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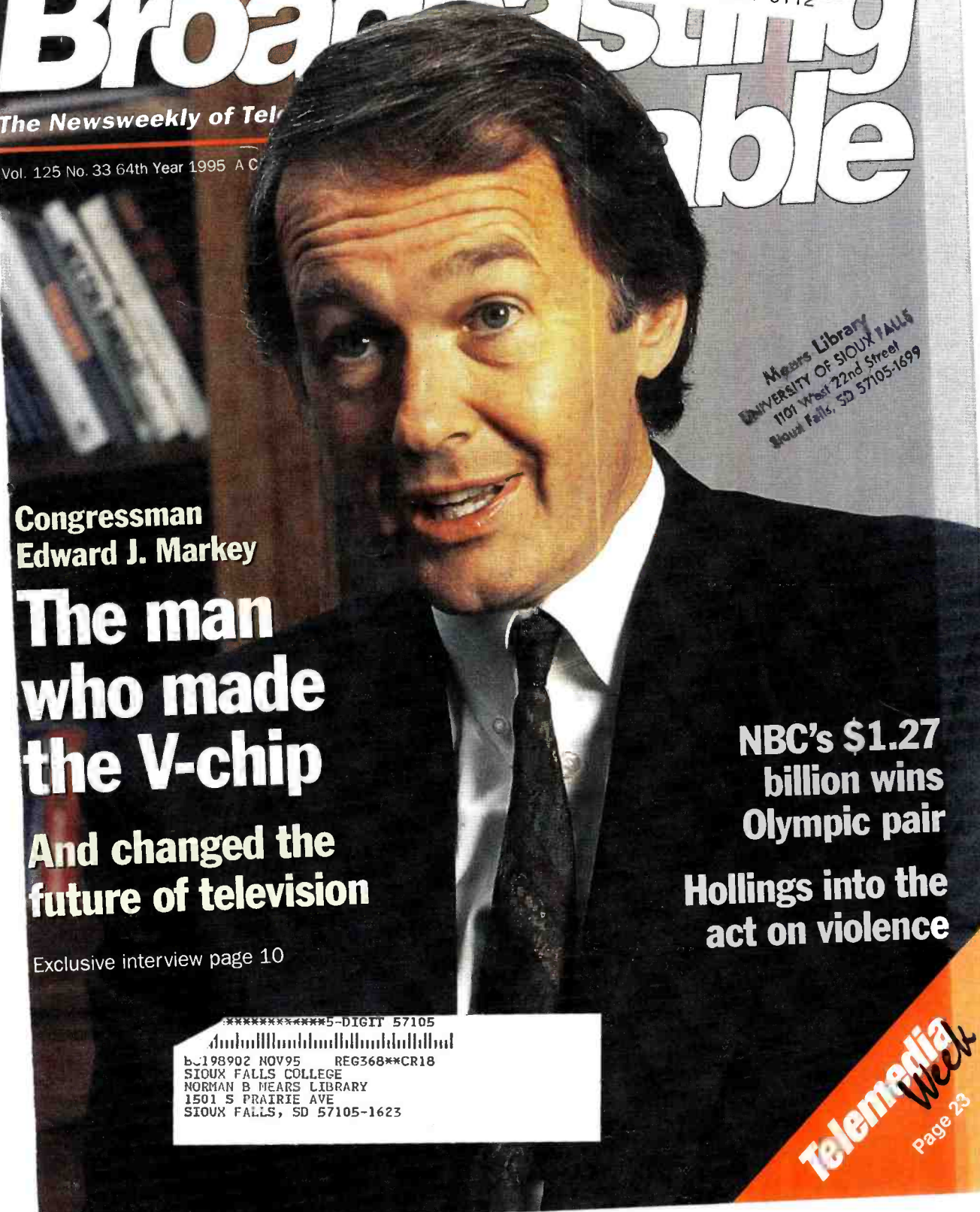
Broadcasting Cable

The Newsweekly of Television

Vol. 125 No. 33 64th Year 1995 A C

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**Congressman
Edward J. Markey**

The man who made the V-chip

And changed the future of television

Exclusive interview page 10

**NBC's \$1.27
billion wins
Olympic pair**

**Hollings into the
act on violence**

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**Telemedia
Week**
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Fast Track

MUST READING FROM BROADCASTING & CABLE

AUGUST 14, 1995

TOP OF THE WEEK

Hollings pushes for TV violence ban A bill sponsored by Senator Ernest Hollings would ban TV violence during time periods when children are likely to be in the audience. The Senate Commerce Committee last week also approved a bill that would require a "report card" of stations carrying violent programming and the advertisers sponsoring it. / 4

Westinghouse does damage control Westinghouse has taken steps to define its plans for managing CBS, including the appointment of a transition team from Westinghouse and the network. / 6

Spelling on block Viacom wants to sell its 78% interest in Spelling Entertainment, but retain subsidiary Virgin Interactive Entertainment. / 8

FCC's tough task: Redefining ownership FCC staff are plowing through reactions to the commission's plan to change the way it defines TV station ownership. Although no final decisions are imminent, the outcome will determine how networks and other station group owners stack up against the new ownership caps on which Congress is working. / 9



'Beverly Hills, 90210' is a prime-time winner of Spelling Entertainment. / 8

COVER STORY

The man who made the V-chip



Two of Representative Ed Markey's amendments to the 1995 Communications Act—including the V-chip—are on their way to becoming law. In an interview, Markey describes his rationale for the V-chip and defends the First Amendment-friendliness of the device. **Cover photo by Dennis Brack/Black Star** / 10

PROGRAMING

NBC wins Olympic pair

NBC has won TV rights to both the 2000 summer Olympics and the 2002 winter Olympics with a record-setting \$1.27 billion bid. Ad buyers say it's too early to tell if the network will turn a profit. / 16

CABLE

ITT/Dow faces distribution hurdles

ITT and Dow Jones plan to nationally distribute their newly acquired WBIS-TV New York, but launching a superstation is no easy task. / 20

The Sci-Fi Channel will use 'Max Headroom' (r) and a handful of original series to capture a younger audience this fall. / 20



CNN plans life after O.J.

Once the O.J. Simpson trial ends, CNN is planning a daily evening newscast that will focus on international

news. The cable network also will add a midday program and shuffle its regular daily programming. / 22

TELEMEDIA WEEK

News Corp., MCI going global on Internet

News Corp. plans to use MCI's \$2 billion investment to make its online service, Delphi Internet, the leading gateway to the Internet. And British Telecom may become part of the venture. / 23

NBC is working on a suite of online services for the Microsoft Network, to be unveiled later this month. Meanwhile, the network has launched a home page (r) on the Internet. / 23



RADIO

Groups going gangbusters in midyear

Strong advertising revenue and brisk station trading in the first half of the year have bolstered the midyear financial reports for several leading radio groups, including Infinity, Evergreen and Clear Channel. / 28

WASHINGTON

Mass Media Bureau on a roll

Broadcasters hope that FCC officials can keep up their new pace in processing radio and TV station sales. The Mass Media Bureau last month cleared its backlog of radio and TV license transfer applications. / 34

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Senators push for V ban, hit list

Commerce Committee passes TV violence bills targeting producers, distributors, advertisers

By Christopher Stern

Not satisfied with the V-chip, the Senate Commerce Committee last week approved bills creating a partial ban on TV violence and a so-called report card that would identify stations carrying violent programming and the advertisers sponsoring it. The bills would apply to broadcasting and cable.

By a 16-1 vote, the committee approved a bill sponsored by Senator Ernest Hollings (D-S.C.) that would ban violent programs during time periods when children are likely to be in the audience. It also

voted (13 to 4) to fund a quarterly report card for television violence. The nationally distributed report card would include a list of advertisers that support violent programming. The report card proposal is sponsored by Senator Byron Dorgan (D-N.D.).

Hollings and Dorgan are expected to push for inclusion of their proposals in pending telecommunications



Senators Hollings and Dorgan last week won approval for their bills which aim to curb violence on TV.

legislation that also includes the V-chip. Although the House and the Senate already have voted on the legislation, the bills could be added when conferees meet to reconcile their differences.

If both proposals are admitted in conference, Congress will be considering five different proposals to curb television violence (see box below).

Senate Commerce Committee Chairman Larry Pressler (R-S.D.) voted for the Hollings bill but against the Dorgan proposal. Pressler stopped short of endorsing the Hollings bill, saying only that it deserved to be debated on the Senate floor.

The lopsided votes demonstrate the potency of almost any proposal that makes a claim on mitigating television violence. The Commerce Committee action comes in the wake of legislation, approved by the House and the Senate, to require every TV set sold in the U.S. to come equipped with the ability to block violent, sexually explicit, or other "objectionable" or

"indecent" programming.

The National Association of Broadcasters last week accused the Senate of "piling on with a stream of proposals to build up an unprecedented federal censorship bureaucracy." The NAB also insisted that broadcasters already have responded to concerns over violence on television.

"The broadcast networks have substantially reduced violence in their program lineups, are offering on-air advisories when programs contain violent scenes, have appointed an independent monitor to assess the level of violence in the video marketplace, and are creating a fund to promote development of new technology to help parents control what their children watch on television," the NAB said in a prepared statement.

The V-chip does have some opposition in Congress. Senate Majority Leader Bob Dole (R-Kan.) issued a statement last week critical of the V-chip. Although Dole has lambasted the entertainment industry for its violent and sexual explicit programming, he has called on Hollywood and the networks to self-regulate.

The Hollings proposal requires the FCC to adopt rules that would ban broadcasters from airing violent programming during time periods when children are likely to be in the audi-

AT A GLANCE

Antiviolence proposals pending in Congress:

Senate V-chip—Requires every TV set sold in the U.S. to have the ability to electronically block programming that has been rated violent, sexually explicit or "otherwise objectionable." It also requires the television industry to establish a ratings system and rules for encoding a rating within programs. If the industry fails to establish a ratings system, the bill triggers the creation of a Television Ratings Commission that will create and implement the rules.

House V-chip—Similar to the Senate proposal, but does not require the industry to adopt a ratings system.

Technology fund—A broadcaster-supported proposal that establishes a \$2 million fund for promoting technological alternatives to the V-chip. It also calls for a government audit of TV violence.

Violence safe harbor—Bans violent programming from time periods during which children are likely to be watching. Directs the FCC to formulate a definition of TV violence.

Violence report card—Directs the Commerce Department to fund a quarterly study on the state of TV violence. The report would include a list of advertisers that support violent programs.

—CSS

ence, and it directs the FCC to define television violence. The bill also would make it a crime for producers to knowingly distribute violent programming for airing during off-limits hours.

The bill closely follows the safe harbor for indecent programming that recently was upheld by the U.S. Court of Appeals in Washington (BROADCASTING & CABLE, July 3). First Amendment lawyers already have labeled it an unconstitutional infringement on the television industry's right to free speech.

"The [Hollings bill] is clearly unconstitutional because there is ample precedent that violence cannot be treated in the same way that the FCC has

dealt with indecency," said Hogan & Hartson's Bob Corn-Revere.

In anticipation of those arguments, Hollings cited Chief Judge Harry Edwards's dissent in the decision upholding the FCC's safe harbor for indecency. In that decision, Edwards states that there is clear evidence that violent programming has a harmful affect on children.

Hollings criticized the committee for holding hearings on television violence for 40 years without taking any significant action. "This committee has served as a graveyard for anything [to do with television violence]."

The Dorgan bill directs the Commerce Department to provide funding

for existing nonprofit public interest groups to grade the nation's television programming for violent content. "My goal is to give parents the information about when the violence is on television," Dorgan said.

The report card would provide a list of advertisers that buy time on violent programs. The bill does not designate a specific group to complete the report card.

Senator John Breaux (D-La.) was one of four senators who opposed the Dorgan bill on the grounds that it was too vague. "The FCC is one thing, but just who are these people who will be making decisions affecting First Amendment rights?" Breaux asked. ■

NAB moving toward reducing TV network board seats

Advisory committee considering change to one seat for networks and one for affiliate groups; will vote in January

By Christopher Stern

Station group owners have taken their first official step toward reducing network influence on the National Association of Broadcasters TV board.

The NAB Executive Committee voted on Aug. 4 to create an advisory committee with directions to reduce the number of designated seats on the NAB TV board. Now, 12 of the 24 board seats are appointed. Four of those designated seats belong to networks.

"The networks' four seats are held by full-time Washington people who are lawyers and lobbyists," says Phil Jones, NAB board chairman and president of Meredith Corp.'s broadcast group. The TV board executive committee is expected to vote on a final proposal at its January meeting.

Several members of the TV board have complained that the networks were able to neutralize the NAB lobbyists as Congress considered one of the most critical pieces of legislation faced by the industry.

ABC, CBS, NBC and Fox favor broad ownership deregulation, but many group owners say increasing ownership caps or crossownership rules will upset the balance of power between networks and affiliates.

The four networks each have one designated seat, as do their respective affiliate representatives. Two associations, the Television Operators Caucus and the Association of Independent Television Stations, also have seats.



NAB TV Board Chairman Philip Jones, TV Board Chairman Ralph Gabbard and designated board member Ben Tucker are concerned about the networks' influence on NAB.

There also is a designated seat for women and another for minorities.

The designated board positions are on the table, except the two designated for women and minorities, says TV Board Chairman Ralph Gabbard, president/GM of Kentucky Central Television.

Under one plan, the four network seats would be reduced to one, which would then be rotated among ABC, CBS, NBC and Fox. To balance that reduction, the four affiliate seats also would be reduced to one position.

Both Gabbard and Jones said last week that ongoing concern about the size of the NAB TV board was heightened during debate over the telecommunications bill. The NAB TV board was divided on several issues, including national ownership caps and the broadcast/cable and network/cable crossownership bans.

"Had the vote [on the ownership issues] been made just by board members it would have been a much easier decision," says board member Ben Tucker, president of Retlaw Broadcasting. The networks joined forces with group owners seeking relaxation of the duopoly rules to defeat efforts to limit ownership deregulation.

Several board members say the networks have leveraged their four board seats into a disproportionate influence on the board. "They are only four votes, but they have a lot of influence with other group owners," says Nick Evans, president of Spartan Radiocasting. ■

Damage control from Westinghouse

After rocky initial announcement, it offers more details to network and affiliates on plans and commitments to improve CBS

By Steve McClellan

Westinghouse took several steps last week to counter criticism that it has revealed too little about its plan for managing CBS—if and when its proposed \$5.4 billion purchase of the network closes.

Those steps included the announcement of a transition team charged with meshing the two companies that includes the key players from both sides: Westinghouse Chairman Michael Jordan, Group W Chairman Bill Korn, CBS/Broadcast Group President Peter Lund and CBS Entertainment President Leslie Moonves.

Lund told BROADCASTING & CABLE last week that Westinghouse Chairman Michael Jordan wants him to stay at CBS: "Mike Jordan and I have had several discussions. He's been very generous in saying that he'd very much like me to stay, and I certainly plan to." Exact titles, functions and lines of reporting remain to be worked out. But, said Lund, "I can't imagine we won't work this out satisfactorily to both parties."

From his standpoint, Lund said, he is bound to a three-year contract he signed in February when he replaced Howard Stringer as head of the CBS/Broadcast Group. However, his contract does provide an out-clause in the event of an organizational change that would cause him to report to someone other than "the corporation's chief executive officer," according to a recent CBS proxy statement. The contract also allows Lund an out, with a generous severance package, in the event of a change of ownership of CBS if his authority "should change in a material and substantial manner."

Also last week, Westinghouse Chairman Jordan sent a letter to CBS employees apologizing for the mishandling of the press conference to announce the agreement to buy CBS. "In the crush of events [two weeks ago], with the conclusion of a period of negotiation and the subsequent announcement, some very important ideas and feelings clearly did not come through to you," Jordan wrote. "I am aware of this and sorry for it."

Jordan also visited CBS News head-



Michael Jordan (second from left) paid a visit to the CBS Broadcast Center last week to fill in CBS executives Larry Tisch (l), Don Hewitt and Leslie Moonves.

quarters in New York last week to press the flesh with a few key staffers, including News President Eric Ober, Dan Rather and Don Hewitt. One producer at the network called Jordan's arrival a last-minute "stealth visit" involving few staffers that contrasted sharply with a visit by Barry Diller a year ago when a huge luncheon was put on for his benefit.

But one of those at the news division who met Jordan last week described him as "smart and likable. He's very good one-on-one and gave a much better impression" than at the initial news conference, which by most accounts was a public relations nightmare.

In last week's letter to employees, Jordan wrote of his commitment to make CBS number one again in prime time as well as in sports, news and at the station level. "We know the kind of resources that will be necessary to do the job, and we will commit those resources," he said.

As one CBS staffer put it, Jordan said "all the right things" about the network last week, citing news and sports as key priorities. "He really got some horrible PR advice from an outside firm the week of the announcement," the source said. "He treated the network almost as an afterthought. Last week he did some serious fence-mending."

Reaction to Westinghouse's efforts last week was mixed. Some employees and affiliates still were grumbling that the network was being bought by a company as clueless about the art of running

a television network as Larry Tisch.

But many others, including most of the mid- and high-level managers contacted, were relieved to see Westinghouse announce a management transition team that included key executives from both companies.

A typical reaction came from this CBS mid-level manager: "It's business as usual. We're gearing up for the new season with high expectations, so you don't have a lot of time to sit around wondering about Westinghouse's plan. Under Tisch it's been a 10-year roller coaster ride. We're all pretty used to it."

"It's a tough time for all the CBS people because change is disconcerting to say the least," said Lund. "I think it is going to be very good for both companies. It's a very good buy at the right time to remake a company with communications as a big part of it."

Jordan last week also reached out to CBS affiliates for the first time, placing a call to affiliate board chairman Ralph Gabbard. This week, Jordan, Korn, Lund and Moonves are expected to have a teleconference with CBS affiliate board members to outline the broad strokes of Westinghouse's CBS strategy, and possibly to set the agenda for a network-affiliate board meeting scheduled for mid-October.

For some affiliate board members, the teleconference comes not a moment too soon. "Part of me says it's only been a week, but on the other hand we've been somewhat clueless and in limbo for some time under Larry

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Tisch," said David Lippoff, general manager of CBS affiliate WHIO-TV Dayton, Ohio. "I'm not so sure this is such a good start, in a changed environment, about making me feel any more comfortable about being a CBS affiliate. They really need to give us a clue about what's going on."

Some analysts have questioned whether the highly leveraged Westinghouse/CBS will have the resources it needs to compete. Responding last week, Lund said: "There is no question in my mind that we will," through the combination of borrowing, cash flow, asset sales and efficiencies that can be achieved by operating the companies as one.

Nevertheless, some Wall Streeters are betting that Westinghouse won't pull it off or will bring in a partner to do it. "I am one of the few who is on record as saying the Westinghouse deal will never close," said Porter Bibb, a partner in the investment banking firm Ladenberg Thalman. Bibb thinks others, including Ted Turner, are "seriously maneuvering" to make a counteroffer and that Westinghouse "can't afford to add another farthing of debt" to the existing \$5.4 billion deal on the table.

Last week, in a meeting with analysts, Turner officials confirmed they are exploring a counterbid for CBS—and stressed that with support from TCI's John Malone, a Time Warner veto could be overridden.

Smith Barney's John Reidy said he's surprised Westinghouse hasn't reached out to bring Turner in on the deal, where Turner would get the network and Westinghouse the station groups. "This is such a perfect deal for them to split the assets," said Reidy. "I've never heard that Ted Turner was wildly interested in doing TV and radio, so why buy the whole ball of wax when you only want a piece of the center? And I think the same goes for Michael Jordan. I didn't get the feeling that a discussion of the network was high on his agenda."

But Cowen & Co.'s Harold Vogel said the market doesn't sense any meaningful activity from anyone preparing a counter offer for CBS, because the company's stock was trading at between \$77 and \$78 per share last week, more than \$3 less than the Westinghouse offer. "[Westinghouse is] paying a full and fair price. They have [\$3 billion in] tax-loss carry-forwards, and there is no sign of a competing bid," said Vogel. "I think the odds are 80% or better they'll close the deal." ■

Spelling on the block

By Steve McClellan

Viacom wants to sell its 78% interest in Spelling Entertainment (acquired through its merger with Blockbuster Entertainment in 1994).

Analysts hailed the move as smart. "They really are redundant assets," said Smith Barney entertainment analyst John Reidy of Spelling's program library and production activities, given the library and production efforts of Viacom and its wholly owned subsidiary, Paramount. Reidy estimates that Spelling's private market sale will exceed 12 times its approximately \$90 million annual cash flow—and could reach \$1.2 billion.

Viacom has retained Bear Stearns & Co. to drum up potential buyers. The company said it would retain Spelling subsidiary Virgin Interactive Entertainment, a multimedia software developer bought by Spelling last year. Proceeds from the Spelling sale would be used to reduce bank debt.

Viacom President Frank Biondi said that after evaluating all the company's assets, the Spelling properties posed "potential overlap" problems with Paramount, making it difficult to maximize value. "We feel Spelling could provide even more benefit to others looking to build or enhance their presence in programming."

Spelling produces two key prime time shows for Fox: *Beverly Hills, 90210* and *Melrose Place*. The company also owns Laurel Entertainment, a producer of network series, made-for and miniseries



Among the properties included in a sale of Spelling Entertainment is 'Beverly Hills, 90210.'

(such as Stephen King's *The Stand*) as well as syndicated series such as *Tales from the Darkside*. Spelling also owns New York-based distributor Worldvision, which has a library of off-network and film titles. Recent first-run efforts include The Spelling Premiere Network and *The Lucie Arnaz Show*.

Analysts say that many companies might consider buying Spelling. Among them: Gannett, which recently made a winning bid to acquire Multimedia; Savoy Pictures, which recently created a television production and distribution arm; New World; Turner Broadcasting System, and perhaps even NBC, CBS or ABC, all of which are expanding their production and syndication efforts. ■

Healthy results for the Big Three's 2nd quarter

Combined ABC, CBS and NBC net revenue (add 000)

| Daypart | 1994 | 1995 | % change |
|--------------|--------------------|--------------------|-------------|
| Prime time | \$931,462 | \$1,098,132 | +17.9% |
| Late night | \$99,707 | \$113,822 | +14.2% |
| Morning | \$75,031 | \$83,453 | +11.2% |
| Daytime | \$241,104 | \$240,794 | -0.13% |
| Kids | \$25,608 | \$24,129 | -5.8% |
| Sports | \$385,628 | \$388,764 | +0.8% |
| News | \$234,164 | \$218,939 | -6.5% |
| Total | \$1,992,704 | \$2,168,033 | +8.8 |

Source: Broadcast Cable Financial Management Association; compiled by Ernst & Young

FCC's tough task: Redefining ownership

Commission attempts to rework attribution requirements

By Chris McConnell

TV ownership caps may be headed north, but *owning* a TV station tomorrow may not be the same as owning one today.

FCC staff are plowing through reactions to the commission's plan to change the way it defines TV station ownership. Although no final decisions are imminent, the outcome will determine how networks and other station group owners stack up against the new ownership caps on which Congress is working.

"Attribution is a concern," says Blackstar LLC Chairman/CEO John Oxendine, adding that his company last year took care to comply with the existing attribution rules in structuring its deal with Fox that gives the network nonvoting shares in Blackstar holdings without having the TV stations count toward Fox's national ownership caps.

Those caps now limit broadcasters to reaching no more than 25% of TV households and owning no more than 12 stations. The Senate and the House have approved bills to ax the limit on station ownership and increase the limit to 35% of households reached nationwide by any one company.

But determining which TV audiences count toward reaching that cap will depend on which stations a company owns under the FCC's attribution rules. The rules set a variety of condi-

tions under which a company is treated as a station's owner even if does not hold a majority of the station's stock.

For instance, if a broadcaster holds 5% or more voting shares in another station group where there are more than 50 voting shareholders, the station group's holdings count as "owned" stations. For "passive" investors—such as mutual funds and insurance companies—the attribution benchmark is 10%.

In cases where another company holds more than 50% of the station owner's voting shares, a broadcaster can own up to 49% of the station owner's voting stock without having the stations count toward national ownership caps. And nonvoting shares generally do not incur station attribution either.

With those rules in mind, broadcasters during the past year have struck a series of deals allowing them to invest in other station groups and secure affiliations while avoiding having the stations count toward the national limits.

Such deals could be affected by changes to the attribution rules. In December, the commission proposed a series of revisions that would relax the rules in some areas and tighten them in others. The proposal asks if the FCC should lift the attribution benchmarks on voting shares to 10% and, for passive investors, to 20%. It also asks whether the FCC should limit the minority share-

Under the wire

Deals that could be affected by changes in attribution rules:

Fox/New World—Fox holds 20% passive stake in station owner New World Communications Group.

Fox/SF Broadcasting—Fox holds 25% nonvoting stake in station owner SF Broadcasting.

Fox/Blackstar—Fox holds 20% nonvoting stake in station owner Blackstar LLC.

CBS/Group W—CBS holds 49% of voting stock in four stations, with Group W holding 51%.

holder exemption from attribution rules in cases where another company holds more than half of the voting stock.

The commission's proposal might also alter the treatment of limited liability companies, a structure used in Fox's deal with Blackstar and originally in its SF Broadcasting transaction. The commission has proposed treating such arrangements as limited partnerships, which do not incur attribution so long as they insulate the limited partner from managing the company's media activities.

The commission now likely will await the resolution of the telecommunications bills before setting a schedule for completing the rulemaking, says an FCC official. ■

AT&T to debut DAR

AT&T Corp. is pursuing plans to set up an experimental broadcast station in New Orleans to demonstrate its in-band, adjacent channel (IBAC) digital audio radio system to the public.

If the company's plans are approved by the FCC, the demonstration would be the first public display of AT&T's IBAC system. The demonstration is slated to last up to three weeks through early September and likely would coincide with the NAB Radio Show Sept. 6-9 in New Orleans.

According to AT&T's construction permit application for the station, the company intends to "transmit its test signals from a building in the central part of the metropolitan area for reception in a mobile van throughout the area."

The permit also specifies that AT&T will use the FM frequency 96.5 mhz, which is "three channels removed

from a nearly licensed FM station" and should not interfere with that station's signal. The closest adjacent channel is WEZB(FM) at 97.1 mhz.

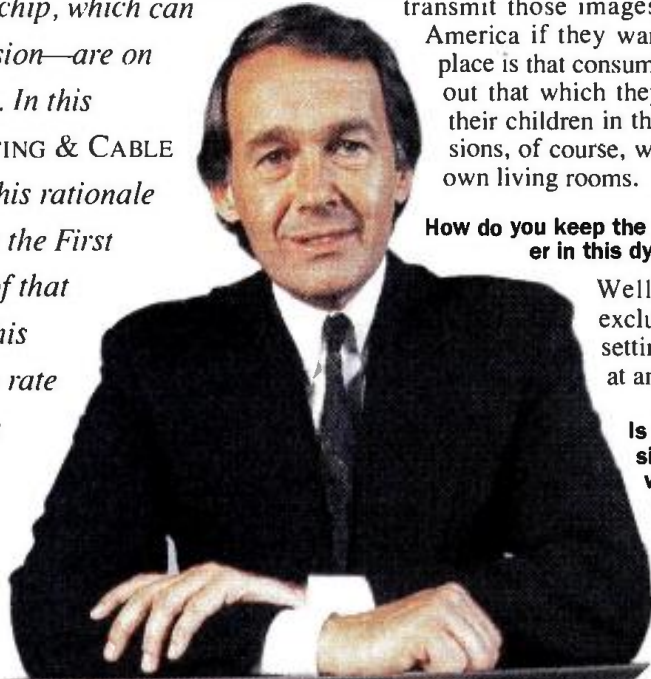
The IBAC model differs from the in-band, on-channel (IBOC) model by broadcasting digital data over a frequency adjacent to an existing analog channel, while IBOC broadcasts digital data over an analog channel.

On Aug. 28, the Electronic Industries Association/Consumer Electronics Group plans to present evaluations of seven digital audio broadcasting models by five different companies at a press conference.

Those models include AT&T's IBAC system and its in-band, reserved channel, both for the FM band; an IBOC system for FM developed by AT&T/Amati Communications; the European tested Eureka 147 system by Thomson Consumer Electronics; USA Digital Radio's two IBOC models for the AM and FM band, and an S-band satellite broadcasting model developed by the government-funded Voice of America/Jet Propulsion Laboratory companies. —DP

Cover Story

It might be argued that Representative Edward J. Markey (D-Mass.) is achieving more conspicuous success as the ranking minority member than he did as the majority's chairman of the House Telecommunications Subcommittee—certainly as measured during the past two weeks. As the world of media knows, two of his three crucial amendments to the Communications Act of 1995—among them the V-chip, which can change the future of television—are on their way to becoming law. In this interview with BROADCASTING & CABLE editors, Markey describes his rationale for the V-chip and defends the First Amendment-friendliness of that device. He also goes into his reasons for opposing cable rate deregulation and extensive revisions in multiple ownership limits. And he forecasts that the battle isn't over, and that the threat of a presidential veto could significantly change the legislation that issues from conference. What follows is a critical dialogue at a pivotal moment in communications history.



Why the Markey Chip Won't Hurt You

Do you have any feel for the impact of the V-chip legislation five or 10 years down the road?

It has the potential to revolutionize marketplace forces in the broadcast industry. It will create a much healthier dynamic among consumers, advertisers and broadcasters, and that is going to be an extremely healthy development.

Are you concerned about an adverse impact on freedom of speech?

There is no impact on First Amendment freedom of speech rights. Broadcasters will still have every right to create any program they want, they will have the right to use any words or visual images they want, and they will have the right to transmit those images or words to every home in America if they want. The change that will take place is that consumers will have a way of keeping out that which they find to be inappropriate for their children in their homes. Each of these decisions, of course, will be made by parents in their own living rooms.

How do you keep the government from being a player in this dynamic?

Well, in the bill we specifically exclude the government from ever setting any ratings for any program at any time.

Is that true? It was our impression that if you weren't happy with what the industry did in the first year, you would set up a government advisory organization to help it.

For the first year, broadcasters would have the exclusive responsibility for setting up a ratings system and rating all of the programming. After one year, an advisory board is created but only for the purpose of setting up a set of categories for the ratings. At no time will the advisory board or any other governmentally created group rate any of the programs.

But you'll always be sitting there, overseeing what the industry comes up with, influencing what it

does. If you don't like the standards, or the ratings, you'll let the industry know.

I will not let it know, but parents will let it know that they're unhappy through the marketplace. It's not anything that the government will ever again have to address because a marketplace dynamic will have been created where parents can register, through their use of the chip, their pleasure or displeasure about the way in which broadcasters are rating programs.

There are approximately 20 million to 25 million television sets sold in the U.S. each year. Within a couple of years, 40 million to 50 million TV sets with a violence, or V, chip, will have entered American homes. If broadcasters are improperly rating particular programs, if broadcasters are unwilling to send along ratings that would be useful for parents with small children, parents would then have a much greater incentive to create a marketplace dynamic whereby the broadcasters know that they are going to pay a price in the marketplace for their lack of cooperation in giving consumers the proper labeling of programs.

Do you have any impression on your own—or from the investigation that's gone into this—of what these ratings or categories might be?

Well, Canada is well along in its process of developing a ratings standard.* I don't have any particular set of recommendations to offer. I think it will take some thought to insure that it's done correctly. My sense, however, is that there will be no reinvention of the wheel. Jack Valenti and the Motion Picture Association of America have been rating movies for a quarter of a century, and my sense is that that experience will be relied upon heavily to create whatever set of standards is ultimately adopted by the broadcasting industry in its rating of programing.

It's our impression that the real violence and sexual abuse, if you will, in media is in the movies, and that the ratings system has simply allowed the motion picture industry to prosper while putting out things that presumably you don't want to see on television. Do you think that what would be "R" material in the movies will henceforth be excluded from television?

I don't think that anything that is on television today will be removed from television just because of the ratings system. Marketplace forces might influence the way in which broadcasters or producers make decisions with regard to the content of their programing. Today, many in Hollywood are making decisions that the marketplace is demanding more family-oriented programing, and they are going to satisfy that by putting it into the theaters of the country. The objective of the V-chip is to give the same kind of ability for consumers to reflect their preferences and tastes and concerns for television programing.

We're encouraged by your statement that government can never get into this, but I don't find it in the language of the bill.

The bill specifically refers to "guidelines and recommended procedures" issuing from the advisory committee. Not rules.

That's too thin for us. But it would be helpful if restrictive language really were there, because there would be a far

* The Canadian Radio-Television and Telecommunications Commission two years ago set up an all-industry group to look into developing a TV ratings system. The CRTC is also considering mandating V-chip technology.

lesser problem if the government could be kept out of this.

I see the V-chip as an upgraded on/off button. As we move from 1958 to 1995, we've seen an explosion from three channels to dozens of channels. Many broadcasters, however, while touting the benefits of that media explosion, want to keep the on/off button as a 1958 technology.

What's wrong with the networks' solution, which was to empower the parents with a sophisticated 1990s kind of blocking device that would allow them to target specific shows or dayparts or channels, but untie it from the ratings system?

Ripley's "Believe It or Not" will someday identify the first person in the U.S. to read every single item in *TV Guide* every single week, to make a determination as to whether that program is appropriate for his or her children. It does not happen in the real world. Parents cannot go through every single program on every single page of *TV Guide* every single week. The V-chip allows parents to push one button that will block out all of the programing that is inappropriate for adolescent children. That is the only reasonable way that parents of small children have of dealing with this tsunami of programing that has already arrived, much less the inundation that is expected over the next half-decade.

And you raise another one of the networks' arguments, which is how are they possibly going to rate all that programing, all those thousands of hours. Some of these shows tape just a week or two in advance of their airing. Some of the news-oriented shows tape the same day. How do you rate all those things? Is that practical? If the parent can't sit down and do it, how is the industry supposed to?

Well, the networks show three hours of programing at night. Each of them has thousands of people working for them. Each of these programs has been inspected and digested by dozens, if not hundreds, of people at the network before it goes on the air. Judgments have been made about each one of the half-hour or hour programs over an extended period of time, from every possible angle. As a result, it would defy explanation that they would be unable to give it some rating with regard to whether or not it's appropriate for a six-, seven-, or eight-year-old boy or girl.

Is that how it's going to be rated? Aren't you also going to rate for adult consumption?

The technology itself will be neutral in terms of its capacity to be utilized by consumers. Over time, I'm sure that it will be capable of a myriad uses. However, each of those will be marketplace decisions made by families in the context of their own values—their own family, their own children's ages, their own personal beliefs. I have no way of knowing how it will ultimately be used by each and every family, and I don't think it's my business, the government's business, or a broadcaster's business how any family decides to use the remote control technology in the privacy of its own living room.

You started out with the violence chip, and already it's become the violence and sex and indecency chip in the House; in the Senate it's violence, sex and other objectionable material. Where does it stop? Will the V-chip just keep expanding incrementally year after year to satisfy every interest group out there? What about news? And what about such tabloid shows as *Hard Copy* and *A Current Affair*? Are you concerned that news might be swept up in this and people will be denied news, or that it will be like other program-

ing that will have to be tweaked to get around the V-chip?

I would not want it to be used for a news program. Journalists should be able to decide which images help tell the story most effectively. However, in saying that, I don't think anyone will deny that the rule of thumb in too many newsrooms in the U.S. is "If it bleeds, it leads." Too many newsrooms use that as their guide because they think it might draw more viewers, in the same way that other drivers slow down when they see a car crash on the highway. To some extent, it's less news and more TV gawking that has transformed news in the United States.

I don't have any desire to affect the editorial judgment of any news broadcaster. However, I do think that the higher the level of utilization of a V-chip with other programming in the course of the day, the more likely that a dis-



"I don't think that anything that is on television today will be removed from television just because of the ratings system. I think that marketplace forces might influence the way in which broadcasters or producers make decisions."

cussion would take place within broadcast outlets about the extent to which they rely on violence as a way of drawing viewers to the parts of the schedule that they control, especially at a local level.

But isn't that the danger? You just gave a speech here about TV news and how what bleeds leads. Given the position that you occupy, and your expressing sentiments like that, the news people have to think: "They have the V-chip, maybe we should clean up our news, or we're going to get our news rated." You can influence decisions in the newsroom.

I beg to differ. I've given that speech a thousand times, and it's had absolutely no effect on broadcasters. Not one iota. The only thing that will impact on broadcasters is their sense that advertisers are getting nervous that their viewers in the marketplace are dissatisfied with the use of these violent images exclusively to draw viewers. That has nothing to do with my view or the government's view, because that clearly, over the years, has proven to be completely ineffective. It will have to do with marketplace forces, which I will put my trust in to discipline the excesses of some broadcasters to overly utilize excessively violent programming.

Is this all about protecting children as opposed to cleaning

up television programming across the board?

It's primarily about protecting children. Adults will continue to be free to watch whatever they want.

If it can get there, through the marketplace.

I have no doubt that the marketplace will continue to provide a certain amount of programming that will satisfy adult audiences.

Well, cable and satellite will because they play to niche audiences, and they're supported by subscriptions, not advertising. But broadcast television, which seeks to serve 95% of the homes, can't deal with niche programming.

Well, that is correct. But that doesn't mean that there has to be any significant change in the type and quality of programming that they now put on the air. All that parents are asking for is a technological capacity to be able to block their children from seeing it when they are not in the home or not in the same room as their children.

Why would broadcasters do it? Why are they going to do it if it's voluntary?

They're going to do it because the cable industry is going to do it, the satellite industry is going to do it. Both of those industries have already committed to doing it. They're going to do it because the marketplace is going to demand that they do it. Once the technology is made available, the broadcasters will not be able to put the genie back in the bottle. It will be impossible for them, as a matter of marketplace forces, to deny consumers what they are demanding and could easily be provided consistent with First Amendment rights—those of broadcasters and families at home.

I'm curious to know what you think or how you feel about your enormous success with this telecommunications package and the tremendous impact you were able to effect when it looked like your positions had been overrun.

"In the land of the blind, the one-eyed man is king." The fact that many expert observers could not appreciate the power of these issues did not, in any way, undermine their potency when debated on the floor of the United States Congress.

There was another issue involved in this bill, that of multiple ownership, in which you also played a deciding part. Why were you so against the free market on ownership of broadcast stations?

Well, this bill allows ABC-Disney to merge with CBS-Westinghouse. Would you support that?

Say that again?

It allows ABC-Disney to merge with CBS-Westinghouse. It would allow the two networks to actually merge. We still have only four networks that are of significance. The legislation would allow the four of them to be merged into one without antitrust concerns.

There are many issues here. If this bill passed as it was originally drafted, it not only would allow for that combina-

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tion, it would allow for ownership in individual communities by one company of the only newspaper, of every radio station, of two TV stations and of the cable system, and that has the potential of stultifying rather than encouraging diversity, localism and competition in the local marketplace. And, if the national duopoly rules are repealed, the national marketplace.

There is a mythology that has been created that there are hundreds of stations and channels in America. The truth is that BROADCASTING & CABLE, in last week's edition, after listing the top 13 telecommunications conglomerates in America, had pretty well outlined the powers that be across this country. If that 13 were reduced to only two or three—which is possible under this legislation—it would be a significant threat to localism. And to competition in the mar-



“I see the V-chip as an upgraded on/off button. Many broadcasters, however, while touting the benefits of [a] media explosion, want to keep the on/off button as a 1958 technology.”

ketplace.

Let me expand upon what I am saying. I do not believe that the ABC-Disney merger or the CBS-Westinghouse merger, as they stand today, pose significant problems to diversity and localism or competition in the marketplace. The bill that is being debated in Congress, however, potentially allows for mergers by those companies with each other and with Time Warner or TCI. At that point, serious competition issues are raised for every other player in the marketplace, since access to millions of homes in America increasingly is exclusively through the wire that goes into each home.

But the practical effect is that any cable operator with ubiquitous systems, like TCI or Time Warner, is out of the broadcasting business.

It does not keep them out of the broadcasting industry. They just would not be allowed to own a broadcasting property in a community where they also own a cable property.

Might you feel differently about this five years from now? If the experience with the 35% cap were not terrible? Would you be willing to give broadcasters a little more room?

It would depend on the evolution of the marketplace in terms of the creation of additional competition in the local marketplace. In other words, if the hierarchy of broadcast power in local markets collapsed over the next five or 10 years, such that the networks did not have the power they have today and that individual markets have fractionated so that eight and 10 and 12 TV stations have relatively comparable ratings, then that would clearly make it more likely that this issue could be revisited. If, on the other hand, we come back in five years and the largest four networks still control close to 70% of the marketplace, and the competing smaller networks still have an infinitesimally small fraction of the local marketplace, then it's more problematic.

One of the things that surprised us about your amendment was that there wasn't more in it about radio. You talk about localism. There are a lot of radio broadcasters out there scared to death about what's going to happen to their local markets because there are no caps at all now. You have no concerns about them? Or about one company buying all six stations in a radio market, or 10 stations, or 15 stations in Boston?

I have less concern about lifting the cap on national ownership of radio than I do on local. The cap that now limits ownership nationally to 40 radio stations could be lifted significantly, and I could support that.

At the local level, we have to have a discussion, which has yet to take place, with regard to how high the number of radio stations could go and still retain a healthy marketplace dynamic. Thus far, no one has been willing to engage me in a discussion on that subject. I am open-minded but, as yet, I'm without any interlocutor with whom to discuss the issue. And so while I have personal views on the subject that might surprise some, I cannot negoti-

ate with myself with regard to what modifications might be possible.

Isn't the debate over? I mean, we're going to conference with these bills. There are no radio ownership limits. It's done.

This bill is not done yet. The President and Vice President have yet to weigh in with the specific changes they will be looking for in all areas. They have outlined some of their concerns but not all of them thus far.

I thought you took care of them with your amendments.

No. The White House had made it quite, quite clear that they will still be attempting to make significant changes in this legislation. The President has the votes to successfully veto this legislation if he wants to.

Well, we're all for that. We may want him to veto this legislation.

Please explain to me.

Because of the V-chip. We feel this is such an impediment to the First Amendment that it would be better not to have the bill than to have the bill with the V-chip. So if the Presi-

dent wants to veto this bill, our worries are over.

The broadcasting industry, in your opinion, will now oppose passage of this bill?

I doubt it, although we have had private expressions that agree with the sentiment I just gave you, that in reading the interests of the country—and the industry—it's better not to have the V-chip than to have these other things. But the broadcasting industry is a very small beneficiary of this bill. It's the telephone companies and the cable companies that benefit in the greatest measure. The networks benefit very little. As a matter of fact, as you know, there are a lot of broadcasters scared to death about deregulation that would just as soon go back to where they were. There are a number that didn't want to lift the cap to 35.

For the purposes of this debate, let us make quite clear that



"I would not want [the V-chip] to be used for a news program. Journalists should be able to decide which images help tell the story most effectively."

600 ABC, CBS and NBC affiliates opposed their networks vigorously on the issue of lifting the cap to 50%. It would leave a serious misimpression if we didn't wholly factor their feeling that the network incursion at the local level would have a serious anticompetitive impact on broadcasting. Those broadcasters will have to speak for themselves with regard to how they view this bill.

We have a longer view, and a deeper obligation, to protect the First Amendment and try to achieve First Amendment rights for the broadcasting industry, which has yet to get them. To us, the V-chip is a serious step backward. Listening to your rationale, we're impressed. We very much hope that you're right and that this doesn't become a "Big Brother" mechanism. But the thought of putting a device in every television set in the country with an umbilical that can lead back to the government scares the hell out of us.

I want to assure you that I would join the battle to insure that broadcasters would never have to air or rate any programing against their will. And I can promise you that if there were an effort to do so, that effort would be defeated because the coalition that we put together in the Congress to pass the V-chip would fight to the death for the First Amendment rights of broadcasters. What is at stake here, however, is the First Amendment rights of parents and children. Their rights have

to be balanced as well.

If broadcasters are allowed to air any and all programing they want, then parents should have the right to block out any and all programing that they don't want. In that way, there's a perfect constitutional synergy that allows for the right to speak and the right to keep speech out of homes of individuals with small children.

That's the balance that we've struck with the First Amendment and individual rights for 200 years, and this bill continues that tradition without in any way impeding First Amendment rights of broadcasters to say whatever they want.

Do you think that the President will veto this bill?

I think that without significant changes in this bill there is a guarantee the President will veto this bill. And there's a 100% likelihood that his veto would be sustained in Congress.

Can you enumerate those changes for us?

I'll leave it to the President and Vice President to enumerate, but it includes the cable rate issue. Again, this bill allows for a monopoly to substitute for marketplace forces in the pricing and services provided to consumers in 97% of America. I completely reject the notion that monopolies should substitute for marketplace forces. The cable industry should be deregulated only at the point at which it has a competitor in each individual community it serves.

There also are a number of telephone company-related and media concentration issues that are still of concern to the White House.

The dynamic that will unfold at this point is that, first, the White House will outline its concerns. Then, the House-Senate Conference Committee will have to factor in how many of the changes it will have to make to avoid a veto. The conference committee will have significant latitude in its dealings with the issues that will be raised by the White House. There is enough of a difference of opinion on the issues that are in disagreement between the House and the Senate that it would be possible for them to accommodate the White House concerns without having to have the bill vetoed and then resubmitted for amendments on the floor. I think you'll find, as the conference occurs, that there will be some provisions that will be only revisions. They'll be able to choose a hybrid of the two versions or try to craft something.

The formal process will begin in September, after Labor Day, when the House and Senate members return. The debate, as it's unfolding, is helping to increase in the minds of all members—not just those who would be conferees—the historical significance of this legislation. That is a healthy development. The ABC-Disney and Westinghouse-CBS mergers have catapulted these issues above the fold on the front pages of every newspaper in America. I think that as a result, it will command a lot more attention in September than it would have in July.

It's my sincerest hope that a bill is signed into law this year. Changes will have to be made, but I don't think that should ultimately stand as an obstacle to this historic rewrite's becoming law. ■

NBC gets \$1.27 billion Olympics win

Preemptive bid leaves other networks out of picture

By Jim McConville

TV ad buyers say it's too early to predict whether NBC will turn a profit from its record-setting Olympics TV rights deal, but they say the deal also buys NBC long-term advertising market visibility amid escalating network competition.

NBC caught the other major networks off guard last week, winning TV rights to both the 2000 summer Olympics games and 2002 winter Olympics with a record-setting \$1.27 billion bid accepted by the International Olympics Committee (IOC).

NBC agreed to pay \$715 million for the 2000 summer games in Sydney, Australia, and \$555 million for the 2002 winter games in Salt Lake City, Utah. NBC will provide \$10 million for promotional TV air time for each set of games.

NBC's Sydney bid exceeds the estimated \$456 million the network is to pay for the 1996 summer games next year in Atlanta. It also marks the first time a broadcast network has bid on two Olympics at the same time.

NBC President Bob Wright says Olympics coverage is more than profits. It also represents a key to NBC's



NBC Sports President Dick Ebersol and NBC President/CEO Bob Wright are all smiles after their Olympics victory.

future marketability. Wright is confident that NBC's twin coverage will break even or make a profit.

Although ABC, CBS and Fox publicly praised NBC's deal, several executives privately expressed resentment over a move that precluded those networks from the formal bidding, sched-

uled to be held after Labor Day. "It's just the way sports marketing is done today," says one network executive. "I think people at the other networks feel burned by it. Everybody was given every indication that they'd have a chance to present their bid[s]."

Dick Pound, chairman of the IOC Television Negotiations Committee, says the Olympics game-bidding procedure isn't carved in stone. "The rights [fees] for games [are] not set by the IOC, but decided by what the market will bear."

"There are no rules," says Jack O'Hara, vice president of production, ABC. "The Olympic Committee can make a deal with anyone they want. If the deal works for NBC, that's all that matters."

Jon Mandel, senior vice president and director of national broadcasting at Grey Advertising, says the deal gives NBC a long-term advertising base: "This is more than 'what did I bid on the Olympics and what am I going to get in dollars for each unit.' It's about protecting the long-term viability of a corporation. From that standpoint, it's a very smart move."

Along with the most money ever

Olympic-size investment

NBC will be looking to use profits from its upcoming 1996 summer Olympics in Atlanta to help pay for the precedent-setting double Olympics bid of \$1.27 billion that won it TV rights to both the summer 2000 and winter 2002 Olympic games.

Larry Novenster, executive vice president/media director, BBD&O, says NBC's anticipated purse from Atlanta coverage likely figured into its decision to go for a double-Olympics package. "NBC probably went into buying the rights for summer 1996 thinking that it was a loss leader," he says. "They will end up making a lot of money on it, some of which will be used to offset what experts say will be production costs ranging from \$100 million to \$150 million each for its Sydney (summer) and Salt Lake City (winter) games.

Although Novenster says NBC probably overpaid for rights to Sydney and Salt Lake City, he added that "you can afford to overpay for an event, especially when you've made a lot of money on the one before it."

Ad buyers say NBC already has eclipsed the \$615 million-revenue mark, the point at which the network starts its 50-50 revenue-sharing arrangement with the Atlanta Organizing Committee (AOC). That compares with the network's then-record \$500 million racked up at the 1992 summer Olympics in Barcelona. "NBC is so far ahead in their projections that it's ridiculous," says Bill Sheehan, vice president of Zenith Media, who predicts that Atlanta revenue could end up close to the \$650 million mark.

Jon Mandel, senior vice president and director of national broadcasting at Grey Advertising, estimates that NBC likely will generate \$630 million-\$650 million in revenue from the Atlanta games. "They're already way into the revenue-sharing part in Atlanta," he says. Compared with NBC's Barcelona games, there will be far fewer advertisers in Atlanta, with a few large companies buying bigger packages (BROADCASTING & CABLE, June 26).

—JM

paid for Olympics rights, NBC sold the IOC with its triple-barreled TV-distribution deal that will see the games televised on NBC TV and its two cable networks, CNBC and America's Talking, which will cover lesser-known Olympic events. NBC

Sports and IOC also have agreed to televise a weekly half-hour program on the Olympics starting at the end of the Atlanta summer games next August and running through the end of the Salt Lake City winter games in February 2002.

Ad executives say it's too early to say whether NBC ever will turn a profit from the games. "Sitting here in 1995 it was a great move," says Larry Novenster, senior vice president and associate media director, BBD&O. "How is it going to look in 2000? Only

PEOPLE'S CHOICE: Ratings according to Nielsen, July 31-Aug. 6

| Week 46 | abc | CBS | NBC | FOX | U/PIN |
|-----------|---|---|--|--|-------------------------------------|
| | 7.1/13 | 10.1/18 | 9.9/17 | 4.0/7 | 2.4/4 |
| MONDAY | 8:00 71. <i>ff Camera with Dean Cain</i> 5.4/10 | 19. <i>The Nanny</i> 10.2/20 | 36. <i>Fresh Prince</i> 8.4/16 | 76. <i>Encounters</i> 5.0/9 | 84. <i>Star Trek: Voyager</i> 3.1/6 |
| | 8:30 | 9. <i>Dave's World</i> 11.2/21 | 45. <i>In the House</i> 7.6/14 | | |
| | 9:00 42. <i>ABC Monday Night Movie—An Inconvenient Woman, Part 2</i> 8.0/14 | 11. <i>Murphy Brown</i> 10.8/19 | 11. <i>NBC Monday Night at the Movies—A Family Torn Apart</i> 10.8/18 | 85. <i>The Great Defender</i> 2.9/5 | 94. <i>Legend</i> 1.7/3 |
| | 9:30 | 13. <i>Cybill</i> 10.6/18 | | | |
| | 10:00 | 29. <i>Chicago Hope</i> 8.8/15 | | | |
| 10:30 | | | | | |
| TUESDAY | 8:00 36. <i>Full House</i> 8.4/16 | 42. <i>Rescue: 911</i> 8.0/15 | 39. <i>Wings</i> 8.3/16 | 68. <i>Fox Tuesday Night Movie—Sniper</i> 5.6/10 | 92. <i>Legend</i> 1.8/3 |
| | 8:30 20. <i>Roseanne</i> 10.0/18 | | 46. <i>J Larroquette</i> 7.5/14 | | 92. <i>Marker</i> 1.8/3 |
| | 9:00 6. <i>Home Imprvmt</i> 12.2/21 | 24. <i>CBS Tuesday Movie—Shadows of Desire</i> 9.5/16 | 23. <i>Frasier</i> 9.7/17 | | |
| | 9:30 10. <i>Coach</i> 10.9/18 | | 29. <i>J Larroquette</i> 8.8/15 | | |
| | 10:00 | 29. <i>NYPD Blue</i> 8.8/15 | 8. <i>Dateline NBC</i> 11.4/20 | | |
| 10:30 | | | | | |
| WEDNESDAY | 8:00 41. <i>Me and the Boys</i> 8.1/16 | 50. <i>Christy</i> 6.9/13 | 60. <i>Too Good to Be True II</i> 6.0/12 | 82. <i>Beverly Hills, 90210</i> 4.0/8 | 88. <i>Sister, Sister</i> 2.3/5 |
| | 8:30 26. <i>Ellen</i> 9.0/17 | | | | 88. <i>The Parent 'Hood</i> 2.3/4 |
| | 9:00 7. <i>Grace Undr Fire</i> 11.7/21 | 81. <i>Northern Exposure</i> 4.4/8 | 18. <i>Dateline NBC</i> 10.3/18 | 85. <i>Party of Five</i> 2.9/5 | 88. <i>The Wayans Bros.</i> 2.3/4 |
| | 9:30 25. <i>Grownups</i> 9.4/16 | | | | 88. <i>Unhap Ever After</i> 2.3/4 |
| | 10:00 15. <i>PrimeTime Live</i> 10.5/19 | 75. <i>Under Suspicion</i> 5.1/9 | 33. <i>Law and Order</i> 8.6/16 | | |
| 10:30 | | | | | |
| THURSDAY | 8:00 7.4 13 | 6.5/12 | 13.7/25 | 6.1/11 | |
| | 8:30 48. <i>Matlock</i> 7.1/13 | 65. <i>Burke's Law</i> 5.8/11 | 15. <i>Mad About You</i> 10.5/21 | 62. <i>Living Single</i> 5.9/12 | |
| | 9:00 | | 5. <i>Friends</i> 13.0/24 | 55. <i>Martin</i> 6.3/12 | |
| | 9:30 44. <i>Day One</i> 7.9/14 | 50. <i>CBS Reports</i> 6.9/12 | 1. <i>Seinfeld</i> 16.0/28 | 60. <i>New York Undercover</i> 6.0/10 | |
| | 10:00 | | 4. <i>Newsradio</i> 14.0/24 | | |
| 10:30 | | 3. <i>ER</i> 14.4/26 | | | |
| FRIDAY | 8:00 36. <i>Family Matters</i> 8.4/18 | 72. <i>Diagnosis Murder</i> 5.3/11 | 62. <i>Unsolved Mysteries</i> 5.9/13 | 85. <i>TV Nation</i> 2.9/6 | |
| | 8:30 35. <i>Boy Meets World</i> 8.5/18 | | | | |
| | 9:00 33. <i>Step by Step</i> 8.6/17 | 77. <i>CBS Special Movie—The Black Fox</i> 4.9/9 | 50. <i>Dateline NBC</i> 6.9/13 | 55. <i>The X-Files</i> 6.3/12 | |
| | 9:30 28. <i>Hangin' w/Mr. C</i> 8.9/17 | | 65. <i>Homicide: Life on the Street</i> 5.8/11 | | |
| | 10:00 2. <i>20/20</i> 14.6/28 | | | | |
| 10:30 | | | | | |
| SATURDAY | 8:00 5.3/11 | 6.8/14 | 6.0/12 | 5.2/10 | |
| | 8:30 | 72. <i>Dr. Quinn, Medicine Woman</i> 5.3/11 | 62. <i>30 Years of National Geographic Specials</i> 5.9/12 | 78. <i>Cops</i> 4.7/10 | |
| | 9:00 69. <i>Major League Baseball</i> 5.5/11 | 58. <i>Touched by an Angel</i> 6.1/12 | | 69. <i>Cops</i> 5.5/12 | |
| | 9:30 | 28. <i>Walker, Texas Ranger</i> 9.0/18 | 57. <i>Bob Hope Remembers WWII</i> 6.2/12 | 74. <i>America's Most Wanted</i> 5.2/10 | |
| | 10:00 | | | | |
| 10:30 | | | | | |
| SUNDAY | 7:00 32. <i>Am Fun Videos</i> 8.7/18 | 17. <i>60 Minutes</i> 10.4/21 | 78. <i>Lost Civilizations</i> 4.7/10 | 83. <i>Sliders</i> 3.6/7 | |
| | 7:30 20. <i>Am Fun Videos</i> 10.0/20 | | | | |
| | 8:00 47. <i>Lois & Clark</i> 7.4/14 | 20. <i>Murder, She Wrote</i> 10.0/19 | 80. <i>seaQuest DSV</i> 4.5/8 | 54. <i>The Simpsons</i> 6.8/13 | |
| | 8:30 | | | 58. <i>Living Single</i> 6.1/11 | |
| | 9:00 13. <i>ABC Sunday Night Movie—Survive the Savage Sea</i> 10.6/18 | 39. <i>CBS Sunday Movie—A Message from Holly</i> 8.3/14 | 49. <i>NBC Sunday Movie—Trial: The Price of Passion, Part 1</i> 7.0/12 | 50. <i>Married w/Chld</i> 6.9/12 | |
| 9:30 | | | 65. <i>George Carlin</i> 5.8/10 | | |
| 10:00 | | | | | |
| 10:30 | | | | | |
| WEEK AVG | 8.6/16 | 7.5/14 | 8.4/16 | 4.9/9 | UPN: 2.1/4; WB: 2.3/4 |
| STD AVG | 11.1/19 | 10.1/17 | 10.8/18 | 6.9/12 | UPN: 3.4/6; WB: 1.8/3 |

RANKING/SHOW [PROGRAM RATING/SHARE] TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED YELLOW TINT IS WINNER OF TIME SLOT (nr)=NOT RANKED *PREMIERE TELEVISION UNIVERSE ESTIMATED AT 95.4 MILLION HOUSEHOLDS; ONE RATINGS POINT=954,000 TV HOMES SOURCE: NIELSEN MEDIA RESEARCH COMPILED BY KENNETH RAY

time will tell.”

“NBC’s done an incredibly preemptive move here, but whether the marketplace will support that kind of pricing will only be seen as time passes.”

says Dick Hobbs, ad buyer for Leo Burnett. “It’s a long way down the road, considering they still are selling next year’s Atlanta Olympics.”

NBC will need to reach some stiff

revenue figures to break even. Experts estimate that the network will need approximately \$865 million (\$715 million plus \$100 million-\$150 million production costs) for Sydney and

ABC unveils premiere week-plus

ABC will roll out its fall schedule on Tuesday, Sept. 12, through Saturday, Sept. 23. The network will give special preview airings to three of its new series before their regular-time-slot debuts.

The two Steven Bochco series—first-year *Murder One* and *NYPD Blue*—have not been given specific debut dates, although the former is one of the shows that will get a preview telecast.

Murder One will preview on Tuesday, Sept. 19, in the *NYPD Blue* time slot of 10-11 p.m. The show will air regularly at 10 p.m. on Thursday against NBC’s *ER*. *Murder One* will continue to air in the Tuesday 10 p.m. time slot for at least several weeks as the network tries to build an audience for the show before it moves to its regular time slot against the powerhouse *ER* on NBC. According to ABC, for competitive reasons the network is withholding the specific date on which *NYPD Blue* will make its return to the Tuesday lineup and *Murder One* will shift to Thursdays.

Hour drama *The Monroes*, starring William Devane and Susan Sullivan, will preview Tuesday, Sept. 12, at 10 p.m. before premiering in its regular Thursday 9-10 p.m. slot on Sept. 14. *Maybe This Time*, starring Marie Osmond and



ABC’s hit ‘NYPD Blue’ returns on Sept. 19.

Betty White, is the only new comedy to get a special preview: Friday, Sept. 15, at 9:30. The first-year sitcom makes its regular-time-slot debut on Saturday, Sept. 16, at 8-8:30.

Below are the premiere dates for the rest of the ABC schedule:

Tues., Sept. 12—*Coach* (9:30-10), *The Monroes* (special preview, 10-11). **Wed., Sept. 13**—*The Drew Carey Show* (8:30-9), *Grace Under Fire* (9-9:30), *The Naked Truth* (9:30-10), *PrimeTime Live* (10-11). **Thurs., Sept. 14**—*Charlie Grace* (8-9), *The Monroes* (regular time-period debut, 9-10). **Fri., Sept. 15**—*Maybe This Time* (special preview, 9:30-10), *20/20* (10-11). **Sat., Sept. 16**—*Maybe This Time* (regular time-period premiere, 8-8:30), *The Jeff Foxworthy Show* (8:30-9). **Sun., Sept. 17**—*America’s Funniest Home Videos* (7-8), *Lois & Clark* (8-9), *The ABC Sunday Night Movie* (9-11). **Mon., Sept. 18**—*The Marshal* (8-9). **Tues., Sept. 19**—*Roseanne* (8-8:30), *Hudson Street* (8:30-9), *Home Improvement* (9-9:30), *Murder One* (special preview, 10-11). **Wed., Sept. 20**—*Ellen* (8-8:30). **Fri., Sept. 22**—*Family Matters* (8-8:30), *Boy Meets World* (8:30-9), *Step By Step* (9-9:30), *Hangin’ With Mr. Cooper* (9:30-10). **Sat., Sept. 23**—*The ABC Family Movie* (9-11). —SC

SYNDICATION MARKETPLACE

Gabrielle sets team

Twentieth Television has set the production team for talk show *Gabrielle*, which launches in syndication on Monday, Sept. 11: Joe Carolei, director; Edward Leon, supervising producer; George Monas, line producer; Antony Beilinson, field producer; Paula Ferguson, Jefferson Lanz, Shannon O’Rourke and Melanie Rowland, segment producers.

Raycom roundup

Unapix Entertainment has sold the French-produced series *USHUAIA: Adventures of Nicolas Hulot* to Raycom Inc. for \$1.65 million. The deal involves 22 new episodes of the action-adventure show, one of France’s most popular programs, that will feature English-language wrap-arounds and is targeted for national syndication. Unapix owns the North

American distribution rights to the series as well as the rights in the UK, Germany and Japan among other territories.

Raycom is producing and distributing *The Final Roundup*, an hour special previewing the final season of Southwest Conference collegiate football and looking back at great moments in conference history.

Raycom’s hour special *Elvis Presley, Touch the Dream. A New Generation* has been cleared in 87% of the country for an August 5-20 window.

Saban makes its move

Saban Entertainment has relocated its corporate headquarters to Westwood, a west-side community of Los Angeles. The announcement of the move by the Burbank-based company was made by Haim Saban, chairman and chief executive officer, Saban and

Los Angeles mayor Richard Riordan. The new office building will be known as Saban Plaza and will house the company’s more than 350 employees.—SC

NSS POCKETPIECE

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

| | |
|-----------------------------|-------------|
| 1. Wheel of Fortune | 10.6/228/99 |
| 2. Jeopardy! | 8.9/219/98 |
| 3. Oprah Winfrey Show | 7.3/238/99 |
| 4. Entertainment Tonight | 5.9/182/94 |
| 5. Ricki Lake | 5.7/226/98 |
| 6. Family Matters | 5.6/194/92 |
| 6. Inside Edition | 5.6/179/93 |
| 6. Wheel of Fortune-wknd | 5.6/182/84 |
| 9. Hard Copy | 5.5/189/94 |
| 10. Journeys of Hercules | 5.3/197/97 |
| 11. Jenny Jones | 5.2/206/95 |
| 11. Married...With Children | 5.2/181/94 |
| 13. Baywatch | 5.1/230/96 |
| 14. Roseanne | 5.0/181/93 |
| 15. Fresh Prince of Bel-Air | 4.9/140/85 |

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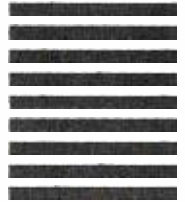
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PROGRAMING

around \$655 million (\$555 million plus \$100 million production costs) for Salt Lake City.
 NBC may offset its twin Olympics costs with ample profits expected from its 1996 summer Olympics coverage in Atlanta (see box, page 16).

Buyers say NBC likely will have an easier time selling advertisers on Salt Lake City than on Sydney. "It's a U.S. Olympics, and it's only two hours out of Eastern time as opposed to halfway around the world," Novenster says.
 The Australian games, says Bill

Sherman, ad buyer for McCann/Ericson, are "more of a crapshoot. Do we have the 1992 Barcelona [Spain] Olympics all over again?" There, NBC reportedly lost more than \$100 million in its "triplecast" agreement with MSO Cablevision Systems.

PEOPLE'S CHOICE: Ratings according to Nielsen, July 24-30

| Week 45 | abc | CBS | NBC | FOX | U/P/N |
|------------------|--|--|--|---|--|
| | 7.2/14 | 10.4/19 | 9.8/18 | 3.8/7 | 2.5/4 |
| MONDAY | 8:00 8:30 9:00 9:30 10:00 10:30 | 17. The Nanny 10.2/20 15. Dave's World 10.6/20 7. Murphy Brown 11.7/21 10. Cybill 11.5/20 24. Chicago Hope 9.1/16 | 33. Fresh Prince 8.4/16 36. In the House 8.3/15 16. NBC Monday Night at the Movies—Leave of Absence 10.5/19 | 79. Encounters 4.6/9 85. The Great Defender 2.9/5 | 84. Star Trek: Voyager 3.0/6 91. Pig Sty 1.9/3 88. Platypus Man 2.0/3 |
| TUESDAY | 8:00 8:30 9:00 9:30 10:00 10:30 | 41. Full House 7.6/15 37. Thunder Alley 8.2/16 5. Home Imprvmt 13.1/23 13. Coach 11.1/19 23. NYPD Blue 9.2/17 | 44. Rescue: 911 7.3/14 44. CBS Tuesday Movie—Shadows of Desire 7.3/13 7. Dateline NBC 11.7/21 | 40. Wings 7.7/16 39. J Larroquette 8.0/15 19. Frasier 9.9/18 21. J Larroquette 9.6/17 75. Fox Tuesday Night Movie—Rapid Fire 5.3/10 | 88. Legend 2.0/4 88. Marker 2.0/4 |
| WEDNESDAY | 8:00 8:30 9:00 9:30 10:00 10:30 | 10.8/20 46. Me and the Boys 7.2/15 27. Ellen 9.0/17 12. Grace Undr Fire 11.2/21 11. Roseanne 11.4/20 6. PrimeTime Live 13.0/24 | 6.3/12 51. Christy 6.8/14 49. Northern Exposure 7.0/13 78. Under Suspicion 5.1/9 | 7.5/14 68. Search and Rescue 5.8/12 37. Dateline NBC 8.2/15 28. Law and Order 8.6/16 | 3.9/7 80. Beverly Hills, 90210 4.3/9 83. Party of Five 3.4/6 |
| THURSDAY | 8:00 8:30 9:00 9:30 10:00 10:30 | 7.3/13 46. ABC Movie Special—Kansas 7.2/14 43. Peter Jennings Reporting 7.4/13 | 6.9/13 57. Burke's Law 6.2/12 61. Eye to Eye 6.1/11 30. 48 Hours 8.5/15 | 12.9/24 24. Mad About You 9.1/18 22. Hope & Gloria 9.4/18 2. Seinfeld 14.0/25 1. Friends 17.1/29 3. ER 13.8/25 | 6.2/12 61. Martin 6.1/12 52. Living Single 6.7/13 64. New York Undercover 6.0/11 |
| FRIDAY | 8:00 8:30 9:00 9:30 10:00 10:30 | 9.9/20 30. Family Matters 8.5/19 28. Boy Meets World 8.6/18 33. Step by Step 8.4/17 53. Jackson/History 6.6/13 4. 20/20 13.7/27 | 6.2/12 61. Diagnosis Murder 6.1/13 57. CBS Special Movie—The Black Fox 6.2/12 | 7.4/15 64. Unsolved Mysteries 6.0/13 19. Dateline NBC 9.9/20 57. Homicide: Life on the Street 6.2/12 | 4.5/10 82. TV Nation 3.6/8 74. The X-Files 5.4/11 |
| SATURDAY | 8:00 8:30 9:00 9:30 10:00 10:30 | 4.5/10 85. Time Well Spent Special 2.9/7 75. ABC Saturday Family Movie—The Computer Wore Tennis Shoes 5.3/11 | 6.8/15 73. Dr. Quinn, Medicine Woman 5.5/13 55. Touched by an Angel 6.4/13 30. Walker, Texas Ranger 8.5/18 | 6.3/14 55. World's Greatest Magic 6.4/14 57. Abbott & Costello Special 6.2/13 | 5.7/12 75. Cops 5.3/13 70. Cops 5.7/13 67. America's Most Wanted 5.9/12 |
| SUNDAY | 7:00 7:30 8:00 8:30 9:00 9:30 10:00 10:30 | 7.8/15 41. Am Fun Videos 7.6/17 24. Am Fun Videos 9.1/19 64. Lois & Clark 6.0/12 33. ABC Sunday Night Movie—An Inconvenient Woman, Part 1 8.4/15 | 11.1/21 14. 60 Minutes 11.0/24 18. Murder, She Wrote 10.1/20 9. CBS Sunday Movie—There Was a Little Boy 11.6/21 | 5.4/11 80. Lost Civilizations 4.3/9 70. NBC Sunday Movie—Bugsy 5.7/11 | 5.1/10 87. Sliders 2.8/6 53. The Simpsons 6.6/13 70. The Critic 5.7/11 49. Married w/Chld 7.0/13 68. George Carlin 5.8/10 |
| WEEK AVG | 8.1/16 | 8.0/15 | 8.3/16 | 4.9/10 | UPN: 2.2/4; WB: 1.7/3 |
| STD AVG | 11.2/19 | 10.2/17 | 10.9/19 | 6.9/12 | UPN: 3.4/6; WB: 1.8/3 |

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ITT/Dow faces distribution hurdles

New WNYC-TV owners plan national footprint, but haven't decided what steps to take

By Rich Brown

ITT and Dow Jones could face a rough road as they set out to expand distribution of their newly acquired New York TV station (BROADCASTING & CABLE, Aug. 7).

The partners are planning to expand distribution of WBIS-TV (now WNYC-TV) beyond the New York ADI, but have not yet decided how to do it, according to Peter Skinner, president of Dow Jones Television. He says WBIS-TV could become a traditional superstation that, under law, may be delivered via satellite through a third-party distributor. Another option, he says, would be for the station to secure appropriate rights for all of its programming and package itself as a new cable network.

"We haven't decided which way to go, but one way or another we are going to get national distribution," says Skinner.

Launching a superstation is no easy task, says Jeffrey Treeman, president of UVTV, the Tulsa, Okla.-based company that distributes superstations WPIX(TV) New York, WGN-TV Chicago and others. He says that most cable operators already carry two to four superstations. Four is the maximum allowed without having to pay significantly higher copyright fees. (Cable system operators exceeding the limit are required to pay of 3.75% of their gross revenues as a penalty.)

Treeman says another hurdle is the major sports leagues, which traditionally have resisted superstation carriage of their games. The heart of WBIS-TV's planned schedule is prime time and weekend coverage of New York-area professional and collegiate sports, including Knicks basketball, Rangers hockey and Yankees baseball. ITT holds TV rights to the Knicks, Rangers and Yankees through a joint venture with Cablevision Systems.

WBIS-TV conceivably could try to gain distribution by pushing out superstation WPIX, which has just one year left on its local broadcast rights to Yankees games. But it would be a relatively small gain—WPIX reaches just 3.5 million homes outside New

York via satellite.

"I'm not sure they've done all their homework on what it takes to be a superstation," says Treeman. "If the superstation opportunity was such a great opportunity, why aren't more people doing it?"

Under copyright law, a superstation does not have to secure national distribution rights for its programming; a cable system operator has a compulsory license that allows it to pull down any broadcast signal in exchange for a blanket license fee.

If WBIS-TV opts to handle its own distribution, however, the station will have to secure national rights to its programming. Although WBIS-TV presumably would have little difficulty securing national rights to ITT-owned

Knicks and Rangers (along with partner Cablevision), securing national rights to other major sports teams such as the Yankees could be difficult.

In any case, Treeman says the WBIS-TV owners are likely to face the same channel capacity problems faced by any other network trying to build carriage on cable systems today.

"Look at all the cripples running down the information superhighway thinking they were going to get carriage," says Treeman.

At least some of the WBIS-TV programming will have expanded distribution via direct broadcast satellite service USSB, says Skinner. Dow Jones is an investor in the DBS service and eventually might deliver a full-time network to USSB customers, he says. ■

Sci-Fi goes hi-tech for fall

Interactivity, virtual reality play part in several new shows

By Jim McConville

The Sci-Fi Channel will expand its fall program schedule with a handful of new original series that use a hi-tech strategy to capture a younger audience.

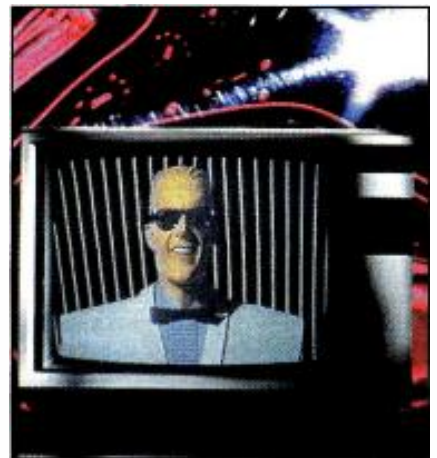
Barry Schulman, Sci-Fi's vice president of programming, says several of the channel's new shows take the network in a different direction.

Included in that list is *Anti-Gravity Room*, which Schulman says takes a teen's eye view of "comic books, animation strips, CD-ROMs and virtual reality video games." Another, with the working title *On-Line Showcase*, allows online users to talk to a live program via online. "For the first time, Sci-Fi is over the edge into the new technologies and the marriage of computers and televisions," Schulman says.

A brief look at the new lineup:

Tekwar—Based on the novels by William Shatner. It airs on Saturdays at 6 p.m. starting Sept. 30.

Anti-Gravity Room—Hosted by 13-



Max Headroom joins Sci-Fi.

year-old Nick Scoullar and 23-year-old Phil Guerrero. To be produced by Sci-Fi Channel and Freemantle Corp., *Anti-Gravity Room* premieres in mid-October.

Virtual World International—An hour special on the Virtual World Cup

Championship, a competition among players of virtual reality video games. The special will air Saturday, Aug. 26, at 1 p.m.

On-Line Showcase—A weekly "online chat" held during episodes of the Sci-Fi Channel's regular series including *Lost in Space*, *Voyage to the* and *Planet of the Apes*. The series starts Nov. 3.

Max Headroom—the former ABC series acquired from Warner Bros. The program starts with a *Max Headroom Marathon* on Sept. 10; the regular series begins Sept. 30.

Lord of Illusions: The Magic Of Clive Barker—a half-hour special hosted by British horror writer/director Clive Barker. Produced by Get It Pictures, the show airs Aug. 24 at 7:30 p.m.

Sci-Fi's fall schedule also features several specials:

Sept. 4—Labor Day *Twilight Zone* Marathon. Viewers can pick their favorite episode by voting in an online viewers' poll during the show.

Sept. 30—*The Fantasy Worlds of Irwin Allen*, hosted by *Lost in Space* stars June Lockhart, Billy Mumy and the Robot, on a re-created set of the series' Jupiter II spacecraft.

Oct. 2-6—Classics of Horror Week. Nightly films at 9 will include "Dracula," "Frankenstein," "The Mummy" and "The Invisible Man."

Oct. 9-13—Hammer Horror Films Marathon. Films each night at 9 will include "The Brides' of Dracula," "Curse of the Werewolf" and "Captain Kronos, Vampire Hunter."

Oct. 16-20—Festival of Evil Week. Films each night at 9 include "Rosemary's Baby," "The Black Cat," "Suspira," "Horror Express" and "The Entity."

CTTD targets first-run cable

Columbia TriStar Television Distribution is looking to expand its first-run cable business.

The syndicator has signed veteran producer Jim Coane to develop and produce original programming made specifically for the basic and pay cable markets. Coane already is working on several unnamed first-run strips that could air as early as January 1996 or as late as September 1996. The projects all reflect Coane's expertise in non-fiction and informational programming.

Coane most recently served as senior vice president of development/production for the Producers Entertainment Group, where he worked on *Simply Style* for The Learning Channel and PBS series *Home Green Home* and *Future Quest*. Before joining PEG he served as one of the original producers of Fox Broadcasting's *America Most Wanted* and was executive producer of Fox's *Totally Hidden Videos*.

CTTD already produces action hour *Forever Knight* for first-run syndication and USA Network. The company also produces *Beakman's World*, the CBS kids show that had its start in syndication and on The Learning Channel.



Cable programming veteran Jim Coane heads Columbia TriStar's expanded cable production operation.

—RB

Oct. 23-27—Zombie A Go-Go Week. Films shown nightly at 9 include "White Zombie," "Carnival of Souls," "Night of the Living Dead," "The Evil Dead" and "Night of The Creeps."

Oct. 29-31—Halloween Weekend Marathon. Films to air during the three-day fest include "Satan's Triangle," "Dracula '79," "The Howling," "The Sentinel," "Cat People" (1982 version) and *Night Gallery* (pilot). ■

Pay-as-you-watch DSS deal

Direct Satellite System (DSS) program provider DirecTV will roll out a revolving finance program for purchasing an RCA or Sony branded 18-inch DSS satellite system (\$699 suggested retail price). The plan, effective Aug. 14, will be offered to TVRO dealers by GE Capital Services. The company also will offer a dealer-based finance program to consumer electronics dealers. The interest rate on the financing schedule will be 17%-19%. The schedule requires a minimum monthly payment of \$15. DirecTV will bundle the plan with its "select choice" programming package (\$19.95 per month) for \$34.95. Subscribers also can finance DSS hardware with DirecTV's "total choice" program package (\$29.95 per month) for \$44.95 per month. DirecTV Vice President Thomas Bracken says the finance program is intended for "independent TVRO and consumer electronics dealers who don't have finance deals," and that is aimed at DSS subscribers "that have expressed desire to make monthly DSS payments and get programming."

—JM

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H E A D L I N E S

Growth spurt

Fueled by strong growth in its entertainment and news businesses, Turner Broadcasting Systems reports a 68% jump in its second-quarter profit of \$22 million, or eight cents a share, while its sales increased 18%, to \$798 million. The company's entertainment and news groups both posted 21% revenue increases from a year earlier. TBS's news division, which includes CNN, was buoyed by the network's continued O.J. Simpson trial coverage.

Turner's other operations produced less glowing results. The group's sales revenue dropped 18% from last year, to \$55 million, and operating losses increased from \$16.5 million to \$25.4 million.

Loss leader

Cablevision Systems Corp. saw its net loss for the second quarter ended June 30 nearly double, from \$54.7 million, or (\$2.42) a share, to \$96.9 million, or (\$4.18) per share, which the company says was primarily

attributable to net losses picked up in cable companies it acquired in 1994. The cable operator also reported sales revenue of \$263.7 million for the quarter, a 37% increase over sales of \$192.1 million for the same period last year.

Cable quarterback

Classic Sports Network has tapped former New York Jets quarterback Joe Namath as the cable network's official national spokesman, primary on-air personality and host of *NFL Night at the Classics*, a weekly two-hour programing block that looks back on great moments in NFL history.

Olympic mettle

NBC Sports and ESPN have signed an agreement giving ESPN exclusive cable rights to a variety of U.S. Olympic trials for the 1996 summer Olympics in Atlanta. ESPN and ESPN2 will combine to offer 77 hours of Olympics trial coverage, highlighted by 18 live hours of U.S. track and field trials.

CNN plans life after O.J.

Readies new weeknight international newscast

By Jim McConville

Preparing for the eventuality of (someday) having no more O.J. Simpson trial to cover, CNN has developed a daily evening newscast, *CNN Worldview*, which will focus on international news.

After the trial, CNN also will add a midday program and reshuffle its regular daily daytime programming.

CNN Worldview will air weeknights at 6-7 on CNN and CNN International. The show will premiere the day after the trial goes to jury deliberation. *CNN Worldview* will team three of the network's primary news anchors—London anchor Hilary Bowker and Washington anchors Bernard Shaw and Judy Woodruff. Shaw and Woodruff report from CNN's Washington bureau and Bowker from CNN's London Production Center.

CNN Worldview, says Bob Furnad, executive vice president and senior executive producer for CNN, is being positioned as an alternative for viewers looking for international news. The show will concentrate on the most important international news stories of the day. "We won't ignore domestic news, but it will be framed in a global context," Furnad says.

Another post-trial addition will be *CNN Today*, a two-hour midday (1-3) program of news, sports, weather and live interviews, anchored by CNN's Lou Waters and Bobbie Battista.

The program is part of CNN's strategy to produce long-form programing, which TBS executives say is better suited to slower daytime periods.

Other changes in CNN's post-trial schedule include placement of CNN daytime talk show *Talkback Live* to a permanent 3-4 p.m. weekday slot. During the O.J. Simpson trial, the show has aired for a half-hour at 3:30 p.m. (during the trial's midday recess). In other news, CNN's *Inside Politics*, a daily report on political news, hosted by Bernard Shaw and Judy Woodruff, returns to its late afternoon 4-4:30 time slot. ■

PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of July 31-Aug. 6, 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 95.4 million households with TV sets. Source: Nielsen Media Research.

| Program | Network | Time (ET) | HHs. (000) | Rating Cable U.S. |
|---------------------------------|---------|------------|------------|-------------------|
| 1. Movie: 'Broken Trust' | TNT | Sun 8:00p | 3,690 | 5.7 3.9 |
| 2. Movie: 'Big' | USA | Sun 3:00p | 3,004 | 4.6 3.1 |
| 3. Movie: 'A Mother's Prayer' | USA | Wed 9:00p | 2,839 | 4.3 3.0 |
| 4. NASCAR Winston Cup | ESPN | Sun 12:00n | 2,804 | 4.2 2.9 |
| 5. O.J. Simpson Trial Coverage | CNN | Mon 5:00p | 2,634 | 4.0 2.8 |
| 6. NFL Pre-Season Football | ESPN | Sat 10:00p | 2,369 | 3.6 2.5 |
| 7. News Update | CNN | Mon 5:30p | 2,345 | 3.5 2.5 |
| 8. O.J. Simpson Trial Coverage | CNN | Mon 5:50p | 2,325 | 3.5 2.4 |
| 9. Clash of the Champions 31 | TBS | Sun 7:00p | 2,288 | 3.5 2.4 |
| 10. O.J. Simpson Trial Coverage | CNN | Mon 6:00p | 2,225 | 3.4 2.3 |
| 11. Movie: 'Big' | USA | Sat 8:00p | 2,184 | 3.3 2.3 |
| 12. O.J. Simpson Trial Coverage | CNN | Mon 4:30p | 2,172 | 3.3 2.3 |
| 13. Rugrats | NICK | Tue 6:30p | 2,171 | 3.4 2.3 |
| 14. WWF Monday Night Raw | USA | Mon 9:00p | 2,168 | 3.3 2.3 |
| 15. Rugrats | NICK | Thu 6:30p | 2,157 | 3.4 2.3 |

Following are the top five pay cable programs for the week of July 31-Aug. 6, ranked by households tuning in. Source: Nielsen Media Research.

| | | | | |
|-----------------------------|-----|-----------|-------|----------|
| 1. Movie: 'True Lies' | HBO | Sat 8:00p | 4,469 | 19.2 4.7 |
| 2. Movie: 'Blankman' | HBO | Sun 8:00p | 2,524 | 10.9 2.6 |
| 3. Movie: 'Baby's Day Out' | HBO | Tue 8:00p | 2,261 | 9.7 2.4 |
| 4. Movie: 'Baby's Day Out' | HBO | Sun 4:15p | 2,124 | 9.1 2.2 |
| 5. Movie: 'Major League II' | HBO | Wed 8:00p | 2,007 | 8.6 2.1 |

Telemedia

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

Week

The Internet

News Corp., MCI to launch global Internet service

Talks with BT under way; \$400 million devoted to online deal

By Mark Berniker

Rupert Murdoch is ready to parlay MCI's \$2 billion investment in his diversified media conglomerate's new online service to make the company the leading gateway into the Internet.

News Corp. and MCI Communications Corp. say they are creating a joint venture, still unnamed, which will combine MCI's assets and services with Murdoch's struggling Delphi Internet online service.

The partners say the online venture will be led by Scott Kurnit as its president /chief executive officer, while Anthea Disney, former editor of *TV Guide*, will become editor-in-chief.

"We plan to become the number-one online service within three years," says Disney, adding that News Corp. and MCI have "initially committed \$400 million to the Internet-based venture."

When the partners set up their alliance in May, MCI was investing \$2 billion, in part, for access to the wealth of content owned by Murdoch's Fox Broadcasting, 20th Century Fox, *TV Guide*, HarperCollins publishing company and newspapers, including *The Times of London* and the *New York Post*, not to mention a range of

other global media properties.

Kurnit confirms that News Corp. and MCI are in talks with British Telecom to become part of the venture, which could help the new online service become a major global player in a rapidly evolving market.

The venture plans to generate revenue through a combination of content-based sub-

scriptions, advertising, transactions and merchandising, and Internet connectivity through MCI's network.

But the new News Corp.-MCI online service is entering the market at a time when the competitive ante is being raised almost daily. Delphi Internet has only 160,000 sub-

Continues on page 26



Anthea Disney is the new venture's editor-in-chief

Online Services

NBC launches Web page, plans programming for MSN

Peacock hitches online wagon to Microsoft's unproven online service

By Mark Berniker

NBC is betting that the new Microsoft Network online service is going to be a boom, not a bust.

NBC has launched its home page on the Internet and is working frantically on a suite of online services that it is developing for The Microsoft Network (MSN), which will be unveiled later this month with the introduction of the Windows 95 operating system.

"We are not going to simply repurpose and promote through The Microsoft Network. We are going to create programming that viewers cannot see anywhere else," says Josh Grot-

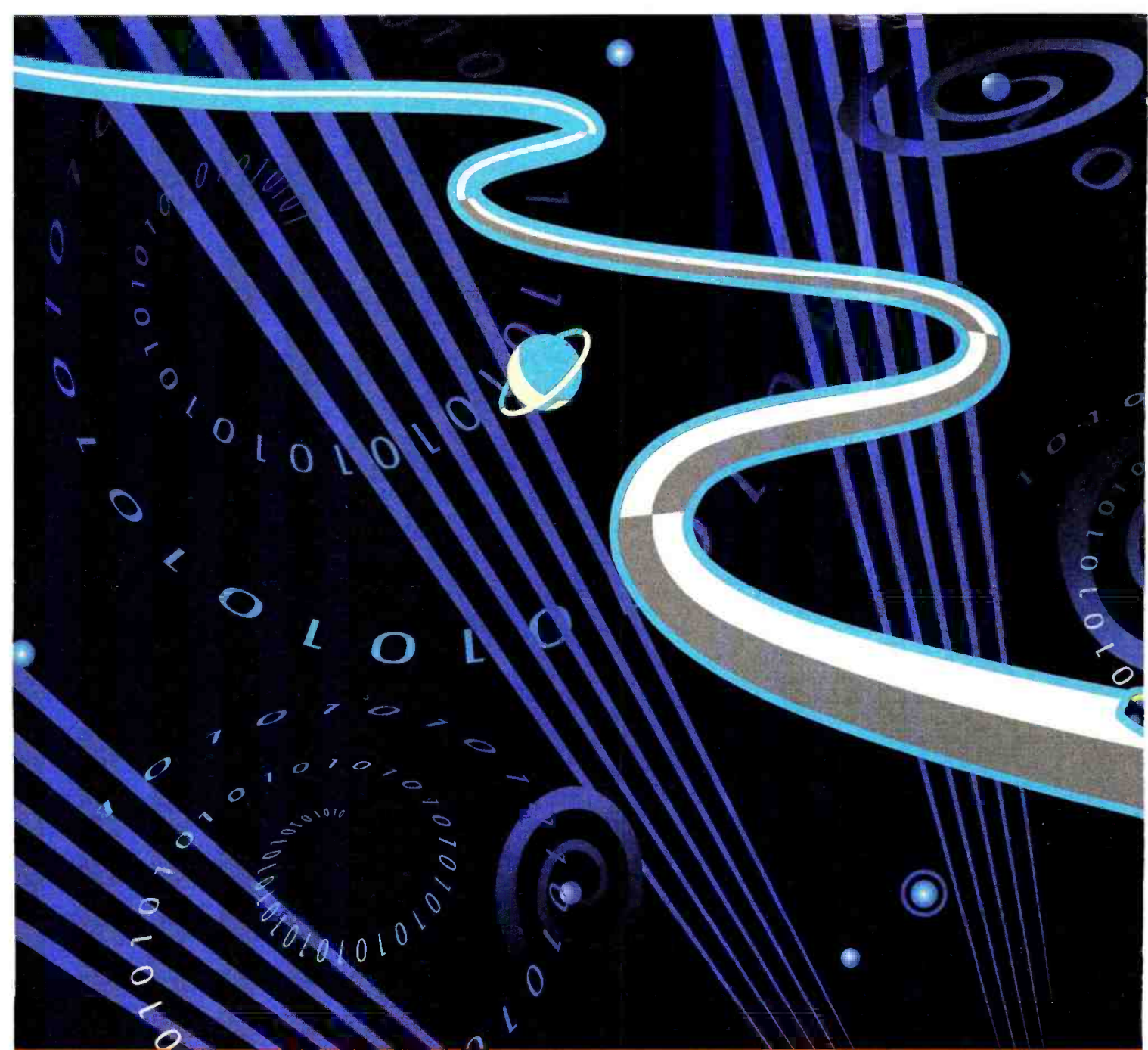


stein, vice president and general manager of NBC Online Ventures.

Grotstein sees NBC's Web site as a place for the network to promote its fall programming lineup, while The Microsoft Network will be a place to create a new kind of programming for online users.

The online areas NBC is developing for MSN will span news, weather and entertainment. Grotstein says NBC will develop online programming connected with NBC's coverage of the summer Olympics in Atlanta next year, as well as

Continues on page 27



Here's How Cable Operators

Hang Ten Mbps. There's a tidal wave breaking in cyberspace. An ever increasing swell of millions of net surfers worldwide. This global community of surfers will look to ride on the cutting edge. To push the envelope and surf to the farthest frontiers of the internet in the blink of an eye. Now is the time for cable operators to channel the power of this on-line surge before it crests.

Introducing CyberSURFR™, a product of Motorola's CableComm™ technology. It's a high-speed modem that connects IBM-compatible or Macintosh computers to a hybrid fiber/coax transmission system for lightning fast multimedia communications. Data zips downstream through CyberSURFR at a rate of 10 Mbps. Which is more than a thousand times faster than your average modem today.

CyberSURFR is not just about speed. There's superior bandwidth management, and it successfully overcomes upstream noise inherent in HFC systems, as well as providing tight privacy and security. Its capabilities lower the deployment and operating costs when deploying high speed data services. Any way you look at it CyberSURFR

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Can Catch The Next Wave.

is an excellent way for operators to generate new revenues.

However the most important element of this and all Motorola products is the commitment to technological leadership and quality. From radios to pagers to cellular phones to broadband modems, Motorola creates the best available products for operators and their subscribers.

Just like an ocean-going surfer the key to a successful ride in cyberspace is timing. Now is the time for cable operators to make their move. Call Motorola today and find out more about CyberSURFR. But don't wait long or you may wipeout and end up as driftwood on the Infobahn beach. Catch the next wave with Motorola's CyberSURFR and harness the infinite possibilities of the internet for you and your subscribers.



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FutureVision begins VDT test

FutureVision of America Corp. has begun compliance testing with Bell Atlantic for its landmark Toms River, N.J., video dialtone deployment. The testing will run for 30 days with 200 users. FutureVision then will begin marketing its video services to the 7,000 households passed with the broadband network. Adelphia Cable is the current cable operator in the Dover Township/Toms River region of New Jersey.

Garden State Cable testing interactive energy management

Garden State Cable and Public Service Electric & Gas Co. have reached a deal to provide 1,000 customers in Newark, N.J., with interactive energy management trial services. The partners will use AT&T's Integrated Broadband Utility Solution, which enables customers to conduct remote metering, theft detection, load profiling and real-time pricing.

Sony licenses StarSight for DBS

Sony Corp. has completed a broad patent licensing agreement with StarSight Telecast Inc. that will make StarSight's electronic program guide a part of Sony's Digital Satellite System (DSS). Sony also secured the option to license future StarSight on-screen products.

C-Cor gets telco boost

AT&T Network Systems has increased its order of C-Cor Electronics amplifiers to be used in Pacific Bell's statewide video network currently under construction. Pacific Bell has won regulatory approval to construct a hybrid/fiber coaxial cable network to subscribers throughout California.—MB

Continued from page 23

scribers and winning online subscribers is becoming a daunting challenge for new online services.

Within the next few weeks, The Microsoft Network will debut, and AT&T will unveil its new online offering. Meanwhile, online mainstays America Online, Prodigy and CompuServe all are investing millions of dollars to upgrade their services and maintain their competitive advantage.

News Corp. and MCI are in a position to offer a compelling suite of content and communications-based services backed by the weight of Murdoch's hefty number of valuable global media properties and MCI's network.

Disney says the venture will produce programing "specifi-

Motorola invests in Microware

Motorola has made a strategic relationship with Microware Systems Corp., acquiring



11% of the private company's common stock along with an option to buy another 13% over five years. The price of the investment was not disclosed. Microware's DAVID (Digital Audio Video Interactive Decoder) system software has been chosen by many set-top box manufacturers, that are building units for telephone and wireless cable and by leading cable operators planning to offer interactive television services. Motorola also is expected to create both wireline and wireless communications links with those set-top boxes through the deal.—MB

cally for the online environment." But she refused to disclose specifics for the venture, which has minimal subscribers, huge staffing issues to solve, and competitors who have far more developed products already on the market.

The venture plans to hire at least 600 people for the new

venture, and Disney admits that they are "already understaffed." Disney would not say when the venture will be up and running, but it will begin testing later this year.

While Kurnit and Disney are leading the venture, Delphi Internet President Alan Baratz is being phased out. TMW

Pay Per View

Playboy TV to debut 'Night Calls' interactive show

Sex call-in program to be tested in August for '96 rollout

By Mark Berniker

Playboy Television will begin testing a live, interactive, talk radio-style, call-in PPV sex show later this month.

Night Calls is a 90-minute show that will encourage viewers to call in and talk with two Playboy "hostesses" who will discuss sexual topics and fantasies.

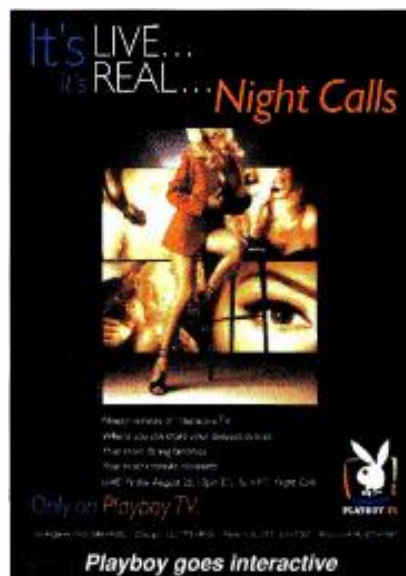
"It's going to be like talk radio on television," says Jim English, president of Playboy Networks Worldwide. He says that the producer will decide which calls get through to the hostesses.

Night Calls will premiere on Aug. 25, but English has plans to offer the program to

cable operators twice a month for roughly \$7 per program beginning in January. *Night Calls* initially will be offered as part of the evening block of Playboy programming, which is available to pay-per-view subscribers for about \$5 per evening.

"The mix of fantasy and interaction will bring our viewers even closer to the action and excitement that has become a trademark of Playboy TV," says English.

Playboy says it also is testing subscription-based access to its Internet site on the



World Wide Web, which can be reached at <http://www.playboy.com>. TMW

'Sports Illustrated' adds interactive wing

Sports Illustrated Television is creating a "Sports on Demand" service for Time Warner's Full Service Network and is developing interactive programming for the offering.

"Through interactive television, viewers will be able to access sports in ways that are simply not available today," says Ted Shaker, SITV president.

Shaker last week hired Doug Kirk to become director of interactive programming and business development for the sports production unit. Kirk joins SITV from the National Basketball Association, where he was director for new media for NBA Television Ventures.

Shaker says SITV will develop "both traditional and nontraditional television" and plans to create "interactive enhancements" that will include allowing viewers to play sports video games.

Shaker refused to discuss the details of "Sports on Demand," saying that the venture is "still in the developmental stage." But it is expected that SITV's sports service eventually will be part of a suite of interactive services offered via Time Warner's Full Service Network.

Shaker says SITV has relationships with all four major broadcast TV networks, producing programs for ABC, NBC's Olympic preview special, CBS and Fox. He says SITV will announce additional network programming and interactive ventures within the next few weeks.—MB



Continued from page 23

the 1996 election.

The weather service for MSN will allow online users to access local, regional, national and global weather reports. NBC also is creating a stock portfolio news alert system for MSN that will be associated with the network's CNBC area within MSN.

Grotstein says NBC will announce several "entertainment production partners within the next month" that will assist NBC in creating new types of programming that will be available exclusively online.

Grotstein sees NBC focusing more on The Microsoft Network than on the Internet. He expects to create an advertising staff that will try to generate online ads through MSN.

"We're formulating our strategy as we go, and it is virtually impossible to guesstimate how much money we are going to generate from online ads," says Grotstein.

NBC sources say "roughly 25 staff members" are working on the online ventures, and there are plans to add more staff as the operation advances during the next few months.

One of the limiting factors is that current multimedia authoring tools for creating online applications are not as flexible as NBC would like. In January, Microsoft's Blackbird multimedia authoring tool will be available and should enable NBC to "update news on the fly," according to Grotstein.

NBC's home page on the Internet can be reached at <http://www.nbc.com>. TMM

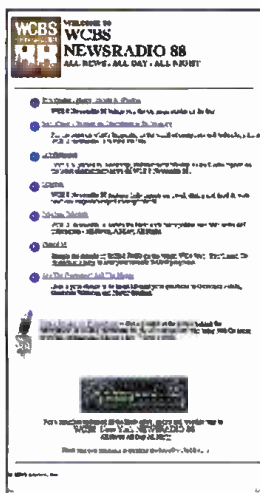
WCBS(AM) launches Web site

"NewsRadio 88" wCBS(AM) New York debuted its World Wide Web site with breaking-news headlines, news features, interview shows, and sports and entertainment reports last Monday (Aug. 7).

In addition to letting users peek at the day's news broadcasts over the Internet, the wCBS site offers printed scripts of news features and encourages users to send questions via e-mail to the station's news anchors or to comment about the station.

Users with "RealAudio" software can listen to the station's "Virtual 88" audio files of the informational segment *Boot Camp: Reports on Computers and Technology*, which reports on technology trends related to the Internet.

"The response has been tremendous," says Tony Gatto, wCBS assignment editor. He says that the station has received hundreds of e-mail



news source in New York, since "it helps promote the radio station."—DP

comments daily since going online. Later this month, wCBS will provide users access to its *Ask the Governor* and *Ask the Mayor* weekly question-and-answer call-in shows through e-mail, Gatto says.

Although no Web link has been made between the station and co-owned CBS Radio Network, network officials say CBS is looking into creating a Web site for the network station group.

Gatto says the Internet exposure should boost recognition of wCBS as a

Calendar

Aug. 15-17—The Interactive Multimedia Forum 3, sponsored by Kagan Associates. Waldorf-Astoria Hotel, New York. Contact: (408) 624-1536.

Sept. 6-9—From the Airwaves to the Internet: The Changing Face of Electronic Journalism, sponsored by the Radio-Television News Directors Association. New Orleans Convention Center. Contact: (202) 223-4007.

Sept. 12-13—New Products and Services for Cable, sponsored by AIC Conferences. The New York Vista Hotel, New York. Contact: (800) 409-4242.

Sept. 18-19—Video on Demand, sponsored by The Institute for International Research. The Marriott Marquis, New York. Contact: (212) 661-8740.

Sept. 18-20—Telco-Cable VII, sponsored by *Telecommunications Reports* and The Yankee Group. Loews L'Enfant Plaza Hotel, Washington. Contact: (202) 842-3022.

Sept. 20-21—Interactive Gaming and Wagering, sponsored by AIC Conferences. MGM Grand Hotel, Las Vegas. Contact: (212) 952-1899.

Sept. 25-28—Convergence III: Interactive Television Conference & Expo and DAVID Developers Conference, sponsored by Multichannel CommPerspectives and Microware. San Jose Convention Center, San Jose, Calif. Contact: (303) 393-7449.

Sept. 26-28—Third International Interactive Television Conference, sponsored by BIS Strategic Decisions. The Forte Crest Bloomsbury, London. Contact: 44-158-240-5678.

Oct. 17—The Cable Online Summit: Raising the Speed Limit on the Information Superhighway, sponsored by Kagan Associates. Waldorf-Astoria Hotel, New York. Contact: (408) 624-1536.

Oct. 23-24—Second annual Strategic Multimedia Conference: Where Multimedia Is Going In The 1990's, sponsored by Frost & Sullivan. San Francisco Airport Marriott Hotel. Contact: (800) 256-1076.

Midyear review: Radio groups pass with flying colors

Financial returns for first six months show double-digit growth; 'every one outperformed expectations'

By Donna Petrozzello

Strong advertising revenue and brisk station trading bolstered the second quarter and midyear financial reports for several leading radio groups. Many publicly traded companies reported double-digit growth in broadcast cash flow and net revenue for the first half of 1995.

CS First Boston stock analyst Harry DeMott attributes the solid performance to "stronger-than-expected revenue growth.... Throughout all the radio groups, each and every one outperformed expectations for the first half of the year," DeMott says.

According to nationwide market surveys by the Radio Advertising Bureau, combined local and national radio advertising revenue increased an average 11% during the first six months of 1995 over the same period last year.

During second quarter 1995, radio advertising revenue also climbed over last year's levels, based on RAB surveys. In April, combined local and national revenue increased by an average 10%; in May, combined revenue increased by an average 10%, and in June, combined revenue increased by an average 6% nationwide.

Following is a brief summary of the financial returns of several leading radio groups.

Chancellor Broadcasting Co.

Chancellor Broadcasting reported a 28% increase in broadcast cash flow, to \$12.4 million, and a 10.4% increase in net revenue, to \$31.2 million, during the first half of the year over the same period last year. Chancellor's second-quarter results showed a 23.4% increase in broadcast cash flow and a 10.1% increase in net revenue for the second quarter.

Chancellor President/CEO Steven Dinetz noted "continued improvement in advertising rates" and "market radio revenue growth" for the group's performance.

Citicasters Inc.

Citicasters reported an 11.7% increase in net revenue for its radio broadcasting division and a 29.3% increase in operating cash flow for the group, on a pro forma basis, during the second quarter.

Citicasters also reported a 31.2% increase in operating cash flow, on a pro forma basis, for the first six months of 1995. Net revenue for the radio division totaled \$35.4 million for the first half of the year, representing a 10.7% increase, on a pro forma basis, over the same period last year. Citicasters owns and operates 12 FM, four AM and two TV stations in major markets.

Clear Channel Communications

Clear Channel reported a 46% increase in after-tax cash flow, on a non-pro forma basis, to \$1.01 per share for second quarter 1995. Also in the second quarter, station operating income increased 67%, to \$29.5 million, and net income increased 51%, to \$9.1 million, or \$.52 per share, the company reported.

During the first six months of 1995, Clear Channel reported a 46% increase in after-tax cash flow, on a non-pro forma basis, to \$1.65 per share, and a net income level of \$11.8 million, or 67 cents per share, compared with 47 cents per share for the same period last year.

Clear Channel President/CEO L. Lowry Mays called this year's second quarter "the most successful quarter in the company's history." During the second quarter, Clear Channel completed the acquisition of a 50% inter-

est in the Australian Radio Network and acquired 20% of the Class A common stock of Heftel Broadcasting for \$20.5 million.

Evergreen Media Corp.

Evergreen reported a 15% increase in both net revenue and broadcast cash flow, on a pro forma basis, for the first half of 1995. For the second quarter, Evergreen reported a 17.4% increase in net revenue, to \$48.9 million, and a 14.3% increase in broadcast cash flow, to \$19.9 million, on a pro forma basis.

The company also reported a net loss of \$759,000, or 7 cents per share, after the second quarter, as compared with a net income of \$6.1 million, or 58 cents per share, for the same period last year. For the first half of 1995, Evergreen noted a net loss of \$4.9 million, or 50 cents per share, compared with a net income of \$22,000, for a break-even share in 1994.

Evergreen Chairman/CEO Scott Ginsburg said the company's "strategy to focus on the nation's top 10 revenue markets [is] yielding double-digit gains in revenue and broadcast cash flow." During the second quarter, Evergreen completed its acquisition of stations owned by Broadcasting Partners Inc. and last month announced its agreement to purchase Pyramid Communications.

Infinity Broadcasting Corp.

For the second quarter, Infinity reported a 28% increase in net free cash flow, to \$28.7 million, a 13% increase in operating cash flow (on a pro forma basis), to \$42.3 million, and a 12% increase in net revenue, to \$84.5 million. For the first six months of 1995, Infinity reported net revenue totaling \$146.8 million compared with \$116.8 million for the same period last year.

Infinity Chief Financial Officer Farid Suleman said second quarter 1995 results mark the 15th consecutive quarter of "record financial results" since the company went public in January 1992. He said the increases were "principally due to higher advertising revenue" at Infinity stations and the recent acquisitions of WPGC-AM-FM Washington, WXYT(AM) Detroit and KLUV(FM) Dallas.

Infinity President/CEO Mel Karmazin said the second quarter results "were the single best quarterly results

in the company's 23-year history."

Jacor Communications

Cincinnati-based Jacor Communications reported a 15% increase in broadcast cash flow, on a pro forma basis, to \$12.7 million, for the first six months of 1995, over \$11 million reported for the same period last year.

For April 1-June 30, Jacor reported a 3% increase in broadcast cash flow, on a pro forma basis, to \$8.6 million, over the same quarter last year.

The company also reported net income of \$4.3 million, or 20 cents per share, during the first six months of 1995 compared with a net income gain of 10 cents per share for the same period last year.

SFX Broadcasting Inc.

New York-based SFX Broadcasting reported a 25% increase in broadcast

cash flow, to \$11.9 million, and a 13% increase in net revenue, to \$36.6 million, on a pro forma basis, for the first half of 1995 compared with the same period last year. For the second quarter, SFX reported an 11% increase in net revenue and a 14% increase in broadcast cash flow on a pro forma basis.

However, SFX officials noted that last year's midseason baseball strike hurt the company's fiscal returns.

In August 1994 SFX signed a four-year contract for radio rights to the Texas Rangers beginning with the 1995 season. As a result of the baseball strike, SFX reported a \$940,000 operating loss in second quarter 1995, compared with operating income of \$3.7 million in second quarter 1994.

SFX Executive Chairman Robert F.X. Sillerman says the fiscal growth during the first half of the year "has permitted us to invest more heavily in promotional

spending at our stations."

Westwood One Inc.

Westwood One reported a 4% increase in net revenue, to \$37.5 million, and an 18% increase in operating cash flow, to \$25.7 million, for second quarter 1995 over the same period last year. For the first six months of the year, the company's net revenue totaled \$68.9 million compared with \$62.2 million for the first six months of 1994.

Operating costs and expenses, excluding depreciation and amortization, for the second quarter were \$25.7 million compared with \$25.9 million during the same period last year. Westwood One officials said "the decrease was principally due to the benefits of cost reduction measures undertaken in the past year, offset in part by higher investments in programming and sales costs." ■

L.A. radio gets 'Real'

New talk format features comedy, celebrities; targets younger audience

By Donna Petrozzello

Los Angeles radio listeners are being introduced to a talk format that a handful of radio stations nationwide are touting as "Real Radio." Former classic rock KLSX(FM) has switched its format to a brand of entertainment talk featuring some big-name talkers with little, if any, radio experience.

Case in point: The station's new afternoon talk show co-host is Kato Kaelin of O.J. Simpson trial fame. Kaelin last week launched a 2-4 p.m. PST show with partner/comedy writer Bob Hellman. Former *Brady Bunch* sitcom star Susan Olsen, famous as Cindy Brady, co-hosts with former MTV anchor Ken Ober the midday 10 a.m. to 2 p.m. PST show.

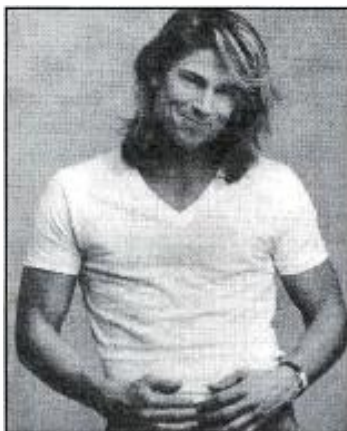
Walter Sabo, president of New York-based Sabo Media and consultant to KLSX on its new format says: "Kato executes the format perfectly. He knows how to hang out." As Kaelin told Howard Stern in an interview, the KLSX show is his "first full-time job."

The only holdover from KLSX's old format is *The Howard Stern Show* in morning drive, which ranked within the top three Los Angeles morning shows in the latest Arbitron survey. In other dayparts, KLSX's ratings dipped below other rock-format competitors.

A program director for KLSX says that the new "entertainment talk" format "was the only niche that existed in L.A." radio.

Last year, Sabo served as consultant for a similar format switch at WTKS(FM) Orlando, Fla., that helped boost the station's ratings in several dayparts. Sabo considers talk stations WLUP-FM Chicago and WJFK-FM Washington to be in the same evolving entertainment talk format, which features young show hosts with a comedy agenda targeting a younger audience than do traditional talk stations.

Like KLSX, WJFK-FM and WTKS feature Stern in morning drive and earn top ratings in their markets with the show. Sabo contends that Stern's listeners prefer to be "talked to" in other dayparts rather than to listen to music. KLSX Vice President and General Manager Bob Moore attributes the decision behind the format switch to Stern's leading market share.



Kato Kaelin joins new generation of talk show hosts.

"This was an obvious and natural evolution prompted by the overwhelming popularity of Stern's morning show, which is heard by a half-million listeners weekly," Moore says. "This massive audience has indicated that they crave entertaining, compelling radio to fuel and stimulate their senses."

And even if Los Angeles listeners already have heard an earful of the O.J. Simp-

son trial, KLSX officials are determined to tap into trendy subjects with youthful, talk show hosts as the upcoming wave in FM talk radio.

"We want to take the buzz off the streets and talk about it," says KLSX Program Director Warren Williams. "We want to create a new category of real radio that mirrors the way we live now."

Other programming additions to KLSX include a late-night "rock-and-roll psychic" show, a sex/relationship advice show and an afternoon drive-time comedy duo. ■

Author King scares up two more radio stations

By Elizabeth Rathbun

Horrors!

Thriller author Stephen King is amassing a radio group in his home state of Maine, buying an AM-FM combo in Brewer to go with the AM he already owns in nearby Bangor.

Associates would not comment on King's business plan. He already has made his fortune from writing dozens of horror and thriller novels, many of which have been converted into feature films and made-for-TV movies.

"You wouldn't know from looking at him that he's a famous author," says Michael O'Hara, general manager of WNSW(AM)-WKIT-FM, King's recent \$800,000 purchase (see "Changing Hands," below). "And he loves rock 'n' roll."

Good thing: The FM's format is album-oriented rock, although the AM relies on talk. King, who plays guitar and has toured with a rock band of authors, is not expected to change the format at either station or make any staff changes, O'Hara says.

The author takes an active interest in his stations and employees, says O'Hara, who worked for King at WZON(AM) Bangor. King shows up at station events and calls staff members by their first names. "It's very positive," O'Hara says.

King's ownership also brings some attention. "A lot of people nationally will begin to recognize us," O'Hara says. But that won't necessarily translate into better ratings: WKIT already is one of the highest-rated stations in the market, O'Hara says.

King has shepherded improvements at WZON, which he bought out of bankruptcy in 1993. He had owned the station previously, and in the second go-round converted it from talk to sports/sports talk. "He very much enjoys radio" and the local sports scene, says Brent Slowikowski, WZON station manager. As an alumnus of the University of Maine, King cheers for those teams. Slowikowski says King also enjoys local high school sports; his son just graduated from Bangor High School.

King is president and sole stockholder of the companies that control the stations. His wife, Tabitha King, is listed in documents filed with the FCC as vice president and assistant secretary. Neither was available for comment.

The Kings are not involved in daily station operations, but do bring fresh ideas to the radio business, Slowikowski says. He calls them "great people to work for. Very down-to-earth and very willing to listen to your ideas."

Seller Raymond J. Lynch confirms that: "That's the way people are in Bangor," he says. "[The Kings are] very good for the area."

Even before acquiring Pyramid Communications Corp., Evergreen Media Corp. posted its best quarterly results since its formation in 1988. For the three months ended June 30, Evergreen's net revenue grew 48%, to \$42 million, from \$28.3 million in the same period last year. Operating income—the difference between revenue and related costs and expenses—rose 88%, from \$3.5 million to \$6.6 million.

In a release, Evergreen Chairman/CEO Scott K. Ginsburg attributes the



Stephen King, group owner

second-quarter gains to "our strategy to focus on the nation's top 10 revenue markets, combined with an emphasis on geographic and format diversity and our proven operating disciplines."

It was in the second quarter that Evergreen completed its acquisition of Broadcasting Partners Inc. That \$243 million

deal doubled Evergreen's holdings from 11 major-market stations to 22.

Last month, Evergreen paid \$306.5 million to buy Pyramid's 12 radio stations, giving it a total 11 FMs and 23 AMs and extending its reach to all the top 10 markets, including duopolies in Boston, Chicago, Detroit, Philadelphia and San Francisco. The Evergreen-Pyramid transaction is expected

to close in first quarter 1996.

Patterson Broadcasting Inc. keeps racking 'em up.

The Atlanta-based company, which bought seven radio stations last month (BROADCASTING & CABLE, July 31) and nine in May, is adding three more: KRNO-FM/KCBN-AM and KWNZ-FM Reno (see "Changing Hands," below). Patterson bought the stations on Aug. 3 for \$4.1 million.

Patterson has been in a hurry to buy midsize radio stations, President/CEO Jim Wesley has said. Besides the new FM duopoly in Reno, Patterson counts FM duopolies in Grand Rapids and Battle Creek, Mich.; Honolulu, and Fresno, Calif., and an AM duopoly in Battle Creek.

This week's tabulation of station sales:

TV

KAYU-TV Spokane, Wash.

Price: \$18.65 million

Buyer: Northwest Broadcasting Inc., Okemos, Mich. (Brian W. Brady, president/owner); no other broadcast interests

Seller: Robert J. Hamacher, Spokane; owns KMVU(TV) Medford, Ore.

Facilities: ch. 28, 1,200 kw visual, 240 kw aural, ant. 2,000 ft.

Affiliation: Fox

Broker: Amsterdam Pacific Corp.

WREX-TV Rockford, Ill.

Price: \$18 million

Buyer: Quincy Newspapers, Quincy, Ill. (Thomas Oakley, president); also owns WGEM-TV-FM-AM Quincy; WSJV-TV South Bend, Ind.; KTTC-TV Rochester, Minn.; WVVA-TV Bluefield, W. Va.; KTIV-TV Sioux City, Iowa; Quincy Herald-Whig, and New Jersey Herald, Newton

Seller: ML Media Partners LP, New York City (Martin Pompadur, CEO); owns WRDW-TV Augusta and WRBL(TV) Columbus, Ga.; KGU(AM) Honolulu;

WTWO(TV) Terre Haute, Ind.; KATC-TV Lafayette, La.; WEYI-TV Saginaw, Mich.; KQTV(TV) St. Joseph, Mo.; WROC-TV Rochester, N.Y.; WTOV-TV Steubenville, Ohio; WBRE-TV Wilkes-Barre, Pa.; KORG(AM)/ KEZY(AM), Anaheim, Calif.; WICC(AM) Bridgeport and WEBE-FM Westport, Conn.; WQAL(FM) Cleveland; WUND(AM)-WFID(FM) Puerto Rico; has radio and cable interests in co-venture with Century Communications Corp., and owns *El Vocero* newspaper, Puerto Rico

Facilities: ch. 13, 316 kw visual, 39.8 kw aural, ant. 710 ft.

Affiliation: ABC

Broker: Ted Hepburn Co., Cincinnati

WTLH(TV) Bainbridge, Ga./Tallahassee, Fla.

Price: \$5.595 million

Buyer: Pegasus Broadcast Television Inc., Radnor, Pa. (Marshall W. Pagon, president); also owns WOLF-TV Scranton, WWLF-TV and WILF(TV) Williamsport, Pa.; WDSI-TV Chattanooga, Tenn., and WDBD(TV) Jackson, Miss.

Seller: General Management Consultants Inc., Singer Island, Fla. (Paul and Renee Lansat, husband and wife, co-owners); no other broadcast interests

Facilities: ch. 49, 1,620 kw visual, 162 kw aural, ant. 806 ft.

Affiliation: Fox

Brokers: Creative Media Entertainment, D² Enterprises, David Unger

COMBOS

KRNO-FM/KCBN(AM)-KWNZ(FM)

Carson City/Reno, Nev.

Price: \$4.1 million

Buyer: Patterson Broadcasting Inc., Atlanta (Jim Wesley, president/CEO); also is buying WGRD-AM-FM and WLHT-FM Grand Rapids, and WELL-AM-FM, WBXX(FM)-WBCK(AM) Battle Creek, all Mich.; KSSK-AM-FM and KUCC-FM Honolulu; WODE-FM-WIPI(AM) Allentown, Pa.; KRZR-FM and KTHT-FM Fresno, Calif., and WCHY-AM-FM Savannah, Ga.

Seller: A&A Broadcasting, Reno (Lorraine Arms, owner); no other broadcast interests

Facilities: KRNO-FM: 106.9 mhz, 37 kw, ant. 2,956 ft.; KCBN: 1,230 khz, 1 kw; KWNZ: 97.3 mhz, 87.1 kw, ant. 2,126 ft.

Format: KRNO-FM: adult contemporary, soft hits; KCBN: nostalgia, MOR; KWNZ: adult contemporary

Broker: Mahlman Co., Sarasota, Fla.

WNSW(AM)-WKIT(FM) Brewer, Me.

Price: \$800,000

Buyer: Stephen E. King, Bangor, Me.; also owns WZON-AM Bangor

Seller: H&L Broadcasting Inc., Ban-

Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$1,965,100 □ 4

FMs □ \$14,985,010 □ 11

Combos □ \$6,254,700 □ 7

TVs □ \$42,245,000 □ 3

Total □ \$65,449,810 □ 25

So far in 1995:

AMs □ \$70,429,654 □ 124

FMs □ \$422,780,073 □ 230

Combos □ \$1,207,657,550 □ 137

TVs □ \$2,477,937,000 □ 81

Total □ \$4,178,804,277 □ 572

gor (Raymond J. Lynch Jr., president); no other broadcast interests
Facilities: AM: 1,200 khz, 10 kw day; FM: 100.3 mhz, 50 kw, ant. 850 ft.
Format: AM: news, sports, weather; FM: AOR

KNEL(AM)-KIXV(FM) Brady, Texas

Price: \$475,000

Buyer: Farris Broadcasting Inc., Grand Prairie, Tex. (Lynn J. and Cecil Lucille Farris, co-owners); no other broadcast interests

Seller: SEC/CESS Broadcasting Inc.,

Brady (Steve Everett, president); no other broadcast interests

Facilities: AM: 1,490 khz, 1 kw; FM: 93.5 mhz, 3 kw, ant. 299 ft.

Format: AM: country; FM: adult contemporary

Broker: Beckerman Associates Inc., Tampa, Fla.

KORV(AM)-KEWE(FM) Oroville, Calif.

Price: \$400,000

Buyer: Northern California Broadcasting Inc., Chico, Calif. (John C. Power, president); also owns KHSL-FM Paradise, Calif.

Seller: Vernon and Alice Uecker (husband and wife), Oroville; no other broadcast interests

Facilities: AM: 1,340 khz, 1 kw; FM: 97.7 mhz, 6 kw, ant. 160 ft.

Format: AM: classic hits, adult contemporary, local news, sports; FM: big band, beautiful music, jazz

WBIP-AM-FM Booneville, Miss.

Price: \$400,000

Buyer: Community Broadcasting Services of Mississippi Inc., Booneville (Larry Melton, president/25% owner); no other broadcast interests

Seller: WBIP Broadcasting Corp., Booneville (R.J. Bonds, president); no other broadcast interests

July 13, 1995

**Latin Communications
Group Television Inc.**

a division of Latin Communications Group Inc.

has completed the acquisition of the assets of

WVEA-TV Tampa, Florida

and

W63BH-TV Orlando, Florida

from

Bahia Honda, Inc.

The undersigned initiated this transaction on behalf of the buyer.

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Todd Hepburn, Vice-President
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Facilities: AM: 1,400 khz, 1 kw; FM: 99.3 mhz, 6 kw, ant. 300 ft.
Format: AM: country, Southern gospel; FM: country

WTGC(AM) and CP for WUNS(FM) Lewisburg, Pa.

Price: \$50,000
Buyer: Diggins Media Inc., Lewisburg (Michelle Diggins, president/owner); no other broadcast interests
Seller: Louis J. Maierhorfer, Altoona, Pa.; no other broadcast interests
Facilities: 1,010 khz, 1 kw day, 13 w night
Format: Adult contemporary
Broker: Media Services Group

WPNC-AM-FM Plymouth, N.C.

Price: \$29,700
Buyer: Durlyn Broadcasting Co., Plymouth (William B. Cox III, president/owner). Cox also is 20% owner of WVOT (AM) Wilson, N.C.
Seller: Pitt County Broadcasting Inc., Winterville, N.C. (Ken Jones, president); no other broadcast interests
Facilities: AM: 1,470 khz, 5 kw day; FM: 95.9 mhz, 2.6 kw, ant. 350 ft.
Format: AM: religious; FM: urban

RADIO: FM

KECR-FM El Cajon/San Diego, Calif.

Price: \$12 million
Buyer: Douglas Broadcasting Inc., Palo Alto, Calif. (N. John Douglas, owner); also owns KOBO(AM) Yuba City, KEST(AM) San Francisco, KAXX (FM) Ventura, KWIZ(FM) Santa Ana, KMAX(FM) Arcadia and KBAX(FM) Fallbrook, all Calif.; WNDZ(AM) Portage, Ind.; WVVX(FM) Highland Park, Ill., and WNRJ(AM) Newark, N.J. Douglas also is buying KSJX(AM) San Jose, Calif., and owns 51% of WBPS(AM) Dedham, Mass., and KGOL(AM) Humble, Tex.
Seller: Family Stations Inc., Oakland, Calif. (Harold Camping, president; Scott L. Smith, VP); owns KFTL(TV) Stockton, Calif., 31 FMs and seven AMs in 20 states, and is buying WBIV(AM) Natick, Mass. Smith also is 50% owner of KKXX(AM) Paradise and KYIX(FM) South Oroville, Calif.; WCHP(AM) Champlain, N.Y., and WLJV(AM) Royal Palm Beach, Fla., and wants to build educational FMs in Key Largo and Florida City, Fla., and Champlain, N.Y.
Facilities: 93.3 mhz, 2 kw, ant. 1,850 ft.
Format: Religious
Broker: Media Venture Partners

KGMY-FM Aurora, Mo.

Price: \$1.235 million
Buyer: My Country Inc., Springfield, Mo. (John M. Borders, president/owner). Borders also owns KGMV (AM)-KGBX(FM) Springfield, Mo.

Seller: John Mitchell, Shreveport, La., and Dale Hendrix, Murfreesboro, Tenn. (co-owners). Mitchell owns KLLI-FM Hooks and KIMP(AM)-KPIXI(FM) Mount Pleasant, all Tex. Hendrix co-owns company that wants to build an FM in Saltville, Va.

Facilities: 100.5 mhz, 33 kw, ant. 600 ft.
Format: Country

WSJL(FM) Cape May, N.J.

Price: \$425,000
Buyer: Mullen Group Inc., Newtown Square, Pa. (Michael Mullen, half-owner); no other broadcast interests
Seller: Lighthouse Broadcasting Co., Medford, N.J. (Nancy M. Schumacher, president); owns WTCL(AM) Chattahoochee, Fla.
Facilities: 102.3 mhz, 3.2 kw, ant. 292 ft.
Format: Religious

KYTX-FM Beeville, Texas

Price: \$380,000
Buyer: Shaffer Communications Group Inc., Houston (Joseph W. Shaffer, president/owner). Shaffer owns four LPTV CPs in Albuquerque, N.M., Austin, Tex., and Tallahassee, Fla.
Seller: KYTX-FM Inc., Beeville (Lou Kost, president); no other broadcast interests
Facilities: 97.9 mhz, 50 kw, ant. 492 ft.
Format: Golden oldies

KWOW(FM) Clifton, Tex.

Price: \$300,000
Buyer: WOWCO Inc., Waco, Tex. (Herby K. Harding, president/10% owner); no other broadcast interests
Seller: Bosque Broadcasting Corp., Waco, Tex. (Lawrence Bush, president); no other broadcast interests
Facilities: 103.3 mhz, 8.37 kw, ant. 574 ft.
Format: Easy listening

WRZI(FM) Vine Grove, Ky.

Price: \$300,000
Buyer: Basix Communications LLC, Westlake Village, Calif. (Ross Becker, president/49% owner; Linda Becker, VP/51% owner); no other broadcast interests
Seller: Broadcast Partners Inc., Hodgenville, Ky. (Mark Goodman, president/owner); owns 50% of WXAM(AM) Buffalo, Ky.
Facilities: 101.5 mhz, 6 kw, ant. 328 ft.
Format: Religious

KIDA-FM Ida Grove, Iowa

Price: \$150,000
Buyer: Maple River Broadcasting Corp., Mason City, Iowa (Kevin L. Lein, owner). Lein also wants to build an FM at Sac City, Iowa.

Seller: Golden Midwest Radio Corp., Ida Grove (Robert D. Weerts, Royal H. Cerney, co-owners); no other broadcast interests

Facilities: 92.9 mhz, 16 kw, ant. 295 ft.
Format: Easy listening

CP for KPVS(FM) Hilo, Hawaii

Price: \$125,000
Buyer: James A. Fakas, Kamuela, Hawaii; also owns KLUA(FM) Kailua Kona, Hawaii
Seller: David A. and Jon C. Gardner, Carlisle, Pa., (51% owners)
Facilities: 95.9 mhz, 50 kw, ant. 230 ft.
Format: Adult contemporary; not on air

WLMD(FM) Bushnell, Ill.

Price: \$50,000
Buyer: Sharp Broadcasting Corp., Macomb, Ill. (Donald L. Sharp, president/owner); also owns WKAI(FM)-WLRB(AM) Macomb
Seller: Larry M. Derry, Macomb
Facilities: 104.7 mhz, 3 kw, ant. 328 ft.
Format: Country

WKKB-FM Key Colony Beach, Fla.

Price: \$20,000 for CP
Buyer: Keys Media Co. Inc., Clewiston, Fla. (Robert L. Castellanos, president; James M. Johnson, VP [co-owners]); no other broadcast interests
Seller: WKKB Inc.; no other broadcast interests
Facilities: 105.5 mhz, 50 kw, ant. 276 ft.
Format: Not on air

RADIO: AM

WRCA(AM) Waltham, Mass.

Price: \$1.7 million
Buyer: ADD Radio Group Inc., East Greenwich, R.I. (Peter J. Arpin, president/owner); also owns WZEA(FM) Hampton, N.H.
Seller: SMY Media Inc., Chicago (A.E. Staley III, chairman/CEO); no other broadcast interests
Facilities: 1,330 khz, 5 kw
Format: Ethnic

WBAR(AM) Bartow, Fla.

Price: \$140,000
Buyer: Bartow Broadcasting Co., Fulton, Mo. (Harvey G. and Judy F. Morts, husband and wife, co-owners); no other broadcast interests
Seller: WBAR Radio Inc., Mattoon, Ill. (James R. Livesay II, president). Livesay owns WLBH-AM-FM Mattoon and WHOW-AM-FM Clinton, Ill.
Facilities: 1,460 khz, 1 kw day, 155 w night
Format: Country, gospel

WTMC(AM) Ocala, Fla.

Price: \$125,000

Continues on page 50

THE BEST OF THE WEST

INTRODUCING BROADCASTING & CABLE'S DAILY COVERAGE AT THE WESTERN CABLE SHOW

Broadcasting & Cable, the television industry's authority week in and week out, is introducing three show dailies for the 1995 Western Cable Show.

Titled Broadcasting & Cable's Western Show Daily, the dailies will be published right in Anaheim—in the heart of all the cable action. With expert Broadcasting & Cable editors rounding up and reporting all the action: new networks, regulatory issues, technological innovations, interactivity, and of course, those special events and appearances planned throughout the week. All in an eye-catching, tabloid-size format.

Broadcasting & Cable's Western Show Daily will be delivered to important cable television professionals attending the Western Cable Show from around the country. Copies will be distributed door-to-door at major hotels and at the Western Cable Show exhibition hall for convenient pickup and reading anywhere, anytime.

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DAILY WESTERN CABLE SHOW COVERAGE NOVEMBER 29-30, and DECEMBER 1

Mass Media Bureau on a roll

Transfer backlog cleared up; staff is reassigned to keep applications flowing

By Chris McConnell

Broadcasters hope that FCC officials can keep up their new pace in processing radio and TV station sales.

The commission's Mass Media Bureau last month wrapped up work clearing a backlog of radio and television license transfer applications. Starting in June with more than 150 pending applications or challenges to previous rulings, the bureau by July 28 had issued decisions or offered recommendations on all but 24 applications that either are tied up in other proceedings or require additional information. The bureau says it now hopes to issue decisions on future "routine" applications within 60 days of receiving them.

Broadcasters favor the faster pace, citing a list of problems that processing delays can cause. "It often has a negative impact on the station," says Cromwell Group President Bayard Walters. Walters, who attributes past processing holdups to FCC staff shortages, stresses the impact of delays on employees of the station being sold.

Burnham Broadcasting Managing General Partner Peter Desnoes agrees,

maintaining that such delays also can affect a station's programing decisions as well as its ability to sell advertising. "Any constituency...might not be as well served by a station in chaos," Desnoes says.

To avoid such problems, the bureau is reorganizing its processing strategy to allow officials to focus more closely on transfer applications that are challenged by other parties. Rather than spread the applications among lawyers and analysts who also are dealing with other issues, the bureau plans to dedicate some of its staff to the contested cases and appeals.

Contested cases pending at the FCC numbered more than 100 before the bureau's June push to clear them along with other applications requiring FCC waivers. The bureau's backlog-reduction campaign focused on applications that had been pending for more than 180 days. The bureau issued decisions on 93 of the applications in June and made recommendations to the commission on resolving another 10.

Last month, the bureau moved to clear a second group of backlogged applications consisting of challenges to

previous bureau decisions. Bureau officials issued decisions on 46 of them and sent commissioners recommendations for resolving the remaining 10.

Broadcasters and their attorneys welcome all the attention. "They've really recognized that they need to move things along," says Hogan & Hartson's Peter Rohrbach. "Your business plan can come to fruition faster," says the NAB's Barry Umansky.

Others cite a potential drawback to the commission's pace. Pepper & Corzinni's John Garziglia agrees with the need for prompt decisions, but worries that commission officials may be cutting short their reviews of applications in their effort to reduce the backlog.

"It could snap back at them," warns Garziglia, who also is concerned that the commission may raise the bar too high for stations wishing to contest a transfer application: "I don't want the commission to just make a decision that every application is to be granted."

The FCC's Larry Eads counters that the commission is writing shorter decisions on the applications, but is not giving short shrift to the legal analysis: "The analysis that lies behind it is not any different." ■

Fine-tooth-comb time for telcom bills

As House and Senate versions of legislation head for conference committee, all sides look for what they'd like to see changed

By Christopher Stern

As the dust settled last week on the House's version of telecommunications-reform legislation, the cable and broadcasting industries began a thorough examination of the bill's details with an eye toward strengthening their gains and reversing their legislative setbacks.

The first major overhaul of the Communications Act in 31 years will take its final legislative step during the next two months, when the House and Senate will reconcile the differences between their two bills.

Although the conference process likely will not change the overall direction of the bill, virtually every detail of the legislation is still on the table. For instance, Representative Ed Markey (D-Mass.) said last week that he will attempt to introduce limits on local radio ownership deregulation in the final version of the bill. Both the Senate and the House versions of the bill virtually eliminate all radio ownership rules.

President Clinton has threatened to veto the bill unless major changes are made. The administration is particu-

larly concerned about the cable deregulation that is called for in both bills and the concentration of media allowed under the House bill.

Both the broadcasting and cable industries hailed the House's version of the telecommunications reform package as generally superior to the Senate's, which takes a more regulatory approach.

Under the bill as approved 305 to 117 by the House on Aug. 2, the cable industry will be freed from the rate regulations enacted just three years ago with the Cable Act of 1992.

Upon becoming law, the bill eliminates rate regulation for the extended basic tiers of small cable companies, which the bill defines as those with fewer than 1% of the nation's subscribers. A small system also must not be affiliated with any other entity with annual gross revenue exceeding \$250 million.

The House bill also ends rate regulation for the extended basic tier for all other cable systems 15 months after enactment. The provision is more favorable to the cable industry than is the Senate version, which ties rate increases to the national average as of June 1, 1995.

The bill also has the effect of eliminating all the current cable rate complaints now pending at the FCC by enacting much stricter standards for reviewing complaints. Now, a single subscriber complaint can trigger an FCC inquiry, but under the bill, 3% of a system's subscribers must protest their cable rates before the agency acts.

Upon enactment, the bill also directs the FCC to suspend all of its current rate inquiries. It then gives subscribers an additional 90 days to

"We would have preferred [cable regulation] or nothing. These attempts at creating a regulatory hybrid are problematic."

CATA's Steve Effros

file complaints about prior increases in cable rates. At the end of the 90 days the FCC must halt its inquiry if there are not enough complaints to meet the new 3% threshold.

Although the cable industry has plenty of reason to celebrate the ground it gained in rate regulation, it will be hoping for significant changes during the conference in the bill's approach to telco entry into the video business.

The bill gives phone companies three options: They can build their own cable systems; they can offer cable services over their existing networks, or they can build common car-

rier video platforms.

If the telcos build cable systems, they will be subject to cable regulations. However, if the telcos build a common carrier video network, through which they offer their own video programming, they will not be subject to the full range of cable regulation, the bill states.

In a victory for the telcos, the House bill does not require them to seek a local franchise agreement if they provide video service over their own video platform. Telcos will have to compensate local municipalities in place of the franchise fees that are required for traditional cable systems. Cable companies are likely to oppose the provision in conference. "We would have preferred [cable regulation] or nothing," says Steve Effros, president of the Cable Telecommunications Association. "These attempts at creating a regulatory hybrid are problematic."

The big news for broadcasters in the House bill is that it retains the Senate's 35% cap on national television ownership limits. It also retains the broadcast/cable crossownership ban. Networks wanted the ownership

2000 Years Ago People Had To Fight For Their Lives!

Today, People May Have To Fight For Their Health!

At the rate we are going, health costs will bankrupt the system if America doesn't find a way to contain them. The alternatives are either to make Americans more conscious of their health and more aware of costs, even if they are not coming directly out of their own pocket, or else let the government create a program that puts "gatekeepers" in charge. With impersonal gatekeepers, the patients may not be able to choose their doctor or method of treatment any longer.

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I understand the spots will be sent without cost or obligation.

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Station _____

Street Address _____

City _____ State _____ Zip _____

Phone _____

caps increased to 50% and oppose the crossownership ban. Network affiliates fought hard in the House to win the concessions on ownership.

Unlike the Senate's bill, the House bill specifically directs the FCC to give every TV station an additional 6 mhz to make the transition to digital television.

The bill also gives broadcasters the spectrum flexibility they desire, while providing relatively liberal conditions for the return of the original channel. Despite its eagerness to reduce the deficit, the House did not adopt a "date certain" approach for reclaiming the spectrum.

Instead, it allows broadcasters to hold onto the analog channel until the FCC determines that digital technology has been accepted by the public. That decision must be made on a mar-

ket-by-market basis, according to the bill. In reaching its decision, the FCC must take into account the number of digital TV sets in use.

If broadcasters use their additional spectrum to establish new businesses based on subscriber fees, rather than free, over-the-air services, the government must be compensated. The House also significantly streamlines the renewal process for broadcasters. Under the bill, the FCC will consider competing applicants only if it determines that a broadcaster violated FCC rules. The licensing provision of the bill originally was scheduled to take effect on May 31, 1995.

There are currently 13 television applications that will be affected by the decision to make the provision retroactive. Trinity Broadcasting Network accounts for six of those applications,

according to public interest attorney David Honig, who is challenging the religious broadcaster's license. He called the retroactive decision "a gift" for Trinity Broadcasting, which he has accused of violating the FCC's minority ownership rules.

NBC's WRC-TV Washington also will benefit from the provision. And Fox is subject to a comparative challenge for its KTTV(TV) Los Angeles. However, Fox recently won a federal appeals court decision upholding its right to the license. At press time, the FCC had not determined how many radio stations would be affected.

Television broadcasters will see their license term extended to seven years under the House bill (the radio license term already is seven years). The Senate bill extends both radio and TV licenses to 10 years. ■

Advanced Communications may be taking another stab at recovering revenue from its DBS deal with TCI.

Advanced struck a deal to provide TCI's Tempo DBS subsidiary with DBS channels in exchange for about \$45 million, but lost the channels in April after the FCC's International Bureau decided to reclaim them. The bureau has since recommended that the FCC allow the deal to go forward, but limit Advanced to recovering only its costs in the transaction. Last week, Advanced was developing an alternate plan in which the original Tempo deal would stay intact, but Tempo would lease two of the DBS channels to a privately funded educational foundation. At midweek, Tempo and Advanced still were working out details of the proposal, but hoped to file something with the commission by week's end.

The International Bureau also issued some new DBS assignments last week. Dominion Video satellite was given eight channels at the orbital position at 61.5 degrees, and the bureau said it will later grant Dominion eight more channels from an orbital position covering the western United States. The bureau granted another 22 channels to Continental Satellite Corp., and approved a request to transfer control of Continental to Loral Aerospace Holdings.

The Office of Management and Budget has more high hopes for spectrum auctions.

In its midsession review of the 1996 budget, the office estimated that expanded spectrum auctions will bring in \$27 billion between 1996 and 2005. Sources say the category covers spectrum not now subject to auctions, such as broadcast frequencies or govern-

ment-controlled spectrum. The budget review has the commission raising some \$35.3 billion between 1996 and 2005.

The FCC has changed its mind about allowing cable operators to collect sales commissions from home shopping channels without cutting into permitted rate increases.

The commission previously had required operators to deduct the sales commissions from the 20-cents-per-channel markup on cable programming service tiers. Programers including Home Shopping Network and QVC had asked the FCC to reconsider, maintaining that the rule discouraged operators from adding home shopping channels. The commission last week said it agreed, although Commissioner Susan Ness dissented from the ruling.

Cablevision of Boston last week settled a series of rate complaints with the FCC.

The complaints surrounded the operator's "Family Cable" service, a 12-channel package Cablevision treated as an a la carte offering. The operator last summer combined the package with five new channels and allowed subscribers to choose 12 channels from the available pool. The commission's resolution requires Cablevision to treat the package as a rate-regulated, 12-channel tier. Subscribers who selected their own 12-channel combination will keep the package as a rate-regulated tier. The resolution also requires the five channels added last summer to be treated as a rate-regulated "migrated-product tier." ■



Washington Watch

Edited By Chris McConnell

MSTV, NAB ponder court fight over 4 ghz

Group of broadcasters considers options in wake of FCC allocation decision

By Chris McConnell

Broadcasters may be taking their search for more electronic news-gathering spectrum to court.

A collection of industry groups is considering a legal challenge to the FCC's July 31 decision on allocating a chunk of spectrum transferred from federal government to private use. The Association for Maximum Service Television (MSTV), the National Association of Broadcasters and others had hoped to secure the 25 mhz band at 4 ghz exclusively for broadcast auxiliary operations such as newsgathering and studio-to-transmitter links.

Instead, the FCC allocated the 4660-4685 mhz block to a new category called "general wireless communications service" (GWCS). The category covers a range of existing and new services. The commission said it would accept applications for using the spectrum and also issued rules for auctioning the frequencies if applications were mutually exclusive.

Although the FCC said broadcasters could vie for the spectrum along with other applicants, broadcast groups maintain that such a plan would parcel the spectrum too thinly for ENG applications. They also contend that the FCC cannot issue the service rules without first resolving an MSTV petition to reconsider an earlier FCC decision to require broadcasters to bid for the spectrum along with other applicants.

"We'll just have to take it to the next step," says MSTV Vice President Victor Tawil. Tawil says his group has not made a final decision to go to court, although he says they will need to if the FCC does not address their petition. The NAB's Barry Umansky says that his group also is still evaluating its strategy but plans to continue pursuing the spectrum at 4 ghz one way or another: "This is a fight we are not going to give up."

The NAB and other groups have pointed to congestion in the current broadcast auxiliary band at 2 ghz in seeking additional frequencies at 4 ghz.

But in its decision, the FCC said that assigning the block exclusively to broadcast auxiliary operations would preclude use of the spectrum for new services proposed by others.

"Everybody wants spectrum," an FCC official says, citing the possibility of conducting the broadcast auxiliary operations on other bands or moving some operations to fiber. "Spectrum costs a lot of money."

Others say that spectrum costs so much that the broadcasters will face another battle just to keep the news-gathering spectrum they already hold. The Office of Management and Budget has estimated the value of news-gathering frequencies at 2 ghz at \$3.5 billion, and the Senate has approved a plan to move broadcasters out of the band and then auction the frequencies. Although the Senate plan would give the industry the spectrum it is

seeking at 4 ghz, broadcasters say they will need a net gain in spectrum to accommodate the increase in news operations.

The NAB and MSTV have cited an increase in the number of news operations using ENG spectrum as well as Commerce Department research estimating that an annual usage growth rate of 15% in the broadcast auxiliary band. The NAB and MSTV also say the industry will need more spectrum once stations begin transmitting both digital and analog signals.

"To limit that access [to spectrum] further would make a bad situation worse," says David Bartlett, president of the Radio-Television News Directors Association. Bartlett and others say they will oppose that plan on Capitol Hill while keeping up the fight at the FCC (and potentially the courts) for winning the additional spectrum. ■

CBS scores with Avid Media Composers

CBS is stocking up on nonlinear editing gear.

The network has purchased 13 Media Composer editing machines from Avid Technology. CBS plans initially to use the machines for "offline" editing chores, eventually upgrading to online work once technology is available for editing MPEG-2 video, says CBS Engineering Vice President Robert Seidel.

Seidel says the network now is using the machines to create edit decision lists for news magazine shows such as *60 Minutes*, *48 Hours* and *CBS Reports*. The online editing is then done on D2 tape. Seidel says the nonlinear units will help the program editors, who frequently create several versions of news pieces.

Seidel says his company selected the Media Composers after inviting an array of manufacturers to demonstrate nonlinear editing systems. Factors considered in selecting the system included image quality and ease of use, Seidel says, and he hopes that the new nonlinear units also will link with server technology the network is investigating.



LBS is putting the Media Composer to offline work on magazine shows.

—CM

TCI banking on a SeaChange in ad insertions



TCI hopes to have its new SeaChange spot insertion system online by year's end.

TCI is investing more than \$2 million on a Spot Insertion System digital ad insertion system for its Chicago cable systems. TCI hopes the SeaChange Technology equipment will allow it to narrowly target ads to viewers in different parts of the 500,000-subscriber Chicago-area market.

The SeaChange system allows users to distribute digitally compressed spots to different geographic "zones" within a market. In the Chicago market, TCI will use the system to deliver ads to 11 such zones. Up to 2,500 spots will reside on a master control server, which then will deliver the spots over an ATM network to cable headends where another server will hold them for integration into the program stream. The SeaChange system

uses MPEG compression to store the spots.

SeaChange says its system will provide TCI with 172 channels for delivering spots to the various zones.

Ed Delaney, SeaChange sales and marketing vice president, says the equipment allows cable systems to pursue more targeted ads as well as mass-appeal spots. "The overall revenue stream of the cable company is increased," Delaney says, adding that the company is shipping the system to TCI this week.

Mike Wilczynski, general manager of TCI's Chicago Cable Advertising unit, says the company hopes to have the ad insertion system online by the fourth quarter of this year. —CM

Cutting Edge

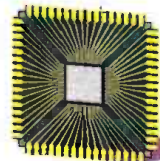
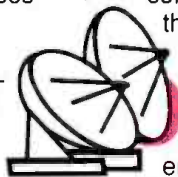
By Chris McConnell

Hewlett-Packard Co. has sold seven of its Broadcast Video Servers to South Africa's M-NET. The 950,000-subscriber private TV network will use the servers to deliver commercials and promotional spots. Hewlett-Packard says its system will automatically insert 3,000 commercials and promos into 600 daily commercial breaks seen on more than 18 South African channels. M-NET will use the HP servers in conjunction with Columbine JDS Systems software. The HP system uses MPEG-2 compression to store up to 75 hours of video. M-NET hopes to have the HP systems operating by January.

BTS says London's Satellite Information Services (SIS) has placed an order for the company's Media Pool server. SIS, a provider of live horse and greyhound racing on TV, plans to use

the BTS server to record live feeds of the races for use by transmission and postproduction facilities. BTS also will supply SIS with "digital vision mixing gear" and routing equipment. Additionally, BTS is supplying KOB-TV Albuquerque, N.M., with a new studio routing and control system. The Hubbard Broadcasting-owned NBC affiliate has bought a Venus routing switcher from BTS along with a Jupiter control system and a Saturn master control system.

Galaxy Latin America plans to use London-based News Datacom to provide the signal security system for its planned direct-to-home service to Latin America. News Datacom, which provides the signal security for DIRECTV, StarTV and BSkyB, will provide its VideoGuard smart card encryption system for the Latin America service.



NVISION is supplying Harris-Allied with a digital terminal equipment rack for installation at the broadcast facility of the Golf

Channel. NVISION is supplying its NV1000 series modules, which provide analog-to-digital and digital-to-analog conversion as well as other features. NVISION also is supplying its NV2000 digital audio transmission system to Gaylord Entertainment Co. Gaylord, which operates The Nashville Network and other cable services, is using the equipment to carry multiplexed digital audio from a studio to a satellite uplink site.

The FCC last week last week granted a Hughes Communications request to reassign the orbital location of its SBS-6 satellite, although the commission placed the satellite in a different slot than Hughes had requested. Hughes had asked for permission to relocate the Ku-band satellite from 95 degrees west to either 83 or 93 degrees west. The commission said assigning the satellite to

either of those locations might preclude other operators from providing C-band service from the orbital slots. The commission instead assigned the satellite to 74 degrees, where Hughes is operating the Galaxy 6 satellite.

Hitachi has sold four of its cameras to CBS for use at the broadcaster's Television City facility in Hollywood. CBS has bought four of the company's 2600 series cameras as part of an upgrade at the facility. The purchase brings the total of SK-2600 cameras in use at the studio to 11.

Panasonic Broadcast & Television Systems Co. has sold \$2 million worth of equipment to Atlanta-based Ellis Communications. Ellis, which owns 12 TV stations, is buying 25 AJ-D750 DVCPRO studio VTRs along with 13 AJ-D700 DVCPRO camcorders for use at KOLD-TV Tucson, Ariz., and WSAV-TV Savannah, Ga. The purchase also includes more than 50 MII EnHanced and Power series VTRs as well as AQ-11D digital signal processing cameras.



Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

Looking for some one that can do it all. Sell and manage a satellite operated nearly one man show in the very competitive Salt Lake City metro market. Opportunity for sweat equity. Send resume to: Gene Guthrie, P.O. Box 539, Magna, Utah 84044.

General Sales Manager. Great Empire Broadcasting's WOW AM/FM in Omaha seeks experienced General Sales Manager to lead large staff of sales professionals to higher levels. Candidates must be highly organized, possess strong selling and leadership skills, have working computer knowledge and a winning attitude. Excellent compensation and benefits. Send letter and resume to General Manager, WOW Radio, 5030 North 72 Street, Omaha, NE 68134. EOE.

Florida Keys-Key West. Wanted: General Sales Manager for 50,000 watt country radio station. Must be qualified in agency, co-op, general street sales, recruiting and training sales staff. Computer knowledge a must. Upper management position, salary in the mid-20's, plus incentives. Call (305) 745-9988 for more information or fax your resume to Attn: J. Parrish (305) 745-4165. WPIK is an EOE or e-mail at address GMYQ30A @prodigy.com.

G.M./S.M. for profitable, sophisticated small market midwest FM. Previous sales success, management experience, strong leadership skills required. Seeking a community minded individual who will sell, train and motivate. Creativity and knowledge of promotions a must. Great compensation for the right person! Confidentiality assured. Reply to Box 00518 EOE.

HELP WANTED SALES

Sales Opportunity Awaits! Advertising Sales position for Shamrock Communications duopoly in Scranton/Wilkes-Barre, Rock 107, Z-Rock 92.1, WEJL/WBAX. New and experienced salespeople needed. Good account lists available for right individuals. Outside sales and college degree helpful. Must be driven to succeed, empathetic, and resourceful. Salary, commission, bonuses and benefits available. Send resume and cover letter now! Shane Reeve, GSM, 149 Penn Avenue, Scranton, PA 18503. EOE.

HELP WANTED TECHNICAL

Washington, D.C. consulting engineering firm seeks experienced engineer to work primarily in AM, FM and TV broadcasting matters, with some involvement in other areas of communications engineering (PCS, land mobile, new communications technologies). Applicants should have FCC consulting experience. BSEE or equivalent required. Submit resume to: Rubin, Bednarek and Associates, Inc., 1350 Connecticut Avenue, N.W., Suite 610, Washington, DC 20036.

HELP WANTED NEWS

Radio News Director. We're looking for a seasoned, highly motivated individual to assume news directing, personnel, budgetary, editorial management and research responsibilities. Minimum five years professional, supervisory experience in the news department of a large market station. Must be familiar with public radio editorial and production standards. Strong air presence is essential. Bachelor's degree or equivalent. Salary Range: \$3325-\$4301/per month plus excellent benefits. To apply, or for more information, call: SDSU Foundation Personnel Office at (619) 594-5703. Please specify: Job #F95-127. Or send resume, demo audio cassette tape with feature-length news production, writing samples and SASE to: SDSU Foundation Personnel Office, 5250 Campanile Drive, 4th Floor, San Diego, CA 92182-1945. Deadline: August 28, 1995. EEO/AA/Title IX Employer.

World's best network radio news organization looking for staff and freelance Producers and Editors. Fast, energetic and creative are must requirements for positions in high energy newsroom. Experience as Reporter a preference. Must be able to meet deadlines constantly. Openings in New York City. All applicants must be able to work at anytime of the day, night or overnight. Weekends, holidays, etc. Excellent pay. Send letter and resume to Box 00517 EOE.

HELP WANTED PROMOTION

WCFL-FM, the Christian hit radio station in Chicagoland, needs creative and energetic Promotions Director. Must be detailed person and excellent on-air. No beginners, please. Send tape and resume to Manager: WCFL-FM, 1802 North Division, Suite 403, Morris, IL 60450. Minorities encouraged to apply. EOE.

HELP WANTED MISCELLANEOUS

New FM Station in rated, small midwest market seeks Program Director, Air Personalities, News Director and Account Executives. Adult format. Excellent growth potential. Challenging and rewarding work. Resume and tape to Box 00508 EOE.

SITUATIONS WANTED MANAGEMENT

General Manager - CRMC. Exceptional performance record. Tripled sales 3 years last station. Doubled previous operation. Career professional with sales/operations expertise. Will lead your mid-size or small market station to full potential. 540-382-9056.

General Manager-- Recent sale makes me available. Relocation okay. Small/medium markets. Great track record. Country/Oldies preferred. Ed. (518) 654-2802.

Successful GM seeks medium-small market position, possible buy-in/buy-out. 23 years experience, major and small markets. My group being sold. I can raise cash for the right deal, but will consider work-outs, with great terms. Reply to Box 00493.

Group Radio Researcher available. 12 years exp. Aud tests, Music Callout, Perceptuals, Telemarketing, DBase Mangmt, Diary Reviews, Sales Research/Projects, Sales Support w/ Scarborough/Media Audit. Save \$\$-better quality. Take your research in-house. Will work on Project Basis. Does TV, too. Quality reputation. 210-493-9899.

Sales Manager/General Manager with heavy creative marketing and advertising background, seeks to get back into radio after an 8-year departure to start two successful businesses. Looking for a 40-50 mile radius of the Phila. Area. Contact Lanny Finfer at (215) 322-9724.

GM/GSM. 20 years experience in small, medium and large markets. Sale/LMA makes me available immediately. Will relocate. (309) 755-8311.

SITUATIONS WANTED ANNOUNCERS

Experienced Program Director, Morning Announcer looking for a new challenge. Prefer Illinois, Iowa or Indiana but will go anywhere. Call Kevin at 540-863-3098.

SITUATIONS WANTED TALENT

Astrologer seeks radio, cable, media show. I am also available for guest appearances via phone at nite. Mark 718-258-5240 7-11 pm EDT or write: Box 257, Brooklyn, New York 11234.

TELEVISION

HELP WANTED MANAGEMENT

Promotions Director needed to work with management to develop and implement multi-media marketing and promotion strategies. Knowledge of programming, electronic field production, lighting and directing helpful. Must be computer literate and possess strong management skills. Experience in radio, print media, shooting and editing a must. Candidate must demonstrate abilities in writing and producing commercials. Excellent benefit package which includes health/dental insurance, paid vacation, sick leave and 401(k). Send or fax salary requirements and resume to Bruce Franzen, General Manager, Yuma Broadcasting Company, 1385 South Pacific Avenue, Yuma, Arizona 85366. Fax (520) 782-5401. EOE.

Assistant Director/Chief Operating Officer, Louisiana Public Broadcasting, Baton Rouge, LA. Louisiana Public Broadcasting (LPB), a statewide educational television network licensed to the Louisiana Educational Television Authority (LETA) and located in Baton Rouge, LA, seeks a highly motivated professional to serve as Assistant Director/Chief Operating Officer. The AD/COO reports directly to the President/CEO of LPB and is responsible for overseeing daily operations, providing management direction to department heads, and developing and implementing strategies to meet station needs. The AD/COO is responsible for organizational and operational management of LPB's statewide television network, with stations in Baton Rouge, Lafayette, Lake Charles, Monroe, Alexandria, Shreveport, and an affiliated station in New Orleans; and extensive satellite Distance Learning Program that distributes formal educational programs nationwide; a staff of ninety-plus and an annual budget of over \$10 million. The AD/COO must provide regular reports to LETA and serve as a liaison to the non-profit organizations that support LPB. Successful applicants must have a minimum of a Bachelor's degree in Communications or a related discipline and a minimum of ten years full-time experience in broadcasting or public telecommunications, five of which must have been at a senior management level. Requires strong leadership, financial and personnel management skills; knowledge of current technical developments in television and multi-media, and demonstrated skills in marketing, promotion and production techniques. Salary is competitive, commensurate with experience and qualifications. Letters of qualifications, including current resume, salary history and references, should be sent to Search Committee, LPB, 7860 Anselmo Lane, Baton Rouge, LA 70810. Deadline for applications is August 21. LPB is an Equal Opportunity Employer.

General Sales Manager. Sinclair Broadcast Group, one of America's fastest growing broadcast companies, is offering an outstanding opportunity for a proven, aggressive, hard driving, dedicated sales leader. The winning candidate will manage both WTOO (FOX) and WABM (UPN) sales team in a progressive and growing Southern market. NSM or rep background with knowledge of TV Scan and Scarborough a plus. This is the position for a people oriented sales professional with a vision for the future. Send resume and references to Stephen Mann, Director of Sales, WTOO/WABM TV, P.O. Box 832100, Birmingham, AL 35283. EOE. M/F.

Chief Financial Officer. WITF, Inc./Harrisburg, PA. WITF, a diversified public broadcasting company, including a PTV station, public radio station, statewide commercial radio network, publishing division, and teleconferencing/uplinking business seeks an accomplished finance executive to serve as CFO. Oversee all aspects of financial management. MBA or equivalent (CPA preferred) and minimum five years significant management experience. Excellent benefits package. Letter, resume, salary history, and list of three professional references to CFO Search, Director of Human Resources, WITF, Inc., Box 2954, Harrisburg, PA 17105 by September 1. AA/EOE.

National/Regional Sales Manager: CBS affiliate in Duluth, MN seeks energetic individual with experience in dealing with advertising agencies and rep firms. Computer literate, creative skills in total station marketing, and minimum of two years experience is required. Demanding job/excellent benefits/great opportunities with growing 9 station group. Send resume and brief letter on sales philosophy to Sandra Christian, Human Resources Manager, KDLH-TV, 425 West Superior Street, Duluth, MN 55802. EOE. Minorities encouraged to apply.

Operations Manager - WFSB, a Post-Newsweek Station, is seeking qualified candidates for department head position. Responsibilities include daily preparation of accurate and timely program log, commercial inventory management, budget and staff supervision and adherence to FCC and station broadcast standards. Minimum two years prior traffic experience required. Send resume to Hope Etheridge, WFSB, 3 Constitution Plaza, Hartford, CT 06103-1892. EOE.

Promotion/Creative Services Director: KDLH-TV in Duluth, MN is looking for someone who wants to move up! Job requires news promotion experience and hands-on attitude. Five person staff with new Avid equipment. Ability to contribute to total station direction a must. Send resume with tape and letter to Terry Hurley, General Manager, KDLH-TV, 425 West Superior Street, Duluth, MN 55802. EOE. Women and minorities encouraged to apply.

HELP WANTED SALES

New Business Development Manager. A unique opportunity with a leading southeast CBS affiliate. We have created a new position in our sales department for a creative, energetic individual, committed to building a career in television. Ability to work closely with account executives and communicate creative ideas to clients is important. Client promotions, vendor dollars, and "value-added" are all terms our candidate should be familiar with. Sales promotion and/or marketing background in television, radio or ad agency for a minimum of 2 years is required, as well as being a team player. Please send a letter and resume to WCTV, Skip Panton, Director of Sales and Marketing, P.O. Box 3048, Tallahassee, FL 32315. WCTV, John H. Phipps, Inc. is an Equal Opportunity Employer.

Local Account Executive. WDZL, the WB affiliate in Miami is looking for a top level Marketing Consultant. Minimum 5 years major market television experience. Knowledge of all computer-based research tools a must as well as proven track record of success. If you're an over-achiever as well as a team player, please send a letter and qualifications to: Local Sales Manager, WDZL, 2055 Lee Street, Hollywood, FL 33020. Fax: (305) 921-6186. EOE.

Sales Executive. Reuters News and Television has immediate openings for Sales Executives in California (San Francisco), the Midwest (Chicago) and Atlantic States Region (Washington). Duties include establish and maintain relationships with print and broadcast executives in assigned territories, increase revenue from current accounts and sell services to new TV and print accounts. The position(s) require extensive travel in multi-state territories. We seek experienced Media sales professionals, college degree preferred, second language (Spanish) desired. Good PC skills. Reuters is a world leader in print, wire and TV news services. We offer a competitive base, commission, and exceptional benefits. Relocation will be considered. Send/fax resume to Ben Bendetti, Director Human Resources, News and Television, 1333 H Street, NW, Washington, DC 20005. Fax (202) 371-0437.

Traffic Coordinator: WWOR-TV, the United Paramount Network affiliate located in Secaucus, New Jersey (New York metro area), is actively seeking a versatile Traffic generalist. Your background should include a minimum of two years experience in the areas of log editing and commercial copy, coupled with hands on knowledge of a Traffic system - preferably BIAS. Your responsibilities will include editing and timing logs, maintaining formats and program schedules, and assigning commercial copy. If you're ready to make that move, forward your resume with salary requirement to: Human Resources - EM11, WWOR-TV, 9 Broadcast Plaza, Secaucus, NJ 07096. EEO/MFHV.

Genesis Entertainment Inc., a New World Entertainment Inc. company, is looking for a junior Account Executive to join our New York based sales team. This entry-level position will be responsible for markets 150+, contacting them through extensive phone work. This sales training position is a great opportunity for an enthusiastic and aggressive self-starter. Rep. or local TV station sales experience a plus. Mail or fax resumes to Maria Healy, Genesis Entertainment, 625 Madison Avenue, New York, NY 10022. Fax (212) 527-6401. No phone calls please. Genesis Entertainment is an Equal Opportunity Employer.

Genesis Entertainment Inc., a New World Entertainment Inc. company, is looking for a mid-level Sales Manager to join our New York based sales team. Candidate should possess a minimum five years syndication sales experience, along with market research and computer skills. Mail or fax resumes to Maria Healy, Genesis Entertainment, 625 Madison Avenue, New York, NY 10022. Fax (212) 527-6401. No phone calls please. Genesis Entertainment Inc. is an Equal Opportunity Employer.

Account Executive: KTVT-TV, the new CBS affiliate in Dallas/Fort Worth, has an opportunity for a highly motivated local AE. Candidates must be skilled in verbal/written presentations, understand the value of service, organization, creativity and team work. 3 to 5 years in television sales experience required. An ability to develop new revenue will be necessary. Send resumes to: Local Sales Manager, 2777 Stemmons Freeway, Dallas, TX 75207. No phone calls please. We are an Equal Opportunity Employer.

WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?

Send resume/tape to: Box _____, 245 West 17th St., New York, New York 10011

HELP WANTED TECHNICAL

WRAL-TV, the CBS affiliate in Raleigh, North Carolina--An experienced Account Executive to handle both regional and local business. Candidate must have strong negotiating and presentation skills, as well as the ability to sell promotional opportunities, and develop new business. A great station, and a great company in the #1 place in the country to live. If you can make a real difference in representing a market leader, send your resume to Laura Stillman, Local Sales Manager, WRAL-TV, P.O. Box 12000, Raleigh, North Carolina 27605. An Equal Opportunity Employer.

HELP WANTED MARKETING

Top 10 market local ABC affiliate, WJLA Channel 7, and regional 24-hour cable news channel, Newschannel 8, serving metro Washington, D.C. viewing area seeks dynamic Director of Audience Development to develop and execute and oversee overall marketing strategy. Ideal candidate will have five years of progressively responsible broadcast experience in marketing, promotion, television production, research and/or a proven track record of successful promotional and marketing concepts. Knowledge of all forms written communication, including print, electronic media, and presentation material. Event marketing knowledge a plus. Please send resume and salary history to: 78 Inc., HR Dept., 7600-D Boston Boulevard, Springfield, VA 22153. No phone calls please.

HELP WANTED TECHNICAL

KCRG-TV and AM seeks applicants for an Electronic Technician to maintain, repair and install equipment in our state of the art communications facilities. Proven education and 3-5 years experience in communications/broadcast facility. Require self motivated individual with strong organizational skills and proven practical application of electronic theory. Excellent opportunity to help build the future. FCC General Class License. Send resume to Dan Austin, KCRG-TV and AM, 2nd Avenue at 5th Street, S.E., Cedar Rapids, Iowa 52401. Resumes accepted through September 7, 1995. EOE.

Assistant Chief Engineer. KSDK-TV St. Louis #1 NBC affiliate has outstanding opportunity. Qualified applicants must have supervisory or management experience. Complete knowledge of satellite systems, transmitters, computers, control room and studio equipment. SBE Certification and FCC General Class License preferred. Send resume to: KSDK-TV, Warren Cannull, Director of Human Resources, 1000 Market Street, St. Louis, MO 63101. No call please. EOE.

TV Chief Engineer. Do you like to climb, hike and play in the snow? Then we have a job for you! Alaska station group is looking for a Chief Engineer. This is a hands-on maintenance intensive position. Must have strong studio/RF transmitter skills. If you dream of living and working in the last frontier then send your resume to: Mark Chassman, General Manager, Alaska Broadcasting Network, 2700 East Tudor Road, Anchorage, AK 99507. ABN is EOE.

TECHNICAL DIRECTOR, BROADCAST OPERATIONS

Hughes Communications, Inc. (HCI), a subsidiary of Hughes Electronics, and the owner/operator of the largest commercial fleet of satellites in the world, is taking its DirecTV television service to the Latin American market. We are seeking an experienced Technical Director to manage 100+ employees and maintain high quality, 24-hour/7-day operations at our newly constructed, digital, state-of-the-art video broadcast center in Long Beach, California.

Our qualified candidate will possess 10+ years of experience in the broadcast TV or cable industry, preferably including experience in multi-channel/PPV services. Your management background should include scheduling, studio operations, ad insertion and on-air promotion, video compression / encryption and distribution systems, international satellite uplink procedures; and the ability to maintain transmission equipment for a 75+ channel system. An MS degree in Engineering or Business is desired, but experience is more relevant. Proficient language skills in Spanish or Portuguese are helpful.

This is an excellent opportunity that offers outstanding professional growth potential, and a competitive compensation and benefits package. For immediate consideration, please mail your resume and qualifications to: **Hughes Communications, Inc., Dept. 100-BC-ED, PO Box 92424, Los Angeles, CA 90009.** Confidentiality will be maintained. Proof of legal right to work in the U.S. required. We are an Equal Opportunity Employer.

HUGHES
COMMUNICATIONS
A HUGHES ELECTRONICS COMPANY

MAINTENANCE ENGINEER

CNBC and America's Talking, cable divisions of NBC, have an exciting opportunity for a skilled technician to join our team.

As you help maintain two state-of-the-art facilities, you'll troubleshoot and repair both individual equipment and systems' related problems.

To qualify, you must be familiar with GVG switchers, Quantel Devices, Chyron Devices, M-11, Beta and 1" VTRs, as well as Odetics Cart Machines. Computer proficiency is a plus. Rotating night shifts and weekends are required.

For consideration, please mail or fax resume to:

CNBC
FIRST IN BUSINESS • FIRST IN TALK

Employee Relations-ME/TT
CNBC/AT
2200 Fletcher Avenue
Fort Lee, N.J. 07024
Fax: 201-585-6275

An Equal Opportunity Employer M/F

AT
AMERICA'S
TALKING

HELP WANTED NEWS

ATTENTION: REPORTERS AND PRODUCERS!

Do you have investigative reporting or producing skills? Are you an effective negotiator? Do you like righting wrongs and restoring hope? If so, this aggressive, major market television newsroom needs you. We're building a new solution-oriented Troubleshooter Unit. Applicants must have significant television reporting and producing experience and be willing to fight for the underdog. Send resume and tapes to Box 00516. Replies held in confidence. Female and minority applicants encouraged. Equal Opportunity Employer.

We're switching to FOX and expanding our news. If you're "FOXIFIED" consider the following opportunities..

- NEWS DIRECTOR
- MORNING NEWS ANCHORS
- PRIME TIME WEATHER ANCHOR
- MORNING AND PRIME TIME NEWS PRODUCERS
- WEEKEND ANCHOR

Great opportunities for experienced non-traditional professionals. Send nonreturnable tape and resume to Station Manager, WSJV-TV, P.O. Box 28, South Bend, IN 46624.

WOKR-TV. Western New York's number one source for news has an immediate opening for a creative, committed broadcast journalist. At Rochester's NewsSource 13, we believe in uncovering the news as well as covering it. We are looking for a Weekend Anchor/General Assignment Reporter. Enterprise and investigative skills, along with a positive, can-do attitude, are a must. Requirements: Two years experience, college degree preferred. If you are the best in your newsroom and would like the freedom and coaching to be even better send a resume and non-returnable 3/4" tape to: Human Resources Generalist, WOKR-TV, 4225 West Henrietta Road, P.O. Box 20555, Rochester, NY 14602-0555. WOKR-TV is an Equal Opportunity Employer. Minorities and women are encouraged to apply.

WHIO-TV Dayton, OH. Director: Only apply for this job if you love TV news. To win this position you must be able to direct an error free, fast paced, technically complicated news show with a major market look. This director will also be a director or director/producer for a variety of special projects both in the studio and on remote locations. The successful candidate will be able to write well, work efficiently under professional team at a Cox Broadcasting station. EOE. Send resumes to: Chuck Eastman, WHIO-TV, 1414 Wilmington Avenue, Dayton, OH 45420.

NewsChannel 20, WICS-TV, is looking for a Creative Writer and Photographer who will shoot, write and edit own stories. At least one year experience required. Send resume and non-returnable tape to Sue Stephens, News Director, NewsChannel 20, 2680 East Cook Street, Springfield, Illinois 62703. EOE.

NewsCast Director: Top 40 market NBC affiliate needs a proven Director for complex, fast-paced news shows. Must be a team leader, accepting only top quality results. If you're the best and can prove it, send resume and references to Box 00513 EOE.

Producer. Television news operation has an opening for a Producer with a minimum of 3 years experience in a TV newsroom. Individual must have college degree. Interested persons should send tape and resume to Box 00520 EOE.

Producer. Top 35 NBC O&O looking for strong promotion Producer who thrives on news promotion. Must have strong writing, producing and editing skills and a love for news. You will have 3 on-line suites, 2 full sets of field gear and much more to make viewers sit up and notice. Send killer reel (non-returnable) and resume to: Producer/CSD, P.O. Box 4, Columbus, Ohio 43216. EOE. No calls please.

Sports Director. Looking for creative and energetic Sports Director who can produce a show with more than just highlights and scores. Commitment to covering local sports a must. Candidate will anchor Monday-Friday and must have at least 3 years experience. Send non-returnable tape and resume to Sue Stephens, News Director, NewsChannel 20, 2680 East Cook Street, Springfield, Illinois 62703. EOE.

TV Newscast Producer. WTHR-TV, Dispatch Broadcast Group, an NBC affiliate in Indianapolis needs experienced Newscast Producer. Individual would be responsible for the total content and presentation of a regularly scheduled half-hour or hour newscast; meeting format objectives, and writing stories for newscast. Must be a team player and possess a college degree. Previous network affiliate newscast producing experience a requirement. Interested individuals should send a cover letter stating referral source and a current resume to the Human Resource Department, P.O. Box 1313, Indianapolis, IN 46206. Replies held in confidence. Female and minority applicants encouraged. Equal Opportunity Employer. We are a drug-free and smoke-free workplace.

Videotape Editor: CLTV News, a 24-hour regional news cable channel located in suburban Chicago, has an immediate opening for a full time Videotape Editor. This position works independently, as well as with reporters and photogs, editing news and feature footage for airing; uses sound editorial judgement; and works playback during live shows. Previous experience must include at least one year as an editor for news broadcasts, working under pressure to meet deadlines and sound editorial decision making. This position requires varying shifts/days per week. Interested candidates should send a resume to Human Resources, CLTV News, 2000 York, Suite 114, Oak Brook, IL 60521, or fax to 708-571-0489. No phone calls please.

Photographer: NPPA standards. College degree. At least one year of experience. Tapes/resumes to Director of Human Resources, WYFF-TV, 505 Rutherford Street, Greenville, SC 29609.

Producer - Experience preferred. Individual will produce the six and ten o'clock news, Monday through Friday. Excellent writing skills and solid news judgement are necessary for this position. Send resume and non-returnable tape to Veronica Bilbo, EEO Coordinator, KPLC-TV, P.O. Box 1490, Lake Charles, LA 70602. EOE.

Producer with minimum 3 years experience needed who feels "stacking a newscast" is an insult. We need solid journalistic instincts mixed with a flair for the creative presentation of that information. And we want someone who understands how to and why they should maximize their anchor's presentation skills. We're a medium southeast market that puts the word "progressive" on a pedestal. If you have a tape that reflects that, send it and your resume to Darren Richards, WTLV, P.O. Box TV 12, Jacksonville, FL 32231.

Producer: WYFF-TV is searching for an aggressive Producer who understands pacing, graphics, teasing, live and demographics. College degree. Significant experience. Demonstrate what you can do on your tape. Send to Director of Human Resources, WYFF-TV, 505 Rutherford Street, Greenville, SC 29609.

TV Reporter. WTHR-TV, Dispatch Broadcast Group, and NBC affiliate is seeking an individual to be responsible for researching, interviewing, writing and presenting on-air reports on a variety of topics. Successful candidate will have a minimum of three years professional live reporting/journalism experience, show initiative, objectivity, accuracy and dependability, all under deadline pressure. Strong live reporting experience required. College degree required; journalism or communications major preferred. Interested individuals should send a cover letter stating referral source and a current resume to the Human Resource Department, P.O. Box 1313, Indianapolis, IN 46206. Replies held in confidence. Female and minority applicants encouraged. Equal Opportunity Employer. We are a drug-free and smoke free workplace.

WSMV Nashville is looking for a talented, experienced and eager Co-Anchored-Reporter for our market leading 5PM newscast. I am not looking for a "reader." I want a journalist ready to go to work. Send non-returnable tape, resume, and salary requirements to Al Tompkins, News Director, 5700 Knob Road, Nashville, Tennessee 37209.

Weather Anchor. KSBW-8 is looking for a talented weather forecaster to join an energetic morning and midday team. Must have three years experience, AMS seal preferred. Must have great live presence and working knowledge of Kavouros. Send tapes and resumes to Laura Clark, News Director/Dept. B, P.O. Box 81651, Salinas, CA 93912. No phone calls accepted. EOE.

Reporter. Number one station in market looking for person to fill key reporting slot. Must have prior reporting experience and must be a good writer. Newsroom computer experience helpful. College degree in Journalism or Television Communications required. No beginners and no phone calls. Send resume and non-returnable tape to: Sondra Nestor, Human Resources Administrator, WTOV 9, Altamont Heights, Box 9999, Steubenville, OH 43952. EOE.

Reporter/Anchor. The early bird gets this job! If you have lots of energy and the ability to gather facts and tell stories, you may be the person we need for our top-rated early morning newscast. The right person will complement our male co-anchor. You need at least two years anchoring and reporting experience. A degree is helpful. Please send resume, salary history and non-returnable tape to Box 00519 EOE.

Reporter: A storyteller with excellent live skills. Anchor experience helpful. College degree. Two years experience. Tapes/Resumes to Director of Human Resources, WYFF-TV, 505 Rutherford Street, Greenville, SC 29609.

Senior Producer. Terrific opportunity for an established Producer to move into management. Supervise producing staff. Line produce fast-paced 6:00PM newscast. Maintain consistent graphic look and content of all shows. Leadership skills and a minimum of 3 years producing experience required. Must have extensive knowledge of satellite, microwave and feeds. Send resume and non-returnable tape to Personnel, WRIC-TV, 301 Arboretum Place, Richmond, VA 23236-3464. Excellent benefits. No phone calls please. WRIC-TV is an Equal Opportunity Employer. Minorities encouraged to apply.

Weather. Leading Gulf Coast station looking for Morning/Noon Weathercaster. Knowledge of Liveline 5 graphic systems and Accu-Weather preferred. Your presentation should be upbeat, viewer-oriented and understandable. Non-returnable tapes and resume to Chuck Bark, News Director, WALA-TV, 210 Government Street, Mobile, Alabama 36602. EOE, M/F.

#1 television station in the S.F. Bay Area is looking for a Producer for its top rated two-hour morning newscast, "Mornings on 2." Applicant should have at least two years of large market experience and be able to work with and motivate the creative overnight staff to produce an exciting, informative broadcast. Staying on top of breaking news, excellent writing skills and an understanding of good teases a must. Reply to KTVU, Personnel Department, 2 Jack London Square, Oakland, CA 94607. No phone calls. EOE.

Assignment Editor: Candidates must understand contemporary television newsgathering and storytelling techniques. Must be able to enterprise issues and trends stories as well as make the trains run on time. At least one year experience on an assignment desk is preferred. Knowledge of the market is a big plus. Send resumes to: Jim Holland, Group News Director, P.O. Box 2495, Fort Worth, TX 76113. No phone calls please. We are an equal opportunity employer.

Meteorologist: WROC NewsChannel 8 in Rochester, NY is accepting applications for an on-air Meteorologist. Candidates should have a degree in meteorology and at least two years on-air experience. Experience in forecasting for the northeast and particularly lake effect snow events is helpful. Fully-equipped weather center includes Kavouras 17. Position includes opportunity to provide industrial and radio weather forecasts for a private firm operated by our director of meteorology. Women and minorities encouraged to apply. Send tape, resume, and references to: Charmaine Formicola, Human Resources Administrator, WROC-TV, 201 Humboldt Street, Rochester, NY 14610.

Anchor/Reporter. We're looking for an enthusiastic communicator to Co-Anchor our weekend news -- strong background in broadcast journalism, excellent news judgement, and a minimum of 2-3 years prior anchoring and reporting experience required. Please send resume and non-returnable tape to Kevin Kelly, News Director, WLFL-TV, 3012 Highwoods Boulevard, Raleigh, NC 27604. Equal Opportunity Employer.

Assistant News Director/Executive Producer. Number one station in market looking for person to fill the number two position in the News Department. Candidate must be aggressive, have prior producing experience, and work well with others. Newsroom computer experience helpful. College degree in Journalism or Television Communications required. No phone calls, please. Send resume and non-returnable tape of producing examples to: Sondra Nestor, Human Resources Administrator, WTOV 9, Altamont Heights, Box 9999, Steubenville, OH 43952. EOE.

Attention Videotape Editor. Nationally syndicated news magazine show has an immediate opening for a creative, fast, hard-working Editor who can handle day-of-air breaking news stories, as well as long-form magazine pieces. This job is for the person who likes tough challenges and relishes the opportunity to be creative. You must be experienced in news magazine formats and know the following equipment: GCG-251/241 editors, GVG 110/200 switchers, Abekas - 53 D/ADO-100 DVES, SP Beta Record/Playback, and be familiar with the Avid 4000. This is a great opportunity. Please no phone calls. EOE. Send tape to Pamela Hadden, Coordinating Producer, American Journal, 402 East 76th Street, New York, NY 10021. Deadline August 31st.

Director. CBS affiliate in 44th market seeks Director for newscasts and Pennsylvania Lottery broadcasts. Minimum two years experience directing live newscasts. Additional television production experience a plus. No calls. Send cover letter, resume, demo reel w/director's track to: Andy Barton, WHP-TV 21, 3300 North Sixth Street, Harrisburg, PA 17110. EOE.

Executive News Producer. Top 20 O&O is looking for a hands-on E.P. to massage its top-rated news product and coach its award-winning staff to even higher levels. Send no tapes, but include a statement of news and management philosophy with resume. Reply to Box 00522 EOE-M/F.

News Director: KRCC-TV (ABC) has an opening for a leader, motivator and experienced news individual to guide an energetic news team to the next level. Organizational skills will be very important. 3-5 years news experience needed. Send resume, tape and salary history to Bob Wise, G.M., KRCC-TV, P.O. Box 992217, Redding, CA 96099-2217. No calls, please. EOE.

KHQA-TV is searching for a Senior Producer/Anchor. Will be responsible for the look, feel and content of the 6:00 and 10:00 newscasts, consistent with the goals of the station. Will work with News Director and Assistant News Director to establish formats for the newscasts, and will make sure they are followed. Will oversee the writing, video and production values of the newscasts. Will produce the 6:00pm newscast, and anchor alongside our established female anchors. Please send resume and air check of your two most recently produced newscasts to John Smith, News Director, KHQA-TV, 510 Maine, P.O. Box 905, Quincy, IL 62306. EOE.

Co-Anchor. For early morning and noon newscasts. 2-4 years experience. Send non-returnable tape and resume to Thomas Burke, WCMH, 3165 Olentangy River Road, Columbus, Ohio 43202. No phone calls. EOE.

Jobs, Jobs, Jobs. We're one of the fastest growing markets in the southwest. Here's proof: we're starting up a 5:30 newscast and we're looking for qualified people to fill several positions--Reporter/Anchor, Videographer, Desk Assistant and Producer. The winning applicants will have at least a year of experience and a resume tape that sets our hair on fire. Send it, along with your salary history and references to Box 00521 EOE.

News Anchor. KSBW is seeking a strong News Anchor to join this powerhouse NBC affiliate. Must have background in reporting and anchoring. Applicants must be more than just readers. Must be a strong story teller. Send tape and resume to KSBW-TV, News Director Laura Clark/ Dept. B, P.O. Box 81651, Salinas, CA 93912. No phone calls. EOE.

News Director: WHIO TV, Dayton, OH, Cox's top-rated CBS affiliate is looking for the best. We want an experienced, enthusiastic, proven news management leader who is focused on the basics of local news; live, local, late breaking coverage and powerful presentation of hard news combined with an understanding of how to effectively market this philosophy both inside and outside of the newscasts. If you think you've got what it takes, have exceptional people managing skills and want to commit to exciting opportunities send your resume to David Lippoff, VP and GM, WHIO TV, 1414 Wilmington Avenue, Dayton, OH 45420. M/F. EOE.

Morning News Producer. Producer for morning news at NBC affiliate. Must have two years experience at a commercial television station and a related degree from a four-year college. No tapes until requested. Resumes only to: Dan Steele, Operations and Program Manager, WPSD-TV, P.O. Box 1197, Paducah, KY 42002-1197. No phone calls, please. EOE, M/F, ADA.

Morning Show Anchor/Host for established ratings leader. No beginners. Send tape and resume to Ms. Arles Hendershott, WIFR-TV, 2523 North Meridian Road, Rockford, IL 61101. EOE.

News Anchor: KRCR-TV (ABC) has an opening for a News Anchor for our 6:30 p.m. and 11:00 p.m. newscasts. The candidate must be a good writer, strong communicator and one who enjoys community involvement. We are looking for someone who can gather news, report, edit and anchor. 3-5 years news reporting/anchoring experience requested. Send tapes to Bob Wise, G.M., KRCR-TV, P.O. Box 992217, Redding, CA 96099-2217. No calls, please. EOE.

Do you need that first break in television? Do you have a desire to become an Anchor, News Director or Producer? We will give you that opportunity! We are an Equal Opportunity Employer, minorities are encouraged to apply. NBC affiliate in Southeast United States small market. Send non-returnable VHS or 3/4 tape to: WOWL-TV, 840 Cypress Mill Road, Florence, AL 35630. No phone calls.

News Producers. Top 20 O&O is updating its files on news producers. Variety of openings anticipated, due to promotions. Send no tapes, but include a statement of news philosophy with resume. Reply to Box 00523 EOE-M/F.

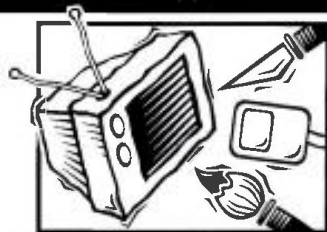
News Photographer: CBS affiliate looking for a News Photographer to cover a wide variety of news stories throughout beautiful Alaska. Minimum of one year electronic news gathering experience and a valid drivers license. Send cover letter and non-returnable tapes/resumes to K. Ferrell, KTVA (CBS), 1007 West 32nd Avenue, Anchorage, AK 99503. Closing date is 8/31/95. EOE.

HELP WANTED PRODUCTION

WHIO-TV Dayton, OH. Production Manager: Excellent management opportunity for a skilled Director/Producer. Successful candidate will supervise producer/directors, graphics department, retail production unit and edit staff. Excellent people skills a must as you'll work with clients and staff, scheduling production facilities and coordinating interchange of information between departments. Don't lose your creative and technical touch because you'll also have the opportunity to produce specials for news, local programming and sales. This is a great job for the right individual, a chance to join the professional management team at a strong Cox Broadcasting station. EOE. Send resumes to: Chuck Eastman, WHIO-TV, 1414 Wilmington Avenue, Dayton, OH 45420.

Graphics Designer - Orlando UPN affiliate needs an experienced Designer to start a Graphics Department. Responsible for on-air and print graphic design, creation and production. Help select your PC based graphics system. Exceptional opportunity for the right person. Tell us about yourself in a cover letter and resume. John Lyons, Production Manager, WRBW-TV, 2000 Universal Studios Plaza, Suite 200, Orlando, Florida 32819. An Equal Opportunity Employer.

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Tribune Broadcasting is the nation's largest station group, with facilities in New York, LA, Chicago, Philadelphia, Boston, Denver, Atlanta and New Orleans. We're looking for experienced television art directors and designers, preferably with college degree and TV news background. Skill can range from Quantel to Mac, from Harriet to crayons. Send your resume and tape, but please don't call ...

TRIBUNE BROADCASTING

Attention Jim Ellis
435 N. Michigan Ave.
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An Equal Opportunity Employer

Producer - Director. WTTV - Indiana's Sports Station, the home of Indiana, Purdue, Big Ten and Pacers Basketball, NFL Colts games and the State Lottery, seeks an experienced Producer/Director to join our Production team. Ideal candidate has superior production skills, ability to produce Remote Big Ten basketball games, Studio Wrap around shows and fast paced lottery game show. In addition, this person must be a self-starter, work on multiple projects, meet deadlines with quality work, motivate co-workers and career oriented. Women and minorities are encouraged to apply. Pre-employment drug testing. Send resume and non-returnable demo tape to: WTTV-4, Human Resources-2, 3490 Bluff Road, Indianapolis, IN 46217.

Chyron Infnit Operator. Top 10 network affiliate is seeking a candidate with 3-5 years experience operating the Chyron Infnit and Quantel Still Store systems in live news applications. Excellent spelling and grammar skills are a must and candidates must be computer literate with prior hands on experience with Windows based PCs. Must be experienced with the interfacing of newsroom computer system to the Infnit. Applicants should have a flexible attitude and be able to function in a fast-paced, ever-changing news environment. Some prior graphics art education or experience is preferable. Send resume to: CIO-B&C, P.O. Box 77010, Atlanta, GA 30309. No phone calls please. EOE.

Editors - Orlando UPN affiliate looking for a couple of Alladin Genies. Send a resume and letter telling us why you are going to be a star. John Lyons Production Manager, WRBW-TV, 2000 Universal Studios Plaza, Suite 200, Orlando, Florida 32819. An Equal Opportunity Employer.

Videotape Editor. C-SPAN is seeking a full-time on-line Videotape Editor. Working knowledge of computerized editing and familiarity with still store design are required. Looking for demonstrated ability to quickly and accurately handle heavy editing workload for on-air program packaging. Familiarity with GVG 141 editor and Chyron Infnit! Still Store desired. Must be able to work flexible schedule. Send resume and cover letter to C-SPAN, Human Resources/B&C, 400 North Capitol Street, NW, Suite 650, Washington, DC 20001. EOE.

Videographer/Editor: Phoenix, AZ ABC affiliate looking for Videographer/Editor for non-news local programming production. Looking for creative, motivated shooter with 2-3 years ENG or EFP experience who can edit. Good working knowledge of post production equipment. CMX and non-linear knowledge a plus. If you can deliver consistent quality under tight deadlines, send tape and resume to: Production Manager, KNXV-TV, 4625 South 33rd Place, Phoenix, AZ 85040. No calls please. KNXV-TV is an EOE station.

Photographer - Editor. WTTV - Indiana's Sports Station, the home of Indiana, Purdue, Big Ten and Pacers Basketball, NFL Colts games and the State Lottery, seeks an experienced Field Producer/Photographer/Editor to join our Production team. Ideal candidate has superior production skills, ability to field produce, shoot, write and edit imaginative features. In addition, this person must be a self-starter, work on multiple projects, meet deadlines with quality work, motivate co-workers and career oriented. Women and minorities are encouraged to apply (EOE). Pre-employment drug testing. Send resume and non-returnable demo tape to: WTTV-4, Human Resources-1, 3490 Bluff Road, Indianapolis, IN 46217.

Creative Services Videographer/Editor - 2-3 years experience shooting and editing creative production. Beta format, BVE-900 and AVID experience helpful. Send resume and reel to Wilma Campbell, WWMT, 590 West Maple, Kalamazoo, MI 49008. EOE.

HELP WANTED PROMOTION

Promotion/Audience Development Manager. Best job in the business! Creative, high energy professional wanted to head promotional efforts of aggressive Seattle VHF-FOX affiliate. Top 25 market management experience, great tape and book a must. If you're the best in promotion, here's an opportunity to join the best -- Kelly ownership, new facility coming, excellent quality of life market and super staff. Mail resume, non-returnable VHS tape, print samples (no phone calls!) to: KCPQ-TV, Attn: PAD-138, P.O. Box 98828, Tacoma, WA 98498. EOE. Note: Position will be filled at earliest possible date.

Promotion Writer/Producer. Looking for highly motivated and creative thinker with minimum one year promotion experience to work at Reno's #1 ABC affiliate. EOE. Send resume to: Promotion Manager, KOLQ-TV, P.O. Box 10,000, Reno, Nevada 89510-0005.

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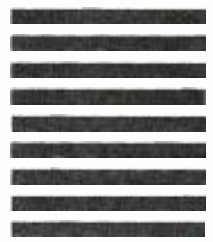
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Department

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New York, NY 10017

Tapes will not be returned.
Equal opportunity employer.



A Tribune Broadcasting Station

Promotion Director. KOIN-TV, CBS in Portland, Oregon, (market rank 25) seeks a top-notch Promotion Director to lead our promotion, public relations and creative services operations. The successful candidate will have three to five years experience in a leadership capacity, and the proven ability to deliver effective support for news positioning, overall station image, community activities and sales promotion. Join a strong station in a growing market-one of the most "liveable" cities in the USA. We offer a successful, competitive team environment where you can make a difference with your ideas. Send resume, tape and salary history to: Promotion Search, KOIN-TV, 222 SW Columbia, Portland, OR 97201. A Lee Enterprises, Inc. station. Equal Opportunity Employer.

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

HELP WANTED PROGRAMMING

Join the network for the next century! UPN38/WSBK-TV Boston, a Paramount owned and operated station seeks a Public Affairs Director to create and manage the station's public affairs department. The Director will also develop and host a weekly public affairs show. We seek a candidate with fresh ideas and a strong knowledge of current events and community issues who will represent the station at community events and serve as a community relations liaison. Candidates should have television production experience and be familiar with broadcast regulations relating to public affairs programming. On-air experience a plus. Send resume and cover letter to Susan Duggan, UPN38/WSBK-TV, 83 Leo Birmingham Parkway, Boston, MA 02135. EOE.

HELP WANTED RESEARCH

Genesis Entertainment Inc., a New World Entertainment Inc. company, is looking for a Director of Research to head up our West Coast Research Department. Candidate will be responsible for developing and preparing Network and Syndication presentations. Must have at least five years of experience in research and knowledge of SNAP, Micronode as well as Nielsen reports (including Flow Studies and Reach Frequency). Must be familiar with Excel and Powerpoint programs. Mail or fax resumes to Executive Vice President, Operations, Genesis Entertainment Inc., 1440 South Sepulveda, Los Angeles, CA 90028. Fax: (310) 231-1633. No phone calls please. Genesis Entertainment Inc. is an Equal Opportunity Employer.

Top 10 market local ABC affiliate, WJLA Channel 7, and regional 24-hour cable news channel, Newschannel 8, serving metro Washington, D.C. viewing area seeks dynamic Research Manager which under the direction of the Research Director will assist in the researching, writing and distribution of sales research. Analysis of broadcast and cable ratings services, qualitative research, and creation and presentation of Client proposals. Ideal candidate will have proficiency in MacIntosh, Excel, Word Perfect, data base management. College degree in communications or two years of experience in sales/research or related field an asset. Please send resume and salary history to: 78 Inc., HR Dept., 7600-D Boston Boulevard, Springfield, VA 22153. No phone calls please.

Research Director. WTVD seeks a Director of Research and Sales Development with a strong background in sales and programming research. The candidate must have at least 5 years experience in local market television research, i.e. Nielsen systems, with technical knowledge of research methodology. This position also requires applied knowledge of various custom and qualitative research tools such as NSI Plus, Star, MRI, Scarborough or similar services. Strong writing skills are mandatory and PC skills are highly desirable. The individual selected will work hands-on with sales and station management and interface with rep research and marketing services. For consideration, please send resume to: Denis O'Connor, WTVD-TV, Post Office Box 2009, Durham, NC 27702. Equal Opportunity Employer.

Research Director. WTSP-TV, the CBS affiliate in Tampa, Florida has an immediate opening for a Research Director. This position requires previous experience in television research and marketing. Individual must possess ability to analyze and interpret ratings and qualitative information. Experience with BMP and Scarborough preferred. Computer expertise with Lotus, Excel, Word and Harvard Graphics required. Excellent presentation and communication skills required. Send resume to Noreen O'Mara Parker, VP/GSM; P.O. Box 10,000, St. Petersburg, FL 33733. An Equal Opportunity Employer. No phone calls, please.

SITUATIONS WANTED ANALYST

Multiple Emmy Award-winning basketball analyst and former Division I coach seeks opportunities. Six years experience in number one market. Call Kenny at (312) 415-0155.

SITUATIONS WANTED PROGRAMMING

Hard working communication professional seeks on-air or behind the scenes employment. M.A. Degree, 2 years hands-on radio and television reporting and programming experience. "Charming" English accent. Call Patricia (301) 871-1408.

SITUATIONS WANTED ANNOUNCERS

Award winning Sportscaster seeks college/pro play-by-play opportunity. TV/Radio, 14 year vet, Sports talk experience as well. Reply to Box 00514.

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An international cable television network located in Los Angeles, seeks a qualified manager of on-air promotion to assist with daily management of scheduling personnel, promo projects and handle departmental budgets. Individual must have minimum 4 years prior experience in cable or network on-air promotion. Must be detailed oriented and well organized. Interested applicants should submit resume and salary history to:

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5670 Wilshire Boulevard
Los Angeles, California 90036**

EOE

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HELP WANTED INSTRUCTION

MICHIGAN STATE
UNIVERSITY™DEAN, COLLEGE OF COMMUNICATION
ARTS AND SCIENCES

Michigan State University invites applications and nominations for the position of Dean of the College of Communication Arts and Sciences. Michigan State University, a premier land grant institution and a member of the Association of American Universities, has a student enrollment of approximately 40,000 and is located in an urban-rural setting adjacent to Lansing, the State capital. The University has 14 colleges plus two academic administrative programs in international studies and urban affairs.

The College of Communication Arts and Sciences, with an enrollment of approximately 2,700 students, offers a broad range of communications programs. The College, the first of its kind, is celebrating its 40th Anniversary. The College includes departments of Advertising, Audiology and Speech Sciences, Communication, Telecommunications and a School of Journalism. Each department/school offers specific programs leading to Bachelor of Arts and Master of Arts degrees. Doctor of Philosophy degrees are offered in Audiology and Speech Sciences, Communication, and through a Ph.D. program in Mass Media (Advertising, Journalism and Telecommunications). The Dean is the chief academic officer and reports directly to the Provost.

QUALIFICATIONS: MSU is seeking individuals who have demonstrated strong leadership in administration, effective interpersonal skills and a commitment to excellence in communication arts and sciences teaching, research and service programs. An earned doctorate or appropriate professional experience in fields related to programs of the College is required. Overall qualifications should merit appointment at the rank of full professor.

SALARY: Salary is competitive and commensurate with experience and qualifications.

APPLICATIONS/NOMINATIONS: Applications/nominations should be submitted as soon as possible and preferably by November 1, 1995. Applications/nominations submitted later will be given all possible consideration. Applications/nominations from academic or industry-related sources are welcome. Women and minority applications/nominations are encouraged. Persons with disabilities have the right to request and receive reasonable accommodation. Nominations and letter of application with curriculum vitae should be sent to: **Chairperson, Dean, College of Communication Arts and Sciences, Search and Rating Committee, Office of the Provost, Michigan State University, 432 Administration Building, East Lansing, Michigan 48824-1046. Telephone Inquiry: (517) 432-1001.**

Michigan State University is an Affirmative Action/Equal Opportunity Institution.

HELP WANTED MANAGEMENT

Dean, College of Communication. The University of Alabama. The College of Communication at The University of Alabama is seeking applications for the position of Dean. The Dean is the Chief Administrative Officer of the college and reports to the Provost/Academic Vice President. We seek a person able to seek support from outside entities to foster and expand the services of a state-supported institution of higher learning and to lead the diverse interests of the college; a decision-maker who can build consensus and implement programs in the University's continuing commitment to high quality scholarship and teaching and to cultural and ethnic diversity among faculty, staff, and students. In addition, applicants may provide evidence of any of the following qualities: commitment to teaching and learning; ability and desire to develop relationships with external constituencies of the college, particularly in the areas of fundraising and job placement; outstanding academic record, usually including an earned doctorate or other terminal degree; significant professional experience in media-related industry; significant experience in academic administration or professional management; record of outstanding scholarship in communication-related discipline; understanding of the multiple missions of the college's undergraduate, master's level, and doctoral programs, as well as its service departments; experience at writing and executing grants. The college has 1,200 undergraduate and 120 graduate students in its four academic programs - Advertising and Public Relations, Journalism, Speech Communication, and Telecommunication and Film. The college operates three radio stations, a production center for public television programming, and superior research facilities for all major forms of communication research. It maintains close ties to alumni and media professionals. To apply, send a letter of application with curriculum vitae and three references to Prof. Ray Carroll, Department of Telecommunication and Film, Box 870152, The University of Alabama, Tuscaloosa, AL 35487-0152. Applications received by October 2, 1995 will be assured of complete review by the Search Committee. The successful candidate will assume the responsibilities of Dean by January 1, 1996 or as soon as possible thereafter. The University of Alabama is an Equal Opportunity, Affirmative Action Employer.

SITUATIONS WANTED MANAGEMENT

Globally qualified multi-media executive seeks interim assignment or challenging opportunity. Skilled in crisis management/turnarounds. 20+ years of creative broad-based media and marketing solutions in public and private sectors worldwide. International communications experience includes Eastern European media start-ups and multi cultural training/development at network, regional and local levels. 305-893-4440 Dennis.

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STATIONS FOR SALE

RADIO STATION FOR SALE
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For a copy of the Offering Memorandum, describing opportunity and bid procedure

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Salt Lake Metro AM/FM. Full Class C FM satellite operated with moderate cashflow. Contact Gene Guthrie 801-364-0199.

Satellite Earth Station, two each 11 meter and one 13 meter antenna's. Licensed international and domestic. Located in Dallas, Texas. \$1,600,000. Nigel Macrae (702) 386-2844.

By Owner, WCNX AM 1150, Middletown, Connecticut. 2.5Kw day (PSA and PSSA). Only commercial station in city of 45,000. Signal covers Hartford. Good equipment, studio building on 8 acre antenna site. \$375,000 cash. Contact Cory Thurston, 413-663-6567.

Earth Station For Sale: Two C-band 11 meter antenna's, 10 acres, 3,700 square foot building, electronics, test equipment, etc. Near Houston. \$250,000. Megastar (702) 386-2844.

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\$35,000/yr. income potential. Reading books. Toll free (1) 800-898-9778 Ext. R-5221 for details.

ARTIFACTS

The **Newseum**, the world's first museum dedicated to the past, present and future of news, is looking to acquire a wide assortment of historic print and broadcast material - linotypes, cameras and much, much more. Please write/send photos to B. Reed, The Freedom Forum Newseum, 1101 Wilson Boulevard, Arlington, VA 22209.

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.

New 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: \$1.85 per word, \$37 weekly minimum. Situations Wanted: 95¢ per word, \$19 weekly minimum. Optional formats: Bold Type: \$2.15 per word, Screened Background: \$2.30, Expanded Type: \$2.85 Bold, Screened, Expanded Type: \$3.25 per word. All other classifications: \$1.85 per word, \$37 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: \$160 per inch. Situations Wanted: \$80 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: \$20 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.



Classifieds

Order Blank (Fax or Mail)

CLASSIFIED RATES

Display rate: Display ads are \$160 per column inch. Greater frequency rates are available in units of 1 inch or larger.

Non-Display rates: Non-Display classified rates (straights) are \$1.85 per word with a minimum charge of \$37 per advertisement. Situations Wanted rates are 95 cents per word with a minimum charge of \$19 per advertisement.

Blind Boxes: Add \$20.00 per advertisement

Deadlines: Copy must be in typewritten form by the Monday prior to publishing date.

Category: Line ad Display

Ad Copy: _____

Date(s) of insertion: _____

Amount enclosed: _____

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Authorized Signature: _____

Payment:

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- | | |
|---------------|------------------------|
| 01 Radio | 04 Allied Fields |
| 02 Television | 05 Station Marketplace |
| 03 Cable | 06 Interactive Media |

*Press 9 at any time for fax of the classified section.
To place classified ads call (212) 337-7073 or fax (212) 206-8327.

Changing Hands

continued from page 32

Buyer: News & Travel Network Inc., Winter Park, Fla. (W. Kenneth Jones, president/owner); no other broadcast interests

Seller: AM 1290 WTMC Radio Inc., Windemere, Fla. (Colen Allen,

owner); no other broadcast interests
Facilities: 1,290 khz, 5 kw day, 1 kw night

Format: News, sports

KJIM(AM) Sherman, Tex.

Price: \$100 and assumption of liabilities

Buyer: Bob Mark Allen Productions Inc., Denison, Tex. (Bob Mark Allen,

president/owner); no other broadcast interests

Seller: Davis Family Trust, Denton, Tex. (Charles Chandler Davis, son); owns KWSM(FM) Sherman, KTCY(FM) Denison and KDSX(AM) Denison/Sherman, Tex.

Facilities: 1,500 khz, 1 kw day

Format: Southern gospel

For the Record

"For the Record" compiles applications filed with and actions taken by the FCC. Applications and actions are listed by state; the date the application was filed or the action was taken, when available, appears in *italic*.

Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; ERP—effective radiated power; khz—kilohertz; km—kilometers; kw—kilowatts; m.—meters; mhz—megahertz; mi—miles; TL—transmitter location; w—watts. One meter equals 3.28 feet.

NEW STATIONS

TVs

Branson, Mo. (BPCT-950710KH)—Charles Scott Earls (424 Beeler Rd., Branson, 65616) for ch. 31, 15.04 kw visual, ant. 197 m., .8 km W of Hwy. 206 atop Kennedy Mountain, 8 km W of Harrison. Earls is 62.5% owner KTL0-AM-FM Mountain Home, Ark., and 60% owner of KOMC(AM)-KRZK(FM) Branson. *July 10*

FMs

North Pole, Alaska (BPED-950717MG)—Alaska Native and Minority Radio and Television Ministry Inc. (Rolin Allison Sr., president, 3464 Penny Lane, North Pole, AK 99705) for 89.1 mhz, ERP 3 kw, ant. 37.7 m. *July 17*

Atkins, Ark. (BPH-950724MB)—KVOM Inc. (Frances C. Harp, president, PO Box 541, Morrilton, AR 72110) for 99.3 mhz, ERP 6 kw, ant. 100 m., .96 km SW of Blackwell, Ark. KVOM Inc. owns KVOM-AM-FM Morrilton. *July 24*

Paradise, Calif. (BPED-950721MA)—Northern California Educational Broadcasters (Carl J. Auel, trustee, 1601 Belvedere Road, No. 204E, West Palm Beach, FL 33406) for non-commercial educational at 89.7 mhz, ERP 15 kw, ant. 77 m., 6.5 km W of Paskenta, Calif. Auel owns WWLO(AM) Gainesville, Fla. He also owns 50% of KVIX(FM) South Oroville, Calif.; KKXX(AM) Paradise and KKMC(AM) Gonzales, Calif.; WCHP(AM) Champlain, N.Y., and WLWJ(AM) Royal Palm Beach and WWLO(AM) Gainesville, Fla.; and owns 33.3% of KKVV(AM) Las Vegas. He also owns 50.1% of a CP for WORL(AM) Christmas, Fla., and wants to build noncommercial educational at King City, Calif.; Florida City, Key Largo and

Naples, Fla.; Champlain and Rouses Point, N.Y. He has an interest in building a non-commercial educational at Mesquite, Nev. *July 21*

Red Bluff, Calif. (BPED-950714MF)—Tehama County Community Broadcasters (Erik Mathisen, president, PO Box 855, Los Molinos, Calif. 96055) for non-commercial educational at 90.7 mhz, ERP 2.5 kw, ant. 100 m. *July 14*

Tahoe City, Calif. (BPED-950718MA)—Thomas Aquinas School (Douglas Sherman, director, PO Drawer G, Tahoma, Calif. 96142) for non-commercial educational at 89.7, ERP .6 kw, ant. 893 m., Slide Mountain, 25 km S of Reno, Nev. *July 18*

Fowler, Colo. (BPED-950721MB)—Educational Communications of Colorado Springs Inc. (Ronald A. Johnson, chairman, 1665 Briargate Blvd., Colorado Springs, CO 80920) for non-commercial educational at 88.1 mhz, ERP 100 kw, ant. 114 m., 5.2 km N of Fowler off Hwy. 167. Educational Communications owns KTLF-FM Colorado Springs. *July 21*

LaCrosse, Fla. (BPH-950602MG)—Suwannee River Broadcasting Inc. (Andrew T. Moore, president, PO Box 1647, Lake City, FL 32056) for 99.5 mhz, ERP 6 kw, ant. 100 m., off SR 121, 4 km N of U.S. 441. *June 2*

Whitley City, Ky. (BPED-950623MG)—McCreary County Schools Educational Center (Harold Bryant Jr., chairman, PO Box 927, Whitley City, Ky. 42653) for 88.3 mhz, ERP .1 kw, ant. 64 m., 2.6 km from Whitley City reference point. *June 23*

South Fort Polk, La. (BPH-950720ME)—Harvey Lee Nichols (630 W. 67th, Shreveport, LA 71106) for 95.7 mhz, ERP 6 kw, ant. 100 m, 1,200 ft. ENE of intersection of S.R. 8 and 28. *July 20*

South Fort Polk, La. (BPH-950720MB)—Alan H. Taylor (PO Box 545, Leesville, LA 71496) for 95.7 mhz, ERP 6 kw, ant. 100 m., 1 km E of Hwy. 184 on Hwy. 8/28. Taylor owns 50% of KR0K(FM) DeRider, La. *July 20*

South Fort Polk, La. (BPH-950720MC)—WLV-TV Inc. (Edwin T. Baldrige, president, 595 San Antonio Ave., Many, LA 71449) for 95.7 mhz, ERP 6 kw, ant. 100 m., .5 km SE of intersection of SR 468 and 184 near Castor Church, N of Fort Polk Military Reservation. *July 20*

Van Buren, Maine (950417MS)—Canxus Broadcasting Corp. for 98.1 mhz, ERP 2 kw, ant. 107 m. *July 27*

Bemidji, Minn. (BPH-950717MF)—Robert J. Ramstorf (Rte. 3, Box 111B, Park Rapids, MN 56470) for 95.5 mhz, ERP 100 kw, ant. 150 m., 4.05 km SW of Kabekom Corner. *July 17*

Bemidji, Minn. (BPH-950717MD)—Cyclops Broadcasting Ltd. (Lee Hawk, general partner, 13451 Arcadia Court NE, Bemidji, 56601) for 238, ERP 100 kw, ant. 152 m., Hwy. 71, 17.06 km from Bemidji. *July 17*

Bemidji, Minn. (BPH-950717MB)—Shoreline Communications Inc. (Lisa Bittman, CEO, 25 Brown Road South, Orono, Minn., 55356) for 95.5 mhz, ERP 100 kw, ant. 299 m., Turtle River City, Beltrami County, Minn. *July 17*

Pequot Lakes, Minn. (BPH-950612MN)—Robert J. Ramstorf (Rte. 3, Box 111B, Park Rapids, MN 56470) for 100.1 mhz, ERP 6 kw, ant. 100 m., 4.3 km S of Hwy. 2, 7 km W of Hwy. 1, Waldin Township. *June 12*

Red Lake Reservation, Minn. (BPH-950713MC)—Red Lake Band of Chippewa Indians (Bobby Whitefeather, tribal chairman, PO Box 550, Red Lake, Minn. 56671) for noncommercial education at 94.3 mhz, ERP 100 kw, ant. 151 m., adjacent to SR 89, 3.2 km S of intersection with SR 1, 4.8 km SSW of Red Lake. *July 13*

Bismarck, Mo. (BPH -950724MD)—Joseph and Donna M. Bollinger, husband and wife (627 State Hwy. 47, Bonne Terre, MO 63628) for 99.5 mhz, ERP 17.5 kw, ant. 121.5 m., existing communications site, 2.5 km NE of Ironton, Mo. Bollingers own KHCR(FM) Potosi, Mo. *July 24*

Bismarck, Mo. (BPH -950721MC)—David L. Shepherd (1540 Fisk Ave., Moberly, MO 65270) for 99.5 mhz, ERP 25 kw, ant. 100 m., 1.27 km NE of Ironton, Mo. Shepherd is 17.9% owner of KWIX(AM)-KRES(FM) Moberly; KREI(AM)-KTJJ(FM) Farmington; KJCF(AM) Festus, and KJEL(AM)-KIRK(FM) Lebanon, all Mo. *July 21*

Bismarck, Mo. (BPH -950720MD)—MKS Broadcasting Inc. (Manning L. Steinmetz III, president, PO Box 36, 804 St. Joe Drive, Park Hills, MO 63601) for 99.5 mhz, ERP 10 kw, ant. 156 m., Shepherd Mountain, 2 km NW of Ironton, Mo. MKS owns KFMD(AM) Park Hills and KDBB(FM) Bonne Terre, both Mo. *July 20*

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Datebook

THIS WEEK

Aug. 13-15—*North Carolina and South Carolina Cable Television Associations* joint summer meeting. Pinehurst Hotel, Pinehurst, N.C. Contact: Laura Ridgeway, (919) 821-4711.

Aug. 16-20—*National Association of Black Journalists* 20th annual convention. Philadelphia Marriott, Philadelphia. Contact: (703) 648-1270.

Aug. 17-19—*Satellite Broadcasting & Communications Association* Nashville '95 satellite show. Opryland Hotel, Nashville. Contact: (703) 549-6990.

AUGUST

Aug. 23-26—*Asian American Journalists Association* 8th annual national convention. Hilton Hawaiian Village, Honolulu, Hawaii. Contact: (415) 346-2051.

Aug. 24-26—*Nebraska Broadcasters Association* 62nd annual convention. Omaha Marriott, Omaha. Contact: Dick Palmquist, (402) 333-3034.

Aug. 24-26—*West Virginia Broadcasters Association* 49th annual convention. The Greenbriar Resort, White Sulphur Springs, W.Va. Contact: Marilyn Fletcher, (304) 744-2143.

Aug. 27-29—*Michigan Association of Broadcasters* 47th annual meeting and management retreat. Grand Hotel, Mackinac Island, Mich. Contact: (800) 968-7622.

Aug. 28-30—The Eastern Show, presented by the *Southern Cable Television Association*. INFO-RUM Exhibit Facility, Atlanta. Contact: Nancy Horne, (404) 252-2454.

Aug. 29—1994 Community Service Emmy Awards, presented by the *National Academy of Television Arts and Sciences*. Marriott Marquis Hotel, New York City. Contact: Trudy Wilson, (212) 586-8424.

Aug. 30-31—*Wisconsin Cable Communications Association* annual convention. Chula Vista Resort, Wisconsin Dells, Wis. Contact: Thomas Hanson, (608) 256-1683.

SEPTEMBER

Sept. 2-4—News management seminar for women and minorities, presented by the *Radio-Television News Directors Foundation*. New Orleans Marriott, New Orleans. Contact: Kathleen Graham, (202) 467-5216.

Sept. 6—*Hollywood Radio and Television Society* newsmaker luncheon. Beverly Wilshire Hotel, Beverly Hills, Calif. Contact: Neith Stickells, (818) 789-1182.

Sept. 6-7—*Women in Cable & Telecommunications* executive development seminar. Hyatt Regency Tech Center, Denver. Contact: Christine Bollettino, (312) 634-2335.

Sept. 6-9—World Media Expo, comprising the *National Association of Broadcasters Radio Show* (contact: Karen Dada, [202] 429-4194); *Society of Broadcast Engineers* annual conference (contact: John Poray, [317] 253-0122); *Radio-Television News Directors Association* international conference (contact: Kristen McNamara, [800] 807-8632); and *Society of Motion Picture and Television Engineers* 137th technical conference (contact: [914] 761-1100). New Orleans Convention Center, New Orleans.

Sept. 7-8—*Women in Cable & Telecommunications* course: "Convergence: Partners in Progress." Continental Cablevision Building, Portsmouth, N.H. Contact: Molly Coyle, (312) 634-2353.

Sept. 9—*Academy of Television Arts & Sciences* 47th annual Primetime Emmy Awards creative arts banquet. Pasadena Civic Auditorium, Pasadena, Calif. Contact: Julie Carroll, (818) 754-2870.

Sept. 10—*Academy of Television Arts & Sciences* 47th annual Primetime Emmy Awards presentation and telecast. Pasadena Civic Auditorium, Pasadena, Calif. Contact: Julie Carroll, (818) 754-2870.

Sept. 10-15—"Writing Narratives on Deadline," presented by the *Poynter Institute for Media Studies*, St. Petersburg, Fla. Contact: Bobbi Alsina,

Sept. 27—*BROADCASTING & CABLE* Interface IX Conference, co-sponsored by *BROADCASTING & CABLE* magazine and the *Federal Communications Bar Association*. The Willard Hotel, Washington. Contact: Joan Miller, (212) 337-6940.

Nov. 6—*BROADCASTING & CABLE 1995 Hall of Fame Dinner*. The Marriott Marquis Hotel, New York City. Contact: Steve Labunski, (212) 213-5266.

(813) 821-9494.

Sept. 11-12—*Society of Cable Telecommunications Engineers* seminar: "Introduction to Telephony." Ramada Inn, Andover, Mass. Contact: (610) 363-6888.

Sept. 11-12—*Women in Cable & Telecommunications* course: "Managing Change in an Evolving Industry." Viacom Bldg., San Francisco. Contact: Molly Coyle, (312) 634-2353.

Sept. 11-12—"Making Money in Dialtone: Advertising Over Telecom Networks," conference presented by *Probe Research*. Loews New York Hotel, New York City. Contact: (201) 285-1500.

Sept. 12—16th annual News and Documentary Emmy Awards, presented by the *National Academy of Television Arts and Sciences*. Sheraton New York Hotel and Towers, New York City. Contact: Trudy Wilson, (212) 586-8424.

Sept. 13—*Federal Communications Bar Association* luncheon featuring Anne Bingaman. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

Sept. 13-14—*Women in Cable & Telecommunications* course: "Engineering for the Non-Engineer." CNN Center, Atlanta. Contact: Molly Coyle, (312) 634-2353.

Sept. 13-15—*American Society for Training and Development* 9th annual Technical and Skills Training Conference and Exposition. Pennsylvania Convention Center, Philadelphia. Contact: (703) 683-8100.

Sept. 13-15—*Society of Cable Telecommunications Engineers* seminar: "Introduction to Fiber Optics." Ramada Inn, Andover, Mass. Contact: (610) 363-6888.

Sept. 14—Deadline for promotion spots and ID entries for the *The New York Festivals* 1995 International Television Programming and Promotion Awards competition. Contact: Anne White, (914) 238-4481.

Sept. 14-18—1995 *International Broadcasting Convention*. Amsterdam, Holland. Contact: 011 44 171 240 3839.

Sept. 15—*Women in Cable & Telecommunications* course: "Marketing in a Competitive Environment." WCCO Bldg., Minneapolis. Contact: Molly Coyle, (312) 634-2353.

Sept. 15—Deadline for programing entries to the *The New York Festivals* 1995 International Television Promotion Awards competition. Contact: Anne White, (914) 238-4481.

Sept. 15-17—The *McHugh & Hoffman* Producer Forum. Radisson Town Center, Southfield, Mich. Contact: Erica Dettling, (810) 350-1284.

Sept. 15-17—*National Academy of Television Arts and Sciences* presidents and programers meeting. Hotel Nikko, Atlanta. Contact: Nick Nicholson, (212) 586-8424.

Sept. 15-20—*ITVM '95: Russia and Eastern European Television, Video and Film Market*. St. Petersburg, Russia. Contact: John Tomich, (310) 451-0451.

Sept. 17-22—"Investigative Reporting," presented by the *Poynter Institute for Media Studies*, St. Petersburg, Fla. Contact: Jeanne Nissenbaum, (813) 821-9494.

Sept. 18-20—Telco-Cable VII, sponsored by *Business Research Publications* and *The Yankee Group*. Loews L'Enfant Plaza Hotel, Washington. Contact: (202) 842-3022.

Sept. 18-20—11th annual *National Cable Television Cooperative* members meeting. Charleston, S.C. Contact: Missy Welker, (913) 599-5900.

Sept. 18-21—*NIMA International* sixth annual meeting and trade exhibition. The Mirage, Las Vegas. Contact: David Savage, (202) 962-8342.

Sept. 19—SkyFORUM IV, symposium on satellite and telecommunications convergence and competition, presented by the *Satellite Broadcasting and Communications Association*. Marriott Marquis, New York City. Contact: Alison Klapper, (212) 388-1400.

Sept. 19—CTAM NY Blue Ribbon Breakfast presented by the *Cable Television Administration and Marketing Society*. Rainbow Room, New York City. Contact: Rebecca Kramer, (212) 818-9151.

Sept. 19-20—*Hollywood 2000* conference on packaging entertainment product. Wyndham Bel Age Hotel, West Hollywood, Calif. Contact: Trisha Allen, (714) 513-8648.

Sept. 19-22—*National Association of Black-Owned Broadcasters* annual fall management conference. Hyatt Regency, Washington. Contact: (202) 463-8970.

Sept. 20-22—45th annual *IEEE Broadcasting Technology Society* broadcast symposium. Hotel Washington, Washington, D.C. Contact: Susan Crawford, (202) 452-5600.

Sept. 20-23—Personal Communications Showcase '95, presented by the *Personal Communications Industry Association*. Orange County Convention Center, Orlando, Fla. Contact: Christina Tendero, (202) 467-4770.

Sept. 20-24—*National Association of Telecommunications Officers & Advisors* 15th annual conference. Albuquerque Convention Center, Albuquerque. Contact: Barbara Rutherford Crest, (503) 281-0475.

Sept. 21—*International Radio & Television Society Foundation* newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

Sept. 21-23—PCS '95: Personal Communications Showcase, presented by the *Personal Communications Industry Association*. Orange County Convention Center, Orlando, Fla. Contact: (617) 329-9580.

Sept. 25-27—China Cable and Satellite Television International Summit '95, presented by the *Chinese Institute of Electronics* and the *Institute for International Research*. China World Hotel & Trade Centre, Beijing, China. Contact: +852 2586-1777.

Sept. 28—Radio license renewal seminar presented by *National Association of Broadcasters*. Kansas City, Mo. Contact: Christina Griffin, (202) 775-3511.

OCTOBER

Oct. 9-13—*MIPCOM '95*, international communications convention and exhibition. Palais des Festivals, Cannes, France. Contact: Madeline Noel, (203) 840-5301.

JANUARY 1996

Jan. 22-25—33rd annual *National Association of Television Programming Executives (NATPE)* program conference and exhibition. Sands Expo Center, Las Vegas. Contact: (310) 453-4440.

APRIL 1996

April 15-16—*Television Bureau of Advertising* sales & marketing conference. Las Vegas Hilton, Las Vegas. Contact: Janice Garjian, (212) 486-1111.

April 15-18—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

MAY 1996

May 19-22—36th annual *Broadcast Cable Financial Management Association/Broadcast Cable Credit Association* conference. Buena Vista Palace Hotel, Orlando (Disneyworld), Fla. Contact: Cathy Lynch, (708) 296-0200.

Major Meeting dates in red

—Compiled by Kenneth Ray
(ken.ray@b&c.cahners.com)

David Louie: Thinking globally for NATAS

At an age when most aspiring television reporters were running tapes, David Louie was covering his first race riot—and discovering what it meant to be an Asian-American journalist in a black-and-white world.

After riots in in 1968 in Cleveland's African-American neighborhoods, the city's Carl B. Stokes, the first major-city African-American mayor, banned all white police officers and reporters from the Glenville neighborhood in an effort to diffuse the situation.

With few African-American reporters available, Louie, then an 18-year-old WKYC-TV reporter trainee, was pressed into service, accompanying reporter Norma Quarles (who is African American) to the scene. There, police officials debated whether he should be allowed into the riot zone and finally decided to let him enter.

"That was a real turning point in defining myself as a minority journalist—so much of the time everyone looked at it as a black-and-white world," says Louie, who is now KGO-TV San Francisco business editor/money reporter and a leading proponent of ethnic diversity in newsrooms. "I think that was a defining point that ours was more than just a black-and-white society."

In 1972 Louie became the first Asian-American television reporter at KGO-TV, adding diversity to a city whose on-air TV reporting teams were then almost exclusively white, despite an Asian-American community already more than 20% of the population. In 1977, after joining WXYZ-TV Detroit as assistant news director, he became the first Asian-American station executive before deciding that he preferred reporting to news management.

Now, as the first minority chairman of the National Academy of Television Arts and Sciences, the body that represents all of the television industry save Hollywood, Louie is attempting to remake an organization known for little more than awards into a proactive force for education and change.

"We are working to strengthen ties between the viewers and the industry itself," says Louie. "This is the true broad-based organization in the industry that cuts across all crafts and industries."

The son of a noodle manufacturer who immigrated to the U.S. from China in the 1920s, Louie came into television news through a combination of hard work and good fortune.



"We are working to strengthen ties between the viewers and the industry itself."

David Allen Louie

Chairman, National Academy of Television Arts and Sciences, New York, and business editor/money reporter, KGO-TV San Francisco; b. June 19, 1950, Lakewood, Ohio; BS, Journalism, Medill School of Journalism, Northwestern University, Evanston, Ill., 1968-72; reporter trainee, WKYC-TV Cleveland, 1968; relief newswriter, WLS-TV and WMAQ-TV Chicago, 1969-72; KGO-TV San Francisco: general assignment reporter, 1972-75; East Bay bureau chief, 1975-76; assistant news director, WXYZ-TV Detroit, 1977-79; KGO-TV: reporter, 1979-81; Pennisula bureau chief, 1981-85; current position since 1986; NATAS chairman since June 1994.

At age five in 1955, Louie's next-door neighbor, a television producer for KYW-TV (now WKYC-TV) Cleveland, recruited him to be a student on the weekly religious show *TV Sunday School*. Louie literally grew up on television, continuing to appear on the show from 1955 to 1963. The experience led him to consider television as a career.

After high school years answering phones at WKYC-TV and the reporter-trainee stint, he attended Northwestern University's Medill School of Journalism in 1969-72. He also worked as a vacation-relief newswriter at WLS-TV and WMAQ-TV Chicago during a period where student protests against the Vietnam War temporarily closed the campus.

After graduation, Louie was hired by KGO-TV. A civil rights organization, Chinese for Affirmative Action, earlier had threatened to file license challenges to local stations. The station was quick to promote Louie's presence, underscoring his ethnic heritage by briefly superimposing his name in Chinese characters during stories.

By 1977 Louie was KGO-TV East Bay bureau chief and wanted to move into news management. He was hired by WXYZ-TV Detroit, another station then-owned by ABC, as assistant news director, reporting to news director Phil Nye (now president/GM of KBAK-TV Bakersfield, Calif.).

Louie's desire to return to reporting and his sense that his ethnicity was barring advancement at the station led him to return to KGO-TV as a general assignment reporter in 1979.

Louie is spearheading an effort at NATAS to increase viewer access to that body by creating a classroom lesson plan to promote television literacy in schools. Through its 17 chapters, NATAS is rolling out a free curriculum to upper-elementary classes across the country that it hopes will increase awareness of such issues as violence on television, ethnic and gender stereotyping and diversity, and the technical aspects of the medium.

NATAS also is exploring offering member services such as industry debates, networking, job postings and scholarships through an online computer service that will begin possibly later this year.

"We have to think globally as well as locally and help develop people with multilingual and computer skills and talents as we try to draw the top young people into the industry," says Louie. —DT

BROADCAST TV

Mark Benschmidt, LSM, KNTV(TV) San Jose, Calif., joins KSEE(TV) Fresno, Calif., as GSM.

Mark Gall, Eastern sales manager, WGN Cable, Chicago, named GSM, Tribune Television there.

Appointments at GOCOM Television: **Keith True**, GSM, WSAV-TV Savannah, Ga., joins WGXA(TV) Macon, Ga., as VP/GM; **Peter O'Brien**, director, operations, WTTV(TV) Bloomington and WTTK(TV) Kokomo, both Indiana, named corporate director, operations, GOCOM Television.

Glenn Haygood, regional sales manager, WCPX-TV Orlando, Fla., joins WXII(TV) Winston-Salem, N.C., as NSM.

Appointments at KOAT-TV Albuquerque, N.M.: **Liz Gasser**, market research director, named director, community affairs and research; **Sherri Trujillo**, creative coordinator, named director, client services; **Dirk Claussen**, account executive, named LSM.

Anna Carbonell, manager, press information/public affairs and host/producer, *Tiempo*, WABC-TV New York, joins WNBC(TV) there as director, station relations.

Lance Orozco, weather forecaster/entertainment editor, KEYT-TV Santa Barbara, Calif., joins KTXL(TV) Sacramento, Calif., as weeknight weather forecaster.

Craig Jahelka, news director, WHNT-TV Huntsville, Ala., named VP, news and local programming.

Robin Whitmeyer, executive producer, special projects, WSOC-TV Charlotte, N.C., adds executive editor, *Eyewitness News*, to her responsibilities.

Paul Heine, senior account executive, Arbitron Co., Chicago, joins WRTV (TV) Indianapolis as research director.

Sylvia Avey, program director, WYCC(TV) Chicago, joins KCTF(TV) Waco, Tex., as GM.

PROGRAMING

Therese Gamba, advertising and marketing consultant, Frank N. Magid Associates Inc., joins Columbia TriStar Television Distribution, Culver City, Calif., as

Padden gets new post



Padden

Preston Padden has been named president, telecommunications and television, News Corp. Padden's former News Corp. title was senior vice president, government relations. He will continue to head affiliate relations for Fox Broadcasting as president of network distribution. He also will oversee News Corp.'s new-media venture with MCI and programing deals with local telephone companies. Padden will report to News Corp. Chairman Rupert Murdoch and Fox Television Chairman Chase Carey.

Also moving up a rung at Fox is Peggy Benzel, who takes over as the company's top lobbyist in Washington. Benzel will report to Padden in her new position as senior vice president, government relations.

—CSS



Benzel

director, advertising and promotion.



Cohen

Jed Cohen, executive director, Western region, Buena Vista Television, Burbank, Calif., named VP, sales, Western region.

Kaaren Lee Brown, VP, licensing, Tyco Toys, joins Bohbot Communications Inc., New York, as senior VP, program acquisitions and development.

Linda Carrasquillo, manager, production, Viacom International, New York, joins United Entertainment Group there as director, production.



Pasternack

Dan Pasternack, head, television division, Lenhoff/Robinson Talent and Literary Agency, joins The Fred Silverman Company, Los Angeles, as VP, network programs.

Frank Hussey, director, Western division, MTM Domestic Television Distribution, Santa Monica, Calif., named VP, Southwest division.

Amy Slaughter-Allen, coordinator, current production, HBO Independent Productions, joins Big Ticket Television, Los Angeles, as manager, programs.

Penny Haft, GM, WTTQ(TV) Birmingham,

Ala., and **Matt Aaron**, key account manager, The Weather Channel, Atlanta, join Paramount Domestic Television, Fort Lauderdale, Fla., as Southeastern division managers.

Russ Mitchell, correspondent, *Eye to Eye*, CBS, New York, named anchor, *CBS Sunday Night News*, and Washington-based news correspondent.



Gotch

Tarquin Gotch, television and feature film producer, joins 20th Television, Los Angeles, as senior VP, movies.

Appointments at MTM Television, Studio City, Calif.: **Michael Lansbury**, VP,

series programs, MTE (a division of MCA Television), joins as VP, series programming; **Sharon Hall**, VP/director, entertainment programming, BBDO, New York, joins as VP, syndication and specials; **Donna Carolan**, VP, creative affairs, Bernard Sofronski Productions, joins as VP, movie and mini-series.

Josie Thomas, director, business affairs, CBS News, New York, named VP.

Lorri Bond, manager, classic animation, Warner Bros. Animation, Burbank, Calif., named director.

Victoria Quoss, VP/Eastern regional manager, domestic distribution and basic cable sales, 20th Television, Los Angeles, joins Fox Broadcasting Company, Beverly Hills, Calif., as senior VP, net-

work distribution.

RADIO

Michael Lovitt, president, The Lovitt Advertising Agency, Vine Grove, Ky., joins WRZI(FM) there as director, sales and marketing.

Leslie Bloch, marketing consultant, Hallmark Entertainment, joins SW Networks, New York, as VP, communications.



Levy

Army Levy, LSM, WALK-FM Long Island, N.Y., named GSM.

Stanley Mak, radio group head, King Broadcasting, joins KUPL-AM-FM Portland, and KKJZ(FM) Lake Oswego, all Ore., as GM.

J.D. Freeman, VP/GM KZLA-FM/KLAC (AM) Los Angeles, has been elected chairman of the board of the Southern California Broadcasters Association.

Leslie Wustrack, account executive, KEZO-AM-FM Omaha, named LSM.

Greg Brown, on-air host, WTMX(FM) Skokie, Ill., joins WJMK(FM) Chicago as midday personality.

CABLE

Appointments at MSG Network, New York: **Joe Townley**, executive producer, *SportsDesk* and informational programming, adds director, programming, to his responsibilities; **Deborah Patire**, national account executive, *New York Post*, New York, joins as director, marketing.

Appointments at Cablevision's 24-hour News 12, Norwalk, Conn.: **Sonja Weinkopf**, on-air reporter, *The Education Project*, KRIS-TV Corpus Christi, Tex., joins as anchor/reporter; **David Springer**, bureau chief/reporter/anchor, WJWJ-TV Beaufort, S.C., joins as reporter.

C. E. Nixon, producer/director/editor, WTMW(TV) Arlington, Va., joins District Cable Advertising, Washington, as production manager.

Appointments at Time Warner Cable Programming, Stamford, Conn.: **Mark Aronson**, associate, Alpine Capital Group Inc., New York, joins as director; **Kirk Varner**, VP, news and creative services, WIVB-TV Buffalo, N.Y., joins as director, news services.

Tony Garofalo, supervising producer, *The*

People's Court, joins America's Talking, *Straight Forward with Roger Ailes*, Fort Lee, N.J., as producer.

Ann Gordon, director, taxation, International Family Entertainment Inc., Virginia Beach, Va., named VP.

Karen Edwards, counsel, Discovery Communications, Bethesda, Md., joins Showtime Networks Inc., New York, as VP/counsel.

Gerry Solomon, managing editor, *Good Morning America*, joins CNN Business News, New York, as supervising producer, *Business Day* and *Business Asia*.

ADVERTISING/MARKETING

Michael Albright, head, Albright Creative Services, joins Jacobs & Gerber, Los Angeles, as creative director.

Nicholas Langone, director, sales, Premiere News Network, and **Robert Wagley**, GSM, WSYX(TV) Columbus, Ohio, join Rainbow Sports Sales as national sales managers, New York and Chicago, respectively.

Rod Granger, marketing editor, *Multi-channel News*, New York, joins The Lippin Group there as VP.

Morris McWilliams, account executive, Premier Advertiser Sales, New York, joins Action Media Group there as director, Eastern advertiser sales.

ALLIED FIELDS

Richard Liebhaber, chief strategy and technical officer, MCI, joins Veronis, Suhler & Associates Inc., New York, as managing director. He will be based in Washington, but will also work out of New York.

Jill Ruzich, artist development representative, CEMA Distribution, San Francisco, joins Rhino Records, Los Angeles, as national sales development manager.

Dave Thomas, VP/national account group

Errata

BROADCASTING & CABLE reported in an obituary in the Aug. 7 "Fates & Fortunes" that Duane Garrett died of "an apparently self-inflicted gunshot wound." In fact, Mr. Garrett's body was found in the water beneath the north tower of the Golden Gate Bridge and his death is being investigated as a suicide; there was no gunshot wound. BROADCASTING & CABLE regrets the error.

manager, Nielsen Homevideo Index, New York, named senior VP/director, marketing, MONITOR-PLUS, the multimedia advertising reporting service from Nielsen Media Research.

Cathy Miller, producer, Werts Films, joins Lucka Productions Inc., Los Angeles, as executive producer.

Steve Smith, VP, communications industries, Bank of California, joins Community Pacific Broadcasting, Monterey, Calif., as VP/treasurer and director, business development.

DEATHS



Berkman

Jack N. Berkman, 90, broadcasting and telecommunications pioneer, died Aug. 3 at his home in New York City. Most recently Berkman was chairman of The Associated Group Inc.,

recently spun off from Associated Communications Corp., which has interests in cable, radio and cellular communications. In 1940 Berkman founded WSTV(AM) Steubenville, Ohio, the genesis of an extensive radio, television and cable operation. Later, he added WBOY-TV Clarksburg, W. Va. Berkman's media operations merged with Rust Craft Greeting Card Co., where he served as vice-chairman and oversaw the communications segments, including the merger of its cable television interests into Tele-Communications Inc. Berkman is survived by his wife, Lillian; three sons; six grandchildren; two great grandchildren, and two brothers.

Frank Massi, 85, director, The Hearst Corp., New York, died Aug. 7 at his home in Garden City, N.Y., of congestive heart failure. Massi's career with the company began in 1934 when it purchased *Pictorial Review*, a magazine where he served as chief accountant. He moved up within Hearst's ranks and was named executive VP in 1968 and president/CEO in 1973. Massi is survived by his wife, Madeline; two daughters, Lucille and Martha; and ten grandchildren.

—Compiled by Denise Smith
e-mail: d.smith@b&c.cahners.com

ABC has signed Tribune's wgn(tv) New Orleans to a 10-year affiliation agreement. The current ABC affiliate, Burnham's wvue, is being sold to SF Broadcasting, the joint venture between Savoy and Fox, and will become a Fox affiliate. Current Fox affiliate WNOL-TV is expected to take over wgn's WB affiliation. The CBS and NBC affiliates remain unchanged, wwL-TV and wdsu, respectively.

Keeping to their respective corporate plans to sell nonstrategic cable systems and reduce debt, **Time Warner Cable and Cox Communications have agreed to sell three cable systems to the Washington Post Co. for \$120 million** in cash. Time Warner has sold systems in Prescott, Ariz., with an estimated 24,000 subscribers, and in Cleveland, Miss. (approximately 16,000 subs) for \$70 million. Cox, meanwhile, sold its Texarkana, Ark., system (approximately 25,000 subs) for \$50 million.

Rather than roll out its new fall schedule over several weeks, CBS will debut most of it Sept. 18-24. The exceptions are the Wednesday night schedule, which premieres on Sept. 13, and its Sunday shows, which include *Cybill* taking over the *Murder, She Wrote* slot at 8 p.m. on Sept. 17. Also, *New York News*, a late addition to CBS's schedule, will debut on Thursday, Sept. 28. The season officially begins on Monday, Sept. 18.

Harpo Films, Oprah Winfrey's production division, has optioned the rights to "The Keepers of the House," the Pulitzer Prize-winning novel written by Shirley Ann Grau. The book, published in 1964, chronicles from the 1930s to the 1960s the lives of a wealthy white southern landowner, his black housekeeper and their three children. The project will be

produced under the *Oprah Winfrey Presents* banner, which supplies made-for-TV movies to ABC.

Actor Brian Dennehy will write, direct and star in the fourth of a continuing series of Jake Reed movies for NBC. The two-hour drama, *Jake Reed: One of Our Own*, will be produced by The Kushner-Locke Co. The first of the telefilms aired in November 1992.

For the week of July 31-Aug. 4, **NBC's *Tonight Show with Jay Leno* tied for first with CBS's *Late Show with David Letterman*,** with both shows averaging a 4.8 Nielsen rating/14 share. Among adults 18-49, *Letterman* pulled a 3.0 share versus *Leno*'s 2.5.

With the addition of nominees in six more categories, **the Academy of Television Arts & Sciences has updated its nomination totals for prime time Emmy awards.** Getting the biggest boost was *ER*, which adds three nominations to the 20 announced on July 20. *Frasier*, *Star Trek: Voyager* and *Larry Sanders* each picked up two more. The new nomination totals: NBC, 96; CBS, 91; HBO, 50; ABC, 42; Fox, 19; PBS, 18; TNT, 18; The Disney Channel, 10; UPN, 9; syndicated, 8; TBS, 6; MTV, 5; Comedy Central, 3; A&E, 2; The Cartoon Network, Cinemax, Discovery Channel, Family Channel, Nickelodeon, Showtime, USA and WBN, one each.

The National Academy of Television Arts and Sciences announced finalists for its annual community service programing Emmy awards: WKYC-TV and WEWS, both Cleveland, Ohio; KRON-TV San Francisco; KPLR-TV St. Louis; WMAQ-TV Chicago; WTvs Detroit; WCIX Miami; KARE and WCCO-TV, both Minneapolis; KPRC-TV Houston; WNYC-TV New York, and WFAA-TV Dallas. The

awards will be presented at a ceremony in New York on Aug. 29.

The FCC last week proposed resolving 268 rate complaints against Comcast Cable Communications. The proposed resolution requires Comcast to issue \$6.6 million in subscriber refunds in the form of bill credits and to forgo inflation and external cost adjustments of more than \$3 million. The FCC said those filing the original complaints have until Sept. 13 to offer comments on the proposed resolution.

The FCC last week wrapped up work on two video dialtone rulings. One levies a \$200,000 fine against Ameritech for constructing a cable system without first obtaining a "Section 214" waiver, but the other streamlines the process of obtaining such waivers to operate cable systems. The new procedures apply to telcos that have obtained injunctions barring the FCC from enforcing the telco-cable crossownership ban.

MGM/UA Telecommunications Group has signed an exclusive multimillion-dollar licensing and co-production deal with Australia's Seven Network. In the deal, Seven obtains exclusive Australian free-TV rights to all MGM and UA films and TV programming, including MGM's new syndicated series *The Outer Limits* and *LAPD*, in addition to future projects. The two-part deal also calls for MGM and Seven to co-produce projects that MGM will own and distribute worldwide.

Tele-Communications Inc. International has named three new members to its newly created board of directors: Sumitomo Corp. President Tomiichi Akiyama; Paul Gould, executive VP/managing director, Allen & Co., and Pierre Lescure, CEO, Canal+. The three join TCI International board

Printed in the U.S.A. Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Teletesting* introduced in 1945. *Television* acquired in 1961. *Cablecasting* introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Broadcasting & Cable* introduced in 1993. *Broadcasting & Cable* is a registered trademark of Reed Publishing (Nederland) B.V., used under license. *Reg. U.S. Patent Office.

Incorporating TheFifthEstate TELEVISION Broadcasting

Broadcasting & Cable (ISSN 0007-2028) (GST #123397457) is published weekly, except at year's end when two issues are combined, by the Cahners Publishing Co., Cahners Publishing Co., at 245 West 17th St., New York, NY 10011, is a division of Reed Elsevier Inc., 275 Washington St., Newton, MA 02158-1630; Robert L. Krakoff, Chairman/Chief Executive Officer; Timothy C. O'Brien, Executive Vice President/Finance and Administration; John J. Beni, Senior Vice President/General Manager, Consumer/Entertainment Division. Second-class postage paid at New York, NY, and additional mailing offices. Postmaster, please send address changes to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. *Broadcasting & Cable* copyright 1995 by Reed Elsevier Inc. Rates for non-qualified subscriptions, including all issues: USA, \$117; Canada, \$149 (includes GST); Foreign Air, \$320; Foreign Surface, \$169. A reasonable fee shall be assessed to cover handling costs in the event of cancellation of a subscription. Except for special issues where price changes are indicated, single copies are \$3.95 US. Please address all subscription mail to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. Microfilm of *Broadcasting & Cable* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, MI 48106 (1-800-521-0600).

Closed Circuit

members John Malone, chairman; Fred Vierra, vice chairman/CEO; Adam Singer, president/COO, and Jerry Kern, director.

Liberty Sports subsidiary Prime Sports Merchandising has acquired Fan Fair Corp. and Merle Harmon Enterprises, two sports-apparel retailers with a combined 75 stores. Liberty, which owns several regional sports cable networks, already operates seven Prime Sports Stop stores. Liberty is the sports programming arm of Tele-Communications Inc.

Sister companies **MTV and Blockbuster Music in mid-August plan to team on a co-promotion** tied to the cable network's upcoming Video Music Awards. Included in the promotion will be an opportunity for Blockbuster Music Store customers to purchase an exclusive MTV cap for \$5.99 with the purchase of more than \$5 in merchandise from any VMA nominee.

Showtime Networks and Direct Satellite System (DSS) program provider USSB are co-sponsoring a retail promotion for the upcoming PPV heavyweight fight between Mike Tyson and Peter McNeeley at approximately 9,000 consumer electronics stores authorized to sell DSS. The bout, scheduled for Aug. 19 at the MGM Grand in Las Vegas, is being distributed by Showtime Event Television, Pay Per View and KingVision Pay Per View. The DSS Entertainment Knockout promotion comprises a DSS discount offer and a consumer contest. Three grand-prize winners will receive a trip for two to the next Tyson fight. The promotion runs until Aug. 19.

Sports Channel Regional Network has signed an exclusive multiyear agreement with the International Hockey League to televise 18-21 games per season beginning with the minor league's opening game on Oct. 1. Sports Channel will offer the games to Prime Network and control the international distribution. Sports Channel also will televise the IHL All-Star game, the last five regular season Saturday afternoon games, all six playoff games and the Turner Cup Finals.

ATLANTA

Turner responds to suit

According to industry sources, executives at Turner Classic Movies (TCM) have responded to the \$250 million breach-of-contract lawsuit filed by American Movie Classics (AMC) last June alleging that TCM violated AMC's exclusive rights agreement to show certain films from Turner's RKO library. TCM's memo, 30-plus pages, was issued to AMC last Monday and apparently acknowledges that TCM has shown certain films covered by the contract but has done so "unintentionally and inadvertently."

NEW YORK

Rightsholder relief

Holders of local TV and radio rights to Major League Baseball won't have to worry about abiding by MLB's proposed rule requiring broadcasters to reduce commercial time between innings by approximately 20 seconds. The rule, which was to have gone into effect July 28, was part of MLB's plan to help speed games. The regulation called for broadcast rightsholders to reduce commercial airtime in games by 20 seconds per each scheduled inning and half-inning break (to 1:45 from 2:05), effectively shaving off six minutes from each game. However, National League Senior Vice President Kathy Feeney says the rule has been delayed until at least the 1996 season to allow TV rightsholders to keep ad sales commitments made before the season. Feeney says the time guideline will be reevaluated at the end of the season.

WASHINGTON

Advanced resolution?

FCC commissioners might resolve the Advanced Communications DBS dispute this week. The former DBS licensee had struck a deal to sell DBS channels to a TCI subsidiary for \$45 million, but had to take a detour through the FCC after the International Bureau reclaimed the channels. FCC sources say options for resolving Advanced's petition for reconsideration include adopting the bureau's recommendation to allow the original deal to go forward but limiting Advanced to recovering only its costs, or keeping the DBS channels and auc-

tioning them. Sources also say the commission might allow TCI's subsidiary access to the Advanced channels, but require the company to return other DBS channels for auction.

NASHVILLE

Gaylord ponders new net

Gaylord Entertainment, parent of The Nashville Network (TNN) and Country Music Tonight (CMT), is considering developing a third network built around its viewing audience's country lifestyle. Programming likely would include country music, line dancing and outdoor sports such as fishing and stock car racing.

BOSTON

Talk troubles

Three board members of the National Association of Radio Talk Show Hosts resigned after the group's annual convention in Houston. Each claims that several board members deliberately skipped a meeting at the convention and prevented a quorum to avoid discussing the polling method used to nominate controversial talk show host G. Gordon Liddy to receive NARTSH's annual freedom of speech award. Each board member was contacted by phone to register their vote, and the board members who resigned said they felt pressured to vote for Liddy (at least two of the three did). NARTSH executive director Carol Nashe said "nobody was pressured" to vote for Liddy and that three of 20 board members voted against Liddy. Nashe said board members have been contacted individually by phone in the past to nominate award winners. She said three new members have been chosen to fill the vacancies.



Drawn for BROADCASTING & CABLE by Jack Schmidt

V for vanquished

"I want to assure you that I would join the battle to insure that broadcasters would never have to air or rate any programming against their will. And I can promise you that if there were an effort to do so, that effort would be defeated because the coalition that we put together in the Congress to pass the V-chip would fight to the death for the First Amendment rights of broadcasters. What is at stake here, however, is the First Amendment rights of parents and children. Their rights have to be balanced as well."

In a remarkable interview in this issue, that statement appears in a conversation between Representative Edward J. Markey (D-Mass.) and editors of this magazine. The primary subject was the V-chip, a blocking device that viewers could use to screen out television programs that someone or other might find objectionable. The chip is Mr. Markey's invention and his parliamentary triumph. It is, in the view of this page, the most dangerous threat to freedom of speech yet devised by a Congress that is constitutionally constrained not to pass any law abridging such freedom.

We came away from that interview impressed by Mr. Markey's rationale and his conviction that this invention does no damage to the First Amendment. The fact that we don't share his faith that the V-chip will not turn against Frankenstein does not diminish our appreciation for his argument.

We very much fear that the V-chip is a fait accompli. Few members of Congress, faced with the necessity of going on record, will demur. It appears in both House and Senate versions of the new Communications Act, and the President has endorsed it. But if it cannot be eliminated, it can be contained, in our view, by adding language akin to the Markey paragraph boldfaced above. Or even better lan-

guage that can be devised by more expert First Amendment advocates than we.

(The government already has started fooling around with the First Amendment in this instance by decreeing that politics and religion will be exempt from any ratings procedure. Why? Because members don't want anyone blocking their utterances, and because they needed the support of the religious lobby to pass this measure in the first place. This house already is being built on sand.)

We're entering the land of unintended consequences. V-chip advocates say it will free TV's creators as never before; with children protected by the chip, producers and broadcasters presumably would have a free hand to be as violent and raunchy as they desire. We fear it will go the other way, making television a medium run by committee—and, worst case, a government committee. This is an hour to hope for the best and prepare for the worst.

Cease and desist

Congressman Markey forces the V-chip, Senator Dorgan sets up a "report card" system on TV violence, and Senator Hollings bans violence when children are in the audience. The national nanny is on the loose.

We respect all these overtures as well-intentioned, even as we deny their constitutionality. We almost pity the FCC, mandated by Hollings to define violence when it sees it. By next year there'll be a convention of professionals who make a living cramping TV's style, a dozen citizen groups exploiting the issue, and absolute gridlock in the Japanese set-manufacturing industry.

While trying to confine the V-chip, broadcasters should work to confine the Dorgan and Hollings bills where they are—not in the conference considering the telcom bill.

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Founder and Editor
Sol Taishoff (1904-1982)

**Broadcasting
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1705 DeSales Street, N.W.
Washington, DC 20036
Phone: 202-659-2340
Circulation: 800-554-5729
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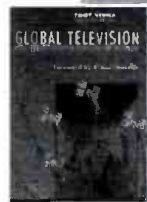
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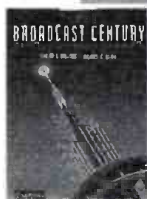
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