Moyock, N.C. (see "Changing Hands").

The company earlier this month said it would sell 2.5 million shares of stock to pay down its debt (BROADCASTING & CABLE, June 3).

Paxson heads north

What *hasn't* Paxson Communications Corp. been up to this week?

Take your pick of purchases: KXLI-TV Minneapolis/St. Paul; WOCD(TV) Amsterdam/Albany/Troy, N.Y., and WTKS(FM) Orlando, Fla. (pending FCC approval). No prices were disclosed.

With the TV buys, Florida-based Paxson gets into Minneapolis and Albany for the first time. Nielsen ranks the markets as 14 and 52, respectively. KXLI-TV (ch. 41) is rated fourth from last in the market, while WOCD (ch. 55) is at the bottom of that city's ratings. Both are independent stations.

WTKS would be Paxson's fourth FM in Orlando, creating a "superduopoly" that includes top-rated WMGF(FM) Mt. Dora/Orlando. With two AMs already in the nation's 24th-largest market, Paxson's holdings there would total six. Paxson also has an LMA with WIRB(TV) Orlando. Talk-formatted WTKS is ranked eighth, but it is the top talk station, Paxson says.

Paxson also lays claim to superduopolies in Miami and Panama City, Fla., that reach the new federal limits for local holdings (five AMs and three FM's, and four FM's and one AM, respectively) (BROADCASTING & CABLE, May 27).

With KXLI-TV and WOCD, Paxson will own, operate or have 36 affiliates of its infomercial network, the Infomall TV Network. That gives inTV coverage of more than 46.2 million U.S. TV households, including those in 12 of the 15 largest markets and 21 of the top 30.

The Christian Network of Clearwater, Fla., previously was reported to be the buyer of WOCD for \$2.5 million ("Changing Hands," Feb. 5). The seller was Cornerstone TeleVision Inc., Wall, Pa. Later (March 18), Paxson

Communications Corp. said it intended to set up a time-brokerage agreement with the station, which would be held by The Christian Network. Last week, Paxson said it is acquiring the station directly from Cornerstone.

ABRY makes move

TV station investor ABRY is back, this time with Perry Sook. ABRY and Sook's partnership is called Nexstar Broadcasting Group and has more than \$300 million with which to buy stations, ABRY said last Monday. Nexstar will concentrate on buying Big Three affiliates in Nielsen markets 40-120, with its first acquisition to be announced soon, ABRY said.

"Perry has a clear strategic plan and is actively lining up acquisitions," says ABRY Partner Peggy Koenig. Equity for Nexstar's purchases will come from Sook and Boston-based ABRY Broadcast Partners II LP, a \$250 million equity fund.

ABRY last was heard from in February, when it sold WSTR-TV Cincinnati and KSMO-TV Kansas City, Mo., to Sinclair Broadcast Group Inc. for \$20 million. Last fall, ABRY formed Sullivan Broadcasting Co. to run the eight TV stations ABRY had purchased from Act II Broadcasting. ABRY owns WUTV(TV) Buffalo and WUHF(TV) Rochester, N.Y.; WXLV-TV Winston-Salem, N.C.; WRGT-TV Dayton, Ohio; WTAT-TV Charleston, S.C.; WZTV(TV) Nashville; WRLH-TV Richmond, Va., and WVAH-TV Charleston, W.Va.

Sook most recently was president/GM of Superior Communications Group Inc.'s KOCB(TV) Oklahoma City. The station was sold to Sinclair in May along with WDKY-TV Danville/Lexington, Ky.

Benchmark eyes public path

Baltimore-based Benchmark Communications, the owner or buyer of 15 FM's and nine AM's, says it is juggling its holdings while deciding whether to go public. The company this week said it is selling WVGO-FM Richmond and WLEE-FM Williamsburg/Richmond for \$14.5 million (see "Changing Hands"). It also recently said it is selling WTAR(AM)-WLTJ-FM Norfolk and WKOC-FM Chesapeake/Norfolk, Va. ("Changing Hands," May 27). The company says in a release, however, "We are NOT [their emphasis] selling radio stations in any of our remaining markets," which include Dover, Del.; Greenville/Spartanburg, S.C., and Lynchburg, Va. Benchmark is

owned by general partners Bruce R. Spector and Joseph L. Mathias IV.

Granite upgraded

Moody's Investors Service has revised Granite Broadcasting's outlook to positive, upgraded its preferred stock to "B3" from "CAA," and has assigned a B3 rating to \$110 million worth of new notes.

The positive outlook reflects Granite's success in building its "relatively large group" of nine network-affiliated TV stations; high audience share in each market; solid improvements in cash flow and margins since 1992, and "its strategic focus on its news franchises," Moody's says.

However, says Moody's, "the ratings note Granite's continued high leverage...strong competition in its larger markets...and the prospect of additional acquisitions." While Granite's stations are ranked first in Buffalo, N.Y., and in Grand Rapids, Mich., there is seasoned competition in both markets from LIN and Argyle. Granite also faces "intense competition" to its San Jose, Calif., ABC affiliate, KNTV-TV, including ABC O&O KGO-TV San Francisco.

Granite has a \$60 million bank facility, which it may increase to make more acquisitions, Moody's says. But Moody's is worried about the possibility of a downturn in TV advertising, which would pinch company revenue.

In May Granite ventured into radio for the first time, buying WIVR-FM (to be renamed WEEK-FM) Eureka, Ill., to go with its WEEK-TV Peoria/Bloomington, Ill. Granite's chairman is W. Don Cornwell. ■

Changing Hands
The week's tabulation of station sales
TV

KYLE(TV) Bryan/Waco, Tex.
Price: \$1.1 million
Buyer: Communications Corp. of America, Lafayette, La. (Thomas R. Galloway Sr., chairman/owner); owns KEZA(FM) Fayetteville, Ark.; WGMB-TV Baton Rouge, KPEL(AM)-KTDY (FM) Lafayette and KMSS-TV Shreveport, all La., and KPEJ-TV Odessa, KWKT-TV Waco and KVEO-TV Brownsville, all Tex. Galloway's son, Sheldon, owns KAKW(TV) Killeen, Tex., and KSHV(TV) Shreveport.
Seller: Silent Minority Group Inc.,

Bryan, Tex. (Rodger B. Watkins, president); no other broadcast interests

Facilities: Ch. 28, 3,000 kw, ant. 777 ft.

Affiliation: WB Network

Construction permit for KTRG-TV Del Rio, Tex.

Price: \$133,376

Buyer: Commonwealth Broadcasting Group, La Canada, Calif. (Charles M. Harker, president/owner); has applied to build TV in Manteo, N.C.

Seller: Republic Broadcasting, Concan, Tex. (Robert Gilchrist, president); no other broadcast interests. Gilchrist is challenging deal.

Facilities: Ch. 10, 316 kw visual, ant. 1,155 ft.

COMBOS

KTNQ(AM)-KLVE(FM) Los Angeles; WRTO(FM) Goulds/Miami and WAQI(AM) and WQBA-AM-FM Miami; WOPA(AM) (formerly WLXX) Chicago; KLSQ(AM) Laughlin/Las Vegas and KOWA(AM) Las Vegas; WPAT(AM) Paterson, N.J./New York, WGLI(AM) Babylon and WADO(AM) New York, and KICI(AM) Denton-KICI(FM) Corsicana/Dallas-Fort Worth, KMRT(AM)-KDZR-FM Dallas-Fort Worth, KESS(AM) Fort Worth/Dallas and KCYT-FM (formerly KMRT-FM) Granbury, Tex.

Price: \$336 million (\$218 million cash; \$118 million assumed debt)

Buyer: Clear Channel Communications Inc., San Antonio (L. Lowry Mays, president/22% owner); owns or is buying WHYI-FM and WBGG-FM Fort Lauderdale/Miami and WMYK(FM) Moyock, N.C. (see item, below). For other holdings, see "Changing Hands," May 27.

Seller: Heftel Broadcasting Corp., Las Vegas (Cecil Heftel, chairman); no other broadcast interests

Facilities: KTNQ: 1020 khz, 50 kw; KLVE: 107.5 mhz, 29.5 kw, ant. 3,100 ft.; WRTO: 98.3 mhz, 1.1 kw, ant. 462 ft.; WAQI: 710 khz, 50 kw; WQBA(AM): 1140 khz, 50 kw day, 10 kw night; WQBA-FM: 107.5 mhz, 95 kw, ant. 1,007 ft.; WOPA: 1200 khz, 10 kw day, 1 kw night; KLSQ: 970 khz, 10 kw day, 1 kw night; KOWA: not available; WPAT: 930 khz, 5 kw; WGLI: 1290 khz, 250 w; WADO: 1280 khz, 5 kw; KICI: 1440 khz, 5 kw day, 500 w night; KICI-FM: 107.9 mhz, 100 kw, ant. 842 ft.; KMRT: 1480 khz, 5 kw day, 1.9 kw night; KDZR-FM: not available; KESS: 1270 khz, 5 kw; KCYT-FM: 106.7 mhz, 100 kw, ant. 991 ft.

Formats: KTNQ: Spanish; KLVE: Spanish; WRTO: Latin/tropical, Hispanic; WAQI: Spanish; WQBA-AM: Spanish;

Proposed station trades

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

THIS WEEK:

TVs \square \$227,233,376 \square 3
 Combos \square \$620,223,000 \square 19
 FMs \square \$31,083,501 \square 27
 AMs \square \$6,816,900 \square 29
 Total \square \$885,355,777 \square 78

SO FAR IN 1996:

TVs \square \$2,069,643,896 \square 46
 Combos \square \$3,307,271,290 \square 172
 FMs \square \$939,278,120 \square 188
 AMs \square \$83,072,404 \square 102
 Total \square \$6,399,265,710 \square 508

SAME PERIOD IN 1995:*

TVs \square \$1,587,502,000 \square 50
 Combos \square \$754,060,300 \square 100
 FMs \square \$340,895,721 \square 171
 AMs \square \$57,531,744 \square 83
 Total \square \$2,739,889,765 \square 401

*as of June 12, 1995

Source: BROADCASTING & CABLE

WQBA-FM: Spanish adult contemporary; WOPA: Spanish; KLSQ: classic country; KOWA: not available; WPAT: easy listening; WGLI: dark; WADO: Spanish; KICI-AM-FM: Tejano; KMRT: Spanish; KDZR-FM: not available; KESS: Spanish; KCYT-FM: big band
WLEC(AM)-WCPZ-FM Sandusky, Ohio
Price: \$7.5 million
Buyer: Allur of Ohio Inc., Philadelphia (Regina Henry, president). Henry also is president of Allur Communications Group Inc., Philadelphia (Ragan A. Henry, owner); which owns WAYV(FM) Atlantic City and WCMC(AM)-WZXL(FM) Wildwood/Atlantic City, N.J. (for Ragan Henry's

holdings, see "Changing Hands," March 25).

Seller: Erie Broadcasting II Inc., Sandusky (James Embrescia, president); no other broadcast interests

Facilities: AM: 1450 khz, 1 kw; FM: 102.7 mhz, 50 kw, ant. 141 ft.

Formats: AM: MOR; FM: CHR

Broker: Blackburn & Co.

KUG-AM-FM Eugene and KLRF(FM) Brownsville, Ore.

Price: \$7.1 million (includes \$100,000 noncompete agreement; merger)

Buyer: Deschutes River Broadcasting Inc., Portland, Ore. (Edward T. Hardy, president/CEO/11% owner; Endeavour Capital Funds LP, 86% owner); owns KDWG(AM)-KCTR(FM) and KKBR(FM) Billings, KBOZ(AM)-KATH(FM) Bozeman and KPXX-FM Livingston, Mont.; KBOY-FM Medford and KAKT (FM) Phoenix, Ore., and KORD-AM-FM Paso/Richland and KNSN(FM) Walla Walla, Wash.; plans to buy KEYW(FM) Pasco, Wash. Hardy is president of DRB Medford License Inc., which is buying KBMJ-FM Hardin/Billings, Mont., and KMT-AM-FM Medford/Phoenix and KCMX-AM-FM Ashland, Ore.

Seller: Combined Communications Inc./C&C Broadcasting, Eugene, Ore. (Charles V. Chackel and Kathryn Chackel, 65% owners); owns KBND(AM) Bend and KLRR(FM) Redmond, Ore.; is buying KTWS(FM) Bend

Facilities: AM: 590 khz, 5 kw; FM: 97.9 mhz, 100 kw, ant. 1,230 ft.; KLRF: 102.3 mhz, 100 kw, ant. 918 ft.

Formats: AM: news/talk; FM: country; KLRF: adult album alternative

WKJN-FM Hammond/Baton Rouge and WIBR(AM) Baton Rouge, La.

Big deals

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

WCKT(FM) Lehigh Acres and WXRM-FM Naples Park/Fort Myers, Fla.; WNOE-FM and KLZJ-FM New Orleans; WHYN-AM-FM Springfield, Mass.; WXRA(FM) Eden and WSJS(AM)-W/TQR(FM) Winston-Salem, N.C.; KXXY-AM-FM and KTST(FM) Oklahoma City; WWBB(FM) Providence and WWRX-FM Westerly, R.I.; WWDM(FM) Sumter and WARQ(FM) Columbia, S.C., and WREC(AM)-WEGR-FM and WRXQ-FM Memphis Price: \$235 million cash. Buyer: Clear Channel Communications Inc. Seller: Radio Equity Partners LP (George Sosson, president).

WHO-TV Des Moines and KFOR-TV Oklahoma City Price: \$226 million (\$155 million for KFOR-TV; \$71 million for WHO-TV). Buyer: New York Times Co. (Lance R. Primis, president). Seller: Palmer Communications Inc. (Joseph Lentz, president).

WNYC-AM-FM New York Price: 20 million. Buyer: WNYC Foundation (Laura Walker, president). Seller: City of New York.

Price: More than \$6 million for stock (merger)

Buyer: Citywide Communications Inc., Baton Rouge (Peter Moncrieffe, president); owns KQXL-FM/ WXOK(AM) and WYCT-FM Baton Rouge, and KFYZ-FM/KRRQ-FM Lafayette, La.

Seller: Southern Communications Inc., Baton Rouge (Don Nelson, president); no other broadcast interests

Facilities: WKJN-FM: 103.3 mhz, 100 kw, ant. 1,004 ft.; WIBR: 1300 khz, 5 kw day, 1 kw night

Formats: WKJN-FM: country; WIBR: sports

Broker Klein Ainsworth & Co.

KNSN(AM) Chico and KHSL-FM Paradise, Calif.

Price: \$1.466 million

Buyer: McCoy Broadcasting Co., Portland, Ore. (Craig W. McCoy, president/43.7% owner); owns KPAY (AM)-KMXI(FM) Chico; KCCY-FM and KDZA-FM Pueblo, Colo., and KPNW (AM)-KODZ(FM) Eugene, Ore.

Seller: Alta California Broadcasting Inc., Carefree, Ariz. (John C. Power, president; Redwood Broadcasting Inc., owner); is buying KNNN-FM Central Valley/Redding and KHZL-FM Shingletown, Calif. (see item, below. Note: Alta bought KNSN and KHSL-FM for \$1.15 million in June 1995.) Redwood has applied to build TVs in Pocatello, Idaho; Butte, Great Falls and Missoula, Mont., and Marquette, Mich. Redwood MicroCap Fund Inc., 53% owner of Redwood Broadcasting, has applied to build FM in Los Molinos, Calif.

Facilities: AM: 1290 khz, 5 kw; FM: 103.5 mhz, 1.61 kw, ant. 1,250 ft.

Formats: AM: talk; FM: country

Broker: Exline Co.

WSWN(AM)-WBGF(FM) Belle Glade and WCTH(FM) Plantation Key, Fla.

Price: \$2 million (\$1 million cash for WSWN-WBGF; \$1 million for WCTH)

Buyer: BGI Broadcasting LP, New York (David P. Lampel, principal; Figgie Family Equity Fund Ltd. LLC, majority owner); owns wsvi(TV) St. Croix, V.I.; has applied to build TV in Destin, Fla. Lampel has interest in KVTO(AM)-KBLX-FM Berkeley, Calif.; WLIB(AM)-WBLS-FM New York, and KSJL-FM San Antonio, Tex.

Seller: Seminole Broadcasting Inc./ Sounds of Service Radio Inc., West Palm Beach, Fla. (Marie B. Rivers, principal). Majority owner E.D. Rivers Jr. Trust owns WGUN(AM) Atlanta and WEAS-AM-FM Savannah and WGOV (AM)-WAAC(FM) Valdosta, Ga.; is selling KWAM(AM)-KJMS-FM Memphis.

Facilities: AM: 900 khz, 1 kw day, 26 w night; FM: 93.5 mhz, 3 kw, ant. 285 ft.; WCTH: 100.3 mhz, 100 kw, ant. 440 ft.

Format: AM: religion; FM: soft hits; WCTH: adult contemporary

Broker: Hadden & Associates

WFAD(AM) Middlebury, Vt.-WMNM-FM Port Henry, N.Y.

Price: \$925,000 (includes \$25,000 noncompete agreement)

Buyer: Pathfinder Communications Inc., Ridgefield, Conn. (Sara D. Goodwill, president/owner); is buying WGTK-FM Middlebury

Seller: Pro-Radio Inc., Middlebury, Vt. (spouses Mark T. and Mary T. Brady, principals); no other broadcast interests

Facilities: AM: 1490 khz, 1 kw; FM: 92.1 mhz, 18 kw, ant. 10 ft.

Formats: AM: full-service; FM: oldies

Broker: Kozacko Media Services

KOSE-FM Osceola and CP for KAMJ-FM Gosnell; swap of KOSE(AM) Osceola and KSUD(AM) West Memphis, all Ark.

Price: \$900,000 (\$550,000 cash plus value of KSUD)

Buyer of FMs, swapper of KSUD: Phoenix Broadcasting Co. Inc., Blytheville, Ark. (Harold L. Sudbury, president). Sudbury owns KLCN(AM)-KHLN(FM) Blytheville, Ark.; KHFA-FM Hope and KNBY(AM)-KOKR(FM) Newport, all Ark.

Seller of FMs, swapper of KOSE: Pollack Broadcasting Co., Memphis (William Pollack, executive VP/principal owner); owns KIEM-TV Eureka, Calif.; KLAX-TV Alexandria, La., and WPLX (AM)-WMFS-FM Memphis; is buying KAFW-FM Wilson, Ark.

Facilities: KOSE-FM: 107.3 mhz, 3 kw, ant. 223 ft.; KAMJ-FM: 93.9 mhz, 3 kw, ant. 171 ft.; KOSE: 860 khz, 1 kw day, 20 w night; KSUD: 730 khz, 250 w

Formats: KOSE-FM: not on air; KAMJ-FM: not on air; KOSE: oldies; KSUD: religion

Broker: Sunbelt Media Inc.

KHUB(AM)-KFMT(FM) Fremont, Neb.

Price: \$582,000

Buyer: K-Heartland Broadcasting LLC, Omaha (Terri E. Simpson, president/owner); is buying KMRV(FM) Blair, Neb., from seller (see item, below)

Seller: KHUB Inc., West Des Moines, Iowa (Joseph A. Nugent, 66.66% owner); owns 51% of KUET(AM) Black Canyon, Ariz.

Facilities: AM: 1340 khz, 500 w day, 1 kw night; FM: 105.5 mhz, 1.2 kw, ant. 450 ft.

Format: AM: MOR; FM: country

KRTA(AM) Medford and KYJC-FM

Grants Pass, Ore.

Price: \$550,000

Buyer: Opus Broadcasting Systems Inc., Medford, Ore. (Henry L. Flock, president/80% owner)

Seller: Encore Broadcasting Corp., Bellevue, Wash. (Fredric A. Danz, president/owner); no other broadcast interests

Facilities: AM: 610 khz, 5 kw; FM: 96.9 mhz, 32 kw, ant. 2,058 ft.

Formats: AM: Spanish; FM: rockin' country

WZLG(AM)-WMXY(FM) Hogansville, Ga.

Price: \$510,000

Buyer: Janz Broadcasting Inc., LaGrange, Ga. (Steven and Julie Zimmerman, 90% owners). Steven Zillerman owns 14.4% of seller, to be surrendered at closing.

Seller: First Georgia Broadcasting Inc., Griffin, Ga. (L.A. Bolton, president). Bolton has interests in WQIS(AM)-WNSL-FM Laurel, Miss.

Facilities: AM: 720 khz, 10 kw day; FM: 98.1 mhz, 14.5 kw, ant. 328 ft.

Format: AM: Urban contemporary; FM: adult contemporary, oldies

KIOL(FM) Lamesa/Midland/Odessa, Tex.

Price: \$508,000

Buyer: Noalmark Broadcasting Corp., El Dorado, Ark. (William Nolan, president); owns KELD(AM)-KIXB(FM) and KISQ(FM) (formerly KAGL) El Dorado, KKIX(FM) Fayetteville, KKZQ(FM) Lowell and KXOW(AM)-KLAZ(FM) Hot Springs, all Ark.; KYKK(AM), KIXN(FM) and KZOR(FM) Hobbs, N.M., and KKTX-AM-FM Kilgore, Tex.

Sellers: Community Service Radio Group, Altus, Okla. (Galen O. Gilbert, president). Gilbert owns ksww (AM) Aurora, Mo.; KWHW(AM)-KRRKZ(FM) Altus and KWON(AM)-KYFM(FM) Bartlesville, Okla., and KIOL(FM) Lamesa and KDXE(FM) Sulphur Springs, Tex.; is buying KTJS(AM)-KQTX(FM) Hobart, Okla.

Facilities: 100.3 mhz, 100 kw, ant. 800 ft. Note: KIOL will switch frequencies with KMMX(FM) Lamesa/Lubbock, Tex., 104.7 mhz, 100 kw, ant. 920 ft.

Format: Soft hits

Broker: Whitley Media

WCJM-AM-FM West Point, Ga.

Price: \$500,000 (including \$25,000 noncompete agreement)

Buyer: Fuller Broadcasting Co. of Valley Inc., Opelika, Ala. (Gary Fuller, president/58% owner); owns WKKR(FM) Auburn, Ala., and WZMG (AM)-WMXA(FM) Opelika; is buying WTLN(AM) Pepperell, Ala. (see item, below)

Seller: Radio Valley Inc., West Point,

Ga. (C. Jim Murphy, president); no other broadcast interests

Facilities: AM: 1310 khz, 1 kw; FM: 100.9 mhz, 1.85 kw, ant. 235 ft.

Formats: AM: R&B; FM: country

WBZA(AM) Glens Falls-WMJR(FM) Hudson Falls, N.Y.

Price: \$400,000

Buyer: Starview Media Inc., York, Pa. (Douglas W. George, president/87% owner); owns WJUN-AM-FM Mexico, Pa.; is buying WWBV(FM) Beaver Springs, Pa., and WSTL(AM) South Glens Falls-WENU(FM) Hudson Falls. George owns 87% of WOYK(AM) York.

Seller: Northway Broadcasting Inc., Glens Falls (E. Mark Vieira, president/part-owner). Vieira owns 20% of WKMC(AM) Roaring Springs and WHPA(FM) Hollidaysburg, Pa.

Facilities: AM: 1230 khz, 1 kw; FM: 107.1 mhz, 280 w, ant. 844 ft.

Formats: AM: MOR, talk; FM: adult contemporary

WISS-AM-FM Berlin, Wis.

Price: \$315,000

Buyer: Caxambus Corp., Fond du Lac, Wis. (Steven J. Peterson, president/owner); no other broadcast interests.

Seller: Kingsley H. Murphy Jr., Minneapolis; owns KCHK-AM-FM New Prague, Minn.

Facilities: AM: 1090 khz, 500 w day; FM: 102.3 mhz, 4.5 kw, ant. 155 ft.

Formats: AM-FM: C&W, farm, sports

KASO-AM-FM Minden, La.

Price: \$200,000

Buyer: Ninety-Five Point Seven Inc., Shreveport, La. (John D. Mitchell, president/80% owner). Mitchell owns 75% of KIMP(AM)-KPXI(FM) Mount Pleasant and 56.6% of KLLI(FM) Hooks and KYGL(FM) Texarkana, all Tex. (simultaneously, Ninety-Five Point Seven is selling KASO(AM) to Charles D. and Pattie C. Odum; see item, below)

Seller: Cook Enterprises Inc., Minden (Harold Ray Cook, president/owner); no other broadcast interests

Facilities: AM: 1240 khz, 1 kw; FM: 95.7 mhz, 3 kw, ant. 144 ft.

Formats: AM: Country; FM: music of the '60s, '70s and '80s

WELS-AM-FM Kinston, N.C.

Price: \$150,000

Buyer: Willis Broadcasting Corp., Norfolk, Va. (L.E. Willis Sr., president/owner); owns KLRG(AM) North Little Rock and KMZX(FM) Lonoke, Ark.; WTJH(AM) East Point, Ga.; WWCA(AM) Gary, Ind./East Chicago; WESL(AM) East St. Louis; WDDT(AM) Greenville and WJXN(AM) Jackson, Miss.;

WURB(FM)-WBTE(AM) Windsor and WPOL(AM) Winston-Salem, N.C.; WKSO(FM) Orangeburg and WKWQ(FM) Batesburg, S.C.; KDFT(AM) DeSoto, Tex., and WPCE(AM) Portsmouth, Va.; is buying WTNC(AM) Thomasville, N.C. L.E. Willis owns WAYE(AM) Birmingham, Ala.; KFTH(FM) Marion, Ark.; WPZZ(FM) Franklin, Ind.; WBOK(AM) New Orleans; WJNS(FM) Yazoo City and WJXN(AM) Utica, Miss.; WGSP(AM) Charlotte, WSRC(AM) Durham and WBXB(FM) Edenton, all N.C.; WURD(AM) Philadelphia, and WXSS(AM) Memphis, Tenn.; is selling WMYK(FM) Moyock, N.C. (see item, below)

Seller: F.S.A. Broadcasting Group Inc., Mocksville, N.C. (Jeffrey R. Smith, president); owns WIFM(AM)-FM Elkin, N.C.

Facilities: AM: 1010 khz, 1 kw day, 75 w night; FM: 102.9 mhz, 3 kw, ant. 295 ft.

Formats: AM: Southern gospel; FM: urban gold

Broker: Gordon Rice Associates

WASG(AM) Atmore and WZEW(FM) East Brewton, Ala.

Price: \$125,000 (\$100,000 for WASG, \$25,000 for WZEW)

Buyer: 550-AM, Lenexa, Kan. (Michael Gliner, president/50% owner). Gliner owns WREN(AM) Topeka, Kan.; WBAJ(AM) Blythewood, S.C., and KGGN(AM) Gladstone, Mo.; is buying KSRX(AM) El Dorado, Kan. (see item, below); has applied to build AM in South Tucson, Ariz.; has interests in applications to build FMs in Baldwin City, Kan., and Flint, Mich.

Seller: Creek Indian Enterprises, Atmore, Ala. (Eddie L. Tullis, chairman); owns WYDH(FM) Atmore

Facilities: AM: 550 khz, 25 kw day, 144 w night; FM: 95.7 mhz, 6 kw, ant. 328 ft.

Formats: AM: C&W; FM: not on air

RADIO: FM

WVGO-FM Richmond and WLEE-FM Williamsburg/Richmond

Price:

\$14.5 million

Buyer: ABS Communications, Richmond, Va. (Kenneth Brown, president); owns WKHK-FM Colonial Heights/Richmond and WBZU(FM) Crewe, Va.

Seller: Benchmark Communications, Baltimore (Bruce R. Spector, Joseph L. Mathias IV, general partners); owns WDSF-FM, WDOV(AM) and WSRV-FM all Dover/Wilmington, Del.; WWFG-FM and WOSC-FM Salisbury/Ocean City, Md.; WCOS-AM-FM, WHKZ-FM and WVOC(AM) all Columbia and WESC-AM-

FM and WFNQ-FM Greenville/Spartanburg, all S.C.; WLEE-AM Richmond, WUSQ-FM, WNTW(AM) and WFOX-FM Winchester and WROV-AM-FM and WYYD-FM Roanoke/Lynchburg, all Va.; is buying KPMD-AM-FM Shreveport, La.; WSIC(AM)-WFMX(FM) Statesville, N.C., and WJMZ-FM Anderson/Greenville, S.C. is selling WTAR(AM)-WLTY-FM Norfolk and WKOC-FM Chesapeake/Norfolk; has option to purchase WLNI-FM Lynchburg

Facilities: WVGO-FM: 106.5 mhz, 7.6 kw, ant. 1,233 ft.; WLEE-FM: 96.5 mhz, 50 kw, ant. 492 ft.

Format: WVGO-FM: AOR, modern rock; WLEE-FM: '70s

Broker: Bergner & Co.

WTGE-FM Baton Rouge

Price: \$5.5 million (includes \$50,000 noncompetition agreement)

Buyer: Guaranty Broadcasting Corp., Baton Rouge (George A. Foster Jr., president); owns WGGZ(FM) Baton Rouge, WFPR(AM)-WHMD(FM) Hammond and KJIN(AM)-KCIL(FM) Houma, La., and WBEX(AM)-WKKJ(FM) Chillicothe, Ohio

Seller: Vetter Communications Co. Inc., Baton Rouge (Cyril E. Vetter, chairman/CEO); is selling WVLA(TV) Baton Rouge

Facilities: 100.7 mhz, 97 kw, ant. 1,499 ft.

Format: Rock

WMYK(FM) Moyock, N.C.

Price: \$3.35 million

Buyer: Clear Channel Communications Inc.; is buying Heftel Broadcasting Corp. (see combo item, above)

Seller: Willis Broadcasting Corp.; is buying WELS-AM-FM Kinston, N.C. (see item, above)

Facilities: 92.1 mhz, 18 kw, ant. 384 ft.

Format: Urban

KNRV-FM (formerly KLTX-FM) Harker Heights/Killeen, Tex.

Price: \$1.1 million

Buyer: KCKR-FM Inc., Tyler, Tex. (Don R. Chaney, president/32% owner). Chaney owns KZMZ(FM) Alexandria, La., and KKIK(FM) Temple and KCKR(FM) Waco, Tex.

Seller: Gulfstar Communications Inc. (R. Steven Hicks, CEO); owns WJBO(AM)-WFMF(FM) and WYNK-AM-FM Baton Rouge, La.; KLVI(AM)-KYKR(FM) Beaumont, WTAW(AM)-KTSR(FM) College Station, KIZ-FM Killeen, KKAM(AM)-KFMX-FM and KRLB-FM Lubbock, KKMY(FM) Orange, KYR-AM-FM Texarkana, WACO-AM-FM Waco and KBRQ(FM) Hillsboro/Waco, KNUE(FM) Tyler and KIXS(FM) Victoria, all Tex.; is buying

KRYS-AM-FM and KMXR(FM) Corpus Christi, KAFX-FM Diboll/Lufkin, KTYL-FM Tyler, KLUB(FM) Bloomington/Victoria and KISX(FM) Whitehouse/Tyler, all Tex.; is selling KCHX(FM) Midland, Tex.; has time brokerage agreement with KAGG(FM) Madisonville, Tex. Hicks also is president/10.8% owner of SFX Broadcasting Inc.

Facilities: 105.5 mhz, 930 w, ant. 587 ft.

Format: Classic rock

Broker: Whitley Broadcast Media Inc. (buyer)

KEWB(FM) Anderson, Calif.

Price: \$950,000 (includes \$100,000 noncompete agreement)

Buyer: McCarthy Wireless Inc., Redding, Calif. (Craig C. McCarthy, president/30.23% owner; father Robert E. McCarthy/VP, 46.5% owner); owns KNCO-FM Redding and KEGR-FM Red Bluff, Calif.

Seller: Radio Associates Inc., Modesto, Calif. (Robert Salmon, president); no other broadcast interests

Facilities: 94.7 mhz, 4.2 kw, ant. 1,565 ft.

Format: Country

WTID(FM) Reform, Ala.

Price: \$840,000

Buyer: Radio South Inc., Tuscaloosa, Ala. (Voncile Pearce, president), owns WTSK(AM) and WTUG(FM) Tuscaloosa, Ala. Houston L. Pearce, owner of Radio South, owns WJDQ(FM), WZMP(FM) and WMGP(AM) Meridian and WWKZ(FM) New Albany, Miss.; 40% of WXYK(FM) Pascagoula, Miss.; 50.86% of WARF(AM) Jasper and WFFN(FM) Cordova, Ala., and 33% of KHLA(FM) and KLCL(AM) Lake Charles, La. Voncile Pearce owns WKZS(FM) Union, Miss.

Seller: Transmit Enterprises Inc., Dothan, Ala. (McDavid Flowers, principal). Flowers owns 37.9% of WMXZ (FM) DeFuniak Springs, Fla., and 25% of WESP(FM) Dothan; has interest in WNGM-TV Athens, Ga.; is selling 50% ownership of WGTX(AM) DeFuniak Springs, which is being sold.

Facilities: 101.7 mhz, 23.37 kw, ant. 727 ft.

Format: CHR

KRIM(FM) Payson, Ariz.

Price: \$750,000

Buyer: Rainbow Broadcasting Inc., Scottsdale, Ariz. (Charles Jayson Brentlinger, president/33.33% owner); is selling KBZR(FM) Coolidge, Ariz.

Seller: Pleasant Valley Broadcasting Corp., Phoenix (Jeffrey R. Morris, president); no other broadcast interests

Facilities: 104.3 mhz, 100 kw, ant. 1023 ft.

Format: Country

KRGO-FM Roy, Utah

Price: \$700,000

Buyer: Sundance Broadcasting LLC, Sandy, Utah (Gary H. Waldron, managing member/99% owner); no other broadcast interests

Seller: Kargo Broadcasting Inc., Salt Lake City (Gene Guthrie, vice president); no other broadcast interests

Facilities: 107.9 mhz, 67 kw, ant. 2,383 ft.

Format: Country

KFZL(FM) Bishop, Tex.

Price: \$550,000

Buyer: Manuel Davila, Jr., Corpus Christi, Tex.; owns 60% of KCCT(AM), 50% of KBSO(FM) Corpus Christi

Seller: Cismek Corp., Bishop, Tex. (Joe Cisneros, president); no other broadcast interests

Facilities: 107.1 mhz, ERP 3 kw, ant. 324 ft.

Format: Spanish

CP for WJUS(FM) Fort Walton Beach, Fla.

Price: \$500,000

Buyer: F.W.B. Radio Inc., Pensacola, Fla. (Gerald D. Schroeder, president/40% owner). Schroeder owns 75% of WSWL(AM) Pensacola; has 75% interest in application to build FM in Pensacola.

Seller: Juanina Broadcasting Inc., Fort Walton Beach (H. Bart Fleet, personal representative); no other broadcast interests

Facilities: 96.5 mhz, 98 kw, ant. 984 ft.

Broker: Hadden & Associates (seller)

WZZS(FM) Zolfo Springs, Fla

Price: \$375,000

Buyer: Kneiler Broadcsting of Charlotte County Inc., Punta Gorda, Fla. (Harold M. Kneiler, Jr., president); no other broadcast interests

Seller: Teddy Bear Communications Inc., Zolfo Springs (Ted L. Hite Sr., president); no other broadcast interests

Facilities: 106.9 mhz, 6 kw, ant. 389 ft.

Format: Contemporary country

Broker: Media Venture Partners

WPTG(FM) West Point, Va.

Price: \$301,000

Buyer: Real Radio Inc., Williamsburg, Va. (Gilinda Rogers [Granger's daughter], president/owner)

Seller: WPTG Inc., Williamsburg, Va. (Gilbert L. Granger, president); owns WMBG(AM) Williamsburg.

Facilities: 107.9 mhz, 6 kw, ant. 328 ft.

Format: Country

WBFL(FM) Bellows Falls, Vt.

Price: \$250,000

Buyer: Watertown Radio Associates LP, Claremont, N.H. (Jeffrey Shapiro, president). Watertown principals have interests in WNCQ(FM) Morristown, WKRT(AM)-WIII(FM) Cortland and WCPV(FM) Essex, all N.Y., and WTSV(AM)-WHDQ-FM Claremont, WNHV (AM)-WKXE(FM) White River Junction and WSSH(FM) Marlboro, all Vt.

Seller: Upper Valley Radio Network Inc., Rye, N.H. (Edward H. Herlihy, president); no other broadcast interests

Facilities: 107.1 mhz, 1 kw, ant. 530 ft.

Format: Adult alternative

Broker: Media Services Group of Providence

KTCM(FM) Kingman, Kan.

Price: \$180,000

Buyer: Daniel Gentry, Wichita, Kan.

Seller: New Life Fellowship Inc., Oklahoma City (Jimmy Wayne Lee, bankruptcy trustee); owns KIBN(FM) Wichita; is selling KTLI-FM and KSRX(AM) El Dorado, Kan.

Facilities: 100.3 mhz, 48 kw, ant. 505 ft.

Format: Dark

WVYH(FM) North Windham, Me.

Price: \$180,000

Buyer: Great Windham Wireless Talking Machine LLC, Lewiston, Me. (Ronald Frizzell, 51% owner); the principals of Great Windham have interests in WTHT(FM) and WZOU(AM) Lewiston and WLAM(AM) Gorham, Me.

Seller: Sebago Broadcasting Co., McLean, Va. (A. Wray Fitch III, president/40% owner; 60% owned by his wife, Elizabeth B. Fitch); A. Wray Fitch III owns 33% of WVES(FM) Accomac, Va., and has applied for FM in Exmore, Va. Wray and Elizabeth Fitch each have 30% interest in application for FM in Etrick, Va.

Facilities: 106.7 mhz, 810 w, ant. 623 ft.

Format: Not on air

KHZL(FM) Shingletown/Redding, Calif.

Price: \$170,000

Buyer: Alta California Broadcasting Inc.; is selling KNSN(AM) Chico and KHSL-FM Paradise, Calif. (see item, above)

Seller: Michael Robert Birdsill, Chico, Calif.; no other broadcast interests

Facilities: 105.3 mhz, 10 kw, ant. 1,056 ft.

Format: Adult contemporary

KZLN-FM Othello, Wash.

Price: \$120,000 (including \$38,000 non-compete agreement)

Buyer: Wheeler Broadcasting Inc.,

Grand Coulee, Wash. (Verl D. Wheeler, president/44% owner); KEYG(AM)-FM Grand Coulee, Wash.
Seller: P-N-P Broadcasting Inc., Othello (Duane J. Polich, president); no other broadcast interests
Facilities: 97.5 mhz, 4.6 kw, ant. 656 ft.
Format: Oldies

WUFM(FM) Columbus, Ohio

Price: \$95,000 (including \$55,000 construction costs)
Buyer: Spirit Communications Inc., Westerville, Ohio (John and Kathy Shumate, co-owners); no other broadcast interests
Seller: Family Stations Inc., Sacramento, Calif. (Harold Camping, president); owns WBFR(FM) Birmingham, Ala.; KPHE(FM) Phoenix; KEAR(FM) San Francisco, KEBR-FM North Highlands, KEFR(FM) Le Grand, KFNO(FM) Fresno, KHAP(FM) Chico, KEBR(AM) Rocklin, KECR(AM) El Cajon-San Diego, KFRN(AM) Long Beach, KFTL(TV) Stockton and KPRA(FM) Ukiah, all Calif.; WCTF(FM) Vernon, Conn.; WFTI-FM St. Petersburg, WJFR(FM) Jacksonville and WWFR(FM) Okeechobee, all Fla.; WFRG(FM) Columbus, Ga.; WJCH(FM) Joliet, Ill.; KDFR(FM) Des Moines and KYFR(AM) Shenandoah, Iowa; WFSI(FM) Annapolis, Md.; WKDN(FM) Camden and WFME-TV-FM Newark, N.J.; WFBF(FM) Buffalo, WFRH(FM) Kingston, WFRW(FM) Webster and WFRS(FM) Smithtown, all N.Y.; WYTN(FM) Youngstown, WOTL(FM) Toledo and WCUE(AM) Cuyahoga Falls, all Ohio; KQFE(FM) Springfield, Ore.; WEFB(FM) Erie and WFRJ(FM) Johnstown, Pa.; WFCH(FM) Charleston, S.C.; KUFR(FM) Salt Lake City; KJVH(FM) Longview and KARR(AM) Kirkland, Wash., and WMWK(FM) Milwaukee; is selling KTXB(FM) Beaumont, Tex.; has CPs for FMs in Sacramento and Bakersfield, Calif.; has applied to build FM in Newburgh, N.Y.
Facilities: 88.7 mhz, 700 w, ant. 837 ft.
Format: Christian rock

CP for FM at Bismarck, N.D.

Price: \$50,000
Buyer: Missouri River Broadcasting Inc., Fargo, N.D. (James D. Ingstad, president/owner). Ingstad owns KLXX(AM) Mandan and KBYZ(FM) and KKCT(FM), all Bismarck (for other holdings see "Changing Hands," Feb. 26)
Seller: Community Airwaves Corp., Minneapolis (Christopher T. Dahl, CEO/55% owner); owns KNUI-AM-FM Kahalui, KNUQ-FM Paauilo and KHNR(AM) Honolulu, all Hawaii; KOHT-FM Crookston and KLGR-AM-FM Redwood Falls, Minn.; KRRZ-AM-KZPR-FM and KIZZ-FM Minot, N.D.; KAAA(AM)-KQAA

(FM) Aberdeen and KBHB(AM)-KRCS(FM) Sturgis, S.D.; is buying KMVI-AM-FM Wailuku/Pukalani, Maui, Hawaii. Dahl is president/13.2% owner of Children's Broadcasting Corp., Minneapolis (for CBC's holdings see "Changing Hands," March 18)

KCBZ(FM) Cannon Beach, Ore.

Price: \$32,500
Buyer: Broad Spectrum Communications Inc., Lake Oswego, Ore. (Eric Dausman, president/50% owner); owns 66.7% of KLRS(FM) Chico, Calif.; 3% of KCEZ(FM) Corning, KDIG(FM) Orland and KKCX(FM) Colusa, all Calif.
Seller: Cannon Beach Broadcasting Co., Warrenton, Ore. (Jack Dennon, principal); no other broadcast interests
Facilities: 102.7 mhz, 100 kw, ant. 1,976 ft.
Format: Oldies

KZPO(FM) Dunsmuir, Calif.

Price: \$25,000
Buyer: Dennis M. Crepps, Mt. Shasta, Calif.; no other broadcast interests
Seller: Fatima Response Inc., Long Beach, Calif. (Kimberly M. Thompson, president/CEO); has applied to build FMs in McCloud, Calif., and Keno, Ore.
Facilities: 100.1 mhz, 3 kw, ant. 157 ft.
Format: Religion

KRKZ(FM) Ardmore, Okla.

Price: \$25,000
Buyer: Oklahoma Sports Properties Inc., Tulsa, Okla. (Fred Weinberg, president/owner); owns KTRT(AM) Claremore and KBIX(AM) Muskogee, Okla.; is buying KADS(AM) Elk City, KMYZ(AM) Pryor and KOKC(AM) Guthrie, all Okla. Weinberg owns 50% of KMTW(AM) Las Vegas.
Seller: Pennok Communications, Madill, Okla. (Robert Versace, president); no other broadcast interests
Facilities: 96.5 mhz, 3 kw, ant. 328 ft.
Format: Dark
Broker: Frank Gentry

CP for KMRV(FM) Blair, Neb.

Price: \$18,000
Buyer: Terri E. Simpson, Omaha; is buying KHUB(AM)-KFMT(FM) Fremont, Neb., from seller (see item, above)
Seller: Joseph Nugent, West Des Moines, Iowa
Facilities: Not available

CP for FM in McCook, Neb.

Price: \$10,000
Buyer: Austin McCook LLC, McCook, Neb. (Jay and Eileen Austin, 71.42% joint owners); owns KKYT(FM) McCook

Seller: W. Lawrence Patrick, Ellicott City, Md.; no other broadcast interests

Facilities: 93.9 mhz, 100 kw

CP for WAOU-FM, Tawas City, Mich.

Price: \$4,000
Buyer: Carroll Enterprises Inc., Tawas City (John J. Carroll, Jr. president/91% owner/brother of seller); owns WIOS(AM)-WKJC(FM) Tawas City and WKJZ(FM) Alpema, Mich.
Seller: Patricia A. Mason, East Tawas, Mich.; no other broadcast interests
Facilities: 103.3 mhz, 6 kw, ant. 328 ft.

KZZQ-FM Winterset, Iowa

Price: \$1 and assumption of obligations
Buyer: Positive Impact Media Inc., Davenport, Iowa (Michael L. Whalen, president/owner)
Seller: Eternity Broadcasting Inc., Davenport, Iowa (David L. McAnally, president); no other broadcast interests
Facilities: 99.5 mhz, 6 kw, ant. 328 ft.

RADIO: AM

WBGR(AM) Baltimore

Price: \$2.775 million
Buyer: American Radio Systems, Boston (Steven B. Dodge, chairman); owns WBMD(AM)-WQSR-FM Baltimore; WZMX(FM), WRCH-FM and WNEZ(AM) Hartford, Conn.; WIRK-FM, WKGR-FM and WBZT(AM) West Palm Beach, Fla.; WRKO(AM)-WBMX(FM), WEEI(AM) and WEGQ-FM Boston; WYRK-FM, WJYE-FM and WECK(AM) Buffalo, and WCMF-FM and WRMM-AM-FM Rochester, N.Y., and WMMX-FM, WTUE-FM and WONE(AM) Dayton, Ohio; is buying KKDJ(FM) Fresno, KCTC(AM)-KYM(X) and KSTE(AM) Rancho Cordova/Sacramento, KSSJ-FM Shingle Springs/Sacramento, KMJI(AM)-KSKS(FM) Woodland/Sacramento, KSJO(FM) San Jose and KUF(X) Gilroy/San Jose, all Calif.; WTIC-AM-FM Hartford; WQRS-FM Detroit; KFAB(AM)-KGOR(FM) Omaha; KMZQ-FM and KJMZ(FM) Henderson, KXNO(AM) and KVEG(AM) North Las Vegas, KFBI(FM) Pahrump/Las Vegas and KLUC-FM Las Vegas; WSJZ-FM Buffalo, and WHAM(AM)-WVOR-FM, WPXY-FM and WHTK(AM) Rochester, N.Y.; KDBX(FM) Banks/Portland, KBBT(AM)-KUFO(FM) Portland, KUPL-FM Portland and KKJZ(FM) Lake Oswego/Portland, all Ore., and WFLN-FM Philadelphia; has option to buy WBLK-FM Buffalo, and KKMJ-FM/KJCE(AM) Austin and KPTY(FM) Luling/Austin, Tex.
Seller: Mortenson Broadcasting, Lexington, Ky. (Jack Mortenson, principal); owns WCGW(AM)-WJMM(FM) Lex-

ington, and WHLO(AM) Akron and WTOF-FM Canton, Ohio
Facilities: 860 khz, 2.5 kw day, 66 w night
Format: Gospel
Broker: American Radio Brokers

CP for WFBA-AM Miami

Price: \$548,000
Buyer: W.R.A. Broadcasting Inc. (Jose Ortega, president)
Seller: Community Broadcasters Inc. (Murray B. Weil, Jr., receiver)
Facilities: 990 kw, 5 kw
Broker: Rimbaut & Associates Inc.

KGIM(AM) Aberdeen, S.D.

Price: \$465,000
Buyer: Pheasant Country, Valley City, N.D. (Robert E. Ingstad, president/owner); Ingstad owns KQPR(FM) Albert Lea, KDHL(AM)-KQCL(FM) Faribault, KMFX(AM) Wabasha, KMFX-FM Lake City, KASM(AM)-KASM-FM Albany and KWEB(AM)-KRCH(FM) Rochester, all Minn., and KDDR(AM) Oakes and KOVC(AM)-KOVC-FM Valley City, N.D.; KGFX-FM Pierre and KQKD(AM)-(FM) Redfield, S.D.; 90% of KFLA(AM)-KSKL(FM) Scott City, Kan.; 80% of KKJQ(FM) Garden City and KYBD(FM) Copeland, Kan.; jointly owns (with wife) KNFX(AM) Austin, Minn.; is buying KBWS-FM Sisseton, S.D.; is selling KXSS(AM)-KLZZ(FM) Waite Park, Minn.; has CP to build FMs in Lowry, S.D., and Spring Valley, Minn.; has 90% interest in application to build FM in Larned, Kan.
Seller: Alrox Inc., Aberdeen, S.D. (Allen Rau, president); no other broadcast interests.
Facilities: 1420 khz, 1 kw day, 232 w night
Format: Country, news

KJAX(AM) Stockton, Calif.

Price: \$450,000
Buyer: Community Pacific Broadcasting Co. LP, Monterey, Calif. (David J. Benjamin, president); owns KASH-AM-FM, KBFX(FM) and KENI(AM) Anchorage; KVFX(FM) Manteca and KFIV(AM) and KJSN(FM) Modesto, Calif., and KGGO(FM), KHKI(FM) and KDMI(AM) Des Moines, Iowa
Seller: Joseph Gamble Stations Inc., Stockton, Calif. (Joel E. Gamble, VP); owns KJOY(FM) Stockton
Facilities: 1280 khz, 1 kw
Format: News/talk

WKJT(AM) Tryon, N.C.

Price: \$265,000
Buyer: Columbus Broadcast Corp. Inc., Columbus, N.C. (John Owen, president/33 1/3% owner); no other broadcast interests
Seller: Anchor Baptist Broadcasting

Association, Pisgah Forest, N.C. (Randy Barton, president); owns WGR(AM) Brevard and WKJV(AM) Asheville, N.C.
Facilities: 1160 khz, 10 kw day, 500 w night
Format: Christian
Broker: G.M. Alderfer and Associates (seller)

WMTI(AM) Morovis, P.R.

Price: \$250,000
Buyer: Southwestern Broadcasting Corp., San Juan, P.R. (Pedro Roman Collazo, president/owner); owns WVEO-TV Aguadilla, P.R. Collazo owns WVOZ(AM) San Juan and is president of company that owns WSJU-TV San Juan, WAHQ-FM Carolina and WVOZ(AM) San Juan, P.R.
Seller: Wifredo G. Blanco PI, Hato Ray, P.R.
Facilities: 1580 khz, 2.5 kw day, 2.5 kw night
Format: Popular Latin and American music

WFRL(AM) Freeport, Ill.

Price: \$245,000
Buyer: EveningStar Media Group LLC, Sycamore, Ill. (Michael J. Weckerly, president/98% owner)
Seller: Connoisseur Inc., Westport, Conn. (Jeffrey D. Warshaw, president); owns WFRL(AM)-WXXQ(FM) Freeport and WROK(AM)-WZOK(FM) Rockford, Ill.; KJOC(AM) Davenport, WXLP(FM) Moline and KBOB(FM) Muscatine, all Iowa; WFDF(AM)-WDZZ(FM) Flint, Mich., and WBBW(AM), WBBG(FM), WRTK(AM) and WHOT-FM Youngstown, Ohio; is buying KORB(FM) Bettendorf, Iowa. Warshaw is selling his 21.7% ownership in KPCC(AM) Pasadena, Calif.
Facilities: 1570 khz, 5 kw day, 500 w night
Format: Sports, info, news
Brokers: Media Venture Partners (seller); Robin Martin (buyer)

WIKE(AM) Newport, Vt.

Price: \$225,000
Buyer: Steele Communications Co., Derby Center, Vt. (Thomas S. Steele, president/owner); owns WMOO(FM) Derby Center
Seller: Northeast Kingdom Broadcasting Inc., Hingham, Mass. (Eric Johnson, president/owner); owns WSTJ(AM) and WNKV(FM) St. Johnsbury, Vt., and has time brokerage agreement for WMKT(FM) Littleton, N.H.
Facilities: 1490 khz, 1 kw
Format: Country

KAPY(AM) Port Angeles, Wash.

Price: \$150,000

Buyer: Q Media LLC, San Antonio, Tex. (John D. Stephens, 50% owner); no other broadcast interests
Seller: Strait Corp., Port Angeles (Tom Newcomb, president); no other broadcast interests
Facilities: 1290 khz, 1 kw day, 149 w night
Format: Classic rock, adult contemporary

KEZM-AM Sulphur, La.

Price: \$150,000
Buyer: Duckhorn Broadcasting Inc., Port Arthur, Tex. (Kent S. Foster, president/owner)
Seller: Ladas Broadcasting Corp., Sulphur, La. (Harry Ladas, president); Harry Ladas has interest in application for FM in Blanchard, La.
Facilities: 1310 khz, 500 kw day, 50 w night
Format: Oldies
Broker: Sunbelt Media

WCXJ(AM) Braddock/Pittsburgh

Price: \$150,000
Buyer: East Coast Communications Inc., Philadelphia (W. Cody Anderson, president/owner). Anderson is president of company that owns WHAT(AM) Philadelphia.
Seller: Homewood Brushton Revitalization and Development Corp., Pittsburgh (Roosevelt Norfleet, chairman); no other broadcast interests
Facilities: 1550 khz, 1 kw day
Format: Jazz/talk
Broker: Ray H. Rosenblum

WXCE(AM) Amery, Wis.

Price: \$150,000
Buyer: Badger Broadcasting Corp., St. Paul, Minn. (Steven T. Moravec, president/joint owner)
Seller: Murray O. Ritland, Amery, Wis.
Facilities: 1260 khz, 5 kw
Format: Contemporary country

88% of WLU(AM) Shelbyville, Tenn.

Price: \$140,000 for stock
Buyer: Richard L. Overcast, Shelbyville, Tenn.; sale 12% owner, after sale 100% owner; no other broadcast interests
Sellers: Paul and Nadine Hopkins, (88% owners before sale; 0% after)
Facilities: 1580 khz, 1 kw day, 12 w night
Format: Religion, news/talk

KUJ(AM) Walla Walla, Wash.

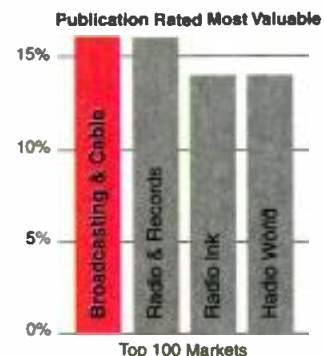
Price: \$130,000
Buyer: Thomas D. Hodgins, Walla Walla; owns 25% of KLKY-FM Milton-Freewater, Ore., has 51% interest in application for FM in Walla Walla
Seller: KUJ LP, Walla Walla (C.T.)

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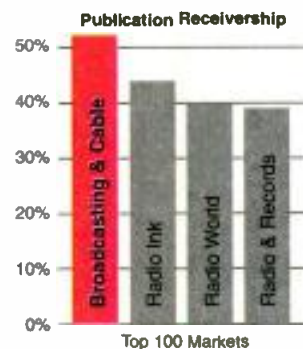
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Robertson, president); owns KNLT-FM Walla Walla

Facilities: 1420 khz, 5 kw

Format: News/talk

KNAK(AM) Delta, Utah

Price: \$120,000

Buyer: Sam Bushman, Spanish Fork, Utah

Seller: KNAK Inc., Delta (Douglas L. Barton, president/owner). Barton owns 40% of KMTI(AM) and KMXU-FM Manti, Utah

Facilities: 540 khz, 1 kw

Format: Country

KVAK(AM) Valdez, Alaska

Price: \$117,000

Buyer: North Wave Communications Inc., Valdez, Ark. (Laurie L. Prax, president/4.51% owner); no other broadcast interests

Seller: Polaris Broadcasting, Valdez, Ark. (Pat Lynn, president) no other broadcast interests

Facilities: 1230 khz, 1 kw

Format: Adult contemporary

WHRF(AM) Bel Air, Md.

Price: \$75,000

Buyer: CSN International, Santa Ana, Calif. (Charles W. Smith, president/25% owner); owns KTRX(FM) Tarkio, Mo. Smith is president/director of Calvary Chapel of Costa Mesa Inc., which owns KWVE(FM) San Clemente, Calif.; KRSS(FM) Chubbuck and KEFX (FM) Twin Falls, Idaho, and WFGL(AM) Fitchburg, Mass.

Seller: New Harford Group, Inc., Baltimore (Patrick L. McDonough, president); no other broadcast interests

Facilities: 1520 khz, 250 w day

Format: Dark

WLLY(AM) Wilson, N.C.

Price: \$75,000

Buyer: WLLY Partnership, Graham, N.C. (James D. Lamm, 51% owner); no other broadcast interests

Seller: Faith Media Inc., Wilson, N.C. (C. Bruce Rose, president); no other broadcast interests

Facilities: 1350 khz, 1 kw day, 79 w night

Format: Religion

KADS(AM) Elk City, Oklahoma

Price: \$60,000

Buyer: Oklahoma Sports Properties Inc., Tulsa, Okla. (Fred M. Weinberg, president/owner); owns KTRT(AM) Claremore, KBIX(AM) Muskogee and KOKC(AM) Guthrie, all Okla.; is buying KMYZ(AM) Pryor, Okla. Weinberg also owns KRLV(AM) Las Vegas.

Seller: Joseph W. Tilton, Carter, Okla.

Facilities: 1240 khz, 1 kw

Format: Talk

WDSL(AM) Mocksville, N.C.

Price: \$52,500

Buyer: Davie Broadcasting Co. Inc., Statesville, S.C. (Clayburn B. Lunsford, president/50% owner); no other broadcast interests

Seller: WDSL Radio Inc., Statesville, N.C. (Quida Watts, president); no other broadcast interests

Facilities: 1520 khz, 5 kw day, 1 kw night

Format: Country

KPAL(AM) North Little Rock, Ark.

Price: \$50,000

Buyer: Snider Corp., Little Rock (Ted L. Snider Jr., president; Ted L. Snider Sr., 75% owner); owns KARN(AM) Little Rock. Snider Jr. owns 55% of KIPR(FM) Pine Bluff, Ark. Snider Sr. owns KARN-FM Humnoke, Ark.

Seller: Ainsley Communication Corp., Little Rock, Ark. (Darlene Carvin-Bell, principal); no other broadcast interests

Facilities: 1380 khz

Format: Dark

WODI-AM Brookneal, Va.

Price: \$47,000

Buyer: D&M Communications Inc., Edison, N.J. (David Marthouse, Anthony DeNichola, co-owners); no other broadcast interests

Seller: WODI Inc., Brookneal (Graham L. and Hazel W. Jones, owners); no other broadcast interests

Facilities: 1230 khz, 1 kw

Format: Dark

KSRX(AM) El Dorado, Kan.

Price: \$41,900

Buyer: Michael Gliner, Lenexa, Kan.; owns WREN(AM) Topeka, Kan.; is buying WASG(AM) Atmore and WZEW-FM East Brewton, Ala. (see item, above); has CPs for KGGN(AM) Gladston, Mo.; WMIY(AM) Fairview, N.C., and WBAJ(AM) Blythwood, S.C.

Seller: New Life Fellowship Inc., Oklahoma City (Jimmy Wayne Lee, trustee); owns KIBN(FM) Wichita; is selling KTLI-FM El Dorado and KTCM-FM Kingman, Kan. (see item, above)

Facilities: 1360 khz, 500 w day

Format: Hot talk, classic country

WIXF(AM) Eminence, Ky.

Price: \$25,000

Buyer: David K. Marcum, Eminence, Ky.; no other broadcast interests

Seller: Superior Market Eminence Inc., London, Ky. (Bruce Chestnut, president); no other broadcast interests

Facilities: 1600 khz, 500 w day, 48 w night

Format: Country

WSFB(AM) Quitman, Ga.

Price: \$25,000 (including \$5,000 non-compete agreement)

Buyer: Jim Chion, Tallahassee, Fla.

Seller: RHB Broadcasting Co. Inc., Quitman (William F. Hoopes, president); no other broadcast interests

Facilities: 1490 khz, 1 kw

Format: Country

WVKV-AM Hurricane, W.Va.

Price: \$20,000

Buyer: Big River Radio Inc., Blacksburg, Va. (Vernon H. Baker, president/51% owner); owns WBGS(AM) and WBYG-FM Point Pleasant, W.Va.

Seller: Milliken Investment Corp., Hurricane, W.Va. (James S. Milliken, president). James Milliken owns WCKA(FM)-WSGB(AM) Sutton, W.Va.

Facilities: 1080 khz, 5 kw day

Format: Religion

WTSS(AM) Scranton, Pa.

Price: \$10,000

Buyer: WTSS Inc., Dunmore, Pa. (Robert Cordaro, president); owns 35% of WKQV(FM) Olyphant, Pa.; is buying WARD(AM) Pittston, Pa.

Seller: Source Communications Inc., Scranton, Pa. (James Blumer, president)

Facilities: 1320 khz, 1 kw day, 500 w night

Format: Not available

WTLM(AM) Pepperell, Ala.

Price: \$5,000

Buyer: Fuller Broadcasting Co. Inc.; is buying WCJM(AM)-WCJM(FM) West Point, Ga. (see item, above)

Seller: Glen H. Ward, Woodland, Ala.; no other broadcast interests

Facilities: 910 khz, 1 kw

Format: Not available

KASO(AM) Minden, La.

Price: \$500

Buyer: Charles D. and Pattie C. Odum, Minden. Pattie Odum is principal of Cook Enterprises Inc., which is selling KASO-AM-FM Minden (see item, above)

Seller: Ninety-Five Point Seven Inc.; is buying KASO-AM-FM

Facilities: 1240 khz, 1 kw

Format: Country

—Compiled by Elizabeth A. Rathbun and Jessica Sandin

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The syndication solution

Radio group consolidation and a thirst for strong programming are sustaining a vibrant business for syndicators. In this special report, programmers tell why they expect good times to last (page 41); love and health advice gurus explain why their talk shows are hot (this page), and buyers describe what keeps them coming back for more (page 38).

On-the-air advice cures ratings ills

Listener pain spells gain for talk shows debating life, love and health

By Donna Petrozello

A caller to Dr. Laura Schlessinger's midday talk show at KFI(AM) Los Angeles begins, "Even if this hurts and I don't like it, I'll listen to it anyway."

Schlessinger smiles at the remark as she listens to the caller's dilemma. Talk radio's advice guru is pleased that her audience is getting the message. She toils 15 hours on the air each week and countless hours off the microphone to impart advice that sometimes is painful for the recipient.

"I preach, I teach and I nag to the best of my ability," Schlessinger says. "I'm consistent, I'm compassionate and I'm really just trying to get them to fly right."

Listeners are drawn to Schlessinger's tough talk and forthright opinions on premarital sex and relationships, responsibility and the need to be self-reliant. Attesting to her popularity are five years of top ratings at KFI and a meteoric rise in syndication since June 1994.

In less than two years, Schlessinger's syndicator, SBI Broadcasting International, has signed 260 affiliates in the U.S. and 45 stations in Canada. Radio Today Entertainment handles affiliate relations for the show, and Multiverse Networks represents its national ad



Dr. Laura Schlessinger's daily show claims 10.5 million listeners, second only to Rush Limbaugh's 20 million.

sales. Schlessinger has parlayed her radio success into two book deals. Her first, "Ten Stupid Things Women Do to Mess Up Their Lives," published in 1994 by Villard Books, sold 140,000 copies in hardcover. HarperCollins Publishers has released an additional 903,500 copies in paperback.

Earlier this year, HarperCollins released Schlessinger's second book, "How Could You Do That? The Abdication of Character, Courage and Conscience," with an initial 465,000 print order in hardcover.

Schlessinger has appeared on ABC-TV's *20/20*, CBS's *Eye to Eye with Con-*

nie Chung and NBC's *Today* show. Fans pack her public appearances and book signings. Her on-air motto—"Take On the Day," is emblazoned on T-shirts and her business cards.

Approximately 60,000 calls are placed daily to her three-hour midday show on KFI. According to Arbitron surveys, Schlessinger's ratings jumped an average 57% across the board between winter 1995 and winter 1996. SBI President Alan Fuller says that that increase is not limited to Schlessinger's newer sign-ons. At KFI, her average quarter hour (AQH) share is up 32% with listeners 25-54, and up 53% with listeners 12 and older, Fuller says. At WJR(AM) Detroit, she pushed up AQH audience share by 88% with listeners 25-54.

By the thousands, callers rely on Schlessinger's advice on dating, relating to their spouse, friends, teenagers or in-laws, or taming disobedient children. Time and again, the host's reaction is blunt and focused—a mirror image of her no-nonsense persona.

"This is not a shrink show. It's not an advice show. It's a morality show," Schlessinger says. "I'm trying to get people to live their lives in a more principled way. This show is uniquely me."

After earning a PhD in physiology from the Medical School of Columbia University in New York, Schlessinger ventured out with hopes of discovering a cure for diabetes. Later training for a


RADIO SYNDICATION

certificate in family and marriage therapy enticed her to counseling. Then came an unexpected twist into broadcasting.

Schlessinger called in to host Bill Ballance's show on KABC(AM) Los Angeles. He admired her on-air personality and suggested that Schlessinger join him once weekly as a human-sexuality expert. She agreed and spent a year co-hosting until landing her own show on KWIZ-AM-FM Santa Ana, Calif. Her high ratings led her to a weekend slot at KABC. Soon after, she landed her first weekday gig at KPBC(AM) Los Angeles, and joined KFI in 1990.

Since hosting her show full-time, Schlessinger has closed her private counseling practice. She prefers to confront people's concerns on the radio, from which she reaches 10.5 million people weekly. Like other radio talent, she favors radio over television for talk programming: "It's a much better use of my time." And, she says, "When we watch television, we're more superficial.... Using our ears with radio, the message is infinite."

Schlessinger's recurring on-air messages stand out. She reminds her audience over the air and through her two books to "get on with your lives" and not to become mired in self-pity: "Too many people want things the easy way."

She describes herself primarily as "her kid's mom." Schlessinger, her husband Lew Bishop, and their 10-year-old son, Deryk, live near Los Angeles.

"You are the boss of your own life," Schlessinger asserts. "If there is anything I would blame on society, it is that we are anxious to excuse everything. It's an issue of individual choice and character."

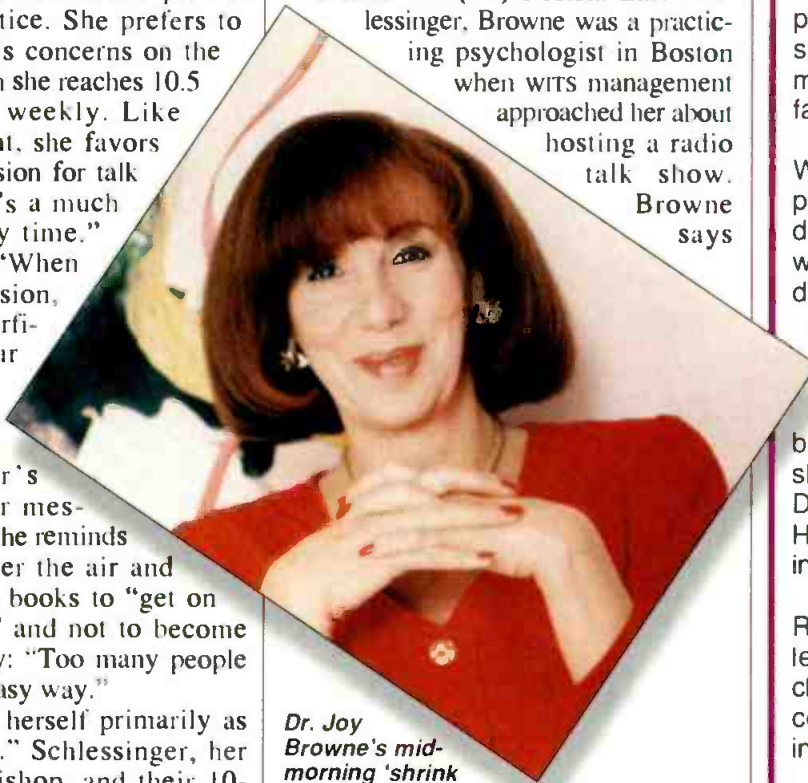
Schlessinger says that she wants to host a radio show until she's 102. "It is my life's work and the meaning to my existence," Schlessinger says. "We all have to behave as though there is meaning to our lives.... I'm a very religious person in the respect that I believe we are here to help perfect the world. This is my contribution."

Dr. Joy Browne, WOR Radio Network

From her perch at the WOR Radio Network in New York, Dr. Joy Browne says she can spot a social trend well before newspaper columnists coin a phrase for it.

"People are lonely, people are having marital problems, people are overworked and underpaid, and downsizing has very human terms, which I hear," Browne says.

Although she joined WOR five years ago, Browne began airing what she terms "shrink talk" almost 20 years ago at the former WITS(AM) Boston. Like Schlessinger, Browne was a practicing psychologist in Boston when WITS management approached her about hosting a radio talk show. Browne says



Dr. Joy Browne's mid-morning 'shrink talk' is carried by more than 200 stations.

she asked, "What's a talk show?"

After breaking in at WITS, Browne moved to talk KGO(AM) San Francisco and then to news KCBS(AM) Los Angeles, where she took a position as a news reporter to find out "whether the fun for me was broadcasting or broadcasting psychology." It took less than a year for Browne to decide that she hated news because "it uniformly makes people feel worse," she says.

After KCBS, Browne landed a weekend time slot at WABC(AM) New York and joined the former ABC Talk Radio network of syndicated shows. When that folded, Browne was hired by WOR. Her

Media buyers bullish on syndication

With a wide variety of programming and successful radio shows from which to choose, media buyers are increasingly attracted to syndicated radio.

"There has been a lot more syndication in the last five years, and it gives us a better selection," says buyer Leslie Sturm of The Media Edge.

Syndicators have pumped up production of long-form shows, short-form segments and information services as more stations fall under a single owner.

Media manager Roby Wiener of Warner Lambert says syndicated programming "offers advertisers a different environment than a network does. There are different dayparts and stations available, and there are programming opportunities that offer clients strong identification."

Increasingly, clients have branded their products through shows hosted by Rush Limbaugh, Dr. Laura Schlessinger and Howard Stern, who earn top ratings and national media attention.

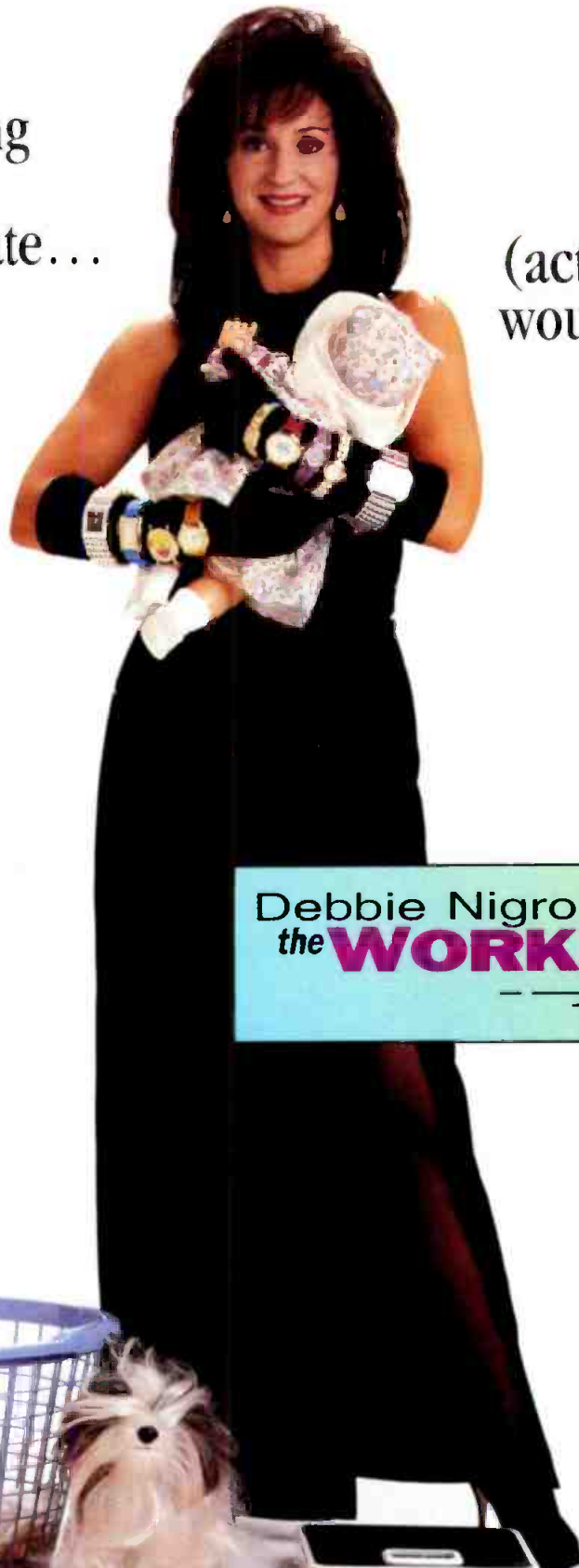
J&L Media radio buyer Rich Russo says the success of Schlessinger's show has made his client Great Foods America "more comfortable" with its advertising investment in the show.

Buyers continue to sink dollars into their top picks including EFM Media Management's Limbaugh, ABC Radio Networks' countdown shows hosted by Rick Dees, ABC's *American Country Countdown with Bob Kingsley*, Westwood One's countdown shows hosted by Casey Kasem and CBS Radio's news programs.

Media buyer Peter Harrington of BBD&O says syndicators are distributing more short-form comedy segments and faxed information to complement specific formats. Harrington and other buyers expect this aspect of the syndication business to grow. —DP

She's
looking
for a
hot date...

(actually, a start-date
would be even better)



Debbie Nigro's
the **WORKING MOM**
on the Run



Debbie Nigro is the Working Mom *on the Run*
212-546-7118

Sweet Talk Productions

Jeff Troncone, Executive Producer

RADIO SYNDICATION



three hour, mid-morning show is carried by more than 200 stations reaching an estimated weekly cume audience of 2 million.

Browne prefers radio to television because "there is an intensity and personal intimacy to radio that is not true of television." On her show, she advocates that women work outside the home and tells listeners society assigns blame too quickly.

People call in, Browne asserts, because they "are at a point in their lives where they don't know what to do next."

Although Browne offers advice to dozens of callers daily, she is deliberately "not very sympathetic. Sympathy makes you feel good about feeling bad."

"We're a society that doesn't allow its underpinnings to show, and this show is all about underpinnings," Browne says. "It takes enormous courage to call, and it takes enormous courage to admit you have a problem in this society."

Dr. Dean Edell, EFM Media Management

Health advocate Dr. Dean

Edell speaks to a weekly cume audience of 8 million at 330 stations through his daily show broadcast from KGO(AM) San Francisco. In addition to his daily radio show, which has been syndicated for more than 10 years, Edell hosts a Sunday evening show, Hey, Dr. Dean, for KGO(TV).

Although no longer practicing medicine privately, Edell holds a medical degree from Cornell University and is trained as a surgeon. He pores over scores of medical journals and health-related news to prepare for shows, which feature a blend of talk about health issues and caller questions.

Edell's opinions are often unconventional. Instead of laboring over the detriments of smoking when asked whether a mother's smoking will harm her young children, Edell says that an unbalanced diet is likely to do more harm to the children.

"The concept of the health criminal is something you don't want to go near," Edell says after the call. "Once you begin punishing people for their health practices, you open Pandora's box."

A pregnant caller asks if eating frozen yogurt with the sweetener aspartame can harm her fetus. Another asks about a sexually transmitted disease. Edell takes them all.

Edell began his career broadcasting his knowledge and opinions about health at KRAK(FM) Sacramento and joined KGO



Dr. Dean Edell, heard by 8 million on 330 stations, has dispensed health advice on radio for more than 10 years.

on ABC Talk Radio's network lineup in the late 1970s. When former ABC Talk Radio president Edward McLaughlin left ABC Radio Networks in the late 1980s, he took Edell's show with him and syndicated it from KGO studios.

"The show is popular, but I don't know if that is built into the fact that people don't have access to opinions from their doctors, or if they have a deeper interest in their health lately," Edell says.

Dr. Drew Pinsky and Adam Carolla, Westwood One

Syndicated from Westwood One Entertainment studios in Culver City, Calif., Dr. Drew Pinsky dispenses his brand of advice on sex, drugs and relationships via Love Line to 24 affiliates.

Of the 2,000 calls attempted nightly to the show, the majority who get through are under age 25. Their questions cover everything from whether to tell a friend about her cheating boyfriend to the effect of drug use on sexual performance. Before launching nationally, Love Line was carried for 12 years on local affiliate KROQ-FM Los Angeles.

Pinsky, a full-time internist with a specialty in addiction and chemical dependency, started in radio after some

disk jockey friends asked him to contribute to a call-in show about relationships.

Pinsky says the show was "an epiphany" and "shocked [me] that people would call in to a radio station and not their doctor to talk about a health issue. I thought, I've got to keep doing this."

With more than a decade of experience, Pinsky says he has found that "people who call in are those with less family support." Pinsky says he thinks teens are having sex earlier because they "do not come from nurturing households or stable home environments. They are depressed and feel empty emotionally. I feel compelled to do this to help kids."

Carolla, an aspiring stand-up comic, plays the part of a humorous sidekick. Before joining the show, he taught boxing and worked as a carpenter. He called KROQ-FM's morning show to offer his services as a boxing trainer, and he was put on the air. Station management liked his delivery, and his radio career was launched.

Despite Carolla's humorous banter, Pinsky is firmly committed to focusing Love Line on "education, first and foremost."

"There is such a potential for these kinds of shows to be salacious, dangerous and exploitative," Pinsky says. "If you don't have somebody who really knows what they are talking about and [if you] romanticize the issues, then you are doing the listening public a disservice."



Dr. Drew Pinsky's 'Love Line' focuses on sex, drugs and relationships, with sidekick Adam Carolla providing a lighter note.

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Dr. Judy Kuriansky and Chris Jagger, **Westwood One**

Pop radio sex therapist Dr. Judy Kuriansky and sidekick Chris Jagger take over WHTZ(FM) New York late nights with their syndicated *Love Phones* show.

Introduced nationally last fall by Westwood One Entertainment, Kuriansky and Jagger's two-hour, Monday through Thursday call-in show on "love, sex and relationships" has caught on big, particularly with teenage listeners.

It is one of the few talk shows to succeed with

an opportunity to truly be heard and to be accepted and to be given some sort of hope and enlightenment."

Kuriansky cites heightened repression in society as the source of pain for some callers.

"I think we've reached another point of terrifying repression—repression of thoughts, repression of ideas and sexual repression," Kuriansky says. "When there is repression, there is an increased need for expression. That leads to, I think, the popularity of *Love Phones*."

Kuriansky's career in radio talk didn't start with *Love Phones*. A certified sex therapist, she hosted *The Dr. Judy Kuriansky Program* at KABC(AM) in Los Angeles in 1980 and moved to WABC(AM) New York in the late 1980s.

Until being paired with Jagger three years ago, she worked alone.

Answering calls at the start of her career was at times "traumatizing," and Kuriansky says she spent hours returning calls to particularly distraught callers after her shift was over. With partner Jagger, Kuriansky strikes a more relaxed pose with *Love Phones*. On less serious calls, Jagger teases callers with sarcastic quips and music beds while Kuriansky tries to play the straight man.

Although some callers jab Jagger about his shtick, the co-host defends himself by saying, "You can't go through life without someone taking shots at you."

Before joining Kuriansky, Jagger hosted afternoons at WHTZ and has hosted other radio news and talk shows. ■

Best of times for syndicators

Stations more comfortable with syndication as industry consolidates and national talent gains ratings, exposure

By Donna Petrozzello

With station-ownership consolidation and the popularity of national radio personalities on the rise, it is the best of times for program syndicators.

Station managers who oversee twice as many stations as last year are finding syndicated programming a cost-efficient way to fill some dayparts. Syndicators, meanwhile, are competing to meet a growing demand with product that will gain ratings and media attention.

"The syndication business has never been more competitive than it is now," says Ron Cutler, president of Cutler Productions of Los Angeles, which syndicates comedy bits and *The Walt Love Show* for urban formats. "There is a big demand for syndication, and the competition among syndicators is tremendous."

"There are many owners and programmers who are progressively more comfortable with the concept of taking

syndicated product," says programming consultant Walter Sabo of Sabo Media in New York. "So there are advantages economically to syndicators today that weren't there a few years ago."

Sweet Talk Productions is one syndicator that has taken advantage of stations' growing need for programming, particularly in off-peak hours. Sweet Talk produces *Working Mom on the Run*, hosted by Debbie Nigro, which offers insight into coping with daily stresses of single, working mothers and invites call-in debate on topical news.

With *Working Mom*, Sweet Talk tapped stations' need for Saturday morning programming. Since its launch in March 1994, Nigro has signed 150 affiliates including WCCO(AM) Minneapolis, WWRC(AM) Washington and KPX-FM San Francisco. Nigro says listeners relate to her "blatant honesty."

Since mid-1994, ABC Radio Networks has launched four national shows to fill format niches. Last fall, Westwood One Entertainment



Dr. Judy Kuriansky and Chris Jagger, popular with teen listeners, talk about love, sex and relationships. *Love Phones*' is one of the few talk shows to succeed with traditional FM listeners.

traditional FM music listeners.

Love Phones is carried by approximately 30 affiliates nationwide. Before Westwood One syndicated the show, WHTZ distributed it to a handful of affiliates over its in-house Z-100 Radio Network.

Calls to *Love Phones* range from questions about sexual fetishes to coping with a long-distance relationship or leaving an abusive partner. By focusing on sex and relationships, Kuriansky says she provides "vicarious learning."

"People listen because they have the same problems as callers do, and they don't have the courage to talk about it," Kuriansky says. "I think people listen because there's a lot of pain in the world, and what we offer is a true connection to somebody's heart and soul. With *Love Phones*, people are getting



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launched *Love Line* and *Love Phones* nationally.

A collaboration between Sony Software Corp. and the Warner Music Group in late 1994 spawned SW Networks, a radio syndication network now wholly owned and operated by Sony. Since its debut, SW has rolled out several national talk shows, programing packages and 24-hour music formats.

SW President Susan Solomon says the mission of Sony programing teams is the same today as it was two years ago—to provide syndicated programing for stations that “either maintains or improves their ratings, and is less work” for station managers and program directors.

“We saw changes coming in the industry because of consolidation,” Solomon says. “Station managers have less time to spend on more radio stations, and anything they can do that brings quality programing and is less work for them is a terrific bonus.

“Syndicated radio has gone from something that you do if you have to to something that is very hot. The environment is very different [from that of] several years ago. It is certainly more syndication friendly.”

More stations recognize that airing nationally known syndicated programs and radio celebrities gives them “brand equity and staying power” their competitors cannot duplicate. ABC Radio Networks Director of Marketing Marty Raab says, adding, “More than ever, it’s been proven that syndication works.”

Increasingly, syndicated personalities have stolen top ratings from local hosts. EFM Media Management’s Rush Limbaugh, Infinity Broadcasting’s Howard Stern and ABC’s Tom Joyner are a few of the personalities whose ratings outperform local hosts and whose shows often draw the largest audience of any daypart for their affiliates.

“The whole paradigm has shifted,” says ABC Radio Networks Vice President of Entertainment Programing Robert Hall. “It used to be that when we walked into a radio station talking about our shows, they put up the cross and garlic. Now we’re welcomed into a lot of places that never would have thought of taking a national radio show before. It really doesn’t matter if you’re local anymore. It matters if you’re entertaining.”

As leading radio personalities gain affiliates, acceptance and media atten-

tion, an increasing number of aspiring broadcasters see radio as a stepping stone into the limelight.

Last fall, personality talk KLSX(FM) Los Angeles attracted the Simpson trial’s Kato Kaelin to host an afternoon shift for five months. Also last fall, former *Brady Bunch* actress Susan Olsen joined the



ABC Radio Networks’ Tom Joyner, a recently syndicated personality, has succeeded in competitive morning drive.

station for eight months. And KLSX has been approached about an on-air shift by *Love Connection* host Chuck Woolery, says general manager Bob Moore. He chalks up celebrity interest in radio to the medium’s accessibility and increasingly glamorous cache.

“If you’re looking at television, there are six networks at best,” Moore says. “There are 10,000 radio stations across the country. In Los Angeles alone there are 80 stations. There are many opportunities to be successful. Radio is very much looked at as a springboard for other show-business jobs.”

Howard Stern has generated two books, a cable television show and pay-per-view specials from his syndicated radio show. Rush Limbaugh has amassed book deals, a late-night television show on the Fox network and 20 million listeners weekly.

“A lot of talented people are interested in radio who wouldn’t have been earlier because they think they can become national,” Sabo says. “The

notion of syndication, thanks to Mr. Limbaugh and Mr. Stern, all of a sudden makes radio—as a show-business medium—much more powerful in terms of recruiting people.”

“I think a lot of big stars are waiting for radio people to ask them to dance,” says WOR(AM) New York Vice President and General Manager Bob Bruno. “The success of Limbaugh and [week-day talker] Bob Grant has thrown radio into a different light. There is a new acceptance of the medium by people who in the past might have looked down their noses at it.”

The rise of radio talent has left stations hungry to cash in on the next big name. But despite syndicators’ efforts to find and nurture talent, some programers say there is a dearth of lucrative and compelling show hosts.

One sought-after talent was Bob Grant, who consistently topped afternoon-drive ratings at WABC(AM) New York before the station fired him in April after he made a controversial comment. WOR has since landed 90 affiliates for the show.

Yet proven radio talk show talent is difficult to find, Bruno says: “We’re still in the process of trying to unearth the next superstar, and we’re not quite sure where to find that person.... I think there’s a dearth of talent out there.”

“There is a lot of syndicated product, but little of it is successful,” says Michael Luckoff, president and general manager of KGO(AM) San Francisco, which broadcasts EFM Media’s Dr. Dean Edell.

“You need to look at the marketplace and find talent that will grab an audience,” Cutler says. “Granted, it’s very hard to find a really good national talent, and it can be hit or miss. The public’s taste at times is unpredictable.”

National sales rep David Landau, president of Multiverse Networks, says he has “has been selective in choosing” which radio personalities to back. Among other projects, Multiverse represents national ad sales for Schlessinger.

But Landau is confident there are emerging radio talents that could be introduced successfully into national syndication: “The personalities are out there; you just have to know where to look, and companies have to be willing to promote talent beyond their local markets.”

Cable catches franchise fever

Next five years will see most renewals since early '80s

By Price Colman

The nation's largest cable operators are heading into a franchise frenzy unmatched since the early 1980s.

Beginning this year and running through the end of the decade, hundreds of U.S. cities, large and small, will be undertaking cable franchise renewals. "We're going to see a lot of activity," says Eileen Huggard, vice president of the National Association of Telecommunications Officers and Advisers (NATOA).

NATOA members typically are the franchising authority's point people in franchising renewal proceedings.

Franchise agreements often run more than 200 pages and include arcane legalese relating to rights-of-way, bonding and insurance for the cable company. Those issues and others such as PEG (Public Education and Government access), INETs (institutional networks), system rebuilds and consumer costs for cable service will continue to be at the heart of cities' negotiations with cable companies.

But with the Telecommunications Act of 1996, competition has become a key concern—for cable companies and cities alike. "We're now seeing a lot of entities that can provide video services without having to go to a franchising authority," says Madie Gustafson, Tele-Communications Inc.'s senior counsel in charge of franchising. "The

| EXPIRATION DATE | CITY | CABLE COMPANY |
|-----------------|-----------------------|----------------------------------|
| 1996 | Vancouver, WA | TCI |
| | Emporia, KS | Time Warner |
| | Kalamazoo, MI | Cablevision Systems |
| | Cincinnati | Time Warner |
| | Madison, WI* | TCI |
| | Marcus Portage, MI | Cablevision Systems |
| | Chapel Hill, NC | Time Warner |
| | Stafford, VA* | Prestige Cable |
| | Coral Gables, FL | Continental |
| | Tucson, AZ | TCI |
| | Portland, OR* | Paragon (Time Warner) |
| | New Port Richey, FL** | TCI |
| | Indianapolis** | Comcast, Time Warner |
| | Somerset, MA | TCI |
| | Mount Prospect, IL | TCI |
| | Pontiac, MI | Comcast |
| 1997 | Austin, TX | Cablevision Systems |
| | St. Louis | Time Warner/Advance/Newhouse |
| | Santa Clara, CA | Intermedia (TCI) |
| | Hawthorne, CA | Paragon (TCI) |
| | Charlotte, NC** | Time Warner, Prestige |
| | Glenview, IL | TCI |
| | Waterford, MI | Comcast |
| | Boston | Cablevision Systems |
| | South Gate, CA | Liberty Cable Northbrook, IL TCI |
| | Stafford, VA* | Media General |
| | Wilmington, MA | Continental |
| | Mount Pleasant, MI | Cablevision Systems |
| | Birmingham, MI | Booth Communications |
| | Tampa, FL | Time Warner |
| | Anoka, MN | Meredith Cable |
| | Waukegan, IL | U.S. Cable Corp. |
| 1998 | Arab, AL | Charter Communications |
| | Boulder, CO | TCI |
| | Chico, CA | Chambers Communications Corp. |
| | Rockville, MD | SBC Media Ventures Inc. |
| | Brooklyn, NY** | Cablevision Systems, Time Warner |
| | Oakdale, MN | Meredith Cable |
| | Jefferson City, MO | TCI |
| | Gold Beach, OR | Falcon Cable |
| | Foster City, CA | TCI |
| | Thornton, CO | TCI |
| | Des Moines, IA | TCI |
| | Burnsville, MN | Meredith Cable |
| | South Lake Tahoe, CA | TCI |
| | Raleigh, NC | Time Warner |
| | Columbus, GA* | TCI |
| | 1999 | Westland, MI |
| Flint, MI | | Comcast |
| Cypress, CA | | Continental |
| Modesto, CA | | Post-Newsweek |
| Sunrise, FL | | Continental |
| Farmington, NM | | TCI |
| Minneapolis | | Time Warner |
| Beaverton, OR | | Columbia Cable of Ore. |
| Denver | | TCI |
| Excelsior, MN | | Triax |
| Lake Orion, MI | | TCI |
| Chicago* | | TCI |
| Banning, CA | | Continental |
| Ithaca, NY | | Time Warner |
| Highland, MI | | TCI |
| Fairfield, AL | | TCI |
| 2000 | Millwaukee | Time Warner |
| | Dunkirk, NY | Adelphia |
| | Commerce, CA | Charter Communications |
| | Los Altos, CA | TCI |
| | Wheaton, IL | Jones |
| | Morton Grove, IL | Continental |
| | St. Paul | Continental |
| | Manassas, VA | Jones |
| | Arlington, VA | SBC Media Ventures |
| | Chicago* | Prime Cable |
| | Encinitas, CA* | Daniels Cablevision |
| | Longmont, CO | Scripps Howard/Comcast |
| | Stillwater, OK | TCI |
| | Washington | TCI |

*One of two franchises with different expiration dates **Two franchises expiring at the same time
Chart is a partial list of upcoming renewals. Source: National Association of Telecommunications Officers and Advisers

FRANCHISE FRENZY

relationship between the cable operator and the city has to take into account new competing technologies."

The trick is to strike a balance between cable franchising issues and competing telecommunications issues.

Franchising authorities are responsible primarily for regulating traditional cable services; state and federal laws and agencies are responsible for telecommunications concerns.

But as cable and telecommunications technologies converge, overlaps in authority are being created. "It is mind-boggling, with what is happening now regarding technology and policy on the federal and state level," says Dean Smits, Denver director of telecommunications. "It's a challenge to stay abreast of all these matters."

It's equally challenging for the cable companies. They often encounter situations where a franchising authority

wants to add telecommunications bells and whistles—such as high-speed Internet access—to the cable network without adding to customers' bills.

For instance, TCI last year negotiated franchise renewals with King County, which encompasses Seattle, and with the city of Seattle in two separate proceedings. King County wanted—but didn't get—an institutional network connecting city offices and agencies. The drawback was cost: an estimated \$45 million for the network that would have added \$5-\$6 per month to customers' cable bills.

In contrast, Seattle negotiated a renewal that calls for TCI to provide high-speed Internet access via cable modems in a service accessible by all cable customers.

"What visionary cities will do is create incentives for us," says Gustafson. "The Seattle agreement

doesn't say we have to provide the service free, or at a discount. They created an incentive for us: 'We'll give you a 10-year renewal, and what we want instead of an INET is for you to commit that we'll be one of the first cities where you'll deploy high-speed Internet access.'"

TCI, as the nation's largest cable MSO, will be the subject of many of the coming franchise renewals. In mid-June, the city and county of Denver will conduct a regular two-year review of TCI operations. The following day, the city will open the window on three-year franchise-renewal proceedings.

TCI last year negotiated what Gustafson calls a model franchising agreement for 15 communities around Denver. She hopes it will serve as a framework for talks with Denver telecommunications officials. ■

USA pays \$75 million for 'Walker'

Columbia also will offer weekend runs to broadcasters

By Cynthia Littleton

Columbia TriStar Television Distribution has sealed a \$75 million deal with USA Network for off-network rights to Chuck Norris's hit CBS series, *Walker, Texas Ranger*, beginning in fall 1997.

The four-year license term covers 105 episodes of the action/western, headed for its fifth season this fall on CBS. CTTD also will offer broadcasters weekend runs of the show, probably on a straight barter basis. That follows the pattern set by off-network sales of *NYPD Blue* and other network dramas as distributors reap the rewards of a red-hot market for A-list, off-network product.

"There's no question that the cable networks were the most aggressive for the show, but we got calls from station reps asking us to keep it available to broadcasters," says Barry Thurston, CTTD president.

When revenue from the weekend broadcast runs is added, observers say, *Walker* could wind up generating more than \$1 million per episode for CTTD.

Among basic cable networks, sources say, USA's primary competitors for the show were Turner Broadcasting and the Family Channel.

Reruns of *Walker* will debut on USA next year as part of a prime time action/adventure block. ■



Walker heads to USA.

Coming attractions from IFC

The Typewriter, the Rifle and the Movie Camera, Independent Film Channel's upcoming documentary on director Sam Fuller that debuts June 24, is the first of a number of original projects to be produced by the network in the months ahead. Projects in the works include *Gray's Anatomy*, a film starring Spalding Gray and directed by Steven Soderbergh ("sex, lies and videotape"); a documentary on director Howard Hawks by director John Carpenter, and a series of hour-long interviews between actor Alec

Baldwin and directors of political films. The Baldwin series is expected to debut on IFC in October and the Hawks documentary to air sometime later this year. *Gray's Anatomy* is scheduled to debut later this year on IFC, but the network premiere could be pushed back by a possible theatrical run, says Frances Bewick, vice president of programming, IFC. IFC is now serving as primary producer of the film and maintains sole North American and South American rights. —RB



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NBC claims 20.5 million MSNBC subs

Wright dismisses suggestion that Continental was balking at converting AT

By Jim McConville

NBC executives say they are still confident that MSNBC will get ample cable carriage when the all-news cable network launches in six weeks.

NBC President Bob Wright, speaking last week at a press conference in Fort Lee, N.J., said that MSNBC—a joint venture of NBC and Microsoft—will have commitments for 20.5 million subscribers when it launches July 15.

Wright dismissed reports that Continental Cablevision, the nation's third-largest cable operator, with 4.3 million subscribers, was balking at NBC converting its America's Talking network to MSNBC.

"There are certainly some doubts and concerns on the part of operators about a change in the service—and whether it's different in the sense that it's not the service they originally signed for," Wright said. "But the cable industry has been very support-

ive, and I expect that all of the systems that are carrying America's Talking today will carry MSNBC July 15."

NBC News President Andrew Lack says additional MSO carriage agreements for MSNBC will be announced in the next few weeks.

NBC's press conference featured several New Jersey dignitaries, including Governor Christine Todd Whitman, who said the state has extended economic incentives to persuade NBC to locate MSNBC in New Jersey.

Incentives include refunding MSNBC 80% of the income taxes New Jersey will collect over 10 years from the jobs the network will create in the state. New Jersey also will float \$150 million in bonds to help MSNBC with network capital investments.

In comments made to reporters after the press conference, Wright said MSNBC will target a younger audience than TV's traditional news view-

er. "We are aiming at people that are 20-plus rather than 50-plus," he said.

MSNBC will hire approximately 500 people, a figure that Wright says includes 70% of America's Talking's approximately 150-person staff.

The network will start out with 14 hours of original programming daily. NBC executives spelled out MSNBC's prime time programming schedule, which will feature three-hour blocks that run at 7-10 p.m.

MSNBC's weekly prime time schedule will include *Time and Again*, an hour show on 20th-century history, at 7-8; *Internight*, a talk program featuring newsmakers of the day interviewed by NBC anchors Tom Brokaw, Katie Couric, Bryant Gumbel and Bob Costas, at 8-9, and *The News with Brian Williams*, a news and interview program, at 9-10.

The News with Brian Williams reportedly will have an interactive element that allows viewers to participate by phone or e-mail. ■

Encore, MGM/UA team for international channels



Closing the deal are (l-r) Encore's Ganesh Basawapatna and John Sie and MGM's Frank Mancuso and Gary Manezi.

By Price Colman

Encore Media Corp. and MGM/UA Telecommunications have signed a 50-50 joint venture to launch branded movie channels in India and Southeast Asia.

The joint venture, called MGM Gold Networks (Asia), plans to roll

out two channels — MGM Gold and MGM Superstation—via cable in August. The channels will feature MGM and United Artists films such as "Rocky," "Rain Man," "Moonstruck" and "A Fish Called Wanda" as well as television series such as *Fame*, *In the Heat of the Night*, *thirtysomething* and *The Outer Limits*.

The joint venture also plans to offer all of MGM/UA's output, such as

Joint venture will create movie channels for India and Southeast Asia

out two channels — MGM Gold and MGM Superstation—via cable in August. The

"Get Shorty" and "The Birdcage," once the titles have gone through typical pay or broadcast television cycles.

Principals from MGM and Encore declined to detail financial aspects of the deal, although both sides have contributed an equity investment.

The partners say the intent of MGM Gold Networks (Asia) is to capitalize on MGM/UA name recognition in the region and Encore's growing distribution network in Asia.

"There's an unfilled niche for a Hollywood channel in the region," says Gary Manezi, president of MGM

Telecommunications. "They're very good at launching and managing the network. We've got the product and the logo, and they've got the expertise."

Encore International, founded in 1995, has launched two channels—Encore and Showtime—in Australia and last year entered into agreements with China Central Television (CCTV) to provide general entertainment programming and movies to CCTV's cable and satellite channel.

MGM Gold Networks (Asia) has no immediate plans to launch the

MGM Gold and MGM Superstation channels in China.

"Our aim was to create a couple of channels that would be really interesting that people in India and Southeast Asia would like," says Ganesh Basawapatna, president and chief operating officer of Encore International.

The channels will be included as part of extended basic cable programming in an effort to quickly gain high penetration, Basawapatna says.

The partners see substantial potential throughout the region, particularly

India, where only about 15 million of the nation's 180 million households have cable. Basawapatna estimates that along with India, cable households in Taiwan, Thailand, Hong Kong and the Philippines should give MGM Gold and MGM Superstation well over 20 million potential viewers.

The partners also say success with the two channels in the India and Southeast Asia markets could lead to additional channels and expansion of the joint venture to other regions, possibly Latin America. ■

HBO boosts made-for slate

Says NYC Productions will be haven for films other studios might pass on

By Jim McConville

Following the trend among premium cable networks, HBO will step up production of original network films under its newly created HBO NYC Productions.

NYC Productions is supplanting HBO Showcase, which last year produced two films for the network.

The division, started in January as a New York-based movie production group, will make eight films this year. In addition to two-hour movies, it will produce one or two hour dramas each year.

HBO, like other premium cable networks Showtime and Encore Media, continues to up its original production budget as it faces increased competition from new movie networks and other exhibition outlets, including pay per view and home video.

More than 50% of HBO NYC original productions have been developed from scratch, with the majority to be fully funded by HBO, says Colin Callender, senior vice president, HBO NYC Productions.

Callender says the division will buy rights to scripts and books that HBO wouldn't have picked previously. "HBO NYC Productions will be a haven for films that would not be sought by major Hollywood studios," he says.

The group's credo, says Robert Cooper, president, HBO Pictures and HBO NYC Productions, is to be "fiscally rigorous and creatively free," with the studio functioning as an



"experiment in content and form." Each of its films will have an average \$5.5 million budget.

One of the studio's first hour-long productions will be *In the Gloaming*, a drama adapted from a *New Yorker* short story about a young man dying of AIDS that is to be directed by actor Christopher Reeve.

On the downside, HBO acknowledges that there may not be much of an aftermarket for its hour productions,

but executives say such a series will serve another operating strategy.

"It's uncharted territory; it's probably not worth that much," says Cooper. "But you can attract all kinds of talent that you might not attract with a full-length movie. For that strategy and goal we're willing to lose some money on the back end."

HBO NYC Productions has four films in post-production and four entering pre-production. HBO will debut its first HBO NYC production, *Deadly Voyage*, on June 15.

Other HBO original films now in production include *Path to Paradise*, a story about the World Trade Center bombing that is targeted for air in 1997; *Subway Stories*, an anthology of 11 short stories from different directors about people who ride the New York subway; *The Last Night*, a futuristic tale written by Norman Mailer, and *Henry and the Second Gunman*.

HBO also has plans for a series of lower-budget movies targeted to a younger demographic and intended for late-night runs on HBO. Such a series will include *Fabulous People*, a quasi documentary that examines the New York dance club scene.

HBO chose New York over Los Angeles as NYC Productions' studio location, says Cooper, to take advantage of its different creative point of view.

"It was time to get a perspective on the [HBO] network that was not Hollywood," says Cooper. "There's more willingness here to break the form and to break the formula than there is in L.A." ■

Media concentration troubles Turner

Says German pay-TV giants could become gatekeepers there

By Rich Brown

While Turner Broadcasting attempts to allay concerns over its proposed megamerger with Time Warner in the U.S., the company is voicing its own concerns about vertically integrated giants in the fast-growing German marketplace.

Philip Kent, newly appointed manager of Turner's European operations, told attendees at the Cologne Conference last week that the company is "extremely concerned" that Germany could be creating an unlevel playing field for programmers in the market. He says two groups planning to offer digital pay-TV via cable and satellite—one led by Munich-based Kirch group, the other backed by media giant Bertelsmann and others—could become powerful gatekeepers if not properly regulated.

Kirch Group, whose holdings include German TV network SAT1, plans to debut its digital service this summer. Bertelsmann hopes to launch a service in the fall with the help of fellow international giants Canal+ and BSkyB,

although the future of that effort appeared to be in doubt last week (see box). Both services would enable cable systems to greatly expand their channel capacity.

The possibility of two digital systems in Germany appears at first glance to be a healthy development, Kent says, adding that it could also develop into a war over proprietary rights to programming.

"We welcome competition as long as we can compete fairly on the merits of our products," Kent said. "Digital television is not a panacea for programmers."

Kent reminded German media executives in attendance that they should not forget about the delivery of analog channels via cable and urged system operators in the country to work toward expanding their analog capacity by 15-18 channels.

Germany is a "vital" market in which Turner hopes to increase its investment, Kent says. The company distributes its CNN International in the country and is a majority shareholder in German all-news channel NTV. ■

European digital pay-TV alliance on the rocks?

Europe's digital satellite TV alliance between German media group Bertelsmann, pay-TV giants Canal+ and BSkyB and French group Havas is on the verge of collapse less than three months after it was signed, thanks to friction between Bertelsmann and Sky and, to a lesser extent, Canal+.

The aim of the alliance was to launch digital satellite services across continental Europe, excluding France and Spain. The deal insured that BSkyB and Canal+ wouldn't compete in each other's markets.

BSkyB wrote to Bertelsmann on June 4, expressing concern about the lack of progress of plans to launch a German digital lineup in fall 1996. There is pressure to launch a digital package as quickly as possible; Bertelsmann rival the Kirch Group also plans to launch a digital package at the same time. Canal+ also has written to Bertelsmann expressing concern about the merger of Bertelsmann subsidiary Ufa and Luxembourg media combine CLT. CLT is a partner in the French TPS digital service, which will rival Canal+'s own package, Canal-satellite Numerique.

At press time, Bertelsmann was saying the BSkyB letter meant that the News Corp.-owned company was out of the alliance; a spokesperson said Bertelsmann and Canal+ could continue "without Murdoch." But some analysts believe Sky and Bertelsmann still could patch up their differences; others say Canal+ is just as exasperated with the lack of progress and may end its pay-TV alliance with Bertelsmann, that has been in place since 1994.

The most dramatic scenario would have Sky, Canal+ and Kirch Group linking up—leaving Bertelsmann isolated. —DJ

PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of May 20-26, ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 95.9 million households with TV sets.

| Program | Network | Time (ET) | HHs. (000) | Rating Cable | U.S. |
|-------------------------------------|---------|------------|------------|--------------|------|
| 1. NBA Playoffs | TNT | Tue 8:28p | 5,784 | 8.6 | 6.0 |
| 2. NBA Playoffs | TNT | Mon 8:58p | 3,338 | 5.0 | 3.5 |
| 3. Coca-Cola 600 | TBS | Sun 5:02p | 3,104 | 4.6 | 3.2 |
| 4. NBA Playoffs | TNT | Fri 8:28p | 2,604 | 3.9 | 2.7 |
| 5. Rugrats | NICK | Sun 10:00a | 2,195 | 3.3 | 2.3 |
| 6. WWF Monday Night Raw | USA | Mon 8:57p | 2,118 | 3.1 | 2.2 |
| 7. NHL Conference Playoffs | ESPN | Thu 8:30p | 1,990 | 2.9 | 2.1 |
| 8. Aaahh!!! Real Monsters | NICK | Sun 10:30a | 1,943 | 2.9 | 2.0 |
| 9. Indy Car World Series | ESPN | Sun 2:00p | 1,935 | 2.8 | 2.0 |
| 10. Rugrats | NICK | Mon 6:30p | 1,905 | 2.9 | 2.0 |
| 11. Movie: 'The Shannon Mohr Story' | LIFE | Sun 4:00p | 1,867 | 2.9 | 1.9 |
| 12. Tiny Toons Adventures | NICK | Sat 9:00a | 1,853 | 2.8 | 1.9 |
| 13. Rugrats | NICK | Tue 6:30p | 1,828 | 2.8 | 1.9 |
| 14. Rocko's Modern Life | NICK | Sun 11:30a | 1,811 | 2.7 | 1.9 |
| 15. Tiny Toons Adventures | NICK | Sat 9:30a | 1,805 | 2.7 | 1.9 |

Following are the top five pay cable programs for the week of May 20-26, ranked by households tuning in.

| | | | | | |
|----------------------------------|-----|------------|-------|-----|-----|
| 1. Movie: 'French Kiss' | HBO | Sat 8:00p | 2,120 | 8.8 | 2.2 |
| 2. Movie: 'Mask of Death' | HBO | Sat 10:00p | 1,975 | 8.2 | 2.1 |
| 3. Movie: 'Disclosure' | HBO | Sun 8:00p | 1,761 | 7.3 | 1.8 |
| 4. Movie: 'Norma Jean & Marilyn' | HBO | Sun 10:15p | 1,709 | 7.1 | 1.8 |
| 5. Movie: 'Naked Souls' | HBO | Thu 9:30p | 1,603 | 6.7 | 1.7 |

Sources: Nielsen Media Research, HBO

GRAPHIC BY KENNETH RAY/BROADCASTING & CABLE

Seeing double

WBTV—The Warner Channel has almost doubled its subscribers, to 1.5 million, since it launched eight months ago in Latin America. WBTV is a Warner Bros. venture in association with HBO Ole Partners, a venture of HBO, WB, Sony Pictures Entertainment and OLE Communications. Distribution for the channel in Brazil is handled by SMC Marketing. Warner Bros. is still talking with the UK's BSkyB about launching WBTV—The Warner Channel in the UK.

Voyage launched

Landmark Communications has launched Voyage, its travel channel for the French market. The channel is being offered as a basic service on Canal+'s Canal-satellite digital package alongside Canal J, Planete, Eurosport France and Paris Premiere, among others.

Two to tango

For the first time, UK broadcasters BSkyB and ITV have teamed to acquire shows—Twentieth Television's *Millennium*, from *The X-Files* creator Chris Carter, and *The Practice*—at the L.A. Screenings last week. Sky bought pay-TV rights, while ITV took free-TV rights. Sky previously acquired *The X-Files*, in a similar arrangement, although in partnership with ITV's main rival, the BBC.

RTL/MCA dealing

Leading German channel RTL is in negotiations with MCA/Universal and could close a 10-year free-TV output deal this week, sources say. The destination of the pay-TV rights is still unclear, although the Kirch Group, which recently clinched major output deals with Columbia TriStar and Viacom, is still a serious contender.

Cable-telco in Japan

Japan's two U.S.-backed cable MSOs, Titus Communications and Jupiter Communications, look to be nearing deals with state telco Nippon Telephony & Telegraph over interconnection. Such deals could allow Titus and Jupiter to offer telephony. Titus, owned by US West, Toshiba, Itochu and Time Warner Japan, last week won two new cable franchises in the Tokyo area and submitted a formal "application to interconnect" its telephony services with NTT's network. The new franchise awards add more than 200,000 homes to Titus's four franchises, giving it a total 980,000 households. Titus plans to launch full telephony services in second quarter 1997 and aims to pitch prices well below NTT's. Jupiter, owned by TCI International and Sumitomo, hopes to offer telephony services by the end of 1996. US West, Itochu and Time Warner are also partners in Chofu cable, another venture in Japan. Chofu holds franchises covering 140,000 homes and serves 8,000 customers.



Canal+ goes digital in Belgium

French pay-TV group Canal+ plans to launch a digital TV package in parts of Belgium by the end of 1996 or early 1997. Such a move would put the operator in direct competition with NetHold, a rival European pay service. Canal+ launched its French digital DTH service, Canalnumerique, on April 27, and it now claims 45,000 subscribers. Programming will consist of the channel's current analog service, Canal+ Belgique (films and soccer), which claims 180,000 subs. The channel will be available in digital and will be multiplexed. Three of Canal+'s thematic channels in France will form the remainder of the Belgian bouquet, including documentary channel Planete, kids service Canal J and cult TV channel Canal Jimmy.

Cartoon tops with kids in UK

Turner's Cartoon Network is leading the ratings battle in the UK among kids services, according to UK ratings service BARB. The channel even beat terrestrial services BBC2 and Channel 4 in first quarter 1996 in cable and satellite homes. The least-watched kids channel was TCC, which is now being targeted for takeover by Fox.

HBO in Poland

Time Warner's HBO will launch HBO Poland on one of the country's cable systems in July, according to Slawomir Suss, managing director of HBO Poland. The channel hopes to be on cable nationwide by July 1997. HBO Poland will be sold a la carte for a much lower price than are the rival pay channels from FilmNet and Canal+, which launched in Poland 18 months ago. The service will cost zloty15 (\$5.50) per month, less than half of Canal+'s zloty35 and FilmNet's zloty25 per month.

Country carriage

CMT: Country Music Television has signed carriage deals in Spain and South Africa. The 24-hour channel will be distributed in Spain via Cablevision, a joint venture of telco Telefonica and pay-TV operator Canal+ España similar arrangement, and by MultiChoice's digital satellite bouquet, DSTv, in South Africa.

Documentary duo

Two groups are planning new documentary channels in Germany. German media group Bertelsmann, state-run broadcaster ARD's regional units WDR and NDR and the UK's BBC are hatching plans together, while newspaper group Sueddeutscher Zeitung is preparing Blue Planet, its own service. Discovery Channel announced its German launch plans in April and should be up and running by July.

—By Debra Johnson

Cable catches some Olympic spirit

Networks look to capitalize on or counterprogram games

By Jim McConville

With the summer Olympics expected to draw monster-size audiences over its two-week-plus run on NBC (July 19–Aug. 4), some cable networks are looking to tap into that Olympics spirit or offer counterprogramming to lure non-sports fans.

And the networks aren't waiting for the start of the games, with programming that will cover at least a five-week period bracketing the event.

ESPN, not surprisingly, will carry a host of Olympics-related programs, with at least three live updates on its nightly *SportsCenter*.

The network also will air a three-hour prime time *SportsCenter* special Olympics preview on July 16 that will provide an overview of the games and profile the athletes. ESPN plans to provide news of the games on ESPN2, ESPN Radio, ESPN SportsZone Internet site and SportsTicker news service.

E! Entertainment Television will focus on the entertainment angle of the

games. In addition to three to six minutes of daily live Olympics news coverage from *E! News Daily* correspondent Greg Agnew, the channel is planning a handful of specials, including its *Summer Olympics Fashion Review* with Joan Rivers, which airs Aug. 9. Regular E! shows *Talk Soup* and *The Gossip Show* also will adopt Olympic themes.

A&E network will counterprogram by airing several network premieres, including new *Biography* installments on radio shock jock Howard Stern (July 29) and comedian Richard Pryor (July 15). Brooke Johnson, A&E senior vice president of programing/production, says that although the Olympics will draw the lion's share of the TV audience during the 18-day game period, there's also a chance for the networks to pick up viewers between events.

"We're looking at it a little bit more as an opportunity than we have in the past," says Johnson. "In the olden days of television you just kind of rolled over



Joan Collins hosts a miniseries marathon on Lifetime.

for big events. Big events will bring in some people, but they're not going to watch the Olympics from sign-on to sign-off. Maybe they'll surf around a bit and find some other programming."

Other A&E specials will include a first-time showing of "Behind Bars," a three-hour *Investigative Reports* episode (July 28) about the world's maximum-security prisons.

Other cable networks planning to tap into the Olympic spirit—both during and after the games—will be Turner's TNT, which plans to change the name of its regular Thursday night series *Our Favorite Movies* to *Our Favorite Olympians* from June 13–July 18. The series will feature notable former U.S. Olympic medal winners hosting their favorite films: swimmer Mark Spitz (*The Deep* on July 18), gymnast Mary Lou Retton (a John Wayne marathon on July 4), and decathlon winner Bruce Jenner (*Greystoke, Lord of the Apes* on June 27).

TBS will take a more serious approach to its Olympics-related programming with a two-hour documentary on June 30: *America's Greatest Olympians*, which repeats July 1 and 4.

"During the Olympics, as at any other time of year, we try to be an alternative to what the other networks are doing," says Bill Burke, president of TBS. "We'd be fooling ourselves if we didn't think the Olympics would not have a major impact on viewing habits. But there are people out there that are going to want alternatives."

PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of May 27–June 2, ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 95.9 million households with TV sets.

| Program | Network | Time (ET) | HHs. (000) | Rating Cable | U.S. |
|--------------------------------------|---------|------------|------------|--------------|------|
| 1. <i>NHL Conference Playoffs</i> | ESPN | Sat 7:30p | 2,620 | 2.7 | 3.8 |
| 2. <i>Miller Genuine Draft 500W</i> | TNN | Sun 12:00p | 2,568 | 2.7 | 3.9 |
| 3. <i>NHL Conference Playoffs</i> | ESPN | Wed 8:30p | 2,530 | 2.6 | 3.7 |
| 4. <i>Rugrats</i> | NICK | Sun 10:00a | 2,239 | 2.3 | 3.4 |
| 5. <i>WWF Monday Night Raw</i> | USA | Mon 8:57p | 2,229 | 2.3 | 3.3 |
| 6. <i>NHL Conference Playoffs</i> | ESPN | Mon 7:30p | 2,221 | 2.3 | 3.2 |
| 7. <i>Movie: 'Rocky IV'</i> | TBS | Mon 12:20p | 2,130 | 2.2 | 3.1 |
| 8. <i>NHL Conference Playoffs</i> | ESPN | Thu 7:30p | 2,071 | 2.2 | 3.0 |
| 9. <i>Jim Henson's Muppet Babies</i> | NICK | Mon 10:30a | 2,015 | 2.1 | 3.1 |
| 10. <i>Columbo-Murder/Rock Star</i> | FAM | Sun 9:00p | 2,019 | 2.1 | 3.1 |
| 11. <i>Rugrats</i> | NICK | Tues 6:30p | 1,948 | 2.0 | 2.9 |
| 12. <i>Rugrats</i> | NICK | Wed 6:30p | 1,948 | 2.0 | 2.9 |
| 13. <i>M. Sendak's Little Bear</i> | NICK | Mon 12:00p | 1,947 | 2.0 | 2.9 |
| 14. <i>Rugrats</i> | NICK | Thu 16:30p | 1,923 | 2.0 | 2.9 |
| 15. <i>Movie: 'Cocktail'</i> | USA | Mon 5:00p | 1,902 | 2.0 | 2.8 |

Following are the top five pay cable programs for the week of May 27–June 2, ranked by households tuning in.

| | | | | | |
|--|-----|------------|-------|-----|------|
| 1. <i>Movie: 'Die Hard with a Vengeance'</i> | HBO | Sat 8:00p | 3,804 | 4.0 | 15.8 |
| 2. <i>HBO Comedy Hour</i> | HBO | Sat 10:15p | 2,598 | 2.7 | 10.8 |
| 3. <i>Radio Sex TV</i> | HBO | Fri 11:00p | 2,236 | 2.3 | 9.3 |
| 4. <i>HBO Boxing After Dark</i> | HBO | Sat 12:21p | 2,022 | 2.1 | 8.4 |
| 5. <i>Tales from the Crypt</i> | HBO | Fri 10:00p | 2,008 | 2.1 | 8.3 |

Sources: Nielsen Media Research, HBO

GRAPHIC BY KENNETH RAY/BROADCASTING & CABLE

Lifetime Television's programming will try to lure female viewers from the games with a 17-day marathon of miniseries hosted by actress Joan Collins. The marathon will feature 26

episodes worth of miniseries that will run July 17-Aug. 4. Series include *Danielle Steel's Jewels*, *The Two Mrs. Grenvilles* and *Diana: Her True Story*.

Not all cable channels are catching the Olympic programming wave. Nickelodeon, USA and Family Channel will air their regular programming grids as planned. ■

Fox pitches Web cable net

Will extend WB reach through service to white areas

By Cynthia Littleton

Taking a cue from Fox's Fox Net cable service, the WB Network has confirmed a plan to use cable systems to extend its reach into markets with few TV stations.

The goal is to deliver WB programming as part of a 24-hour cable channel filled out with other first-run and off-network shows that don't have broadcast clearances in the targeted areas. Using a new technology co-developed by Warner Bros. and IBM, the "Network in a Box" system operates through a digital receiver, installed at a cable operator's system, that receives signals from the WB studio in California and can simultaneously insert local commercials across several cable systems.

The satellite feed would be provided free to cable operators, who would

then be able to sell local spots on what WB officials call "virtual TV stations." The system is similar to the Fox Net cable service developed in the mid-1980s by The WB's Jamie Kellner during his tenure as president of Fox.

The WB plans to use a cable platform to reach about 14% of the nation's TV households by fall 1997. Once up and running, Network in a Box, also known as the WeB, will allow The WB to move its programming off the cable side of Tribune's superstation WGN-TV Chicago, which overlaps some markets where WB has broadcast affiliates.

Today, WGN-TV's cable reach accounts for 19% of The WB's 84% national clearance. WB officials have told broadcast affiliates that WGN-TV's cable coverage will end by September 1997.

"Cable has always been a part of our distribution plan in areas where it doesn't make economic sense to have a broadcast affiliate," says Kellner.

Representatives for Tele-Communications Inc. and other leading MSOs said last week that they were unfamiliar with The WB's plan. Just like the recipe for success in the broadcast world, veteran cable programmers say hit shows are the key to convincing operators to give up channel space for the WB service.

"Free programming and local inventory may not be enough to get cable operators to carry [the WeB]," says Lynne Buening, vice president of programming for Falcon Cable. "It was *The Simpsons* that really started the push for Fox Net. What they need is signature programming that people are hearing about and talking about but can't get in their homes." ■

HEADLINES

MCI files for phone service

MCI Communications Corp. has joined the growing list of competitive access providers that want to go head to head with US West over local phone service in Colorado. MCI last week filed with the Colorado Public Utilities Commission to offer local service in the area that US West Communications covers. Other potential new entrants seeking PUC approval: AT&T; MFS, through its IntelliNet of Colorado division, and WinStar. AT&T and MCI have asked for operating authority specifically in US West territory, while MFS and WinStar are seeking approval for the entire state. US West covers most of Colorado, but independents control certain areas. Local phone competition is set to begin July 1 under state law. So far, only the MFS application has drawn

fire since US West and the Colorado Office of Consumer Counsel have filed objections.

BB+ for TCI

Duff & Phelps Credit Rating Co. has assigned a rating of "BB+" (double-B-plus) to TCI Communications' \$300 million senior debenture offering. The rating is one grade below investment level "BBB-" (triple-B-minus) and reflects Duff & Phelps's concerns about a steady increase in TCI debt. Duff & Phelps in April downgraded existing TCI senior debt to BB+ from BBB- because of those concerns. A Duff & Phelps analyst said there is potential for TCI to regain the investment-grade rating of debt but that near-term expenditures for equipment such as cable modems likely will take a toll on cash flow. However, the analyst said that

longer-term projections for TCI revenue and cash flow are solid. TCI expects to use proceeds from the senior debenture offering to refinance private placement debt.

Kaleidoscope on 'Cutting Edge'

Kaleidoscope, the San Antonio, Tex.-based channel for people with disabilities, will launch *Cutting Edge Medical Report* today (June 10). The half-hour magazine show will air Sunday-Friday at 10 p.m., and will be repeated at 3:30 p.m. daily and 9 a.m. Sunday beginning in July. The program will feature doctors and researchers performing groundbreaking work and talking about the latest medical breakthroughs. Kaleidoscope reaches 16 million households in 37 states.

—JM

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Telco Video

RBOCs, MSOs become local telco competitors

Time Warner/BellSouth, Jones/Bell Atlantic announce deals

By Richard Tedesco

Two major MSOs struck deals last week with two RBOCs, ushering in an era of local telephone competition, with the Southeast as the initial battleground.

In quick succession, Jones Intercable and Bell Atlantic announced an agreement for Virginia markets, and Time Warner Communications and BellSouth followed suit with a two-year pact covering BellSouth's nine-state region.

The first such pacts between cable companies and RBOCs in the wake of the 1996 Telecom-

munications Act, they effectively will give Bell Atlantic and BellSouth license to enter the long-distance-service market by satisfying requirements for opening local competition provided for in that legislation. The Jones deal is with Bell Atlantic-Virginia Inc.

Time Warner Cable and Jones get entry as full-service local telephone service providers in the Southeast and Virginia, respectively, and the deals allow network interoperability across the networks of the competing RBOCs and MSOs in each case. The new arrangement also enables users

to switch service transparently, retaining their phone numbers with no interruption in service.

Time Warner is negotiating similar pacts with Nynex for the New York City area and with SBC Communications in Austin, El Paso, Houston and San Antonio, all Texas.

Time Warner has a deal for local service with Rochester (N.Y.) Telephone and provides alternative-access phone service in other parts of the country besides the Southeast. The MSO expects to begin local phone service under terms of its two-year agreement with BellSouth (following review

by the respective state commissions) by the end of this year.

The Time Warner deal comes just as BellSouth is making its first tentative move into the video services business in Chamblee, Ga.

For Jones, it's the first step in the company's national strategy. "In many respects, it gives us the experience and a template to look at other markets," says Jim O'Brien, Jones Intercable president, who indicated that the company will seek to expand telephony service into Maryland while it considers similar deals in other markets.

Jones has had as much as a 5% increase in cable penetration among telephone customers in the four Alexandria, Va., high-rise buildings where it has been packaging telephone and video services. For a monthly fee of \$37.32, it has been offering a package of 44 basic cable channels and a tier of telephone services that includes call-waiting, maintenance and a free unlisted number.

Jones expects to receive certification as a local provider from the Virginia Corporation Commission on June 26. It had approached Bell Atlantic to negotiate a deal after an initial filing with the state commission. Jones is not negotiating for similar arrangements with the RBOCs in its other territories.

But Bell Atlantic is pursuing pacts with other cable companies in its operating region. Comcast Communications is the most likely candidate. Officials at those companies could not be reached for comment.

Comcast, Cox join @Home

Tele-Communications Inc.'s @Home high-speed online access proposal took a serious turn toward becoming a business last week when Comcast Corp. and Cox Communications agreed to take a stake in it.

The two top-10 MSOs are each buying 14% of @Home for an undisclosed price. TCI will retain 45% of the fledgling venture, and investment banker Kleiner Perkins owns 14% (the remaining 13% is being held in reserve by TCI for future investors). The deal will drive a rollout of @Home among the three MSOs' subscribers, which represent 40% of total U.S. cable subs.

"It validates once again the seriousness of these guys going after the online marketplace," says Tom Pincince, senior analyst for Cambridge, Mass.-based Forrester Research, who adds that a nationally branded service would be a strong competitor to telco offerings.

Cox will begin rolling out the service in its systems this year, according to David Woodrow, Cox senior vice president for broadband services, who



says the technology strategy was the big draw for Cox: "We want to make sure that we have a very robust, high-speed backbone to connect to."

The @Home concept is a network of cable systems offering a high-speed, localized online service to subscribers who will pay approximately \$30 per month for access, including a cable modem.

A TCI spokesperson says TCI still plans to launch the service in its Hartford, Conn., system and in Arlington Heights, Ill., late in the third quarter. Cox declined to say where it might launch the service, but its San Diego and Phoenix systems (where it has been testing modem service) are likely candidates. Comcast has tested modem service outside Philadelphia and had plans to introduce modem service in Baltimore.—RT

World Wide Web

Jazz Central Station on fast track

Web site offers information, entertainment, shopping

By Richard Tedesco

Jazz Central Station, a combination marketing/information multimedia Web site (www.jazzcentralstation.com), is gathering momentum as its parent company prepares to bring a jazz radio station online.

New York City-based Web producer N2K (Need to Know) Inc. claims that its monthly user count for Jazz Central Station has mushroomed from 3,000 visitors during its January debut to more than 20,000 per month now (it also can be accessed through the MicroSoft Network at jcs). In two weeks, noncommercial jazz station KLON(FM) Long Beach, Calif., will go live online at Jazz Central.

Jazz Central users can sample sound and purchase CDs from a catalogue of jazz releases, access information about artists (including con-



cert dates) and pull up education areas featuring video clips of noted jazz artists teaching playing techniques. A Jazz Wire features current news. N2K uses RealAudio audio technology and Macromedia Shockwave for animation.

All material on the site remains in a growing archive as new information and sound samples are added. "It becomes like the library of jazz. It just keeps expanding; it never stops," says Adam Zelinka, N2K's director of

Jazz Central Station.

N2K also has created an electronic edition of *JazzTimes* magazine online. There are profiles of various artists that include performance and interview soundbites, and live interviews are planned.

Marketing is much of N2K's focus. Zelinka says that online sales represent 24% of all the jazz recordings sold. While Jazz Central's monthly sections on featured artists offer profiles of the musicians, videotapes and other merchandise are available in addition to recordings.

But jazz isn't the only tune N2K plays; it's expanding into

other musical genres online. The company recently acquired Rocktropolis, a Web site similar to Jazz Central, from the company of the same name. N2K also created the Rolling Stones and David Bowie Web sites. Its first effort online was Music Boulevard (www.musicblvd.com), a multigenre online market with 30-second sound samples from its 145,000 titles, on a Web site launched late last summer. A merger with Music Boulevard made that project possible. N2K became the music/technology entity it is now when it merged earlier this year with Telebase Inc., an online information and entertainment service.

N2K plans this fall to launch a classical music Web site, which will feature material from the estate of Leonard Bernstein, including scores of his compositions with handwritten notes, Zelinka says. **TM**

Internet-To-TV

HBO collects Pearl from Web

Buys rights to turn cyber-thriller into TV show

By Richard Tedesco

HBO Independent Productions has signed a deal for TV rights to an online "cyber-thriller" called *Techno 3*.

The deal with Blue Pearl Entertainment, a TV and Internet content developer, gives HBO rights over the next year to develop *Techno 3* into a TV property, with an option to take over the Web property as well. The HBO Independent unit will pitch

the concept to broadcast networks, according to Lowell Mate, the unit's executive vice president of creative affairs. If it strikes a deal, it would mark the first migration of content from online to on air.

Techno 3 is billed as a cyber-drama about three "bodacious cyber-babes" in different professions who moonlight as tools of a sinister cyber-terrorist. Two weeks ago, Blue Pearl debuted *Media Secrets*, a

On Command growing games

On Command Video is adding Sony and 3DO video games to its on-demand services menu in hotels around the country.

New Panasonic video servers from Matsushita now will allow the in-room video service to download and store video games onto hard drives, eliminating the need to put Sony Playstations or 3DO players in each room.

Video games presently add approximately 10% to On Command's mainstay pay-per-view movie revenue, according to Bob Snyder, president of the Santa Clara, Calif.-based company. On Command captures \$27 per room from its current base of more than 300,000 rooms. Game systems will be added to On Command services in 100 hotels during the next four months.

On Command will adjust menus in specific locations based on the response to the 10-15 recent-release titles it has in its Sony and 3DO packages. The game, not the platform, is the thing that drives usage. "It's the game itself that people like," says Snyder.

While usage still skews toward youngsters, who like the crash-and-burn titles, older players like playing golf on screen.

The Panasonic servers also are helping to expand the presence of Bell Atlantic Electronic Publishing's InfoTravel—a localized, interactive, multimedia guide for hotel travelers, which debuted last year in Washington—into nine Chicago hotels.—RT

newscape: technos

"Huh?" One of the females in the group replies as her companions look on in disbelief

"Are you always so clumsy?" Helen asks as she reaches the group

"Oh, Sorry" the female replies rather sarcastically "Do you have a problem, Bitch!" Helen fires back as she gets in Marie's face

"Yes, Your Breath!" Marie says as she backs away mocking her aggressor

Why you little



Will Helen and Marie Clash?

How will Lieutenant Bello's investigation turn out?

Find out on the next episode of...

TECHNO 3

The cyber-thriller 'Techno 3' may be moving to HBO.

cyber-serial about machinations in the media world, on its Web site (www.blue-pearl.com).

Mate, who says consideration will be given to other Web properties on a case-by-case basis, sees the potential to establish a Web-to-TV production pipeline. "Techno 3, being as cutting edge as it is, is a very exciting property for a broadcast network to be in on," he says.

Blue Pearl had a relationship with HBO stemming from a pilot for a contemporary Spanish-language show,

El Diario. Time Warner owns 20% of the New York Spanish-language daily newspaper of the same name.

Blue Pearl saw developing serial entertainment on the Web as "a great way to beat the system," says Radmes Soto, Blue Pearl president. "We were thinking of the site as a whole TV station."

Blue Pearl is discussing TV rights to *Media Secrets* with another network, and has two other projects in development with the same goal of migrating them to TV.

TNW

Internet-To-TV

Digital Delivery to do video

Film fans and videogame junkies soon will be able to get a jump on the latest releases with a PC service from Digital Delivery Inc.

Next month the New York City-based company plans to start a service to download "channels" of video content from various entertainment companies promoting their products. Movie trailers and videogame makers are among the likely content providers, according to Don Tydeman, Digital Delivery's president.

Files of up to five minutes of video will be downloaded to PC users, who can select channels identified by content provider. Dynamic icons will indicate when new content has come across from a videogame maker, according to Tydeman, who says that preview clips of games and movie trailers may be downloaded. Downloading will take place during a user's off-hours, typically overnight. "The delivery is always taking place in the background," Tydeman says.

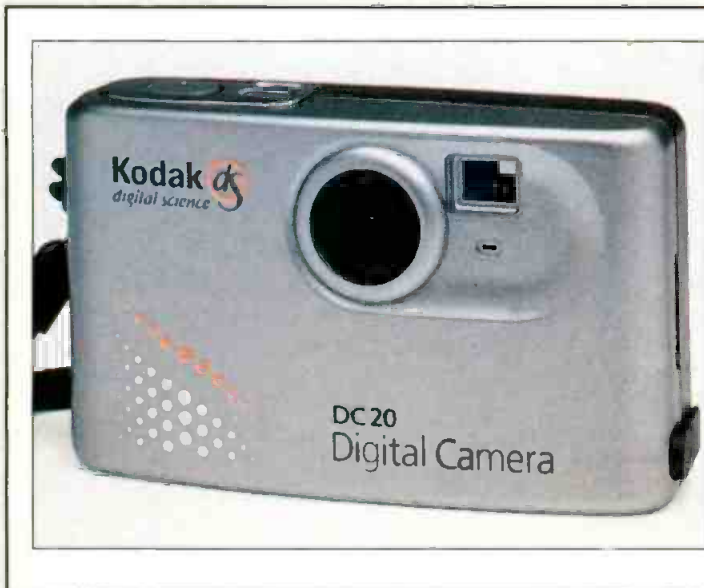
The service probably will launch in mid-July with 12 channels. Links to content providers' Web sites will allow users to access additional product information.

Users will pay no fee. Initially, content will be free as the providers evaluate the distribution. But Tydeman expects that content providers eventually will pay for the distribution, which may also be advertising supported. Apart from the several large, branded content providers with which Digital Delivery is

in discussions, content from outstanding Web sites from small developers also may be included.

Digital Delivery is discussing a possible partnership in the venture with a major diversified entertainment company, Tydeman says.

The company is involved in a beta test with the *New York Times*, delivering a daily fax edition of the newspaper through Digital's service taken from the *Times'* Web site. —RT



Kodak debuts computer camera

Eastman Kodak last week introduced a relatively low-cost digital camera that can transmit pictures via computer.

The \$350 DC20, introduced at the Comdex computer trade show in Chicago, undercuts \$500 digital cameras marketed by Epson and Casio since earlier this year. Kodak previously released a \$10,000 model for professional photographers.

The compact camera (2.5 inches tall by 4 inches wide by 1.2 inches deep) can store eight to 16 color pictures that can be transferred to a Mac or PC. It features automatic exposure and takes picture through its fixed-focus lens that can be transmitted via PC and reconfigured as e-mail "picture postcards."

The DC20 comes with Kai's Power Goo, software from MetaTools that allows the user to distort features in the picture images onscreen. The altered images can be saved for use in QuickTime movies, videotape or screen-savers.

Slides & Sound software from InMedia Presentation Inc. enables creation of multimedia slide shows by downloading pictures from the DC20 for editing. —RT

Technology

June 10, 1996

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S.F. Giants adopt electronic billboards

SportsChannel, KTVU to air virtual ads

By Glen Dickson

The San Francisco Giants have introduced Princeton Video Image's live video insertion technology to create virtual billboards in 3Com Park during television coverage of their Major League Baseball games. Local rights-holders SportsChannel Pacific and Fox affiliate KTVU(TV) Oakland, Calif., have aired games using the real-time video insertions, which appear to the viewer as billboards behind home plate.

The agreement marks the first commercial use of PVI's patented L-VIS live video imaging system in the U.S., says Sam McCleery, PVI vice president of marketing. Mexican broadcaster Televisa has been using the system since February for paid insertions during soccer games. ABC and ESPN both experimented with the technology during their college bowl game coverage to insert logos between the uprights during kicking plays, and plan to use it commercially during the 1996 college football season, says McCleery.

So far, only promos and logos have been displayed on the Giant's electronic billboard during game telecasts. But that will change soon, since the Giants have sold space to the Raley's supermarket chain and are close to a deal with a beer company, according to Giants corporate sponsorship manager Jason Pearl.

"We're aggressively going after people," says Pearl. Advertisers are "extremely excited," he says, but few have room in their budgets at this



The PVI L-VIS ad insertion system allows the players at this soccer game to move across the graphic. The ad can be changed at the click of a cursor.



point in the season for the new advertising space.

PVI is supplying and operating the system free for the Giants in return for a share of the ad revenue, which will be split among the Giants, PVI and the television rightsholder airing the game. With Televisa, PVI simply leases the system for a fixed fee.

"Fundamentally, it's a new way to do an old thing," says Jeff Krolik, senior vice president/GM of SportsChannel Pacific. "There have been signs before, but this is a more efficient and impactful way to do that."

Krolik says that SportsChannel has received no complaints from subscribers about the electronically inserted billboards, which he says look real-

istic: "It's real gee-whiz technology."

PVI creates the live video insertions with its "occlusion technology," which allows players and objects to cover the billboard as they move over it. The L-VIS system is a proprietary video processing box that takes in a program feed, converts it to digital information, inserts the computer-generated billboard and then converts it back to analog for transmission.

"The system scans a video scene, stores it in memory, and inserts material," says McCleery. "It does this in two-tenths of a second. What differentiates it from a burn-

in is that our graphic doesn't cover anything up. And with panning, tilting or zooming, the graphic stays perfectly proportioned."

The Giants' L-VIS unit is in a room adjacent to the production trucks at 3Com Park, and cables transmit the live feed into the system, which requires one operator. But the insertion also could be made from a remote studio via a satellite downlink, says McCleery.

PVI is "having discussions" with a number of MLB teams about using the L-VIS system, McCleery says, adding, "It allows you to turn the space behind home plate into inventory and keep the look in the stadium pure."

McCleery sees other applications for the technology besides creating additional advertising space, such as geographically targeting advertisements within national telecasts and branding events market by market for international distribution. But one sports executive cautions that the technology is a potential Pandora's box as teams and rightsholders try to figure out how to split a new revenue pie; currently, broadcasters don't get any financial cut from real stadium signage.

"It opens up a whole new area for negotiation and who has what rights," the source says. "All these negotiations weren't really imagined when [PVI was] developing the technology." ■

TCI buys SDI ad insertion systems

MSO installs digital units in Bay Cable Advertising sites

By Glen Dickson

StarNet Development Inc. (SDI) has installed its MPEG-2 digital ad insertion systems in nine Tele-Communications Inc. cable operations, with four more awaiting installation. Combined with existing SDI gear in San Francisco and Tulsa, Okla., the new deals bring TCI's total investment in SDI technology to more than \$10 million.

SDI has installed its ad insertion product at Bay Cable Advertising (BCA), the TCI-managed interconnect in San Francisco, and at TCI sites in Kansas City, Mo.; Madison, Wis.; Daytona Beach, Fla.; Montgomery, Ala.; Dubuque, Iowa, and Washington.

Four more sites await installation: new systems for Evansville, Ind., and Parkersburg, W. Va., and overbuilds for Half Moon Bay, Calif., and Enid, Okla., which are extensions of the San Francisco and Tulsa operations, respectively.

"We're continuing to roll the sys-

tems out," says TCI's Greg Hall, director of advertising sales-technical operations. "They're going primarily to the mid- to small-size markets, where the headend counts generally stay under five, with the one notable exception of BCA in San Francisco. In that particular size market, the SDI equipment performs well."

TCI has been upgrading its analog insertion gear to digital systems on a national scale. The giant MSO already has installed SeaChange International video servers in its larger markets, such as Dallas and Miami, with 10-15 markets making the SeaChange switch by the end of the year at an estimated cost of \$15 million (BROADCASTING & CABLE, Feb. 12).

"In the bigger markets, SeaChange does well managing a large number of headends," says Hall, adding that the pricing of the SDI and SeaChange systems is competitive.

The SDI insertion system's architecture places one rack-mountable unit at each headend, says Hall. "We're delivering geographically tar-

geted ads, but how they're distributed varies by market," he says. "A headend and zone are not necessarily the same thing; a zone could be two headends together."

Hall says that a big selling point for SDI has been its quick response to TCI's orders. The installation in Daytona Beach, for instance, was completed within 30 days of the order. TCI also is testing SDI's Traffic Pro ad management software at Bay Cable in San Francisco as part of a comprehensive evaluation of management software systems, the second step in its digital conversion. TCI hopes to pick a winner from five competing vendors by the end of the summer.

"It's a very deliberate, scientific process we're going through, and in the end it will yield a media management system to be used as the standard throughout TCI," says Hall. "We want to automate the process so that the software drives the business instead of getting in the way of the business." ■

Ariane 5 lost

Arianespace's experimental Ariane 5 rocket was intentionally blown up last week after it veered off course and threatened to crash into the ground shortly after launch from French Guiana.

Although the rocket was carrying four scientific satellites for the test flight, it was designed to carry payloads of large communications satellites. The launch was the first of two demonstrations of the new rocket, the second of which is scheduled for November. Michelle Lyle, spokeswoman for Arianespace, says it is too early to tell if the second demonstration launch will be delayed. A preliminary report on the failure is due July 15.

Arianespace says that, barring extraordinary delays, the future launching of communications satellites should not be



The \$8 billion Ariane 5 on the launchpad.

affected. There are enough Ariane 4 rockets to carry the company's customer's satellites, Lyle says, adding, "Right now we haven't lost any customers."

The Ariane 5, which Arianespace spent \$8 billion designing, was a bigger rocket with a simpler design than the Ariane 4 and would have been able to carry two large satellites. The new rocket was meant to replace the Ariane 4, which the company is phasing out. However, Lyle says, for now the Ariane 4 is sufficient because the Ariane 5 is for the next, and presumably larger, generation of satellites. "We have 45 satellites already signed," she says. "And those are not going to change size before they launch."

An Intelsat satellite is slated to launch later this week aboard an Ariane 4 rocket. —MK

DAR field trials to start this month

USA Digital Radio withdraws due to conflict with EIA

By Glen Dickson

The long-awaited digital audio radio (DAR) field trials finally will begin this month. The Consumer Electronics Manufacturers Association (CEMA), a sector of the Electronic Industries Association, has signed contracts with four DAR proponents to conduct the tests, which originally were scheduled for last October.

According to Ralph Justus, CEMA director of engineering, the field process has been delayed by questions about last summer's lab tests and negotiations over the field-testing contracts; \$500,000 has been budgeted to test four DAR systems: the AT&T/Lucent Technologies in-band/adjacent-channel (IBAC) system; the AT&T/Lucent Technologies/Amati Communications in-band/on-channel system; the Eureka 147 DAB system (in the L-band), and the Voice of America/Jet Propulsion Lab satellite system (S-band).

The FCC has granted CEMA two experimental licenses to conduct tests on L-band frequencies and at an experimen-

tal station, KEIA, using an FM frequency for the IBAC test. The S-band satellite system will be tested by uplinking a signal to NASA's TDRSS satellite from White Sands, N.M., and downlinking it to the mobile DAR test vehicle in San Francisco. The IBOC tests will be delayed until a host FM station can be found. Justus says; one possibility is to co-locate the IBOC station with KEIA, which is simply a "modest antenna farm" on Mt. Beacon in Sausalito, Calif.

Noticeably absent from the field tests is USA Digital Radio, a partnership of Westinghouse and Gannett Broadcasting, which has withdrawn its four IBOC systems from consideration, Justus says. USADR had objected to the results of the lab tests conducted last summer at the NASA Lewis Research Center by the EIA's Digital Audio Radio Subcommittee and the National Radio Systems Committee's (NRSC) Digital Audio Broadcast Committee and has removed its equipment.

According to USADR President Bernee Strom, the company left the testing process because of three issues: the

EIA's comparison of IBOC systems simulcast with current analog radio against systems operating in new bands; questions over the final testing criteria for the field tests, and problems with the field test contract specifically related to USADR's objections to test procedures.

Strom says the EIA has strayed from the original DAR testing charter, which was for the NRSC to test IBOC systems and the EIA to evaluate non-IBOC systems. "In direct contrast to the EIA approach, we don't see the new band systems as competitors to IBOC," she says. "They're directed to different goals. IBOC, with the full support of the broadcast industry, will be able to take the existing radio broadcast infrastructure and offer a significant technological advantage."

USADR will continue to test its IBOC systems independently, says Strom, and plans to petition the FCC to consider its DAR system. As for the EIA/NRSC, the subcommittees hope to complete field testing by July and to recommend a single DAR standard to the FCC by the end of the year. ■

Cutting Edge

By Glen Dickson

Global Access will provide satellite time to CNN for its coverage of the Russian Federation presidential elections on June 16. It has slotted approximately 45 hours on a 36 mhz, Ku-band transponder on Intelsat 510 at 342 degrees east for the elections. CNN will uplink the signal from Moscow and downlink to CNN London for turnaround to CNN Atlanta.

Fibre Channel proponent **Transoft Technology Corp.** has introduced the

StudioBOSS FC line of digital networking products for PCI-based Macintosh computer systems. StudioBoss FC networks can transmit data at 100 megabytes per second and are designed for graphics production, motion picture and television studio production and post-production. The StudioBOSS FC system includes software, workstation adapters and high-speed RAID storage and doesn't require a dedicated video server to port video through a production environment, says Transoft CEO Michael Klein. At

roughly \$5,000 "per seat," the Transoft Fibre Channel network system is "half the cost per seat of ATM and at least four times the performance," Klein says.

National Video Center, New York, handled post-production for the new opening of PBS's *Nature* series produced by member station WNET(TV) New York. A range of creatures, from an elephant to tropi-

cal fish, were shot on 16mm film against a blue-screen backdrop, then transferred to D-1 with background and time-lapse scenic shots. Chris Hengeveld, National's director of post-production editorial, then combined several layers with a Kaleidoscope, Accom 4200 and a GVG 3000 switcher.

NBC, New York, is installing a **Solid State**

Logic Axiom digital production system in its Edit 8 control room, where the audio console will be used for post-production and live applications. This is NBC's second Axiom; its first will be used for the summer Olympics.



More Quello comment

EDITOR: I have received every issue of BROADCASTING since 1972, and I have never read anything quite as demonstrably unfair, mean-spirited and factually incorrect as the editorial in your May 27 issue entitled "All roads lead to Fox," particularly insofar as it refers to the recent hiring of Maureen O'Connell as vice president for regulatory affairs at News Corp. The gravamen of the editorial is the insidious suggestion that her engagement was some sort of quid pro quo with Commissioner Quello in return for the position he took with respect to the Fox alien ownership question resolved by the FCC last year (subscribed to, I might add, by all five commissioners).

Ms. O'Connell, who has served as Commissioner Quello's legal adviser for mass media matters for the past three years and prior to that toiled in the political broadcasting and equal employment opportunity branches of the FCC, was previously an effective and highly regarded private practitioner with our law firm and before that an associate attorney with Keller & Heckman. Thus, contrary to your thinly veiled innuendo that Fox is elevating Ms. O'Connell's status at the behest of its "best friend" Commissioner Quello, the fact is that Ms. O'Connell did not "start out modestly in the stacks at the FCC"; rather, she was faring quite well in private practice but decided instead to devote her talents to public service, where she unselfishly acquitted herself with great distinction.—*Steven A. Lerman, partner, Leventhal, Senter & Lerman, Washington*

Stop the insanity

EDITOR: It's time to end the soap opera currently airing at the FCC over children's television. Yet again, children are being used as pawns in a much larger power battle that has little to do with children's best interests. While many educators and child advocates have applauded the idea of requiring stations to air a *minimum* number of hours of "educational" television, it could actually be just the excuse some stations have been looking for to air no more than the minimal number of hours of television actually good for children.

On the surface, the objectives of the

FCC appear to be beyond reproach. However, research has demonstrated that it is the fabric of childhood, not any individual thread, that shapes the person that emerges from early childhood. Rather than ghettoize children's TV by creating strict regulatory boundaries, the FCC should challenge the broadcasting community to develop entirely new approaches to fulfilling their community responsibilities to children and families. The solution to capturing this aspect of television for social benefit is not to make television more "educational" but to make it more developmentally responsible.

Developmental responsibility takes into account the whole child, does not take the children in isolation from their families and acknowledges the fact that young children are limited in their abilities to discriminate between "educational" and other programming.

A successful childhood demands diversity; developmentally responsible programming takes into account the wide range of the experiential needs of children—facts and fantasy, play and violence—all integral aspects of a child's life. Finding the balance is the key to successful programming for children. No one show, or daypart, can fulfill the promise of this model; it must be used as a template across all types of programming.

Developmental responsibility requires being sensitive to the fact that the kind of person a child becomes is profoundly shaped by human relationships, life experience and other forms of interaction with the environment. Recent research has clearly shown that these factors may be far more important for life success than learning colors, numbers and letters. Developmental responsibility is a benchmark against which behavior, language and policy must be measured. Developmentally appropriate experiences should be facilitated, and developmentally inappropriate ones should be prevented and avoided.

The FCC would better serve children by issuing a creative challenge to incorporate this model into the overall programming process, to break down the "fourth wall" of the television set and extend the world of television into the real world of children and, most important, understand that play is the work of childhood. Our national experience

with regulating early childhood education programs has shown that you can regulate the quality of a child's developmental experience if you use the appropriate model. The data has clearly shown that television has the power to enhance developmental competence, school readiness and cognitive development. The FCC's definition of "educational," however, is based on an archaic understanding of the process of childhood and an antiquated approach to child development.

In our experience, the television community is not indifferent to its obligation to children and families and is extraordinarily responsive to creative challenges. The problem with taking on children's issues is that it often requires adults to put their own needs aside. The FCC's attempt to establish a bureaucracy for children's television should not be confused with establishing leadership; the current power play occurring at the FCC will not serve the best interests of children unless the policies are based on the real needs of children.—*Steven Merahn, MD, developmental pediatrician, New York, and former consultant to the Children's Television Workshop, Scholastic Inc. and the New York City Bureau of Day Care, and Amy Dorn Kopelan, president, Bedlam Entertainment, and former director of early morning programming, ABC-TV*

Caption correction

EDITOR: In your June 3 issue, the caption on page 8 under the *Clueless* photo accompanying the "Disney rewriting its ABCs" story erroneously states "...while the pilot for *Clueless* is being reshot." Quite simply, the pilot is *not* being reshot! Further, the unsourced claim, which is not referred to in the accompanying text, unfortunately implies there is a problem with the show.

In addition, the caption states: "Early trouble signs; no pilot yet for *Sabrina*...." ABC bought *Sabrina* from Paramount's Viacom Television unit after viewing a two-hour telefilm—a "pilot" was intentionally never commissioned by ABC; the series would start production in July on 13 episodes.—*John A. Wentworth, senior vice president, media relations, Paramount Pictures, Hollywood*

Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

WILS/WHZZ, Lansing, looking for immediate placement for GM/Sales Manager combo. Group owner with over 30 years in radio ownership committed to winning. Send resume to: Ken MacDonald, Jr., P.O. Box 25008, Lansing, MI 48909. EOE.

Looking for a rewarding opportunity and better lifestyle without the hassle? GM/Sales Manager combo for 100,000FM in Traverse City and northwest Michigan. No desk jockeys. Must be a field, customer focused, seller. Stable Group operator. Reply to Box 00705 EOE.

Proven Station Manager/GSM. Visionary nineties group is seeking an exceptional sales leader for Eagle Country 107 WPSK, our top-ranked Class C FM and 1995 NAB Crystal Award winner. Located in the picturesque New River Valley, 203rd 1996 NAB market. Decentralized management structure with local programming philosophy. If you can build a top-ranked team, we will support you. Forward credentials to Dave Roederer, NR Media, Box 3788, Radford, Virginia 24143. EOE.

HELP WANTED SALES

AFFILIATE RELATIONS EXECUTIVE

Major northeast radio based marketing company is looking for an Affiliate Relations Executive. Candidate should have barter syndication experience in radio/radio sales and know how radio stations think and work. Fax resume and salary requirements (no calls please) to (203) 230-4202, Attn: Kerry Tuozzola, CRN Int., Inc., 1 Circular Avenue, Hamden, CT 06514.

We are looking for a winner. Chattanooga's Hot Country Favorite US-101 FM, WUSY, Chattanooga Tennessee is seeking experienced candidates for an opening on its sales staff. Applicants must have a 3 to 5 year successful radio sales background. You must be adept at developing client relationships and must have agency sales experience. Send a letter telling us why you should be a part of our team along with a brief work history to Lori Hudson, Local Sales Manager, WUSY-FM, P.O. Box 8799, Chattanooga, TN 37411. Colonial Broadcasting is an Equal Opportunity Employer.

Strategic Media Research/AccuRatings, a leading media research firm, is seeking national account managers to join sales and marketing team. Hard-working, self-motivated professionals w/3+ years experience in broadcast sales/programming preferred. Strong client focus, experience w/research and good presentation skills required. Excellent opportunity w/exciting travel and exceptional income potential. Rush resume: Tripp Eldredge, VP/Sales and Marketing, Strategic, 180 North Wabash, Chicago, IL 60601. Fax (312) 726-8383.

HELP WANTED TECHNICAL

Technician - Must possess strong video, audio and computer skills. We operate an FM radio station, AM carrier current/cable Radio station and 3 cable television stations. You must be a mentor and an innovator! Your "staff" will consist of students. Our radio stations use standard broadcast equipment, DAT and PC-based DAW. Our TV stations use Sony type 5, 7 and 9, 3/4", Hi 8 and S-VHS decks, cameras and camcorders. Our cable plant uses CTV and satellite receiving equipment. We also operate fixed and mobile A/V equipment. Your duties will include routine PM, training/teaching out of the class room, troubleshooting, repairs, remotes and page duty for off air emergencies. You will be one of 3 professionals facilitating and supervising these student operated facilities. The position is full time, includes vacation, benefits and pays in the mid 20's. There are also additional income opportunities available on campus. SBE certification, transmitter experience and college broadcasting experience a strong plus. Please send resume, 3 references and salary history by June 24, to Linda Witter, SUB 428 SUNY, New Paltz, NY 12561.

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

HELP WANTED NEWS

ANCHOR & REPORTER

1010 WINS is now accepting applications for future openings. Prefer at least five years on-air experience in an all news format. Fluency in Spanish is a plus for the reporter position. Strong writing and computer ability are vital. Please send resume & tape to:

Attn: Mark Mason, Executive Editor
888 Seventh Avenue
New York, New York 10106
(No Phone Calls)
1010 WINS-AM is an EOE.

News Director, KCHO-FM at California State University, Chico. Responsible for all aspects of the Northstate Public Radio News and Public Affairs Dept. and will teach broadcast news. MA in Communication or Journalism preferred. Details and required application available from CSU Chico Personnel at (916) 898-6888. Deadline 07/08/96. AA/EOE/ADA.
<http://www.csuchico.edu/pers/jobs.html>

News Director/Producer. WBNI, 89.1 FM, seeks host for weekday broadcast of *Morning Edition*. This person will produce interviews/features for the program, prepare/deliver newscasts, assist in the development and production of new public affairs programs, file stories with major news organizations, and participate in on-air fundraising. A BA in Journalism, Communications or related field preferred. Minimum two years experience in broadcast journalism, preferably in public radio; familiarity with *Morning Edition*; interest and/or involvement in the arts helpful. Excellent NPR-style delivery; proven ability to write news copy, conduct interviews, produce network quality feature reports; commitment to public broadcasting. Candidate must be self-motivated with excellent social skills, including working with small staff, volunteers and the community in a direct and courteous manner. Competitive salary, plus benefits package including health care, life, and dental insurance. AA/EOE. Send letter of interest, resume, transcript, and audition tape to: Bruce R. Haines, General Manager, WBNI-FM, P.O. Box 8459, Fort Wayne, IN 46898.

HELP WANTED PRODUCTION

Oper/Prod Manager. Unique opportunity to work with great staff and great environment in a beautiful tourist market on Lake Michigan. Call M.L. Leavitt (616)843-3438. An Affirmative Action/Equal Opportunity Employer.

HELP WANTED ALL POSITIONS

The members of the New Hampshire Association of Broadcasters are committed to the FCC's goals of non-discrimination and affirmative action. If you would like to be considered for employment in the New Hampshire broadcast industry, please send your resume to: Mr. B. Allan Sprague, President, New Hampshire Association of Broadcasters, 10 Chestnut Drive, Bedford, NH 03110. No phone calls. The members of the New Hampshire Association of Broadcasters are Equal Opportunity Employers.

SITUATIONS WANTED TECHNICAL

Radio Station Chief Engineer, working for a radio station for ten years has now been sold. This engineer, with a great deal of experience and great references in the broadcast field, which includes Continental and Harris transmitters, computers, automation systems (D.C.S., U.D.S.), and digital recording studios, is now looking for employment at a station or group of stations that are located in the Northern part of the country. With my experience, I was able to make a radio station totally computer controlled. Until my employment expires on 08-01-96, you may contact me at: (815)933-7090 after 18:00 C.S.T. or (815)933-9287 during normal business hours.

To place your classified ad in *Broadcasting & Cable*, call Antoinette Fasulo (212) 337-7073

SITUATIONS WANTED SALES

Hard working "do it all" Sales Manager looking for small southern or southwestern market. LMA's need not reply. If you're honest and dependable, we'd like to hear from you. Call (407)269-4821 an ask for Ray or Eleanor.

SITUATIONS WANTED ANNOUNCER

4 year sportstalk, 8 years covering NBA/NFL, college PBP 2 years, seeking all sports/all talk station. Now in top 30 market, want more work. Strengths: product knowledge, interviewing, creativity, humor. 317-466-3018.

SITUATIONS WANTED NEWS

Experienced News Director. Major National and State awards. Provides leadership and results. Will train, teach, and motivate staff to excellence. Seeking station with commitment to Regional/Local coverage and expanded news programming. Reply to Box 00836.

SITUATIONS WANTED MANAGEMENT

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

Michigan station owners: Broadcast veteran. Over 26 years in radio. Seeking small market management position. Will consider lease. Reply to Box 00834.

TELEVISION

HELP WANTED MANAGEMENT

WLS-TV/Ch. 7, the Disney/ABC station in Chicago, has an immediate opening for a smart and creative staff director. Responsibilities include news, live event and public affairs programming for the number one station in the market. Five years major market experience is necessary, plus experience with Grass Valley 300 switcher, with 4 channel K-scope, Chyron Infnit!, Quantel picture box and a newsroom computer system. This position demands good people skills, coupled with technical expertise in a fast-paced environment. Send tapes and resumes (no phone calls, please) to Fran Preston, Program Director, WLS-TV, 190 North State Street, Chicago, IL 60601. EOE.

WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?

Send resume/tape to:

Broadcasting & Cable

Box _____,

245 West 17th St.,

New York, New York 10011

HELP WANTED SALES

DIRECTOR TRAFFIC OPERATIONS

Rainbow Advertising Sales Corp. has an opportunity for a proven traffic professional to oversee all aspects of our New York City sports sales office. This will involve a great deal of hands on project management with the sales, financial and traffic departments in developing, implementing and maintaining effective policies, procedures and computer programs that ensure clear lines of communication.

The detail-oriented individual we seek must have at least 5 years' experience in managing a traffic department, as well as a proven track record in effective project management. Sports background preferred. Strong PC and communication skills are essential. The availability for travel is a must.

We offer a competitive salary, comprehensive benefits and bonuses. For consideration, please fax your resume and salary requirements to: Dept. CM, (516) 364-5519. EOE

TV Traffic Person: Experienced and mature for traffic department at independent TV station. JDS experience a plus. Send cover letter and resume to: Rainbow Broadcasting, Ltd., 2000 Universal Studios Plaza, #200, Orlando, FL 32819. No telephone calls please. EOE.

National Sales Manager: Sinclair Communications has an outstanding career opportunity in the beautiful Southeast. WTO/WABM has an NSM opening in Birmingham. Join America's fastest growing broadcast company. Currently a FOX affiliate with UPN LMA. Candidate should be up to the challenge of one of the country's most interesting markets, with upcoming affiliation changes. If you have National Sales experience, strong communication skills, attention to details and believe you're the one for the job; send resume to: Rick Thompson, GSM, WABM/WTO-TV, 651 Beacon Parkway, Suite 105, Birmingham, AL 35207.

ST Productions, a service of WRCB-TV, Chattanooga, has an immediate opening for a Producer/Account Executive with a strong sales and production background. No phone calls. Send resume to Vinnie Fusco, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. EOE.

National Sales Manager. WTTV, a River City Broadcasting station, located in Indianapolis, the #25 market, has an immediate opening for a National Sales Manager. The position offers a unique equity opportunity. The successful candidate must possess a proven national sales record, strong leadership abilities and a strong desire to succeed. WTTV, Indiana's sports station is the broadcast home of Indiana University, Purdue University, Indiana Pacers and Big Ten Conference basketball, plus Indianapolis Colts football and Big Ten football. Additionally, TTV-4 owns the syndication rights to premiere programming such as: Home Improvement, Seinfeld, Mad About You, The X-Files, Frazier and NYPD Blue. This is a tremendous opportunity for a highly motivated individual to join a progressive company. Pre-employment drug testing required. Women and minorities are encouraged to apply. EOE. Send cover letter and resume ASAP to: WTTV, Human Resources, 3490 Bluff Road, Indianapolis, IN 46217.

Senior Account Executive: FOX 68 WSYT has immediate opening for a Senior Account Executive. Our recent LMA expansion has made it necessary to add an additional sales professional to our staff. FOX 68 WSYT offers training, medical benefits, 401K, and promotion from within. EOE. Minorities encouraged to respond. Send resume and cover letter to Personnel, FOX 68 WSYT, 1000 James Street, Syracuse, NY 13203.

Marketing Specialist: WJXT-TV, a Post-Newsweek Station, seeks an individual to sell commercial television time to local/regional advertising agencies and direct to local businesses. Must be able to develop and maintain positive relationships in the advertising/agency community, be familiar with TV ratings, media comparisons and research applications. Must have minimum two years experience as broadcast or print salesperson. Should be personable, articulate, tenacious, able to work well with others, and computer proficient with windows applications. Exposure to TVScan and Marshall Marketing a plus. College degree in marketing, advertising or a related field is preferred. Send resume to: J.J. Currie, Local Sales Manager, WJXT-TV, 4 Broadcast Place, Jacksonville, FL 32247. EOE.

Local Sales Manager. WHSV-TV, Harrisonburg, VA is seeking an individual to direct and motivate local sales team. Candidate must have track record showing success in new business development and special event sales. Strong organizational and people skills a must. Send resume and salary history to General Sales Manager, WHSV-TV, P.O. Box TV-3, Harrisonburg, VA 22801. No phone calls. EOE.

Local Sales Manager. WIFR-TV, a rapidly growing Benedek Broadcasting station, is looking for a team leader to direct and lead our local sales staff. Must possess strong leadership skills, and a proven track record in new business development. Prior television sales management experience a must. Send resume to Lori Hayes, General Sales Manager, WIFR-TV, P.O. Box 123, Rockford, IL 61101.

Local Sales Manager. FOX affiliate in beautiful Boise, Idaho seeks a winner to lead local sales. Must have 3-5 years broadcast experience, competitive spirit, with ability to lead a winning sales team. New business development, direct and agency savvy a must. All replies confidential, send resume and salary requirements to General Manager, KTRV FOX 12, PO Box 1212, Nampa, ID 83653. No phone calls. Equal Opportunity Employer.

KLJB-TV FOX 18 has opportunity for a winner with local TV, cable or radio sales experience. This person will sell values that maximize revenue. They will develop and build relationships with existing and new accounts as a responsible team player. New business skills are critical. Persuasive presentation skills are key. Computer friendly a must. Interested? Tell us why. Contact: Bill Beckwith, LSM, KLJB-TV, 937 East 53rd Street, Davenport, IA 52807. EOE.

General Sales Manager - KHQA-TV, Quincy, IL. An opportunity to join one of the fastest growing groups. We need a leader to lead our sales operation. We have Marshall Marketing, BMP and a Creative Services staff that reports to the GSM. The person we seek will be experienced in television sales and management with particular strengths in local sales and staff development. Quincy is a great community to live in while growing professionally with a large group of broadcasters. Benedek Broadcasting Corporation is an Equal Opportunity Employer. Resumes to: John Hurley, VP/GM, KHQA-TV, 510 Maine, P.O. Box 905, Quincy, IL 62306.

HELP WANTED LABOR RELATIONS

Negotiator/Organizer. Experienced labor relations Negotiator/Organizer sought for the American Federation of Television and Radio Artists (AFTRA), AFL-CIO, Boston Local. Applicants should have at least three years experience in negotiation and contract administration of collective bargaining agreements. Responsibilities include negotiating with leading National and regional broadcast employers on behalf of on-air performers in TV and radio, plus organizational efforts to maintain and expand the Union's jurisdiction. Extensive travel required within New England. Candidates must possess excellent communication skills and ability to successfully prioritize and manage multiple demands, to independently plan and coordinate campaigns to involve and empower the membership, and to handle grievance/arbitration issues and NLRB matters. J.D. or degree in labor relations or related field a plus. Send letter of interest, resume and salary requirements to: Search Committee, AFTRA Boston Local, 11 Beacon Street, Boston, MA 02108. AFTRA is an Equal Opportunity Employer.

HELP WANTED MARKETING

Kids/Event Marketing Specialist. FOX affiliate in 120+ market needs enthusiastic winner to coordinate marketing/promotion events. Must have experience in event management, on-air promotion and advertising. Ability to work closely with sales staff and keep multiple balls in the air a plus. 3-5 years experience in broadcast a must. Creative team players apply to Box 00833. Include salary requirements. Equal Opportunity Employer.

Graphic Whiz Wanted: Quick, creative, cutting-edge designer needed to create on-air graphics for a top-notch, award-winning design team at Columbus, Ohio's #1 station. College degree or equivalent training desired. Two years or more broadcast (paintbox) experience required. DP Max and Macintosh skills a plus! Come be a part of a great station. Send resume and tape to: Steve Shirilla, Art Director, WBNS-TV, 770 Twin Rivers Drive, Columbus, OH 43215. EOE.

HELP WANTED TECHNICAL

Sales Traffic Coordinator

KABC-TV is seeking a Sales/Traffic Coordinator who will receive commercial copy and instructions from various advertising agencies, match copy to existing sales orders and rotate copy per agency instructions. Applicant must be detail-oriented and have the ability to handle multiple tasks simultaneously and meet daily deadlines. Sales traffic experience is preferred. Familiarity with JDS systems and AS400 is desired.

Qualified candidates please send your resume to: **KABC-TV, Attn: T. Pena, Human Resources, Dept. STC-BC, 4151 Prospect Avenue, Los Angeles, CA 90027.** Equal Opportunity Employer. No Phone Calls, Please.



**CHIEF ENGINEER
L.A. Market**

Independent UHF station needs experienced engineer to supervise master control, maintenance and transmitter. A good step up for an experienced supervisor in a smaller market. General class radio/TV FCC license preferred. No restrictions. Send resume with salary history to Broadcast Box 00835.

Technical Director: Looking for Grass Valley wizard who can crank out news pre-production and switch fast-paced newscasts. Minimum 3 years experience. Northeast network affiliate. Reply to Box 00838 EOE.

Television/Video Maintenance Engineer: Rapidly expanding Houston based television/radio news and information services organization seeks an experienced Television Maintenance Engineer. Requires a minimum of 5 years experienced maintaining ENG, microwave, routing and distribution equipment and systems. Some project management and system design experience preferred. This unique and challenging position offers an excellent opportunity for professional growth. Travel required. Fax resume to 713-840-7039 attn: Engineering Position.

Technical Director. WTHR-13, a Dispatch Broadcast Group Station has an immediate opening for an experienced Technical Director. You will be primarily responsible for switching live newscasts with occasional other live programs. You should have a related degree and minimum of 3 years experience switching fast-paced, graphics-intensive, multi-source live news shows. We have all the toys: Grass Valley 3000, K-Scope, Infini!. All the elements are here, we just need you to make them sing in unison. We're a station on the move and we're looking to add a top-notch TD to our growing staff. Some computer editing experience would be a big plus for this job. If you're the one we're looking for, prove it! Send a cover letter and resume, stating referral source to Human Resources Department, WTHR, PO Box 1313, Indianapolis, IN 46206. Women and minorities encouraged to apply. We are a smoke-free and drug-free environment.

Maintenance Technician: KSDK, St. Louis #1 NBC affiliate. Work on broadcast Beta, tape machines, studio and master control equipment, as well as ENG, microwave, and satellite systems. Five years experience with operation and repair to the board level. FCC General Class License and SBE Certification preferred. Send resume to: KSDK-TV5, Warren Canull, Director of Human Resources, 1000 Market St., St. Louis, MO 63101. No calls please. EOE.

KBMT-TV Engineering: ABC affiliate in southeast Texas is looking for a Studio Engineer with a minimum 3 years experience with Sony Betacart, Beta SP, 3/4" and Sony Betacam, Ampex AVC Switcher, ESS 5 Still Store, ADO 100, and DCT 500 Editor. Harris transmitter experience a plus. Send resume to EEOC Officer, KBMT-TV, P.O. Box 1550, Beaumont, TX 77706. An Equal Opportunity Employer.

Computer Systems Administrator. KSDK St. Louis #1 NBC affiliate is searching for a Computer Systems Administrator to oversee the operation, training, maintenance and installation of all non-air related personal computer (PC) equipment and related peripherals. Individual will also oversee the operations and maintenance of the AS400 computer, newsroom computer system, LAN equipment and network designs and systems installation. Will report to Chief Engineer but will assist all departments with special computers projects as assigned. Minimum 5 years broadcast designs and systems installation experience. Degree or equivalent schooling preferred. Send resume with salary requirements in confidence to: KSDK-TV5, Warren Canull, Director of Human Resources, 1000 Market Street, St. Louis, MO 63101. No calls please. EOE.

Broadcast group seeks Director of Engineering experienced in radio, television and cable. Excellent opportunity. Replies treated confidentially. EOE. Send detailed resume and references to Box 00831 EOE.

Chief Engineer: WOKR-TV, #1 ranked ABC affiliate located in Rochester, NY is seeking a professional with a BA, BS, or combination of equivalent work experience. FCC General Class License and SBE Certification desirable. Prior broadcast management experience with excellent interpersonal skills. Must be computer literate with knowledge of most operating systems, Windows NT server, LAN, word processing, database management and spreadsheet programs. Successful candidate will be responsible for all engineering/plant functions. Fax resume and salary history to: (716)321-1121, Human Resources Department. Please no phone calls. WOKR-TV is a Guy Gannett Communications Station. WOKR-TV is an Equal Employment Opportunity Employer. Women and minorities are encouraged to apply.

Chief Engineer. Florence-Myrtle Beach, South Carolina VHF affiliate is accepting applications for Chief Engineer's position. Station is part of large, well established group owned corporation run by broadcasters, not an invest company. Capital equipment needs are addressed every year. Willing to consider qualified candidates ready to move up. Send letter with resume to T. Arthur Bone, Bone and Associates, Inc., 6 Blackstone Valley Place, Suite 109, Lincoln, RI 02865, or Fax 401-334-0261. EOE.

Chief Engineer. Production and Post facility is seeking a qualified Chief Engineer with added emphasis on computer skills. Individual to be responsible for the design, installation and maintenance of television production systems: including cameras, video tape recorders (Ampex 1", Sony D2, Betacam SP, Digital Betacam, 3/4" and VHS), editors, Avid systems, GVG switcher, special effects equipment and system terminal equipment. Send resume to: Ralph Roddy, Pearman Productions and Post, 2401 West Bellfort, Houston, TX 77054. Fax (713)668-9241. EOE.

Broadcast Maintenance Engineer - The Alaska Rural Communications Service has a position opened for a technician with three years experience in all phases of television station repair. Experience with Panasonic M2 format and Sony 1" is a plus. Must be able to work in harsh, isolated conditions. Some travel may be required. Salary range is \$30-34K annually. Send resumes to: ARCS, Pouch 468, Bethel, AK 99559. Fax (907)543-3130. Attention: Joe Siebert.

Assistant Chief Engineer: Aggressive FOX station seeking candidate with strong UHF transmitter experience. Must be a team player, self motivated, with strong communications and studio maintenance skills. Prefer SVHS and 3/4" experience. Computer literacy a plus. Valid FCC General Class License required. Send resume and salary history to Personnel, WTLH, 1203 Governors Square Boulevard, Suite 501, Tallahassee, FL 32301 or fax to (904)942-1494.

Austin Television Station has the following positions open in Master-Control. 1)Full-Time Master-Control Operator. Responsibilities include On-Air Operations, Satellite Feeds, Computer Based Switching, Verifying Logs, Commercial Production Editing, Hours may vary, Over-Night and Weekend Shifts inclusive. 2)Part-Time Master-Control Operator. Responsibilities include On-Air Operations, Satellite Feeds, Computer based switching, verifying logs, Commercial Production Editing. Hours will be 20 per week, Over-night and Weekend Shifts inclusive. If you are interested in applying for these positions, please respond to Operations Supervisor, P.O. Box 490, Austin, Texas 78767 by Friday, June 14th, 1996. No phone calls please. EOE.

HELP WANTED NEWS

NEWS PRODUCERS/WRITERS:

Time Inc. New Media's "The News Exchange" has immediate openings for experienced TV news producers, associate producers and writers. This is a great opportunity to get a foot in the door of new media and the NYC market. Web experience a plus. No beginners. EOE. **Tape and resume. George Kindel, Time Inc. New Media, 1251 Avenue of the Americas, Concourse Level, NY, NY 10020.**

No phone calls

NEWS CO-ANCHOR

WALA FOX 10 is looking for an early-evening/late news Co-Anchor. Previous anchoring experience preferred. Should be an excellent writer, have experience as a reporter and possess confidence on the set. We are an award-winning station looking for the best. Resume and tapes to:

**Chuck Bark
News Director
WALA-TV, 210 Government Street
Mobile, Alabama 36602**

EOE. M/F

News Photographers: Already competent and hungry to grow? Northeast network affiliate needs you! Exciting changes and opportunities in store for the right candidate. Reply to Box 00839 EOE.

Weather Anchor: West Palm Beach.#44 Market station seeks Weather Anchor for #2 position. Two years of on-air experience and AMS seal preferred. Send resume with references to: Bill Burke, News Director, WPBF News, 3970 RCA Boulevard, Suite 7007, Palm Beach Gardens, FL 33410-4231.

Weekend Sports Anchor: WICS-TV, the NBC affiliate in Springfield, IL has an opportunity for a creative sportscaster to be our Weekend Anchor and Sports Reporter. Candidate must know sports and be able to enterprise own ideas, shoot and edit. Send non-returnable tape and resume to News Director, WICS-TV, 2680 East Cook Street, Springfield, IL 62703. EOE. Women and minorities encouraged to apply. No phone calls please.

WRDW-TV has immediate opening for Anchor/Reporter for weekend weather newscasts and reporting three days per week. Meteorology degree preferred. Resumes and tapes to Human Resource Officer, WRDW-TV, P.O. Box 1212, Augusta, GA 30903-1212. EOE.

Videographer: Detroit production company seeks creative, quick thinking photojournalist for diverse clientele including network news, syndicated programs and Fortune 500 firms. Sharp eye for composition and lighting. Editing a plus. Send resume and tape to: General Manager, KDN, P.O. Box 71708, Madison Heights, MI 48071. EOE.

WJLA is seeking candidates for the following positions: 1)Weekend News Anchor/Reporter: Seeking veteran of medium to major sized market with consistent track record for quality. Must be an excellent live reporter and story teller. Excellent writing and presentation skills a must. Become part of the Good Morning Washington Weekend team! Send a non-returnable reel and resume to prove your abilities. 2)Weekend Sportscaster: Do you live sports, can you do a great interview, does your story practically tell itself? If so, you may be the next member of WJLA'S sports team. Looking for weekend anchor with infectious personality and the ability to distinguish him/her self in a highly competitive market. Send a non-returnable reel and resume to prove your abilities. 3)General Assignment Reporter: Work to promote the Station's image for hard news in a highly competitive market. Must have at least 5 years experience and the ability to tell a compelling story. Knowledge of local and national issues a plus. Good writing skills and the ability to package a story are needed. Send a non-returnable reel and resume to prove your abilities. 4) Morning Show Producer: Ready to join the Good Morning Washington team? Must have sharp writing and good people skills to showcase talent and produce a sharp, relevant morning news show. Looking for 3 to 5 years experience in a medium to large market. Send a non-returnable reel and resume to prove your abilities. Human Resources Department, WJLA-TV, 3007 Tilden Street, NW, Washington, DC 20008. No phone calls to the News Director or Human Resources, please! Women and minorities are encouraged to apply.

TV Production Director: WCBD-TV seeks a Production Director to direct newscasts, commercials and programs. This is not an entry level position. Directing experience at a commercial television station is required. Must have extensive knowledge of video and audio equipment and the ability to work well with all departments. Send resume and non-returnable tape of a recent newscast to Operations Manager, WCBD-TV, P.O. Box 879, Charleston, SC 29402. M/F. EOE. Final applicants drug screened.

Sports Anchor: Iowa is part of the Big Ten and sports is big here. We're looking for a sportscaster who can do more than read scores and highlights. This is not a beginner's job. Minimum two years experience. If you want to play on our team, send your resume and non-returnable tape to: Bob Smith, KCRG-TV, 2nd Avenue at 5th Street, S.E., Cedar Rapids, Iowa 52401. EOE.

Reporter. WRAL-TV seeks a nightside News Reporter who has at least three years reporting experience at a commercial TV station and a 4-year college degree (preferably in journalism). The best candidates will be self-starters, excellent story tellers and strong "live" communicators. If you are an assertive reporter who meets the above qualifications and you don't let time of day keep you from getting the best story, then send a VHS, M2 or 3/4" tape (Beta tapes not accepted) to Nancy Popkin, Assistant News Director, WRAL-TV, 2619 Western Boulevard, Raleigh, NC 27605. EOE/M/F.

Anchor: West Palm Beach.#45 Market station seeks Anchor for start-up evening newscast. Position requires excellent reporting skills and confident, energetic anchor style. College degree and two years reporting and anchoring experience strongly preferred. Computer experience a must. Send resume complete with references and tape to: Bill Burke, News Director, WPBF News, 3970 RCA Boulevard, Suite 7007, Palm Beach Gardens, FL 33410-4321.

Promo Writer/Producer/Editor - WTKR NewsChannel 3, New York Times station and CBS affiliate in Norfolk/Newport News/Virginia Beach (#40) seeks motivated, innovative, over-the-top promotion animal to write, produce and edit spots for local news and programming. No beginners, wimps or prima donnas. Non-returnable tape and resume to: Promotion Manager, WTKR, 720 Boush Street, Norfolk, VA 23510. EOE.

Producer. WFTX-TV in the Ft. Myers/Naples market is seeking a Monday-Friday producer for it's 10:00pm award winning newscast. College degree and two years experience preferred. Must be a leader and FOXIFIED. Send non-returnable tape and resume to: WFTX-TV, Mark Pierce, 621 SW Pine Island Road, Cape Coral, FL 33991. We are an Equal Opportunity Employer.

Number one market in Southwest Oklahoma/North Texas looking for a seasoned 6 and 10pm Anchor to complement our female co-anchor. If you've reported, produced and anchored send your resume and a non-returnable tape to News Director, KSWO-TV, Box 708, Lawton, Oklahoma 73502. We are an Equal Opportunity Employer.

News Reporter. WATE-TV6 wants a Reporter who is a self-starter and team player. Must be able to cover general assignments as well as investigative reports. Possible back up anchoring. The ideal candidate will have a college degree and three (3) years of experience with strong writing and live skills. Interested parties send non-returnable tape and resume to: WATE-TV6, Attn: Personnel, P.O. Box 2349, Knoxville, TN 37901. Please, no phone calls and no beginners. WATE-TV6/Young Broadcasting of Knoxville Inc. is an Equal Opportunity Employer. Women and minorities are encouraged to apply.

News Producer: Medium sized station on East Coast in search of Newscast Producer. Must have minimum two years experience as a news producer at a commercial television station. Excellent writing, news judgement and people skills a must. Please send resume and non-returnable VHS tape of your recent work. Reply to Box 00842 EOE.

News Producer. WDTN is currently looking for an experienced Weekend Newscast Producer. The Producer is in charge of the weekend newscasts. Candidate must generate story ideas, select story presentation, write most of the newscasts, work with multiple live and satellite shots. Person must have a thorough knowledge of local, national and international current events and news makers. Producer candidates should display good news judgement and have above average writing skills. The candidate must be a leader who has the proven ability to make quick decisions and to communicate well with anchors and staff. One year daily line producing preferred. Newsroom computer experience desired and candidates must be able to climb stairs and to type. Please send resume and writing samples to Personnel Adm., WDTN-TV, P.O. Box 741, Dayton, OH 45401. No phone calls please. EOE. M/V/H/D.

Director - Granite Broadcasting CBS affiliate in competitive Top 40 market is poised to take our news to #1. We're looking for an accomplished newscast director to add to our team. Must have 3 years experience directing fast-paced, multi-element newscasts. Ability to direct sports/live events a plus. If you're the best, we want you on our team. Send resume to: Wilma Campbell, WWMT, 590 West Maple, Kalamazoo, MI 49008, or fax (616) 388-8228. EOE

New Positions: KNTV, the ABC affiliate in San Jose, California is expanding its news staff. We are looking for a creative hour Newscast Producer, a Weekend Producer; a Consumer Reporter; a General Assignment Reporter; and (2) News Photographer/Editors. Send tape and resume to News Director Terry McElhatton, in care of Teresa Aquino, Personnel Director, KNTV-TV, 645 Park Avenue, San Jose, California 95110-2613. EOE.

New Morning Program. A growing midwest NBC affiliate seeks candidates to help staff a new morning news program. Anchor/Reporter will have two years experience and college degree along with strong on-air, writing, producing, and reporting skills. Meteorologist will have two years experience, outstanding on-air delivery skills, ability to operate state of the art SGI-based weather graphics computer, AMS seal of approval and college degree. Photojournalist will have experience with beta and three-quarter inch videotape formats, strong shooting and editing skills, plus the ability to set up and operate remote microwave equipment. Send resumes and non-returnable videotapes by June 14 to Box 00841 EOE.

Morning News Producer. KCNC-Denver seeks experienced Producer to manage 2-1/2 hour early morning news block. Line-produce portion of newscast and supervise entire program. Overnight experience preferred. Please phone (303) 830-6400 and enter Ext. 9907. Record a brief verbal resume, and tell us what you feel an early morning newscast should be. We will contact candidates with suitable backgrounds. Please do not re-apply if you responded to our ad in April. We are inviting additional applications. EOE. M/F.

Morning News Anchor: KAAL-TV, an ABC affiliate in Austin, Minnesota is looking for a "take charge" Anchor to co-anchor hour morning news and updates. One year experience anchoring. Please send non-returnable tape and resume to: Dean Adams, News Director, KAAL-TV, 1701 10th Place NE, Austin, MN 55912. KAAL-TV is an Equal Opportunity Employer.

Florida Reporter. Conus Florida is looking for someone to report, write and edit news stories. Perform multiple live shots over long periods of time. Primarily cover Florida state government, but also report features and breaking news on a national level. Must have a minimum of 3 years prior TV news reporting experience. A love for government reporting and knowledge of Florida state issues a real plus. Must be able to travel extensively and on short notice. Submit resumes and non-returnable tapes to: Conus, Human Resources Job #121-96, 3415 University Avenue, St. Paul, MN 55114. No telephone calls please. An Equal Opportunity Employer.

Producer: West Palm Beach. #44 Market station seeks Producer for start-up evening newscast. Candidates should have strong writing skills, solid editorial judgement, computer skills, and two years producing experience. Send resume complete with references and tape to: Bill Burke, News Director, WPBF News, 3970 RCA Boulevard, Suite 7007, Palm Beach Gardens, FL 33410-4231.

Associate Producer: West Palm Beach. #44 Market station seeks Producer/Associate Producer for start-up newscast. Will produce weekends, and associate produce three days a week. Candidate should have college degree, along with strong writing skills, solid editorial judgement, and computer skills. At least six months newsroom and some line producing experience is preferred. Send resume, complete with references, and tape to: Bill Burke, News Director, WPBF News, 3970 RCA Boulevard, Suite 7007, Palm Beach Gardens, FL 33410-4231.

Executive Producer: If you are the strongest producer in your shop, come join us in a vital new role. Excellent written and visual skills will propel the right candidate to unlimited management potential. You hold the key to the success of a growing northeast affiliate. Reply to Box 00840 EOE.

Executive Producer. We lost our Executive Producer to Pittsburgh! WBRE-TV (NBC 49th DMA) is looking to fill this number three position in the newsroom. Candidate should have prior line producing and/or assignment editor experience. You will oversee the content of all newscasts, supervise line producers and special series and projects. You may have to lend a hand line producing (3/4", 1/2", or Beta) and resume ASAP to: Larry Stirewalt, Director of Operations, WBRE-TV, 62 South Franklin Street, Wilkes-Barre, PA 18773. EOE.

Anchor/Repoter: Eastern Iowa's 24 Hour News Source is looking for an Anchor/Reporter. This is not a beginner's job. Minimum two years experience. If you have what it takes to become part of our outstanding news team, send your resume and non-returnable tape to: Bob Smith, KCRG-TV, 2nd Avenue at 5th Street, S.E., Cedar Rapids, Iowa 52401. EOE.

Anchor. Network affiliate in top 20 market seeks Weekday Anchor with 5 years co-anchoring and reporting experience. Must be a team leader and player both on and off the air. All inquiries treated with utmost confidentiality. An Equal Opportunity Employer. Send tapes to Ron Tindiglia Enterprises, Inc., 86 Highfield Road, Harrison, NY 10528. Please don't call.

Editor: West Palm Beach. #44 Market station seeks full-time Editor for start-up newscast. Track record of solid editing capability a must. College degree or technical training a plus. Send resume with references and tape to: Bill Burke, News Director, WPBF News, 3970 RCA Boulevard, Suite 7007, Palm Beach Gardens, FL 33410-4231.

HELP WANTED PROMOTION

We need a winner to join our #1 team. You gotta be creative. A self-starter. Ready for a challenge. If you write commercials that "sell," and promos that "tease," then let's see it. Oh yeah, this gig's in San Antonio. Lots of sun, fun and good times. Send your resume and non-returnable tape to Mike Stanford, Director of Creative Services, KMOL-TV4, P.O. Box 2641, San Antonio, Texas 78299-2641.

Promotions Writer/Producer. Research driven station is looking for an experienced and creative Writer/Producer to promote the markets number one news product. Must be dedicated to accuracy and able to work under deadline pressure. Computer skills and hands on technical knowledge a plus. Candidate will also be responsible for administration and placing daily promotion media on logs. Please send tape and resume to Steve Niswonger, WHIO-TV, 1414 Wilmington Avenue, Dayton, Ohio 45420. No phone calls please. WHIO-TV and Cox Enterprises are an Equal Opportunity Employer.

Promotion/Marketing Director. Rapidly growing independent television station in the New York ADI needs hands-on creative dynamo. Must be able to handle all entertainment and news promotion including contests, print ads, radio copy, and sales marketing support from concept to completion. Three to five years of experience in all aspects of station promotion and strong writing skills required. Send tapes, resume and salary history to Marvin R. Chauvin, WLIG TV, 270 South Service Road, Melville, NY 11747. EOE.

Promotion Writer/Producer. Indianapolis' #1 rated television station seeks a **Writer/Producer.** Needs strong writing skills and be able to produce daily topicals, series and image promotions. Must have 2-4 years experience with the creativity and drive to dominate in highly competitive market. Non-linear editing knowledge a plus. Send resume and non-returnable tape to: WISH-TV, Promotion Manager, P.O. Box 7088, Indianapolis, IN 46207. No phone calls please. EOE. M/F.

Promotion Manager: Top 75 market, Northeast, looking for a hands-on manager with a minimum five years experience. Heavy emphasis on news. Must be able to write and produce news teasers, topicals and special series promotion. Editing experience helpful. Competitive salary and benefits for dedicated professional. Reply to Box 00837 EOE.

Promotion Coordinator: Top station in #1 market seeks top notch Promotion Coordinator! Applicant must have 2-3 years of general office and clerical experience, working knowledge of advertising and promotion and have a strong creative ability. Duties include: scheduling and maintenance of on-air promotion inventory, daily log generation and coordination of promotion and press activities. Must be a self-starter and possess excellent phone and people skills. Knowledge of WordPerfect and Windows a must. Please send cover letter and resume to: David Vianello, WABC-TV, 7 Lincoln Square, 6th Floor, New York, NY 10023-0217. No telephone calls or faxes please. We are an Equal Opportunity Employer.

**MARKET RESEARCH
PROJECT DIRECTOR**

Well-established, suburban market research firm specializing in media research seeking a proven performer to join Client Services Department and design and conduct primary research. Ideal applicant will savor numbers, relish quantitative analysis, and excel at oral and written communication. This senior-level position will require creative and insightful questionnaire design, management of projects from design through tabulation, and analysis and presentation of results. Advanced degree with formal training in quantitative analysis necessary. At least five years experience in survey research preferable. Send resume and writing sample to:

Project Director
Statistical Research, Inc.
111 Prospect Street
Westfield, NJ 07090.

HELP WANTED RESEARCH

MANAGER OF RESEARCH

Game Show Network

The Game Show Network, a Sony Pictures Entertainment company, has an excellent opportunity available for a qualified professional.

Candidate will conduct special Nielsen and related analyses utilizing Simmons, CMR and various consumer and advertiser databases. Will position and sell the Game Show Network assisting the sales force and advertising sales division as an integral member of the marketing team. Must possess strong marketing and presentation writing skills, as well as experience in primary research, including focus groups and phone surveys. 3-5 years' experience preferred in syndication and cable research. Knowledge of Nielsen's Galaxy Cable System and associated Nielsen software required.

An excellent salary and benefits package accompany the opportunity to join an innovative entertainment leader. For consideration, please send resume with salary history to: Sony Pictures Entertainment, Attn: BRM-MR, 10202 W. Washington Blvd., SPP2458, Culver City, CA 90232. An Equal Opportunity Employer M/F/D/V.



PROCESS SURVEYS

Star-Day Productions: Process TV Commercial Survey. Make \$20 per survey! EZ-\$. For info call (718) 857-4571.

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(212) 206-8327

HELP WANTED PRODUCTION

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| <p>A NOTHER Large Production, the industry's number-one promo house, is growing even larger. We currently have openings for</p> | <p>: writer-producers, and Avid editors. Only the brilliant, sharp and dazzling need apply. Send your reel and resume (no phone calls, please) to:</p> | <p>: Alan Skinner : Another Large Production : 6430 Sunset Boulevard : Suite 1500 : Hollywood, California 90028</p> |
|---|---|--|

TV Producer AM/Philadelphia the top rated news/tabloid oriented morning talk show, wants to find a strong producer with lots of energy and great new ideas. Candidate must be long on experience with excellent booking skills and news background with an eye for the long shot news-making guest and the persistence to make it happen. Writing, videotape editing and computer skills a must. Forward a complete resume with salary requirements, show ideas and a non-returnable video tape or previous work (no calls) to Charles Bradley, Director of Programming and Operations, WPVI-TV, 4100 City Line Avenue, Suite 400, Philadelphia, PA 19131. EOE.

Production Manager: Inland Northwest Broadcasting Group is seeking an experienced person to oversee commercial and sports production at its flagship station. Position requires experience with state-of-the-art production techniques including digital effects, animation, and non linear editing; and location, studio and post production work. Minimum of two years experience as a Production Manager or four-to-five years experience as a Producer/Director required. Please send resume along with salary requirements and non-returnable VHS tape to General Manager, Box 30028, Spokane, WA 99223. M/F minorities encouraged to apply. EOE.

Producers/Writers. Venture Productions in Miami is looking to expand its staff of Producers/Writers for a number of projects. Our Production Department is looking for creative, motivated individuals with a strong background in creative development of concepts, good client relations, and experience in overseeing production and post on long-form film and video projects. Our Programming Division is also looking for a top-notch field producer with a strong broadcast background to oversee production on a new historic travel program for an international cablenet. Must be free to travel extensively and have an interest in American and world history. Send tape and resume to: Jim Duffy, Venture Productions, 16505 NW 13th Avenue, Miami, FL 33169.

Videographer. Chicago production company seeks skilled camera operator with 7+ years experience for staff position. Must have ENG and EFP experience, strong technical knowledge, good lighting skills. Willing to work flexible hours. Good salary plus overtime, benefits. Send resume and reel to PCI, 1437 West Grand, Chicago, IL 60622-6332, (312)829-0272.

Video Editor/Production. Media 100 editor/production person needed for broadcast medical media production division. Knowledge of Adobe software essential. Great benefits. Exciting new facility and personnel. EEO. Fax qualifications: 212-305-7860. Columbia University, Center for Biomedical Communications, 630 West 168th Street, PH-20, New York, NY 10032.

Production Videographer. Jacksonville, Florida NBC affiliate is seeking application for a full-time, salaried position in their Production Department. Applicants should be talented, hardworking videographers with strong lighting and field production skills. Some post production skills required. Send tape and resume to Production Manager, WTLV-TV, 1070 East Adams Street, Jacksonville, FL 32202. WTLV is an Equal Opportunity Employer.

KTMJ FOX6 has immediate opening in the production department. Responsibilities include ability to shoot and edit commercials, station promos, and local programs. Experience with 3/4" and Beta required. Computer skills a big plus. Send resume and non-returnable tape to: KTMJ FOX6, 222 West Sixth Street, Junction City, KS 66441. EOE.

Graphic Designer. Top rated NBC affiliate in St. Louis has an opening for an experienced Graphic Designer. Broadcast design experience recommended. Qualified applicants will possess strong design and creative abilities, print design and production skills, a thorough understanding of Macintosh and applicable pre-press software. Graphic Design degree required. Will work with three other designers on variety of print and video projects. Send resume to: KSDK-TV5, Warren Canull, Director Human Resources, 1000 Market Street, St. Louis, MO 63101. No calls please. EOE.


Graphic Artist/Designer: KTRK-TV, an ABC O&O and Houston's number one station, is looking for a talented and experienced Designer to join our promotions team. We want a team player who can coordinate and oversee our on-air look, plus whip out great news and promo graphics. Quantel Paintbox required, MAC experience a plus. Send tape/resume to: Tom Ash, KTRK-TV - Promotions, 3310 Bissonnet, Houston, Texas 77005. Please no phone calls. EOE. Pre-employment drug test required.

Commercial and Promotion Producers: Come grow with us in the Pacific Northwest. Young WB in top 25 market needs the right people to join our Production and Promotion teams. We're looking for 2 Commercial Writer/Producers. Minimum 3 years broadcast experience doing it all -- writing, shooting and editing spots -- concept to completion. We also need a hot Promotion Writer/Producer, minimum 2 years writing and producing fun promos from scratch, preferably at a WB, FOX or UPN. Send Commercial Production resumes and tapes to Steve Klotz, Production Manager, and Promotion resumes and tapes to Jamie Kemp, Promotions Director. We're at WB32, 10255 SW Arctic Drive, Beaverton, OR 97005. No calls. EOE.

Design Director: WFSB, a Post-Newsweek station. Flint, Liberty, Quantel, vision, leadership and most importantly design: we have some, you bring the others. Send tape and resume to Don Graham, 3 Constitution Plaza, Hartford, CT 06103. Or look me up at Promax, c/o Westin Bonaventure. EOE.

Commercial Producer: Booming TV station in beautiful Austin, TX has a Commercial Producer opening. Ideal candidate can do it all and should have at least one year of experience making commercials that work (with a small budget, long-format helpful too.) Must be able to create under pressure and work well with clients and small agencies. Editing experience is a must. Avid and shooting experience a plus. No phone calls please. Send resume and non-returnable tape (very important) by 6-14-96 to: Creative Services Director TV, 908 West MLK, Austin, TX 78701. EOE.

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

Programming Wanted. New San Diego County broadcast station seeks top-quality national programming affiliates/partners, networks, and syndicators to complement locally produced news/talk programs. Contact Ralph Pesetas (619)292-6161.

RESUME TAPE

Career Videos prepares your personalized demo. Unique format, excellent rates, coaching, job search assistance, free stock. Great track record. 847-272-2917.

VIDEO SERVICES

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

SITUATIONS WANTED MANAGEMENT

Broadcaster with major sales management experience desires TV LSM position. Great with increasing local and regional revenues! Call 510-337-9632. Reply to Box 00832.

CABLE

HELP WANTED MANAGEMENT

General Manager. Ready to join the real media revolution? *Free Speech TV* is America's progressive political TV network, already launched on a part-time basis to 5,000,000 cable households. Expanding to full-time is our #1 goal. The GM develops business plans and growth strategies and coordinates all department efforts. Some public appearances and fund-raising. Submit resume and salary history to: *FSTV*, 2010 14th Street, Suite 209, Boulder, CO 80302.

AFFILIATE RELATIONS MANAGER

New England Cable News, the nation's largest regional news network, is seeking its first-ever Affiliate Relations Manager to join our senior management team. The ideal candidate is a seasoned and highly creative professional with deep knowledge of both cable programming and cable system operations.

Responsibilities Include:

- Manage the network's relations with its rapidly expanding affiliate body.
- Develop and manage all affiliate marketing programs.
- Assist network president in affiliate sales, including contract negotiation.
- Develop and manage marketing support campaigns for new system launches.
- Participate in network's overall consumer marketing strategy development.
- Organize network participation in industry trade shows, community events and public affairs.

Please send your resume and references to

**Office of the President
 New England Cable News
 160 Wells Avenue
 Newton, MA 02159**



HELP WANTED NEWS

SPORTS ANCHOR/HOST

New England Cable News, the nation's largest Regional News Channel reaching more than 1.8 million homes in 6 states is seeking a major sports talent to host our Nightly Sports Talk Show "SportsWorld." If you can report on sports, anchor sportscasts and take phone calls, THAT'S NOT ENOUGH! If you are knowledgeable about major league sports, interested in off beat sports and a great storyteller, THAT'S NOT ENOUGH! We are looking for someone with an edge, a sports lover who combines humor, creativity and hardwork to produce a Sports Show for even the casual sports fan. If you think you fit the bill and are ready to come to Boston, one of the greatest sports cities in America, send a non-returnable tape and resume ASAP to:



**NECN
 160 Wells Avenue
 Newton, Massachusetts 02159.**

No phone calls please.

HELP WANTED SALES

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InterMedia is one of the largest and fastest growing cable operators in the country. As an employer, we offer a commitment to state-of-the-art technology and superior training and support. If you're ready to pilot your career in a challenging and rewarding direction, then look no further:

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Nashville, TN

Position involves managing all sales efforts for 17 headends, 274K subscribers, spanning 3 DMAs, 25 counties and approximately 250 non-contiguous miles, including P&L, specifically revenue, expense control and operating cash flow budget obtainment.

This is an outstanding opportunity for an individual with 3+ years' experience in local advertising sales management, outstanding communications skills, strong leadership/coaching abilities, and a thorough knowledge and understanding of all operations and traffic, research, sales promotions. You should also have the ability to develop new revenue streams and manage pricing and inventory control.

Interested/qualified candidates should send a resume to Human Resources: Marketing/Ad Sales, InterMedia Partners, 424 Church Street Suite 1600 Nashville, TN 37219. InterMedia is an Equal Opportunity Employer.

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WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?

Send resume/tape to:

Broadcasting & Cable
Box _____,

245 West 17th St.,

New York, New York 10011

HELP WANTED PRODUCTION



TALK SHOW HOST

Live call-in show for Empire Sports. Must have a 4 year degree in broadcast communications or comparable technical degree. Must have at least five years commercial broadcast experience in live studio format. Must have working knowledge of editing video tape and support equipment. Must have superior verbal and written communication skills. Must have a keen interest in sports and a working knowledge of NY State regional sports teams. A background in radio talk format is helpful. Should have a resume tape with an impressive body of work available and be able to visually demonstrate past experience. Must possess valid driver's license and good driving record.

PRODUCER

Live call-in show for Empire Sports. Must have a 4 year degree in broadcast communications or comparable technical degree. Must have at least five years of commercial broadcast experience in producing live studio productions. Must have superior creative writing and verbal communication skills and have a background in video production. Must have working knowledge in staging, lighting and audio set-up for in-studio and on-location events and programs. Must have a keen interest in sports and a working knowledge of NYS regional sports teams. Background in radio talk format is helpful. Must have a resume tape with an impressive body of work available and be able to visually demonstrate past experience. Must possess a valid driver's license and a good driving record.

Successful applicant must pass a drug/alcohol and/or physical examination, criminal record check, and driving record check. Submit application, specifying position to Empire Sports Network, 795 Indian Church Road, W. Seneca, NY 14224. Attn: Bob Koshinski. No phone calls. EOE

ALLIED FIELDS

HELP WANTED INSTRUCTION

The University of Oklahoma. The H.H. Herbert School of Journalism and Mass Communication is currently seeking one tenure-track faculty to fill the following position. Broadcasting and Electronic Media - Assistant Professor, primary teaching areas must include two from the following: broadcast writing, audio production, video production, multimedia design, and broadcast management. Secondary teaching area in at least one of the following is desirable: mass communication law, telecommunication regulation, ENG, documentary film/TV, and broadcast sales. Must be computer literate, qualified to advise graduate students and supervise theses, and have strong interest in implementation of new technologies. Substantial professional experience required. A proven record of good teaching required. Masters required, Ph.D. preferred. Salary, teaching responsibilities and support for research and creative activities are very competitive. Applications will be reviewed beginning July 1, 1996, and will be accepted until the position is filled. The successful candidates will begin in August 1996 or January 1997. Applicants must provide (1) a letter of application providing specifics regarding their teaching and professional experience and describing how they would expect to publish or engage in scholarly and/or creative activity as a faculty member; (2) a curriculum vitae; and (3) names, addresses and current telephone numbers of at least three references. All materials should be sent to: Director, School of Journalism and Mass Communication, The University of Oklahoma, 860 Van Vleet Oval, Room 101, Norman, OK 73019-0270. The University of Oklahoma is an Equal Opportunity/Affirmative Action Employer. Women and minorities are especially encouraged to apply. OU has a policy of being responsive to the needs of dual-career couples.

EMPLOYMENT SERVICES

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Inside Job Openings, Nationwide
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Entry level TV News Reporters. MCS offers the hottest leads in the industry. Excellent placement rate. 12th year. 619-788-1082.

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On-camera coaching: Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Resumes. Critiquing. Private lessons with former ABC News correspondent. 914-937-1719. Julie Eckhert, ESP.

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Fax: (516) 997-2071

BROADCASTING & CABLE'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING & CABLE, Classified Department, 245 West 17th Street, New York, NY 10011. For information call (212) 337-7073 and ask for Antoinette Fasulo.

Payable in advance. Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must be in writing by either letter or Fax (212) 206-8327. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

Deadline is Monday at 5:00pm Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will run if all information is not included. No personal ads.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement. Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.95 per word, \$39 weekly minimum. Situations Wanted: 1.05¢ per word, \$21 weekly minimum. Optional formats: Bold Type: \$2.25 per word, Screened Background: \$2.40, Expanded Type: \$2.95 Bold, Screened, Expanded Type: \$3.35 per word. All other classifications: \$1.95 per word, \$39 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD etc., count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$173 per inch. Situations Wanted: \$87 per inch. Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: \$25 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such are returned to sender. Do not use folders, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (number), c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011

Confidential Service. To protect your identity seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then, enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting & Cable Magazine, at the address above.

For the Record

"For the Record" compiles applications filed with and actions taken by the FCC. Applications and actions are listed by state; the date the application was filed or the action was taken, when available, appears in *italic*.

Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; D.I.P.—debtor in possession; ERP—effective radiated power; khz—kilohertz; km—kilometers; kw—kilowatts; m.—meters; mhz—megahertz; mi—miles; TL—transmitter location; w—watts. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Dismissed

Crete, Neb. (BALH-960429ED)—Rock Steady Inc. for KKNB(FM) 103.9 mhz: involuntary AOL to Calvin and R. Suzanne Krueger. *May 23*

Lincoln, Neb. (BAL-960429EB and BALH-960429EC)—Rock Steady Inc. for KHAT(AM) 1530 khz and KIBZ(FM) 106.3 mhz: involuntary AOL to Calvin and R. Suzanne Krueger. *May 23*

Accepted for filing

Hesperia, Calif. (BAL-960521EE)—Kenneth B. Orchard, D.I.P., for KVVQ(AM) 910 khz: involuntary AOL to William R. Rice (receiver). *May 21*

Victorville, Calif. (BALH-960521EF)—Kenneth B. Orchard, D.I.P., for KVVQ-FM 103.1 mhz: involuntary AOL to William R. Rice (receiver). *May 21*

NEW STATIONS

Dismissed

Wetumpka, Ala. (BPH-921125MH)—Elmore County Broadcasting Inc. for FM at 97.9 mhz, ERP 3 kw, ant. 100 m. *May 28*

Granted

Wetumpka, Ala. (BPH-921125MD)—Vision Communications Ltd. for FM at 97.9 mhz,

ERP 3 kw, ant. 100 m. *May 28*

Buhl, Minn. (BPH-950919MB)—Minnesota Public Radio for FM at 92.5 mhz, ERP 39 kw, ant. 170 m. *May 29*

Filed/Accepted for filing

Tucson, Ariz. (BPEd-960517MF)—Family Life Broadcasting Inc. (Randy Carlson, president, 7355 N. Oracle, #200, Tucson, AZ 85740) for FM at 88.5 mhz, ERP .041 kw, ant. 1,072 m., Mt. Bigelow Electronics site, 27 km NE of Tucson. Family Life owns KFLR(FM) Phoenix and KDOV(FM) Medford, Ore.; its affiliates in Michigan and New Mexico own WUFL(AM) Sterling Heights, WUNN(AM) Mason, WUFN(FM) Albion and WUGN(FM) Midland, all Mich.; KFLT(AM) Tucson, and KFLQ(FM) Albuquerque, N.M. *May 17*

Glendale/Los Angeles (BPED-960517-MN)—Sang Lee (428 Hawthorn St., #124, Glendale, CA 91204) for noncommercial educational FM at 91.3 mhz, ERP 50 kw, ant. 150 m., 4.7 mi. S of St. Joseph city limits, .82 mi. E of intersection of SHs A and O, 625 ft. S of O. *May 17*

Kerman, Calif. (BPH-960517ME)—New Life Enterprises Inc. (Dan W. Jantz, president/50% owner, 554 East Sussex Way, Fresno, CA 93704) for FM at 95.3 mhz, ERP 6 kw, ant. 83 m., S of Kerman. *May 17*

McCloud, Calif. (BPED-960503MG)—Fatima Response Inc. (2044 Beverly Plaza, Ste. 281, Long Beach, CA 90815) for noncommercial educational FM at 91.9 mhz, ERP .1 kw, ant. 89 m., Broadcast Ridge, 6.4 km ESE of the city of Mt. Sasha, 2 km SW from top of Eventt Hill, at KZRO-FM site. *May 3*

Westminster, Colo. (BPED-960521MA)—Southwest Florida Community Radio Inc. (Robert D. Augsburg, president/14.2% owner, P.O. Box 887, Brentwood, TN 37024) for educational FM at 88.1 mhz, ERP .123 kw, ant. 292 m., 855 Colorow Rd., 4 km SW of Golden, Colo. Southwest owns WAYM(FM) Columbia, Tenn., and WAYJ(FM)

Fort Myers, WAYF(FM) West Palm Beach and WAYG(FM) Sarasota, all Fla., and has applied for FM in Harvest, Ala. *May 21*

Murdock, Fla. (BPH-960516MD)—Murray Broadcasting Co. (John H. Murray, president/owner, P.O. Box 2908, Englewood, FL 34295) for FM at 98.9 mhz, ERP 6 kw, ant. 100 m., W side of Hwy 771, 4.3 km S of Hwy 776, Charlotte Co., Fla. Murray Broadcasting owns WENG(AM) Englewood, Fla. *May 16*

Murdock, Fla. (BPH-960517MC)—Alligator Alley Broadcasting Co. (Christopher D. Imlay, president/33 1/3% owner, 1233 20th St., NW, Ste. 204, Washington, DC 20036) for FM at 98.9 mhz, ERP 6 kw, ant. 100 m., E side of Hwy 776, El Jobean, Fla. *May 17*

Murdock, Fla. (BPH-960517MD)—Myakka River Radio Co. (James R. Walker and George W. Kimble, owners, 219 Altamonte Bay Club Circle, Altamonte Springs, FL 32701) for FM at 98.9 mhz, ERP 6 kw, ant. 100 m., 14215 Riseley Ave., El Jobean, Fla. Kimble owns WCGR(AM)-WLKA(FM) Canandaigua, 75% of WNYR-FM Waterloo, WRCD(FM) Honeoye Falls and WLLW(FM) Clyde, all N.Y.; 50% of WNYs(AM) Canton, N.Y., and WNHA(AM) Concord, N.H., and 49% of WOLF(AM) and WNYs-TV Syracuse, N.Y. *May 17*

Murdock, Fla. (BPED-960520MB)—Daystar Public Radio Inc. (Larry Linkous, president, 1403 Indian River Ave., Titusville, FL 32780) for FM at 98.9 mhz, ERP 6 kw, ant. 100 m., 14215 Riesley St., Port Charlotte, Fla. *May 20*

Flora, Ill. (BPED-960522MA)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for noncommercial educational FM at 88.5 mhz, ERP 1 kw, ant. 48 m., .6 km SW of the intersection of US 45 and 50. Family owns WAFR(FM) Tupelo, WDFX(FM) Cleveland and WQST(AM)-(FM) Forrest, all Miss., and KCFN(FM) Wichita and KBUZ(FM) Topeka, Kan.; has CP for an FM in Clovis, N.M., and has applied for FMs in Selma, Ala.; Forrest City, Ark.; Kankakee, Ill.; Salina and Independence, Kan.; Muskegon, Mich.; McComb and Natchez, Miss.; Kennett, Mo.; Hubbard, Neb.; Steubenville, Ohio; Ardmore, Okla.; Shelbyville, Tenn., and Huntsville, Tex. *May 22*

Galesburg, Ill. (BPCT-951215KK)—Northwest Television Inc. (William L. Yde III, president/25% owner, 505 Turtle Creek Dr., Brentwood, TN 37027) for TV on ch. 67, ERP 3,591 kw visual, ant. 297 m., .46 km NE of intersection of SHs 8 and 78, .7 km W of Elwood city limits, Ill. Northwest is selling KBGE(TV) Bellevue, Wash., and has applied for TVs on ch. 38, Greenville, N.C.; ch. 21, Minden, La., and in Lincoln, Neb.; Muskegon, Okla.; Holbrook, Ariz., and Newton, Iowa. *Dec. 15, 1995*

Colby, Kan. (BPH-960517MB)—Melia Communications Inc. (Martin K. Melia, president/50% owner, 3023 West 31st St., Goodland, KS 67735) for FM at 97.9 mhz, ERP 100 kw, ant. 195 m., 5.8 km NNW of Edson, Kan. Melia Communications owns KLOE(AM)

BY THE NUMBERS

| BROADCAST STATIONS | | Service | | Total |
|---------------------------|---------------|---|--|--------------|
| Service | Total | | | |
| Commercial AM | 4,906 | Commercial VHF TV | | 559 |
| Commercial FM | 5,285 | Commercial UHF TV | | 622 |
| Educational FM | 1,810 | Educational VHF TV | | 123 |
| Total Radio | 12,001 | Educational UHF TV | | 240 |
| VHF LPTV | 561 | Total TV | | 1,544 |
| UHF LPTV | 1,211 | CABLE | | |
| Total LPTV | 1,772 | Total systems | | 11,660 |
| FM translators & boosters | 2,453 | Total subscribers | | 62,231,730 |
| VHF translators | 2,263 | Homes passed | | 91,750,000 |
| UHF translators | 2,562 | Cable penetration* | | 65.3% |
| Total Translators | 7,278 | *Based on TV household universe of 95.9 million | | |

Sources: FCC, Nielsen, Paul Kagan Associates
GRAPHIC BY BROADCASTING & CABLE

and KKCI(FM) Goodland, Kan. *May 17*

Ocean City, Md. (BPED-960516ME)—The Executive Committee of the Board of Trustees of American University (Benjamin Ladner, president, American University, 4400 Massachusetts Ave., NW, Washington, DC 20016) for FM at 88.3 mhz, ERP 50 kw, ant. 150 m., Transmitter site-WQHQ, E side of Hall Rd., .5 mi. N Rte. 50. AU owns WAMU(FM) Washington. *May 16*

DeKalb, Miss. (BPH-960415MZ)—East Mississippi Broadcasters Inc. (Clay E. Holladay, president/owner, P.O. Box 1699, Meridian, MS 39302) for FM at 105.7 mhz, ERP 50 kw, ant. 150 m. EMBI owns WTUX(FM) Meridian. Holladay owns KRVV(FM) Bastrop, La.; 90% of WYZB(FM) Mary Ester, and WKSM(FM) and WFTW-AM Fort Walton Beach, Fla., and 80% of WDJR(FM) Enterprise, Ala. *Apr. 15*

St. Joseph, Mo. (BPED-960517MG)—Community Broadcasting Inc. (Richard P. Bott, president, 3405 Shady Bend Dr., Independence, MO 64052) for noncommercial educational FM at 91.1 mhz, ERP 50 kw, ant. 150 m., .7 km ESE of intersection of IS Hwy 71 and Hwy 0, Mo. Community owns KFBN(FM) Lincoln, Neb., and KSIV-FM St. Louis. Bott jointly owns WCRV(AM) Collierville, Tenn.; KCCV(AM) Overland Park and KCCV-FM Olathe, Kan.; KOCV(AM) Oklahoma City; WFCV(AM) Fort Wayne and KUHG(FM) Milford, Neb., and KAVH(FM) Shawnee, Okla., and 80% of KCIV(FM) Mt. Bullion, Calif.; KSIV(AM) Clayton, KLEX(AM) Lexington and KAYX(FM) Richmond, all Mo., and KNTL(FM) Bethany, Okla. Bott also has CP for an FM in Silver Lake, Kan. *May 17*

St. Joseph, Mo. (960514MA)—Good News Ministries Inc. for FM at 91.1 mhz. *May 14*

Conrad, Mont. (BPH-951101MZ)—Jeanine M. Mason (8340 Penfield Ave., #35, Canoga Park, CA 91306) for FM at 93.7 mhz, ERP 100 kw, ant. 170 m., atop Teton Ridge. *Nov. 1, 1995*

Nashua, N.H. (960507)—New Hampshire Public Radio (207 N. Main St., Concord, NH 03301) for FM at 88.3 mhz, ERP 5 kw, ant. 21 m., 1 Chestnut St., Nashua. *May 7*

Corning, N.Y. (BPET-960401KF)—Changing Perspectives Inc. (Donald W. Osgood, president/owner, 20 Buck Hill Ln., Pound Ridge, NY 10576) for TV on ch. 30, ERP 12 kw, ant. 166 m., Denmark Hill, 4 km NE of Corning. *Apr. 1*

Willard, Ohio (BPH-960507M5)—Christian Faith Broadcast Inc. (Shelby Gilliam, president/17% owner [with right to vote 100% stock], 3809 Maple Ave., Castalia, OH 44824) for FM at 96.9 mhz, ERP 6 kw, ant. 100 m., 7490 Willet Rd., Cass Township, Ohio. CFB owns WGGN-FM Castalia and WGGN-TV Sandusky, Ohio, and WLLA-TV Kalamazoo, Mich., and has applied for FMs in Athens and Wauseon, Ohio. *May 7*

Newport, Ore. (BPH-960508MD)—Q. Media LLC (John D. Stephens, 50% owner, 119 Bluehill Rd., San Antonio, TX 78229) for FM at 92.7 mhz, ERP 2.9 kw, ant. 290 m., top of Otter Crest, 6.1 km SSE of Depoe Bay, Ore. *May 8*

Newport, Ore. (BPH-960507M4)—Thomas D. Hodgins (580 Reser Rd., Walla Walla, WA 99362) for FM at 92.7 mhz, ERP 3.4 kw, ant. 272 m., 14.2 km N of Newport on Foul-weather Hill. *May 7*

Barnesboro, Pa. (BPH-960516MA)—DuBois Area Broadcasting Co. Inc. (Dan Brownlee, president/10% owner, 28 W. Scribner Ave., DuBois, PA 15801) for FM at 93.5 mhz, ERP 1.8 kw, ant. 184 m., 1.6 km NW of Reillys, Pa. DuBois owns WDBA(FM) DuBois. *May 16*

Barnesboro, Pa. (BPH-960517MA)—Robert M. Stevens (1005 Treasure Lake, DuBois, PA 15801) for FM at 93.5 mhz, ERP 2.25 kw, ant. 115 m., 1.6 km W of Spangler, Pa. Stevens and his wife, Ashley R., own WAIU(FM) Galeton and are selling WXVE(FM) Spangler and WKVE(FM) St. Mary's, all Pa. Stevens also has 51% interest in an application for FM in Lakewood, N.Y. *May 17*

Brookville, Pa. (BPH-960516MB)—Renda Radio Inc. (Anthony F. Renda, president/owner, Broadcast Plaza, Crane Ave., Pittsburgh, PA 15220-4098) for FM at 103.3 mhz, ERP 10.3 kw, ant. 155 m., .6 km W of Becshazzar Rd., 2.4 km N of intersection with Rte. 36, near Coolspring, Pa. Renda Radio owns WECZ(AM) and WPXZ(FM) Punxsutawney, Pa. Anthony Renda is the settlor, and his wife the sole beneficiary, of a trust that owns WJAS(AM)-WSHH(FM) Pittsburgh; WWGR(FM) Fort Myers and WEJZ(FM) Jacksonville, Fla.; KMGL(FM) Oklahoma City, KBEZ(FM) Tulsa and KHTT(FM) Muskogee, all Okla., and WRRR(FM) Brunswick, Ga., and is buying WFKS(FM) Platka, Fla. *May 16*

Brookville, Pa. (BPH-960516MC)—Strat-tan Broadcasting Inc. (James Farley, president/owner, 51 Pickering St., Brookville, PA 15825) for FM at 103.3 mhz, ERP 25 kw, ant. 100 m., 2.88 km ESE of Summerville, in Clover Township, Pa. Farley owns WMKX-FM Brookville. *May 16*

Brigham City, Utah (BPH-960507M3)—Simmons Family Inc. (Roy W. Simmons, president, 57 West South Temple, Ste. 700, Salt Lake City, UT 84101) for FM at 100.7 mhz, ERP 80.5 kw, ant. 660 m., 7 km W of Riverside, Utah. Simmons owns KDYL(AM), KSFI-FM and KRSP-FM Salt Lake City, KDXU(AM) and KSNN-FM St. George, Utah, and KIOT(FM) Los Lunas, N.M.; is buying KIOT-FM Las Lunas, KNOS(AM) Albuquerque, KZKL-FM Rio Rancho, KIVA(AM) Corrales and KZRO-FM Santa Fe, all N.M., and has time brokerage agreement with KOMB(FM) Midvale, Utah. *May 7*

Brigham City, Utah (BPH-960506MF)—KMUS Inc. (Keith Jones, president/10% owner, 1513 Carey Ave., Cheyenne, WY 82001) for FM at 100.7 mhz, ERP 75 kw, ant. 678 m., on Cal Mtn., 8 km N of intersection of I-15/84, Utah. KMUS owns KMUS-FM Burns, Wyo. *May 6*

Spokane, Wash. (BPCT-960405XP)—KM Communications Inc. (Myoung Hwa Bae, president/owner, 3654 West Jarvis Ave., Skokie, IL 60076) for TV on ch. 34, TL .8 km ESE of intersection of Hazard and Dalton rds. KM has CP for TV on ch. 20, Iowa City, Iowa; has applied for FMs in Viola and St. John's,

Ariz.; Pearson, Ga.; Merced, Calif.; Breese, Ill.; Parkersburg, Iowa; Willard, Ohio; Brigham City, Utah, and Neillsville and New Holstein, Wis., and TVs in Holbrook, Flagstaff and Sierra Vista, all Ariz.; Gosnell, Ark., Boise, Idaho; Ames and Newton, Iowa; Hutchinson, Kan.; Albuquerque, N.M.; Arcade and Syracuse, N.Y.; Greenville, N.C.; Muskogee and Shawnee, Okla.; Pendleton, Ore.; Salt Lake City and Provo, Utah; Crandon, Wis., and Jackson, Wyo. *Apr. 5*

Beckley, W.Va. (BPED-960502MH)—Positive Alternative Radio Inc. (Vernon H. Baker, president, P.O. Box 889, Blacksburg, VA 24063) for noncommercial educational FM at 88.1 mhz, ERP .6 kw, ant. 345 m., atop Flat Top Mtn., 1.03 km NNE of the US 19 bridge over I-77, Raleigh Co. PAR owns noncommercial WPIM-FM Martinsville, WPIR-FM Salem, WPIN-FM Dublin, WPVA-FM Waynesboro and WPER-FM Culpeper, all Va.; WPAR-FM Hickory, WXRI-FM Winston-Salem and WWMO-FM Ash-boro, all N.C.; WCQR-FM Kingsport, Tenn.; WPIB-FM Bluefield, W.Va., and WOEI-FM Union City, Ind., and has applied for FMs in Ashland, Ky.; Point Pleasant and Hurracane, W.Va., and Lynchburg, Va. Baker owns WFTK-AM Wake Forest and WTIK-AM Durham, N.C.; WKNV-AM Fairlawn and WODY-AM Fieldale, Va.; 55% of WAMN-AM Green Valley, W.Va.; 51% of WKGM-AM Smithfield, Va., WSGH-AM Lewisville, N.C., WBGs-AM/WBYG-FM Point Pleasant, W.Va., and WBNN-AM/WTGR-FM Union City, Ohio, and 25% of WOKT-AM Cannonsburg and WNUU-FM Garrison, Ky. *May 2*

FACILITIES CHANGES

Returned

Mineral Wells, Tex. (BP-951124AA)—Jerry Snyder and Associates Inc. for KJSA(AM) 1140 khz: change frequency from 1140 to 1120 khz. *May 29*

Granted

Bakersfield, Calif. (BPH-9511281C)—KMAP Inc. for KIWI(FM) 92.1 mhz: change ERP to 2.5 kw, ant. to 155 m., TL. *May 23*

Seaside, Calif. (BPH-960424IF)—The Dunlin Group for KJMY(FM) 103.9 mhz: change structure height, ant., TL, ERP. *May 28*

New Albany, Ind. (BPH-9603181A)—Cox Louisville LLC for WRVI(FM) 94.7 mhz: change structure height, ant., ERP. *May 29*

Ames, Iowa (BPED-960307MA)—Residence Broadcasting Services Inc. for KUSR(FM) 88.5 mhz: change structure height, ant., TL, ERP, frequency, class. *May 28*

Poplar Bluff, Mo. (BPCT-951106KQ)—WSIL-TV Inc. for KPOB-TV ch. 15: change ERP to 772.7 kw visual. *May 23*

Albuquerque, N.M. (BP-960123AA)—Continental Broadcasting Corp. of New Mexico for KXKS(AM) 1190 khz: add night service. *May 24*

Carolina, P.R. (BPH-950509ID)—International Broadcasting Corp. for WAHQ(FM) 107.7 mhz: change ERP to 12 kw, ant. to 841 m., TL to El Yunque Peak, 9 mi. W of Fajardo, P.R. *May 23*

—Compiled by Jessica Sandin

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THIS WEEK

June 10—2nd annual Wireless Communications Summit Conference sponsored by the *Federal Communications Bar Association* and *Warren Publishing*. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

June 10-13—*Society of Cable Telecommunications Engineers* 20th annual engineering convention and 14th annual Cabletech Expo. Opryland Hotel, Nashville. Contact: (610) 363-6888.

June 11—*Federal Communications Bar Association* luncheon featuring James Quello. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

June 11—*International Radio & Television Society Foundation* awards luncheon honoring Bud Greenspan. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

June 12—*International Radio & Television Society Foundation* Under-30s seminar featuring Hugh Downs. NBC, New York City. Contact: Maria De Leon, (212) 867-6650.

June 12-15—14th annual *National Association of Hispanic Journalists* convention. Sheraton Chicago Hotel and Towers, Chicago. Contact: Zita Arocha, (202) 662-7145.

June 13—IBA XXXVI, the 36th annual International Broadcasting and Cable Awards, presented by the *Hollywood Radio and TV Society*. Beverly Hilton Hotel, Beverly Hills. Contact: Neith Stickells, (818) 789-1182.

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

June 13-15—INFOCOMM International, exhibition presented by the *International Communications Industries Association*. Pennsylvania Convention Center, Philadelphia. Contact: (703) 273-7200.

June 14-15—"Election '96: Unconventional Ideas for Campaign Coverage," advanced election workshop for journalists presented by the *Radio and Television News Directors Foundation*, the *Poynter Institute* and the *National Press Club*. National Press Club. Contact: Cy Porter, (202) 467-5219.

June 16-18—*NIMA International* European conference. The Loews, Monte Carlo. Contact: David Savage, (202) 289-6462.

June 16-20—*UTC '96* annual conference and exhibition. Kansas City Convention Center, Kansas City, Mo. Contact: (202) 872-0030.

JUNE

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.

June 19-22—*Native American Journalists Association* 12th annual conference. Holiday Inn Bangor, Bangor, Me. Contact: (612) 874-8833.

June 20-23—Talk Radio '96, sponsored by the *National Association of Radio Talk Show Hosts*. Omni Shoreham Hotel, Washington. Contact: (617) 437-9757.

June 22-25—*Cabletelevision Advertising Bureau* local cable sales management conference. Atlanta Marriott Marquis, Atlanta. Contact: Nancy Lagos, (212) 751-7770.

June 22-28—*National Association of Broadcasters* management development seminar for television executives. Northwestern University, Evanston, Ill. Contact: John Porter, (202) 429-5347.

June 26-28—Global DBS Summit, presented by *Global Exposition Holdings* and *DBS Digest*. Marriott Denver Tech Center, Denver. Contact: (713) 342-9826.

June 27—*Minority Media and Telecommunications Council* third annual luncheon, featuring the Rev. Jesse Jackson Sr. Hyatt Regency, Washington. Contact: Selina Khan, (202) 332-0500.

June 27-30—ShowBiz Expo, presented by *Vari-*

ety magazine. Los Angeles Convention Center, Los Angeles. Contact: (800) 840-5688.

JULY

July 1—Deadline for entries for the *South Carolina Broadcasters Association* State Television and Radio (STAR) Awards, which honor outstanding achievements in South Carolina broadcasting. Contact: Sunny Jewell, (803) 777-6783.

July 10-12—WCA '96, *Wireless Cable Association* annual convention. Denver Convention Center, Denver. Contact: Sherry Crittenden, (202) 452-7823.

July 12-13—*Oklahoma Association of Broadcasters* summer meeting. Shangri-La Resort, Afton, Okla. Contact: Carl Smith, (405) 848-0771.

July 13-17—*National Association of Broadcasters* executive management development seminar for radio broadcasters. University of Notre Dame, South Bend, Ind. Contact: B.J. Cohen, (202) 775-3510.

July 14-16—*Florida Cable Telecommunications Association* annual convention. Registry Resort, Naples, Fla. Contact: Cindy Doheny, (904) 681-1990.

July 14-16—35th annual *New York State Broadcasters Association* executive conference. Rye Town Hilton, Rye Brook, N.Y. Contact: Mary Anne Jaco, (518) 456-8888.

July 14-17—CTAM '96 national marketing conference, presented by the *Cable Television Administration and Marketing Society*. Boston Marriott Copley Place, Boston. Contact: (703) 549-4200.

July 15—*Alliance for Community Media* international conference and trade show. Hyatt Regency Crystal City, Arlington, Va. Contact: (202) 393-2650.

July 17-20—Deadline for entries for the *National Breast Cancer Awareness Month* Profiles in Progress Awards, which honor excellence in reporting on the subject of breast cancer. Contact: Gail Leicht, (312) 464-7901, ext. 230.

July 18—Electronic data interchange (EDI) workshop for network cable TV buyers and sellers, presented by the *Electronic Commerce Committee*. Offices of Price Waterhouse, New York. Contact: Elizabeth Carr, (212) 258-8163.

July 20-23—49th annual *California Broadcasters Association* convention. Doubletree Hotel, Monterey, Calif. Contact: (916) 444-2237.

July 23—*National Association of Broadcasters* radio license renewal seminar. Monterey, Calif. Contact: Christina Griffin, (202) 775-3511.

July 24-25—Andina Link '96, conference on Andean-region pay TV, presented by *Television Digital de Colombia* and *Global Exposition Holdings*. Cartagena Convention Center, Cartagena, Colombia. Contact: Gerard Herrador, (713) 342-9826.

July 25—*National Association of Broadcasters* radio license renewal seminar. Orange County, Calif. Contact: Christina Griffin, (202) 775-3511.

July 25-27—*Public Radio News Directors Inc.* annual conference and awards banquet. Washington Marriott Hotel, Washington. Contact: Debbie Elliott, (334) 981-5519.

July 25-27—*Southwest National Religious Broadcasters* annual conference. Dallas/Fort Worth Marriott, Dallas. Contact: (318) 783-1560.

July 28-30—*Oregon Cable Telecommunications Association* 25th annual convention and trade show. Inn of the Seventh Mountain, Bend, Ore. Contact: (503) 362-8838.

AUGUST

Aug. 10-13—*Association for Education in Journalism & Mass Communication/Association of Schools of Journalism & Mass Communication* 79th annual convention. Anaheim Hilton, Anaheim, Calif. Contact: (803) 777-2005.

Aug. 11-13—Joint summer meeting of the *North Carolina Cable Telecommunications Association* and *South Carolina Cable Television Association*. Radisson Hotel, Myrtle Beach, S.C. Contact: (919) 834-7113.

Aug. 14-17—*Asian American Journalists Association* 9th annual national convention. Radisson St. Paul, St. Paul, Minn. Contact: (415) 346-2051.

Aug. 15—Electronic data interchange (EDI) workshop for network cable TV buyers and sellers, presented by the *Electronic Commerce Committee*. Offices of Price Waterhouse, New York. Contact: Elizabeth Carr, (212) 258-8163.

Aug. 15-17—50th annual *West Virginia Broadcasters Association* Greenbrier meeting. Greenbrier Resort, White Sulphur Springs, W.Va. Contact: (304) 744-2143.

Aug. 19-21—48th annual meeting and management retreat of the *Michigan Association of Broadcasters* and *Michigan Public Broadcasting*. Grand Hotel, Mackinac Island, Michigan. Contact: (800) 968-7622.

Aug. 21-25—*National Association of Black Journalists* 21st annual convention. Stouffers Renaissance, Nashville. Contact: (703) 648-1270.

Aug. 22-24—*Nebraska Broadcasters Association* annual convention. Holiday Inn, Hastings, Neb. Contact: (402) 333-3034.

SEPTEMBER

Sept. 7-9—*National Association of Broadcasters* Television Hundred Plus Exchange. Hyatt Grand Cypress Hotel, Orlando, Fla. Contact: Carolyn Wilkins, (202) 429-5366.

Sept. 8—48th annual Primetime Emmy Awards, presented by the *Academy of Television Arts & Sciences*. Pasadena Civic Auditorium, Pasadena, Calif. Contact: (818) 763-2975.

Sept. 10-12—6th regional *Audio Engineering Society* convention. World Congress Centre, Melbourne, Victoria, Australia. Contact: (212) 661-8528.

Sept. 10-15—*National Association of Black-Owned Broadcasters* 20th annual fall broadcast management conference. Sheraton Washington, Washington. Contact: (202) 463-8970.

Sept. 11—"Hollywood Meets DRTV—The Direct Response Television Conference for Entertainment Marketers," presented by *Advanstar Expositions*. Universal Sheraton, Los Angeles. Contact: (714) 513-8481.

Sept. 24—Broadcasting & Cable Interface X conference, co-sponsored by *BROADCASTING & CABLE* and the *Federal Communications Bar Association*. New York Grand Hyatt, New York City. Contact: Joan Miller, (212) 337-6940.

OCTOBER

Oct. 9-12—World Media Expo, comprising the *National Association of Broadcasters Radio Show* (contact: [800] 342-2460); *Radio Television News Directors Association* international conference (contact: Rick Osmani, [202] 467-5200); *Society of Broadcast Engineers* annual conference (contact: John Poray, [317] 253-1640), and *Society of Motion Picture and Television Engineers* 138th technical conference (contact: [914] 761-1100). Los Angeles Convention Center, Los Angeles. Contact: (202) 775-4970.

NOVEMBER

Nov. 11—*Broadcasting & Cable* 1996 Hall of Fame Dinner. Marriott Marquis Hotel, New York City. Contact: Steve Labunski, (212) 213-5266.

DECEMBER

Dec. 11-13—The Western Show, presented by the *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif. Contact: (510) 428-2225.

JANUARY 1997

Jan. 13-16—*National Association of Television Programming Executives* 33rd annual program conference and exhibition. Ernest Morial Convention Center, New Orleans. Contact: (310) 453-4440.

Major Meeting dates in red

—Compiled by Kenneth Ray
(ken.ray@b&c.cahners.com)

Navigating with a moral compass

As a teenager growing up in the small central Indiana town of West Lafayette in the 1960s, Bruce Reese would stay up late trawling the radio dial, listening to the faraway stations cutting through the interference-free night.

After hearing, for the first time, the sounds of Janis Joplin and The Doors being played by a Boston radio station, Reese introduced the new music to his relatively isolated high-school classmates. Today, he delivers the sounds of radio to millions as president of Bonneville International, a company that owns 20 radio stations across the country.

"It's strange to think I ended up here," says Reese, who was named to the position last Friday (June 7). "I was always interested in radio, but I never thought I would be in the industry."

The company he heads, which also owns a television station, six communication support companies and a new programming arm, is not a typical group owner. The Salt Lake City-based Bonneville is privately held by the Church of Jesus Christ of Latter-Day Saints, which influences Bonneville's "values-driven" policies.

"Our catchphrase around here is we do good and we do well," says Reese. "There are some things other station owners would do in certain circumstances that we wouldn't do." Bonneville's stations have a wide range of formats, but none of them has shock jocks, who often bring in high ratings. The company's stations also raise millions of dollars annually for charitable causes. "There is a price you pay for the community service, and we accept that," he says. "I'm proud of our people here. We are involved in the community and try to do the best job we can in that area and be a successful, competitive radio company."

Reese is something of an outsider to the broadcasting industry. After graduating from Brigham Young University's law school in 1976, he traveled to Washington, where he was a staff attorney in the antitrust division of the Justice Department. He spent the next eight years as a lawyer in Washington and Denver. He had done some work with Bonneville while he was with a Washington law firm, which led to the company's hiring him in 1984 as its associate general counsel in Salt Lake City.

At Bonneville, for the first time in Reese's career, his responsibilities



"Our catchphrase around here is we do good and we do well."

Bruce Taylor Reese

President/CEO, Bonneville International Corp., Salt Lake City; b. March 30, 1949, Lafayette, Ind.; BA, English, Brigham Young University, 1973; JD, Brigham Young, 1976; staff attorney, antitrust division of Justice Department, Washington, 1976-77; associate, Wilkinson, Cragun & Barker, Washington, 1977-79; associate, Davis, Graham & Stubbs, Denver, 1979-82; associate, Wilkinson, Barker, Knauer & Quinn, Washington, 1983-84; Bonneville International: associate general counsel, 1984-85; VP, secretary, general counsel, 1985-91; executive VP (and president, Intermountain Group), 1991-93; executive VP/COO, 1993-96; current position since June 7; m. Lu Anne Gold, 1973; children: Gavin, 21; Cameron, 19; Taylor, 17; Zachary, 15; Megan, 12; Caitlin, 9; Kelley, 6.

involved more than legal matters. In 1991 he was named executive vice president of the company and president of its Intermountain Group, which includes Bonneville's TV station and production company. In retrospect, the transition from law to broadcasting still surprises Reese: "I never thought I would be anything other than a lawyer."

One of the more difficult tasks Reese faces as Bonneville's new president is how to keep the company competitive without joining the feeding frenzy of broadcasting groups buying radio stations. So far in 1996 more than \$984 million worth of deals have been made for radio stations; that figure was only \$377 million for the same period last year.

"I read with envy, to some extent, the stories of consolidation," he says. "But on the other hand, we can continue to be successful, and I think there is still a place for us." And Reese says consolidation can be a boon for radio stations in general, as long as the industry grows and doesn't cannibalize itself.

With all that buying going on, Bonneville has slipped in rank among group owners. A year ago, Reese says, Bonneville was the eighth- or ninth-largest radio owner; today it is 15th.

As the new man in charge, Reese says he will continue to steer Bonneville toward growth and acquiring new stations, but not at the same breakneck pace as such companies as Clear Channel and Infinity. He also says that expanding the company's TV ownership is intriguing, although not a principal project.

In a programming expansion, in March, Bonneville formed Bonneville Worldwide Entertainment near Hollywood to develop, produce and distribute film, television and home-media projects. From the California office, the company is looking to build a brand identity with a positive spin that follows its "values-driven" practice.

"We've have spent some energy complaining about TV programing, and we thought 'what should we do to fix it?'" says Reese. "So we offered some alternatives rather than [simply] complain."

The new division, says Reese, "financially, is a small piece of what we are doing. But as far as the values we espouse and the future of the business as it shifts to programing, we think it's an important project to pursue."

—MK

Fates & Fortunes

BROADCAST TV

Timothy Gilbert, general sales manager, WKBW-TV Buffalo, N.Y., joins WPTA(TV) Fort Wayne, Ind., as president/GM.

Jim Hale, principal anchor, Standard News Network, Washington, joins KULR-TV Billings, Mont., as news director. Other appointments at KULR-TV include **Walter Kelley**, staff meteorologist; **Heidi Jones**, reporter and weekend anchor; **Tina Elliott**, weekend anchor/reporter; **Elizabeth Baatz**, bureau chief, Helena Capitol; **Courtney Debourg**, co-anchor/reporter, *Today in Montana*.



Lyles

Gerald Lyles, national sales manager, KTRK-TV Houston, joins Capital Cities/ABC Inc., New York, as VP, national television sales.

Adino Pasto, assistant controller, KTVU(TV) Oak-

land, Calif., named controller.

Mark Samels, director, production, WITF-TV Harrisburg, Pa., named VP.

Bill Evans, assistant news director, KCRG-TV Cedar Rapids, Iowa, joins KOTV(TV) Tulsa, Okla., as news director.

Appointments at WTOV-TV Steubenville, Ohio: **Vern Schofield**, NSM, named GSM; **John Howell IV**, account executive, named LSM.

Appointments at WATE-TV Knoxville, Tenn.: **Martha Woods Dooley**, assistant news director, named news director; **Bruce Barkley**, assignment manager, named assistant news director/executive producer.



Ladage

Ken Ladage, station manager, WALV-TV Indianapolis, joins Envoy Productions (television production arm of Lutheran Hour Ministries), St. Louis, as executive producer/program manager.

Martha Sugalski, consumer reporter, WPTV(TV) West Palm Beach, Fla., joins WTUV(TV) Miami as reporter.

Kerry Oslund, news director, WZZM-TV

Grand Rapids, Mich., joins KOIN(TV) Portland, Ore., in same capacity.

Appointments at KWTU(TV) Oklahoma City: **Sandra Ochoa**, special projects coordinator, named programing director; **Patricia Vette**, art director, named director, Internet development.

Charles Gourley, senior account executive, Blair Television, Los Angeles, joins KTZZ-TV Seattle as NSM.

Tim Drum, meteorologist, WLFL(TV) Raleigh, N.C., joins KSPR(TV) Springfield, Mo., as chief meteorologist.

John Hummel, media manager, Tribune Television Network Sales, joins WUHF(TV) Rochester, N.Y., as GSM.

James Gilmore Jr., account executive, WGN-TV Chicago, named regional NSM.

Bill Applegate, VP/GM, KCBS-TV Los Angeles, joins WSTM-TV Syracuse, N.Y., in same capacity.

PROGRAMING



Considine

Gary Considine, executive VP, creative affairs, NBC Studios (formerly NBC Productions), Burbank, Calif., extends his contract with NBC and has been named executive producer.

David McLeod, executive director, Southwest sales, Buena Vista Television, Burbank, Calif., named VP.

Isis Moussa, marketing director, Turner International, Asia Pacific, named VP, marketing, international television distribution.

Maria Lane, senior producer, Atlas Media Corp., New York, named VP, programing.

Erik Thompson, manager, public relations, West Coast, Turner Broadcasting System Inc., joins MCA Television Group, Universal City, Calif., as director, photo and creative services, media relations.

RADIO

Marv Olson, VP, engineering and technical operations, KAUS-AM-FM Austin and KEEZ-FM Mankato, both Minnesota, named GM, KAUS-AM-FM.

Loren Jenkins, publisher/editor in chief, *The Aspen Times*, Aspen, Colo., joins National Public Radio News, Washington, as senior editor, foreign news desk.

Appointments at KLSX(FM) Los Angeles: **Rich Connor**, director, affiliate promotion and radio syndication, MTV: Music Television, joins as director, marketing and promotions; **Socorro Serano**, host/producer and director, community relations, KTTV(TV) Los Angeles, joins as host, *Sunday Edition*.

George Green, former president/GM, KABC(AM) and KMPC(AM) Los Angeles, is forming George Green Enterprises, a company specializing in talk radio consultation, radio syndication and sales training and other facets of radio advertising.

Chris Payne, local music director/on-air personality, WRCX(FM) Chicago, adds assistant music director to his responsibilities.

Tom Sly, general manager, WWNK-FM Cincinnati, named VP/GM.

Robert Patchen, director, methods research, The Arbitron Company, New York, named director, research, the research group, Columbia, Md.; **Tom O'Sullivan**, senior account executive, Arbitron Radio Station Services, New York, named manager, national radio sales.

Mary Lou Gunn, national sales manager, KBOS-FM Tulare/Fresno and KRZR(FM) Hanford/Fresno, both California, named GM.

Bob Calandrucchio, **John Chichester**, **Mike Connolly**, **Larry Storch** and **Tom Walton**, regional sales managers, CBS Radio Networks, New York, named VPs/regional sales managers.

CABLE



McReynolds

Lynn McReynolds, VP, media relations, National Association of Broadcasters, Washington, joins Discovery Networks, Bethesda, Md., as VP, communications.

Appointments at Outdoor Life and Speedvision, Stamford, Conn.: **Vince Vasquez**, account executive, TBS, Chicago, joins as director, Midwest

sales, Chicago; **John West**, regional sales manager, TBS, Detroit, joins as director, Midwest sales, Detroit.

Appointments at Fox Net, Beverly Hills, Calif.: **Lloyd Scott**, director, programming and acquisitions, named executive director; **Wendy McCarron Chambers**, manager, affiliate relations, named director; **Tim Foland**, account executive, International Communications Group, joins as manager, marketing; **Terry Lavin** named manager, affiliate relations.



Levesque

Christine Levesque, director, corporate communications, Rainbow Programming Holdings Inc., Woodbury, N.Y., named VP.

Sales manager appointments at NewSport, Woodbury, N.Y.: **Kerrin**

O'Brien, account manager, Showtime Network, New York, manages Northeast out of Woodbury; **Paul Boucher**, account executive, Showtime Network Inc., Dallas, manages Southeast from Dallas office; **Jody Haas**, senior marketing manager, PASS Sports, Detroit, manages West out of Denver office; **Michael Hankinson**, marketing manager, Marcus Cable, Waterbury, Conn., manages central region out of Dallas.



Cheskin

Appointments at The Learning Channel, Bethesda, Md.: **Steve Cheskin**, director, program scheduling and evaluation, named VP, programming; **Maurice Paleau**, producer, named executive produc-

er, programming.

David Harrison, manager, information systems, BDM International, joins CableLabs, Louisville, Colo., as project manager, network systems development.

Jenny Benidt, manager, corporate and international publicity, E! Entertainment Television, New York, named director.

MULTIMEDIA

Brian McBride, president, Fort Myers Broadcasting Co., Fort Myers, Fla., announces that **Joseph Schwartzel**,

VP/GM, WINK-AM-FM-TV, resigned to form Meridian Broadcasting, a company that has purchased the facilities of Palmer Communications, WARO(FM) and WNOG-AM-FM-FM Naples, Fla. As a result of his resignation, **Gary Gardner**, GSM, WINK-TV Fort Myers, adds GM to his responsibilities; **Bob Grissinger**, station manager and program director, WINK-AM-FM, has been named GM.

Appointments at KidStar Interactive Media, Seattle: **Andrea Pinto**, designer, Disney Magazine Publishing Inc., joins as graphic designer; **Lori Trochim**, freelance writer, joins as contributing editor/writer.

Dale Tapley, director, marketing and programming, Spokane (Wash.) system, Cox Communications Inc., named director, field marketing, Eastern group.

Appointments at Fisher Broadcasting Inc., Seattle: **John Ulman**, VP, broadcast finance, named senior VP; **Dick Warsinske**, VP/GM, KOMO(AM) Seattle, named senior VP/GM; **Jim Boyer**, VP/GM, KATU(TV) Portland, named senior VP, Portland Broadcasting, and GM, KATU; **Rob Dunlop**, operations manager, Fisher Radio Seattle, named VP/operations manager.

ASSOCIATIONS/LAW FIRMS

Carol Darr, associate administrator, Office of International Affairs, National Telecommunications and Information Administration, joins the Information Technology Industry Council, Washington, as VP, government affairs.

Janice Carter, senior VP, sales, Claster Television, joins The Software Forum, Palo Alto, Calif., as business development director.

TELEMEDIA

Henry Cicconi, VP, engineering, Sammons Communications Inc., joins Source Media's Interactive Channel, Dallas, in same capacity.

Appointments at NET Political News-Talk Network, Washington: **Marc Cohen**, executive director, affiliate relations, named VP; **Sandy Savine**, regional sales manager, Mid-Atlantic region, ICS Communications, joins as director, affiliate sales.

Coby O'Brien, creative director, Saatchi & Saatchi Interactive, New York, named senior VP/director.

TECHNOLOGY

Tim Schaeffer, founder/owner, New

West Group Inc., joins Otari Corp., Foster City, Calif., as director, sales and marketing.

Appointments at Sennheiser Electronic Corp., Old Lyme, Conn.: **John Falcone**, GM, Philips Consumer Electronics Group, joins as VP, marketing sales, U.S.; **John Ruffner**, president, Sonin Inc., Brewster, N.Y., joins as manager, finance and administration.

Charles Peabody, VP, sales, Shively Labs, joins Acrodyne Industries Inc., Blue Bell, Pa., as international sales manager.

DEATHS

Ray Combs, 40, former game show host, committed suicide June 2 in Glendale, Calif. Combs, host of *The New Family Feud* from 1988 to 1994, had been hospitalized after weeks of suicide attempts. He recently had hosted *Ray Combs Family Challenge* on the Family Channel. Combs is survived by his wife, Debbie, six children and his parents.

Robert F. Neece, 59, broadcast executive, died May 28 in St. Louis. Neece began his career in radio then moved to Desilu/Paramount Productions as national sales manager. Later, as VP, distribution, Four Star International, he successfully distributed *Big Valley* and *Wanted Dead or Alive*. In 1989 Neece formed a consulting and distribution company. He is survived by four children.

Michael Fox, 75, actor, died of complications from pneumonia at the Motion Picture Home in Woodland Hills, Calif. For the past eight years Fox had acted in the CBS daytime drama *The Bold and the Beautiful*. Other credits included *Clear Horizons*, a '60s soap opera on CBS, *Cagney & Lacey*, *MacGyver*, *Quincy*, *Knight Rider*, *ER* and *NYPD Blue*.

Dominic Quinn, 73, radio talk-show host, died of a heart attack May 31 at his home in Wayne, Pa. Quinn most recently was host of two weekend morning talk shows on wwDB(FM) Philadelphia. He had been at the station for the past 20 years as news director, program director and on-air host. Survivors include his wife, three daughters and a brother.

—Compiled by Denise Smith
e-mail: d.smith@b&c.cahners.com

ABC News VP Bob Murphy last week told affiliates in Orlando that **there probably will be three presidential debates and one vice presidential debate** between Sept. 25 and Oct. 16, following the same basic formats as in 1992. The debates would be non-exclusive, with production chores rotated among the networks. Tentative debate cities: St. Louis; San Diego; Hartford, Conn., and St. Petersburg, Fla.

The MCA Television Group laid off at least 40 employees last Thursday as part of an across-the-board streamlining plan. An MCA spokesperson said the cutbacks are part of a broader restructuring plan aimed at bringing the division's staffing levels in line with industry standards. The move followed by days the departure of MCA Television President Shelly Schwab last week (see "Syndication Marketplace," page 24). MCA TV Chairman Greg Meidel has implemented a major overhaul of the studio's TV operations during the past few months.

Thomas H. Dawson, 82, television industry executive, died June 2 in Palm



Dawson

Desert, Calif. Dawson joined CBS's WCCO(AM) Minneapolis in 1938. He moved to CBS Television, New York, in 1951 as general sales manager for spot advertising. In 1966 Dawson became president of the CBS television network under chairman William Paley. In 1969 he left CBS to work for the Major League Baseball

commissioner's office as director, radio and television, until his retirement. Dawson is survived by his wife, Marjorie, and three children.

For cable operators, passage of the 1996 Telecommunications Act was only half the battle of getting into the telcos' backyard. The other half: making sure the FCC correctly implements the bill. That was the message from NCTA President Decker Anstrom last week at a luncheon sponsored by the Cable Television & Telecommunications Association of New York. Anstrom praised most of the commission's initial steps to implement the act, including interim rules set up to establish a new cable "effective-competition test."

The FCC should take low-power stations into account when it allocates digital channels for full-power stations, according to a letter signed by 35 members of Congress. The letter, which was addressed to FCC Chairman Reed Hundt, called on Hundt to "make every effort to preserve LPTV service during the transition to digital TV."

Turner Program Services is not expected to renew its low-rated late-night strip *Lauren Hutton And...*, although there was speculation that the one-on-one interview series could turn up on one of Turner's cable networks.

Senators and social scientists attacked television's impact on the nation's morals last week during a conference on Capitol Hill hosted by a conservative public interest group and the public policy arm of the Democratic Leadership Council.

Diller buy of Silver King OK'd

FCC commissioners last week approved Barry Diller's bid to assume control of 12 Silver King TV stations.

The commissioners earlier this year signed off on the plans of Diller and Tele-Communications Inc.'s Liberty Media arm to acquire the stations through a joint venture called Silver Management Co. But the deal has been held up by two legal snags—one involving a charge that Silver King's previous management evaded FCC ownership limits and another involving a condition placed on the commission's approval of the deal.

The condition required prior FCC approval of any "material" increase in the percentage of TCI cable subscribers in any of the markets served by Silver King stations. Liberty threatened to pull out of the deal if the commission did not lift the requirement.

The FCC did lift the requirement, employing an alternative rationale for approving the deal. Addressing the charges filed by Urban Broadcasting Corp. that Silver King's previous management exercised control over Urban Broadcasting's WTMW(TV) Arlington, Va., the commission fined Silver King \$150,000 and Urban \$25,000.

—CM

The three-hour conference, "Is Television Demoralizing America," was the latest in what are becoming regular press events organized by former Bush administration official William Bennett, Senator Sam Nunn (D-Ga.) and Senator Joseph Lieberman (D-Conn.).

Fox is shutting down its network distribution office in Washington.

Lani Corbi, who recently succeeded Preston Padden as Fox's head of distribution, is relocating to Los Angeles to work more closely with the network's other divisions. Also relocating from Washington is Joe Saitta, VP, affiliate news. Victoria Quoss, senior VP of network distribution, is moving to Los Angeles from the New York office.

ABC has added another hour of Disney-produced programs to its fall 1996 Saturday morning lineup. The two new shows are *The Disney Channel Presents Flash*

Forward from co-owned The Disney Channel and a second half-hour of new *Doug* episodes. *Doug* also runs on Nickelodeon.

NBC will begin a major expansion of its Burbank, Calif., production studios in late 1997.

The "master plan" will encompass 1.7 million square feet in new facilities, including six 15,000–8,000-square-foot production studios, four 15-story office buildings and accompanying parking facilities. Jack O'Neill, NBC VP of facilities, compares the network's plan with similar expansion agendas announced by Disney and Warner Bros., and says the move is essential to keep pace with a growing NBC. O'Neill gives no projected cost for the expansion and estimates that the first occupants won't move in before first quarter 2000.

Eyemark Entertainment's *Day & Date* is revamping its format from a headline-driven news

magazine to include more in-depth coverage of news and human interest stories. The changes include moving to a solo anchor format with Dana King. Patrick Van Horn will stay on as chief West Coast correspondent. *Day & Date*, developed as a news lead for CBS O&Os, has struggled during the past year with low ratings and a 60% clearance level, yet it is the only freshman first-run hour strip of the past season to be renewed.

The Media Research Center issued a list of the most (and least) family-friendly TV shows. Topping the list of the most unfriendly shows is Fox's *Married...With Children*, followed by *Friends* (NBC), *Roseanne* (ABC), *Melrose Place* (Fox), *A Season in Purgatory* (CBS), *Central Park West* (CBS), *The Dana Carvey Show* (ABC), *Cybill* (CBS), *Beverly Hills, 90210* and *Martin* (Fox). MRC's most family-friendly shows are *Touched by an Angel* (CBS), *Second Noah* (ABC), *Kirk* (WB), *Dr. Quinn, Medicine Woman* (CBS), *Home Improvement* (ABC), *Lois & Clark* (ABC) and *The Parent 'Hood* (WB).

Ken Horton, former senior VP, current programing, for 20th Century Fox Television, has been named president of *The X-Files* creator Chris Carter's Ten Thirteen Productions. Horton will oversee production on Fox's hit sci-fi series and Carter's much-anticipated follow-up, *Millennium*, pre-

miering on Fox this fall.

Advanced Communications Corp. last week asked the U.S. Court of Appeals in Washington to rehear its challenge to last year's FCC decision to reclaim its high-power DBS channels. A three-judge panel of the court earlier this year rejected an appeal of the decision. Advanced says the panel should have given the case more scrutiny: "The beguiling prospect of hundreds of millions of dollars for the government...should have led the panel to undertake more exacting scrutiny of the agency action."

EchoStar Communications fired the first shot of a likely summer price war among DBS providers last week when it cut the price on its DBS dish and receiver from \$599 to \$199 in seven markets. The catch: Customers must sign up for one year of EchoStar's DISH programing package for \$300. The lowest DBS price before that was DIRECTV's \$299 Memorial Day special at electronics retailer Circuit City. EchoStar markets include Phoenix; Portland, Ore.; Cheyenne, Wyo.; Washington/Baltimore; Grand Rapids, Mich.; Fort Smith, Ark., and Greenville/Spartanburg, S.C., all markets in which cable rates have risen recently, says EchoStar.

The FCC last week established rules allowing cable operators to aggregate equipment and installation costs into broad categories.

The new rules establish three types of consumer equipment: converter boxes, remote controls and inside wiring. The commission approved the rules as part of its implementation of the 1996 Telecommunications Act.

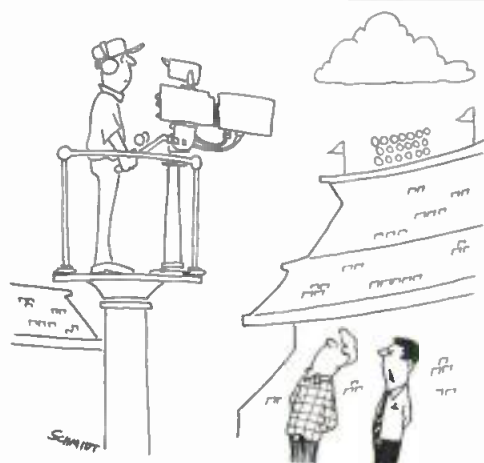
New Line Television has sealed a deal with five NBC O&Os for its half-hour strip *Court TV: Inside America's Courts*. NBC-owned stations in New York, Chicago and Washington have renewed the courtroom reality show for a second year, while the O&Os in Los Angeles and Philadelphia will add it to their lineups this fall. *Inside America's Courts* will air as a midday news lead-out in New York and Los Angeles.

Tele-TV is biting the bullet and pulling back from interactive TV plans. Sources close to the fledgling telco TV venture of Bell Atlantic, Nynex and Pacific Bell confirmed reports last week that Tele-TV's operating bud-

get is being cut by 20% this year, from \$160 million to \$130 million, and will fall further next year, to \$100 million. The action will delay its entry into delivery of interactive TV services indefinitely; instead, it will stick to an MMDS distribution strategy this year.

LANcity Corp. has struck a deal, valued at more than \$20 million, to sell 30,000 of its LANcity Personal cable TV modems to Tele-Communications Inc. TCI is moving toward a rollout of its @Home cable modem service later this year (see story, page 52). The Andover, Mass., modem maker also reported a deal with Adelphia Communications for an unspecified number of modems to be used in Adelphia's rebuilt 750 mhz system in Toms River, N.J.

Errata: The caption with the picture of *Night of the Twisters* on page 6 of the June 3 issue incorrectly said the show was on Lifetime. It appeared on the Family Channel.



Drawn for BROADCASTING & CABLE by Jack Schmidt
"He's in training for the Olympics; he has to stand there for six hours without a bathroom break."

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More the merrier

TCI wants to use a Canadian satellite to launch a DBS service into the United States. No problem here.

But there are a raft of problems elsewhere. Other DBS competitors are incensed that TCI is end-running the auction process, which most recently cost Murdoch/MCI \$682 million for an orbital slot. But DIRECTV and Hubbard got their slots without auction, and the way it's shaping up, so will a number of other international competitors. Auctions have turned out to be one way into the spectrum, but not the only or exclusive way.

The biggest issue is reciprocal trade in telecommunications, with a rider on content restrictions. At this moment, Canada will not allow U.S. DBS operators to land in that country. Nor will Mexico, although it's growing closer to reciprocity. The U.S. is by far the most lucrative of the DBS targets, and everyone wants to land here. The real question may be: What should the U.S. require to admit entry here? And why would the U.S. want that competition?

Nevertheless, the international trade negotiators want to use the leverage of the TCI/Telesat deal (and a similar TelQuest/Telesat plan) to open the skies to everyone. Nor do they want an exception in this instance to take the pressure off the larger proceeding.

The good news, for TCI, is that something is likely to open up in Mexico if the Canadian option fails—and that it may still be able to bring its special DBS marketing plans to the U.S. public (primarily involving lease of the satellite dish and receiver rather than requiring outright purchase). Moreover, it may yet be able to use the \$600 million worth of satellites it built in anticipation of acquiring the Advanced Communications orbital slots, a deal cut off at the knees by the FCC and Congress.

The bad news is that linking an otherwise lawful deal to such a volatile trade issue is tantamount to killing it. The

opposition to reciprocity runs strong along the Canadian border, and our friends north of the border advise that it's better to walk (with deals like TCI/Telesat and the Discovery Communications cross-border partnership) than to run to rewrite the rules overnight. TCI/Telesat would, in essence, jump-start Canadian DBS service with 16 transponders on two birds, sufficient for the lower population density of that country and beyond Canada's current capacity to launch.

We'd turn 'em loose. Concededly, it's a hard call, but in terms of national priorities it's far more important for the U.S. to enhance the level of its DBS competition than it is for U.S. operators to serve Canada or Mexico. Indeed, this partnership amounts to a painless 25% expansion of the U.S. DBS spectrum financed by private parties—a deal that should make all those international trade negotiators leap for joy. Reciprocity is (a) a fringe benefit but (b) a long shot—and not one worth holding TCI/Telesat hostage to achieve.

That's not the end of the story

The fact is, the entire U.S. DBS picture is going to change dramatically in the next two or three years. Mergers and repositioning will be the order of the day. If this deal goes through, there is a high likelihood that TCI and Murdoch/MCI could end up in a merged operation that will offer American citizens more programming capacity than they've ever imagined. Because TCI is out front with birds, it could end up jump-starting an eventual TCI/Murdoch deal that will parallel their joint ventures in Asia and Latin America. These things take time, money and guts. All of the players in this game come prepared with the second two of those qualities. They should not be denied the first by bureaucratic bystanders.

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