THE GREAT DEBATE
ON TV ADVERTISING

CAB's Joe Ostrow vs. TVB's Ave Butensky

THE FCC's TURN
After the bill, the rulemakings
ROSEANNE

A classic now and forever.
COMEDY LEGENDS
COME ALONG
ONCE IN A LIFETIME...
MAKE THAT TWICE.

Just like Lucy, Roseanne has created a legacy of classic comedy performances that will live forever.

Her extraordinary network and syndication success, and unprecedented critical acclaim, have made Roseanne one of the most honored comedies of all time.

Nominated for

SIXTEEN EMMYS • 4 Wins
TEN GOLDEN GLOBES • 3 Wins
NINE PEOPLE’S CHOICE AWARDS • 3 Wins
FOUR HUMANITAS PRIZES • 1 Win
FOURTEEN AMERICAN COMEDY AWARDS • 1 Win

and

WINNER OF THE PEABODY AWARD

Roseanne is a timeless comedy that will play well into the next century.
New year, new responsibilities for FCC If telecommunications reform is passed and given to the FCC to enact, commission officials say, the FCC faces as many as 80 potential new rulemakings, many carrying a one-year implementation deadline. / 8

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

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

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

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

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

1995 radio revenue: In like a lion, out like a lamb While radio revenue should show an increase over 1994, that jump is due to high returns early in the year. Totals slipped as the year ended. / 53

Cover Story

TV from two sides There's one thing on which TV and cable advertising advocates can agree: 1996 should be one heck of a year. Ave Butensky, president of the Television Bureau of Advertising, and Joe Ostrow, president of the Cabletelevision Advertising Bureau, talk with Broadcasting & Cable's Steve McClellan about how 1995 treated their industries and what their hopes are for the new year. Ostrow, for example, says new categories coming from consumer-related advertising, while Butensky looks for retail gains. Cover photo by Lisa Quinones/Black Star / 26

Cable

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

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

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

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

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

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

CompuServe

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

Dole puts auction on table

At same time, Telcosubcom’s Fields supports White House proposal for auction by 2002

By Christopher Stern

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

The Clinton administration has already proposed spectrum auctions, but it would delay any sale of broadcast airwaves for seven years. Dole’s proposal calls for an upfront sale of the spectrum that broadcasters want in order to make the transition to digital services, including HDTV.

National Association of Broadcasters President Eddie Fritts said the Dole proposal has the potential of “driving a stake into the heart of the television industry.” Asked which proposal he prefers, the Clinton administration’s or Dole’s, Fritts said, “Do you kill me now or do you kill me later?”

The White House says its proposal would raise $6 billion for the U.S. Treasury by 2002. The FCC has estimated that an upfront auction of spectrum set aside for digital TV could raise as much as $70 billion. Broadcaster Chairman Jack Fields replied: “Sure, he could not win any changes to the current language. Why shouldn’t they pay for it?”

SENATE COMMERCE COMMITTEE CHAIRMAN LARRY PRESSLER (R-S.D.) TO AUCTION DIGITAL SPECTRUM. FIELDS FOUND MORE THAN $15 BILLION WORTH OF SPECTRUM TO MEET CONGRESSIONAL BUDGET GOALS WITHOUT RESORTING TO AN UPFRONT SALE OF THE DIGITAL SPECTRUM.

Under the current plan, every broadcaster in the nation will get a second channel free to begin transmitting a digital signal. Once the transition is complete, broadcasters will give their original analog channel back to the government, but there is no deadline for that.

The spectrum plan, as outlined in the pending telecommunications legislation and the Republican budget bill, has come under attack from both Dole and the White House, which would like to use spectrum revenue to help balance the budget. But Oxley, who declared the bill “dead as Elvis” two weeks ago, has upgraded his assessment of the legislation to “in limbo.”

No action on telcom bill before recess

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

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

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

Asked if he would sign the conference report even if he could not win any changes to the current language, Fields replied: “Sure, if it turns out some of the things we are looking at cannot be perfected, then the answer is that we must have a telecommunications bill this year.”

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

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

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

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

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

without even batting an eyelash.

<table>
<thead>
<tr>
<th>MARKET</th>
<th>STATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago</td>
<td>WCIU</td>
</tr>
<tr>
<td>Dallas/Ft. Worth</td>
<td>KXAS</td>
</tr>
<tr>
<td>Seattle</td>
<td>KING</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WUAB</td>
</tr>
<tr>
<td>St. Louis</td>
<td>WOAB</td>
</tr>
<tr>
<td>Sacramento</td>
<td>KDLN</td>
</tr>
<tr>
<td>Portland</td>
<td>KPWB</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>KGW</td>
</tr>
<tr>
<td>Hartford</td>
<td>WTTV</td>
</tr>
<tr>
<td>Charlotte</td>
<td>WTNH</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>WCNC</td>
</tr>
<tr>
<td>Columbus</td>
<td>WXIX</td>
</tr>
<tr>
<td>Greenville/Ashville</td>
<td>WSYX</td>
</tr>
<tr>
<td>San Antonio</td>
<td>WLOS</td>
</tr>
<tr>
<td>Grand Rapids</td>
<td>KRRT</td>
</tr>
<tr>
<td>Norfolk</td>
<td>WOOD</td>
</tr>
<tr>
<td>W. Palm Beach</td>
<td>WAVY</td>
</tr>
<tr>
<td>Greensboro</td>
<td>WFLX</td>
</tr>
<tr>
<td>Albuquerque</td>
<td>WEJC</td>
</tr>
<tr>
<td>Louisville</td>
<td>KASA</td>
</tr>
<tr>
<td>Fresno</td>
<td>WHAS</td>
</tr>
<tr>
<td>Austin</td>
<td>KMPH</td>
</tr>
<tr>
<td>Honolulu</td>
<td>KXAN</td>
</tr>
<tr>
<td>Des Moines</td>
<td>KHNL</td>
</tr>
<tr>
<td>Spokane</td>
<td>KDSM</td>
</tr>
<tr>
<td>Omaha</td>
<td>KREM</td>
</tr>
<tr>
<td>Tucson</td>
<td>KPTM</td>
</tr>
<tr>
<td>Champaign</td>
<td>KMSB</td>
</tr>
<tr>
<td>Fort Wayne</td>
<td>WAND</td>
</tr>
<tr>
<td>Reno</td>
<td>WANE</td>
</tr>
<tr>
<td>Boise</td>
<td>KREN</td>
</tr>
<tr>
<td>Bakersfield</td>
<td>KTVB</td>
</tr>
<tr>
<td></td>
<td>KMPH</td>
</tr>
</tbody>
</table>

A PROGRAM MADE FOR TELEVISION STATIONS BY TELEVISION STATIONS
Stations with an eye for new and entertaining talk are choosing the Jim J. & Tammy Faye show as the ideal mid-season replacement. Their natural charm and spontaneous wit is guaranteed advertiser friendly. So choose Jim J. and Tammy Faye — the perfect pick-me-up.
Dole last week told New York Times columnist William Safire that giving broadcasters spectrum free was unfair in a time of budget austerity. "Here we're cutting Medicaid and doing all the painful things while we lend them the spectrum for 12 years. Why shouldn't they pay for it?" said Dole, according to Safire's column.

Dole also told Safire that he had raised the issue of an upfront auction for digital spectrum during budget negotiations with the White House. Fritts said last week that Dole's office confirmed that the senator had made the offer on spectrum auctions to the White House. Until last week, broadcasters had been counting on Republican leadership, including Dole, to oppose spectrum auctions.

Broadcasters say they cannot afford to bid for spectrum while simultaneously upgrading their facilities for digital service. They say an accelerated auction, supported by the White House and Fields, would force them to switch to a digital service before consumers had upgraded their television sets.

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

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

Despite industry objections, Dole's statements indicate that budget negotiations concerning spectrum may boil down to a decision over selling the digital spectrum now or waiting seven years to sell the rights to the analog spectrum.

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

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

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

---

FCC gears up for new responsibilities

Implementing provisions of new telecommunications bill will be large task

By Chris McConnell

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

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

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

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

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

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

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

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

FCC officials have been charting the various chores and deadlines and in several cases have moved ahead of the bill by launching inquiries or proposals. Sources say the pending work may account for a third or more of the rulemakings called for in the new bill.
Bill or no, FCC eyes ownership changes

Proposed changes resemble those in new legislation

By Chris McConnell

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

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

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

Other proposals the commission has issued would:

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

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

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

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

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

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

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

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

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

The attribution benchmark for voting shares would go from 5% to 10% and from 10% to 20% in the case of passive investors such as bank trust departments and mutual funds. The proposal also asks whether the commission should tighten an exemption to attribution rules in cases where another company holds more than half of a station's voting stock.
<table>
<thead>
<tr>
<th></th>
<th>November '91</th>
<th>November '92</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WOMEN 18-49</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>NATIONAL RATING</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oprah</td>
<td>8.1</td>
<td>7.5</td>
</tr>
<tr>
<td>Donahue</td>
<td>4.4</td>
<td>3.5</td>
</tr>
<tr>
<td>Sally</td>
<td>3.9</td>
<td>3.4</td>
</tr>
<tr>
<td>Geraldo</td>
<td>2.8</td>
<td>2.9</td>
</tr>
<tr>
<td>Regis &amp; Kathie</td>
<td>2.5</td>
<td>2.6</td>
</tr>
<tr>
<td>Maury</td>
<td>2.5</td>
<td>2.4</td>
</tr>
<tr>
<td><strong>Jenny</strong></td>
<td><strong>1.4</strong></td>
<td><strong>1.1</strong></td>
</tr>
<tr>
<td>J. Rivers</td>
<td>1.1</td>
<td>1.1</td>
</tr>
<tr>
<td>Chuck W.</td>
<td>0.7</td>
<td></td>
</tr>
</tbody>
</table>
### November '93

**WOMEN 18-49
NATIONAL RATING**

<table>
<thead>
<tr>
<th>Name</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oprah</td>
<td>6.9</td>
</tr>
<tr>
<td>Sally</td>
<td>3.2</td>
</tr>
<tr>
<td>Donahue</td>
<td>2.8</td>
</tr>
<tr>
<td>Regis &amp; Kathie</td>
<td>2.4</td>
</tr>
<tr>
<td>Geraldo</td>
<td>2.3</td>
</tr>
<tr>
<td>Maury</td>
<td>2.1</td>
</tr>
<tr>
<td>Ricki</td>
<td>1.9</td>
</tr>
<tr>
<td>Montel</td>
<td>1.8</td>
</tr>
<tr>
<td><strong>Jenny</strong></td>
<td><strong>1.5</strong></td>
</tr>
<tr>
<td>B. Berry</td>
<td>1.4</td>
</tr>
<tr>
<td>Vicki</td>
<td>1.4</td>
</tr>
<tr>
<td>J. Whitney</td>
<td>1.3</td>
</tr>
<tr>
<td>Springer</td>
<td>1.3</td>
</tr>
<tr>
<td>L. Brown</td>
<td>1.3</td>
</tr>
<tr>
<td>J. Rivers</td>
<td>0.7</td>
</tr>
</tbody>
</table>

### November '94

**WOMEN 18-49
NATIONAL RATING**

<table>
<thead>
<tr>
<th>Name</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oprah</td>
<td>6.0</td>
</tr>
<tr>
<td>Ricki</td>
<td>3.7</td>
</tr>
<tr>
<td>Montel</td>
<td>2.6</td>
</tr>
<tr>
<td>Sally</td>
<td>2.6</td>
</tr>
<tr>
<td>Regis &amp; Kathie</td>
<td>2.5</td>
</tr>
<tr>
<td>Maury</td>
<td>2.3</td>
</tr>
<tr>
<td>Donahue</td>
<td>2.2</td>
</tr>
<tr>
<td>Geraldo</td>
<td>1.8</td>
</tr>
<tr>
<td>Elliot</td>
<td>1.7</td>
</tr>
<tr>
<td>Springer</td>
<td>1.7</td>
</tr>
<tr>
<td>Rolanda</td>
<td>1.1</td>
</tr>
<tr>
<td>S. Powter</td>
<td>1.0</td>
</tr>
<tr>
<td>Marilu</td>
<td>0.6</td>
</tr>
<tr>
<td>D. Prager</td>
<td>0.4</td>
</tr>
<tr>
<td>S. Somers</td>
<td>0.4</td>
</tr>
</tbody>
</table>

**Jenny** 3.2
### November '95
**WOMEN 18-49 NATIONAL RATING**

<table>
<thead>
<tr>
<th>Name</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oprah</td>
<td>5.7</td>
</tr>
<tr>
<td><strong>Jenny</strong></td>
<td><strong>3.6</strong></td>
</tr>
<tr>
<td>Ricki</td>
<td>3.0</td>
</tr>
<tr>
<td>Montel</td>
<td>2.9</td>
</tr>
<tr>
<td>Regis &amp; Kathie</td>
<td>2.5</td>
</tr>
<tr>
<td>Sally</td>
<td>2.5</td>
</tr>
<tr>
<td>Maury</td>
<td>2.3</td>
</tr>
<tr>
<td>Springer</td>
<td>2.1</td>
</tr>
<tr>
<td>Carnie</td>
<td>1.5</td>
</tr>
<tr>
<td>Geraldo</td>
<td>1.5</td>
</tr>
<tr>
<td>Elliott</td>
<td>1.4</td>
</tr>
<tr>
<td>Tempestt</td>
<td>1.1</td>
</tr>
<tr>
<td>Perez</td>
<td>1.0</td>
</tr>
<tr>
<td>Gabrielle</td>
<td>1.0</td>
</tr>
<tr>
<td>Walberg</td>
<td>1.0</td>
</tr>
<tr>
<td>Bey</td>
<td>1.0</td>
</tr>
<tr>
<td>Rolanda</td>
<td>1.0</td>
</tr>
<tr>
<td>Donahue</td>
<td>0.9</td>
</tr>
<tr>
<td>S. Miller</td>
<td>0.8</td>
</tr>
<tr>
<td>Danny</td>
<td>0.7</td>
</tr>
<tr>
<td>George &amp; Alana</td>
<td>0.7</td>
</tr>
<tr>
<td>Hutton</td>
<td>0.4</td>
</tr>
</tbody>
</table>

Source: NSS, (GAA where available)
THE JENNY JONES SHOW

JENNY

JONES

TELEVISION'S #2 TALK SHOW!

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

www.americanradiohistory.com
KWP/Tribune mull alliance

Tribune gets distribution help, KW stations for launches

By Steve McClellan

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

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

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

But the talks also concern the development and distribution of future projects whereby Tribune could develop shows that would be sold by KWP.

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

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

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

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

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

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

Tartikoff taking ‘Know It Alls’ to NATPE

By Cynthia Littleton

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

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

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

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

The package includes the set for the show, the software for the Jeopardy-style question board and other production materials. In New Orleans, productions costs for the show run about $3,000 per episode.

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

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

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

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

New York FM drops classic for alternative

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

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

WXRK VP/GM Tom Chiusano said the station is “going into what we believe is a big niche and is filling a music void in New York.” With a classic rock format, WXRK had slipped from a 3.7 rating in Arbitron’s summer 1994 survey to a 3.1 rating in the latest survey. WXRK debuted its classic rock format in 1986.
Congratulations to WPIX for finishing the November Sweeps as the #3 station in New York for the first time ever.

We’re happy that we played a part in your success with “Family Matters” beating “Home Improvement” and “The Fresh Prince of Bel-Air” passing “The Simpsons” head-to-head.
CBS returns to syndication

Wilson to head CBS Enterprises, which is buying Maxam

By Steve McClellan

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

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

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

CBS Enterprises will take over control of Maxam Entertainment, the Belo Broadcasting–funded syndication venture that Wilson previously headed. The expanded unit also is absorbing Group W Productions as Westinghouse Electric merges the assets of Westinghouse Broadcasting and CBS. Joining Wilson as his number two is Bob Cook, who had the same position at Maxam.

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

Word of Wilson’s move to CBS was widespread late last week, and some CBS insiders were expecting an announcement last Friday. At deadline, the deal wasn’t final, but an announcement is likely this week, sources say.

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

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

Fox, whose owned stations carried the show for the first two seasons, distributes the show.

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

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

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

Past is prologue for CBS

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

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

Originally a part of CBS, Viacom was spun off into a publicly owned company in 1971 to bring the network into compliance with both the prime-time access rule, which barred networks from domestic syndication, and then-new rules that barred TV networks from owning U.S. cable systems. If telecommunications deregulation makes it through Congress, the network will have come almost full circle, able to acquire cable systems—although not in major markets where it owns TV stations—as well as syndicate its own and others' product domestically.

—JE
Goldman to head new CBS AM group

By Donna Petrozello

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

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

Goldman is the second Group W Radio executive, after Dan Mason, to take over a senior management position in radio held by a CBS staffer. In December, Mason was named to succeed former CBS Radio Division president Nancy Widmann and oversee the 39-station Group W/CBS radio group, collectively renamed the CBS Radio Station Group. Mason had served as president of Group W Radio.

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

Goldman will be based in Boston.

Shareholders approve Disney/CapCities merger

Only thing left is FCC approval, expected later this month

By Steve McClellan

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

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

Voters representing 73% of Disney's outstanding shares were cast in favor of the deal, while about 80% of the outstanding CapCities/ABC shares were voted in favor of the merger. Disney was down 3/4 at the end of trading last Thursday (Jan. 4), to 60 1/2, while Capital Cities/ABC was down 7/8, to 124 1/8. Under the terms of the deal, CapCities/ABC shareholders would receive $65 per share and one Disney share for each of their CCB shares.

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

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

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

Gumbel to leave 'Today'

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

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

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

—SM
STRANGE TONI

The Phenomenal

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

©1996 Rysler Entertainment, Inc. All rights reserved.

www.americanradiohistory.com
Telcomsubcom chairmanship up in air

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

By Christopher Stern

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

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

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

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

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

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

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

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

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

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

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

Lots of work waiting for return of the FCC

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

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

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

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

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

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

—CM
After Helping To Save Thousands Of Lives...

The Original Reality Series Is Coming To The Rescue Again.


www.americanradiohistory.com
ALREADY CLEARED IN

LOVE

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

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

LATE NIGHT HOUR STRIP
FALL 1996
OVER 55% OF THE U.S.!

GO TO BED WITH A SMILE ON YOUR FACE!

NATIONAL AD SALES:
NEW WORLD SALES AND MARKETING
New York (212) 527-6500 • Chicago (312) 544-1244

STONE STANLEY PRODUCTIONS

SYNDICATION SALES:
NEW WORLD/GENESIS DISTRIBUTION
N.Y. (212) 527-4400 • L.A. (310) 441-8344 • Atl. (770) 583-9557

www.americanradiohistory.com
WHO SAYS YOU CAN'T

Already Bought By These Friendly Stations

WPIX - NEW YORK
KTLA - LOS ANGELES
WGN - CHICAGO
WPHL - PHILADELPHIA
WLVI - BOSTON
KWGN - DENVER
KCRA - SACRAMENTO
WCPX - ORLANDO
WXIN - INDIANAPOLIS

F.R.I.EN.D.S.
N'T BUY FRIENDS?
Television From Two Points of View

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

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

Butensky: Advertising showed terrific strides in 1994 over '93. We got off to a good start in 1995, and it hit a wall in the fourth quarter. Sort of like revving up the engines on an aircraft ready to take off as we head to 1996. We have a political year and an Olympics year. The advertising market seems healthy. The major categories continue to be strong, although they tend to go somewhat on a roller coaster—some up-and-down. The future lies in the ability to keep those advertising categories strong and to cultivate new categories. We're optimistic as we move ahead.

Just to follow up—could you...
“Lifeguard” is a reality strip that puts action and suspense in a brand new light. An advertiser-friendly show combining the appeal of real-life stories with the attractiveness of the world’s most exotic locations.

That’s why stations covering over 30% of the country have already signed-up for broadcasting’s new reality franchise.
address some of those late-'95 problems a little more specifically? Will they continue into the first half of '96, as some people are speculating?

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

Early '96?

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

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

And '96?

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

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

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

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

Butensky: Yes.

How about cable, Joe?

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

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

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

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

<table>
<thead>
<tr>
<th>City/Location</th>
<th>Station Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Francisco</td>
<td>KOFY</td>
</tr>
<tr>
<td>Dallas</td>
<td>KXAS</td>
</tr>
<tr>
<td>Seattle</td>
<td>KING</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WUAB</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KDNL</td>
</tr>
<tr>
<td>Sacramento</td>
<td>KPWB</td>
</tr>
<tr>
<td>Portland</td>
<td>KGW</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>WISH</td>
</tr>
<tr>
<td>Hartford</td>
<td>WTNH</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>WXIX</td>
</tr>
<tr>
<td>Kansas City</td>
<td>KMBC</td>
</tr>
<tr>
<td>Columbus</td>
<td>WSYX</td>
</tr>
<tr>
<td>Greenville</td>
<td>WFBC</td>
</tr>
<tr>
<td>San Antonio</td>
<td>KRRT</td>
</tr>
<tr>
<td>Grand Rapids</td>
<td>WOTV</td>
</tr>
<tr>
<td>Norfolk</td>
<td>WAVY</td>
</tr>
<tr>
<td>W. Palm Beach</td>
<td>WFLX</td>
</tr>
<tr>
<td>Greensboro</td>
<td>WEJC</td>
</tr>
<tr>
<td>Albuquerque</td>
<td>KASA</td>
</tr>
<tr>
<td>Louisville</td>
<td>WHAS</td>
</tr>
<tr>
<td>Fresno</td>
<td>KMPH</td>
</tr>
<tr>
<td>Austin</td>
<td>KXAN</td>
</tr>
<tr>
<td>Honolulu</td>
<td>KFVE</td>
</tr>
<tr>
<td>Des Moines</td>
<td>KDSM</td>
</tr>
<tr>
<td>Spokane</td>
<td>KREM</td>
</tr>
<tr>
<td>Omaha</td>
<td>KPTM</td>
</tr>
<tr>
<td>Tucson</td>
<td>KTTU</td>
</tr>
<tr>
<td>Champaign</td>
<td>WAND</td>
</tr>
<tr>
<td>Ft. Wayne</td>
<td>WANE</td>
</tr>
<tr>
<td>Reno</td>
<td>KREN</td>
</tr>
<tr>
<td>Bakersfield</td>
<td>KMPH</td>
</tr>
</tbody>
</table>

**LIFEGUARD**

**REALITY HAS NEVER LOOKED SO GOOD**

---

**Telepictures Distribution**

A Time Warner Entertainment Company

New York (718) 636-3340  Los Angeles (310) 994-6989
Chicago (312) 446-9431

www.americanradiohistory.com
Set sail with a new kind of action hour...

Produced by

in association with

ALL AMERICAN TELEVISION PRODUCTIONS, INC.
A Subsidiary Of
ALL AMERICAN COMMUNICATIONS, INC.
The adventure begins Fall '96

U.S. Distribution by

ALL AMERICAN TELEVISION, INC.

A Subsidiary Of
ALL AMERICAN COMMUNICATIONS, INC.

© 1995 All American Television
The over-the-air networks and the independent stations continue to have the lion’s share [of stronger programs].

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

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

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

Butensky: People are driven to watch programs. The better the program, the more loyal the audience. It doesn’t make a difference where the program is. The over-the-air networks and the independent stations have had the stronger share of programs. They continue to have the lion’s share. And you will see roller-coaster effects. We came through a season that was tremendously impacted by the O.J. trial—where you had significant wall-to-wall coverage, particularly on cable. Audiences veered to that and watched it. We’re seeing audiences now tending to go back to their [previous] programs. If you look at ratings on a program basis, some of the cable networks are up, some are down. The independent stations have gone up. Cable—with the exception of those that covered O.J.—have been up a tenth or down a tenth, so they’re pretty well flat on a network-by-network basis. The gains have been with Court TV and CNN. If programs continue to be strong, that’s where the audience is going to be. And if cable has strong programs, it will grow; if not, it won’t. You have to consider—you’ve got six broadcast networks doing about 60% of the viewing versus 52 cable networks, of which 32 are reporting constantly, getting about 40%. The numbers speak for themselves. For an advertiser who has to look at programing, you’ve got an opportunity to get better reach, more economically, by using those programs that have the biggest numbers against the demographics that you’re trying to reach.

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

What about the reach issue?

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

But you agree with Ave that programing is key?

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

Butensky: I guess we’re paid to disagree.

Do the viewers distinguish between cable programs and broadcast programs?

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

Number One And Bet.

90210

Already sold in 28% of the US, including NY, LA and Chicago.
Better Than First-Run

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

Low ratings cited for decision to pull plugs

By Cynthia Littleton

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

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

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

Although production on both shows was halted Jan. 2, original episodes of Gabrielle will run through the end of February, with repeats airing until March 29. The last episode of Charles Perez will air Jan. 26.

Gabrielle's cancellation came as no surprise to industry observers. The strip averaged a 1.0 national Nielsen household rating and 3 share during the November sweeps and garnered a mere .8 rating among its target audience of women 18-34.

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

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

"The timing of the Charles Perez show did not work out in light of the current fragmentation and economics of talk shows," said Karen Corbin, senior vice president of program development for Tribune. "We are very proud of some of the shows we did and particularly think a lot of Perez."

Charles Perez averaged a 1.76 in households during the November sweeps, pulling in a 1.3 with women...
ANIMATED ACTION HALF-HOURS AVAILABLE FALL '96

Flash Gordon

Hearst Entertainment

235 East 45th St., New York, NY 10017 Phone (212) 555-4100 (800) 523-5467 FAX: (212) 986-6579

Los Angeles Phone: (310) 478-1700 London Phone: (171) 499-8671 FAX: (171) 439-8702

Flash Gordon © 1995 Hearst Entertainment, Inc. - King Features Syndicate, Inc. TM of 'The Hearst Corporation'
18-34. The show, launched on the Tribune stations last March, had been cleared on only 77 stations as of November, compared with 156 stations for Gabrielle.

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

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

Warner Bros. officials declined to comment. Ron Eccher, program director for KOAA-TV, says Warner Bros. agreed to "swap" the double run of Step by Step through August if the station otherwise honors the terms of its contracts for Carnie and Jenny Jones (paying license fees and running barter time).

---

'Elliott,' 'Walberg' renewed

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

By Cynthia Littleton

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

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

"This commitment by CBS solidifies the future of the show and will allow it to continue its growth on a national level," said Rick Jacobson, president and COO of Twentieth Television.

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

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

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

The revamped show will focus more...
THE POWER OF ATTRACTION JUST GOT MORE ATTRACTIVE...

MARQUEE VI

Premiering '96 November

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

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

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

VISIT US AT NATPE BOOTH #7350
The new approach, spearheaded by the McKay, began airing show's remotes from the freshman Gordon Elliott's interview on brochures and putting you non-commercial public service announcements...avoidable. Numbers cold weather outbreak can cause big headaches and big costs. We can help by telling audiences how to keep pipes from freezing. We can help by sending you free, non-commercial public service announcements and brochures and putting you in touch with experts you can interview on-air. Contact us with this form:

Please send me the following NO FROZEN PIPES information:

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

Name ____________________________
Title ______________________________
Station ____________________________
Address ____________________________
City ____________________________ State ______
ZIP ______________

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

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

Help Your Audience Say No to Frozen Pipes.

Help Your Audience Say No to Frozen Pipes.

Help Your Audience Say No to Frozen Pipes.

Help Your Audience Say No to Frozen Pipes.

Help Your Audience Say No to Frozen Pipes.
NOW REPRESENTS

<table>
<thead>
<tr>
<th>WHOI</th>
<th>Peoria–Bloomington (ABC)</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSAW-TV</td>
<td>Wausau–Rhinelander (CBS)</td>
</tr>
<tr>
<td>WTRF-TV</td>
<td>Wheeling–Steubenville (CBS)</td>
</tr>
<tr>
<td>KAIZ-TV</td>
<td>Wichita Falls &amp; Lawton (CBS)</td>
</tr>
<tr>
<td>NEWS CENTER KOSA</td>
<td>Odessa–Midland (CBS)</td>
</tr>
</tbody>
</table>

Brissette Broadcasting Corporation

Harrington, Righter & Parsons, Inc., a subsidiary of Cox Broadcasting, Inc.
805 Third Avenue • New York, NY 10022-7513 • (212) 756-3600
Offices: New York • Atlanta • Boston • Charlotte • Chicago • Cleveland • Dallas • Detroit • Houston • Los Angeles • Minneapolis • Philadelphia • San Francisco • St. Louis • Seattle • Tampa
Men’s books by British author Roger Hargreaves. The series, aimed at preschoolers, features characters with exaggerated physical or behavioral problems that illuminate human frailties. 4D/Marina also is at work on a French version of Where in the World Is Carmen Sandiego?

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

New ‘ET’ correspondents
Three new correspondents have joined Paramount Domestic Television’s Entertainment Tonight.

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

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

Cable connection
Cable programers were also making syndication news last week (see “Cable,” pages 58, 59).

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

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

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

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

Casey conferences draw on diverse experts. Past speakers include First Lady Hillary Rodham Clinton, Attorney General Janet Reno and American Enterprise Institute scholar Douglas J. Besharov.
Here's Your Winning Hand For NATPE

JUDGED #1 BY 1995 NATPE ATTENDEES FOR...

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

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

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

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>ISSUE DATE</th>
<th>MATERIAL DEADLINE</th>
<th>EDITORIAL COVERAGE</th>
<th>BONUS DISTRIBUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-NATPE Tabloid</td>
<td>Jan. 15</td>
<td>Jan. 5</td>
<td>- Upcoming events</td>
<td>-</td>
</tr>
<tr>
<td>NATPE Tabloid</td>
<td>Jan. 22</td>
<td>Jan. 12</td>
<td>- What’s in, who to watch, where to go; Special international section</td>
<td>- Hotel room to room</td>
</tr>
<tr>
<td>NATPE DAILIES</td>
<td>Jan. 23</td>
<td>Jan. 12</td>
<td>- Daily show developments</td>
<td>- Hotel room to room</td>
</tr>
<tr>
<td></td>
<td>Jan. 24</td>
<td></td>
<td>- New program releases</td>
<td>- At exhibition hall</td>
</tr>
<tr>
<td></td>
<td>Jan. 25</td>
<td></td>
<td>- Special events/appearances</td>
<td></td>
</tr>
</tbody>
</table>

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

SOURCE: 1995 NATPE Daily Study
teams, might score higher than the
1987 Fiesta Bowl, which featured the
University of Miami and Penn State for
the national championship. That game
recorded 25.1/38, making it the high-
est-rated bowl game of the past 15
years.

Its historical ranking notwithstanding,
the Fiesta Bowl did manage to
power CBS to a rare Tuesday night
win. For the night, CBS averaged a
19.8/30, compared with ABC's
13.1/19, NBC's 10.6/16 and Fox's
6.6/10. The network also finished
clearly ahead among adults 18-49, with
an 11.6 average, followed by ABC's
8.3, NBC's 6.6 and Fox's 5.4.

In other major bowl games, ABC's
telecast of the Sugar Bowl on Dec. 31
Congratulations to all the **NATPE 1995 IRIS NOMINEES**

**MARKET SIZE 1-20**

**Children's & Young Adults'**
- Kids Power, KYTV, Oakland CA
- Watch This! #99, KING, Seattle WA

**Entertainment**
- Almost Live's Guide to Living in Seattle, KING, Seattle WA
- Chicago, Jr. Songs, WTTW, Chicago IL
- Hot Flash, The Truth About Menopause, WSB, Atlanta GA
- Northwest Odd Jokes, KING, Seattle WA

**Program Segments**
- Double Take, KING, Seattle WA
- The Power of One, WSB, Atlanta GA
- 3 Rivers Stadium: 25 Years of Memories, WPXI, Pittsburgh PA
- High Five Yearbook, WCBS, Boston MA
- When the Cheerleaders Sing, KMOV, St. Louis MO

**Public Affairs**
- Children First Listening to Their Children, WNYT, Southfield MI
- KIDZ ROMO, Seattle WA
- The Power of One, WSB, Atlanta GA

**Sports**
- 3 Rivers Stadium: 25 Years of Memories, WPXI, Pittsburgh PA
- High Five Yearbook, WCBS, Boston MA
- When the Cheerleaders Sing, KMOV, St. Louis MO

**REGIONAL PUBLIC TELEVISION**
- City Arts, WNET, New York NY
- Magic Mirror: American Dogmatotypes, KETC, St. Louis MO
- St. Helena: Out of the Ash, KSPS, Spokane WA

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

**MARKET SIZE 21-75**

**Children's & Young Adults'**
- Kids Eye View, WPPO, Cincinnati OH
- Twisty Kids (from Seattle)
- Zony TV, The Science Channel, KUAC, Sal Lake City UT

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

**Information**
- Vans of Death, WGAH, Lancaster PA
- The Memphis Sound: An Autobiography to Our City's Music, WMCA, Memphis TN
- Pituitary Gland: Land Of The Apes, WMCA, Memphis TN

**Program Segments**
- Milwaukee Tonight: A Theory of Cities, WMVS, Milwaukee WI
- Pulse: The Allie Weaver Story, KSTV, Sacramento CA
- The Rampage, KJLX, Spokane WA

**Public Affairs**
- Facing Breast Cancer, KUPE, Salt Lake City UT
- Hit Em With Solutions to Domestic Violence, WPTV, Orlando FL
- Threats on Hope, WWRL, Kalamazoo MI

**Sports**
- Are You Ready For This? WRTV, Indianapolis IN
- Race To The Top, WOWK, Huntington WV
- Rich Brooner: One On One With Legends of Racing, WQMP, High Point NC

**Combating Racism & Religious Intolerance PSA**
- Black History Month Nominations Campaign, WML, Memphis TN
- Community Role Models: Black History Is Now, WYES, Birmingham AL

**MARKET SIZE 76-211**

**Children's & Young Adults'**
- Kids Eye View, WPPO, Cincinnati OH
- Twisty Kids (from Seattle)
- Zony TV, The Science Channel, KUAC, Salt Lake City UT

**Entertainment**
- After Midnight: Return to the Garden of Good and Evil, WTMS, Savannah GA
- Caught in the Act: World Music, WGBY, Springfield MA
- Outstanding Soundtrack, WSC, Charleston SC

**Information**
- A Doggone Garden Under The Sea, KFDM, Beaumont TX
- WGMN, Baton Rouge LA
- Tucson Falls: Neighborhood Crime, KVOA, Tucson AZ

**Program Segments**
- Lionel Hampton Jazz Festival, KTVB, Boise ID
- Science & Math Are Everywhere!, WGBY, Springfield MA
- Spaced Out, WBNY, Johnson City NY

**Public Affairs**
- Action News Special, WPTV, West Palm Beach FL
- The Hughes-Link Decision, WBNY, Johnson City NY
- Looking The Other Way, WBFJ, Jackson MS

**Sports**
- 1995 Soap Box Derby, WSH, Portland OR
- Sue McKnight, WTV, Jackson MS

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

©1995 NATPE. All Rights Reserved. Design: Hauser Design & Advertising
performed weakly with a 6.3/13, down dramatically from last year when it averaged a 14.9 rating. This year's Orange Bowl, which like the Fiesta Bowl aired on CBS, scored a 12.5/20, also down significantly from last year's contest when it pulled in an 18.9 rating. Overall, the three major bowls, excluding the Rose Bowl, were down 6% from last year's numbers.

What didn’t drop this year with regard to those three bowls—all of which are part of college football’s bowl coalition designed to pair the highest-ranked teams and bring about a championship game, if possible—were their rights fees. ABC and CBS paid an estimated $37 million for the three games this year, versus the approximate $16 million that was paid by ABC and NBC last year for the same games.

---

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

<table>
<thead>
<tr>
<th>Week 15</th>
<th>abc</th>
<th>NBC</th>
<th>UPIN</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MONDAY</strong></td>
<td>12/6/25</td>
<td>7/4/15</td>
<td>8/8/14</td>
</tr>
<tr>
<td>8:00</td>
<td>58. The Marshal 6.3/13</td>
<td>46. CBS Special Movie-E.T. The Extra-Terrestrial 7.8/15</td>
<td>58. Dave's World 5.7/12</td>
</tr>
<tr>
<td>8:30</td>
<td>3. NFL Monday Night Football—Dallas Cowboys vs. Arizona Cardinals 15.5/31</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:00</td>
<td>10:03</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:30</td>
<td>10:30</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TUESDAY</strong></td>
<td>10.5/18</td>
<td>8.5/15</td>
<td>9.7/17</td>
</tr>
<tr>
<td>8:00</td>
<td>19. Roseanne 10.5/16</td>
<td>51. John Grisham's The Client 7.1/12</td>
<td>9.7/17</td>
</tr>
<tr>
<td>8:30</td>
<td>30. Hudson Street 8.9/15</td>
<td>33. Wings 8.8/15</td>
<td>9.7/17</td>
</tr>
<tr>
<td>10:00</td>
<td>24. NYPD Blue 10.1/18</td>
<td>27. CBS Tuesday Movie—Deadly Whispers 9.2/16</td>
<td>9.7/17</td>
</tr>
<tr>
<td>10:30</td>
<td></td>
<td>28. J. Larroquette 9.0/15</td>
<td>9.7/17</td>
</tr>
<tr>
<td><strong>WEDNESDAY</strong></td>
<td>11.3/20</td>
<td>6.8/12</td>
<td>9.0/16</td>
</tr>
<tr>
<td>8:00</td>
<td>12. Ellen 11.5/20</td>
<td>58. seaQuest 2032 6.3/11</td>
<td>9.0/16</td>
</tr>
<tr>
<td>8:30</td>
<td>15. Drew Carey 10.8/18</td>
<td>48. Bless This House 7.6/13</td>
<td>9.0/16</td>
</tr>
<tr>
<td>10:00</td>
<td></td>
<td>22. Law &amp; Order 10.3/18</td>
<td>9.0/16</td>
</tr>
<tr>
<td>10:30</td>
<td>15. PrimeTime Live 10.8/19</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>THURSDAY</strong></td>
<td>7.1/12</td>
<td>8.0/13</td>
<td>15.3/26</td>
</tr>
<tr>
<td>7:30</td>
<td>8:00</td>
<td>4. Friends 15.2/25</td>
<td>58. Living Single 6.3/10</td>
</tr>
<tr>
<td>8:30</td>
<td>49. Disney's Hits on Ice 7.5/12</td>
<td>2. Seinfeld 16.3/26</td>
<td>58. Living Single 6.3/10</td>
</tr>
<tr>
<td>9:00</td>
<td></td>
<td>5. Caroline in City 13.7/22</td>
<td>58. Living Single 6.3/10</td>
</tr>
<tr>
<td>10:00</td>
<td>28. 48 Hours 9.0/16</td>
<td>13. ER 16.8/30</td>
<td>58. Living Single 6.3/10</td>
</tr>
<tr>
<td>10:30</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>FRIDAY</strong></td>
<td>10.3/19</td>
<td>6.8/12</td>
<td>8.0/15</td>
</tr>
<tr>
<td>8:00</td>
<td>17. Family Matters 10.6/20</td>
<td>65. Due South 6.0/11</td>
<td>6.8/12</td>
</tr>
<tr>
<td>9:00</td>
<td>30. Step by Step 8.9/16</td>
<td>36. Diagnosis Murder 8.4/15</td>
<td>6.8/12</td>
</tr>
<tr>
<td>9:30</td>
<td>46. Hangin' w/Mr. C 7.8/14</td>
<td>34. Dateline NBC 8.7/15</td>
<td>6.8/12</td>
</tr>
<tr>
<td>10:00</td>
<td>47. 10/20</td>
<td>39. The X-Files 8.2/14</td>
<td>6.8/12</td>
</tr>
<tr>
<td><strong>SATURDAY</strong></td>
<td>7.2/13</td>
<td>9.3/17</td>
<td>7.3/13</td>
</tr>
<tr>
<td>8:00</td>
<td>44. Jeff Foxworthy 8.0/15</td>
<td>39. NBC Movie Special—My Girl 8.2/15</td>
<td>5.9/11</td>
</tr>
<tr>
<td>8:30</td>
<td>55. Maybe This Time 6.8/12</td>
<td>56. Ellen 11.6/23</td>
<td>5.9/11</td>
</tr>
<tr>
<td>9:00</td>
<td>53. Saturday Night at the Movies—Ernest Rides Again 7.0/13</td>
<td>63. Cops 6.2/11</td>
<td>5.9/11</td>
</tr>
<tr>
<td>9:30</td>
<td></td>
<td>57. Cops 6.5/12</td>
<td>5.9/11</td>
</tr>
<tr>
<td>10:00</td>
<td></td>
<td></td>
<td>5.9/11</td>
</tr>
<tr>
<td><strong>SUNDAY</strong></td>
<td>6.2/13</td>
<td>8.8/18</td>
<td>8.1/17</td>
</tr>
<tr>
<td>7:00</td>
<td>58. Sugar Bowl—Texas vs. Virginia Tech 6.3/13</td>
<td>11. 60 Minutes: Three Remarkable Men 11.6/23</td>
<td>8.1/17</td>
</tr>
<tr>
<td>7:30</td>
<td></td>
<td>51. King Orange Jamboree 7.1/15</td>
<td>8.1/17</td>
</tr>
<tr>
<td>8:00</td>
<td>42. CBS Sunday Movie—This Can't Be Love 8.1/17</td>
<td>37. Mad About You 8.3/17</td>
<td>8.1/17</td>
</tr>
<tr>
<td>8:30</td>
<td>54. NBC Sunday Night Movie—Final Analysis 6.8/15</td>
<td>54. NBC Sunday Night Movie—Final Analysis 6.8/15</td>
<td>8.1/17</td>
</tr>
<tr>
<td>9:00</td>
<td></td>
<td></td>
<td>8.1/17</td>
</tr>
<tr>
<td>9:30</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:30</td>
<td>76. Before They Stars 4.6/10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:30</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>WEEKLY AVERAGE</strong></td>
<td>11.3/19</td>
<td>9.4/16</td>
<td>11.6/16</td>
</tr>
</tbody>
</table>
Allbritton takes another route to Birmingham

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

By Elizabeth Rathbun

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

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

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

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

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

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

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

Benchmark wants third FM in S.C.

Also awaiting passage of telecommunications reform is Baltimore-based Benchmark Communications, which last week said it has agreed to buy KRMD-AM-FM Shreveport, La., and WJMZ-FM Anderson/Greenville, S.C., for $13.5 million from AmCom General Corp. (pending FCC approval). Although Benchmark owns no stations in Louisiana, it already owns WESC-AM-FM and WFNQ-FM Greenville/Spartanburg, S.C.

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

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

By Justin W. Peters

AmCom President George R. Francis Jr. has reached agreement to merge his company into Benchmark Communications Corp., Greenwich, Conn. (Frank Ave Butensky, president/CEO; also owns WOLZ-AM-FM Fort Myers, Fla.; is half-owner of WRWX-FM San Carlos Park, Fla.; is buying WKKI(AM) Solana and WEEJ(FM) Port Charlotte, Fla., and KNAX-FM and KRBT-FM Fresno, Calif. (see item, below), and is selling WWRD-FM Jacksonville, Fla./Brunswick, Ga.; WFKS-FM Palatka, Fla., and WNRD(AM)-WNTO(FM) Syracuse, N.Y. Facilities: Ch. 40, 724 kw visual, 93.3 kw aural, ant. 880 ft. Affiliation: CBS.

COMBOS

KRMD-AM-FM Shreveport, La., and WJMZ-FM Anderson/Greenville, S.C. Price: $13.5 million ($6.8 million for WJNZ-FM; $6.7 million for combo) Buyer: Benchmark Communications, Baltimore (Bruce R. Spector, general partner); also owns WDSO-FM, WDOV (AM) and WSRV-FM, all Dover/Wilmington.

Changing Hands

The week’s tabulation of station sales

Proposed station trades

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

This week:

TVs: $19,000,000,000
Combos: $18,500,000
FMs: $7,000,000
Amats: $9,000
So far in 1995:

TVs: $44,500,000
Combos: $19,000,000
FMs: $7,000,000
Amats: $9,000
Total: $44,500,000

TV

WJSU-TV Anniston, Ala.

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


Seller: Osborne Communications Corp., Greenwich, Conn. (Frank D. Osborne, president/CEO); also owns WOLZ-FM Fort Myers, Fla.; is half-owner of WRWX-FM San Carlos Park, Fla.; is buying WKKI(AM) Solana and WEEJ(FM) Port Charlotte, Fla., and KNAX-FM and KRBT-FM Fresno, Calif. (see item, below), and is selling WWRD-FM Jacksonville, Fla./Brunswick, Ga.; WFKS-FM Palatka, Fla., and WNRD(AM)-WNTO(FM) Syracuse, N.Y. Facilities: Ch. 40, 724 kw visual, 93.3 kw aural, ant. 880 ft. Affiliation: CBS.

COMBOS

KRMD-AM-FM Shreveport, La., and WJMZ-FM Anderson/Greenville, S.C. Price: $13.5 million ($6.8 million for WJNZ-FM; $6.7 million for combo) Buyer: Benchmark Communications, Baltimore (Bruce R. Spector, general partner); also owns WDSO-FM, WDOV (AM) and WSRV-FM, all Dover/Wilmington.
WEYI-TV, Flint, Michigan, WROC-TV Rochester, New York, and WTOV-TV Steubenville, Ohio, from Television Station Partners, L.P., I. Martin Pompadur, Chief Executive Officer, to Smith Broadcasting Group, Inc., Robert Smith, President, for $63,150,000.

Brian E. Cobb and Randall E. Jeffery Brokers

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

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

ELLIOIT B. EVERS
415-391-4877

GEORGE I. OTWELL
513-769-4477

RADIO and TELEVISION BROKERAGE • APPRAISALS

MEDIA VENTURE PARTNERS
WASHINGTON, DC ORLANDO • CINCINNATI SAN FRANCISCO

ion, Del.; WWFG-FM and MOWS-FM Salisbury/Ocean City, Md.; WCGS-AM-FM, WTKZ-FM and WVOIC(AM) Columbia and WESC-AM-FM and WQNO-AM Green- ville/Spartanburg, all S.C.; WLYT-FM, WKOC-FM and WSTAR(AM) Norfolk/Virginia Beach, WVGO-FM and WLEE-AM-FM Richmond, WYDD-FM Roanoke/Lynchburg, and WUSQ-FM, WNTW(AM) and WFOX-FM Winchester/Front Royal, all Va.; is buying WROV-AM-FM Roa- noke/Lynchburg, Va., and has pur- chase option for WLOI-FM Lynchburg.

Sellers: AmCom General Corp., Greenville (George R. Francis Jr., president/owner); no other broad- cast interests
Formats: Combo: contemporary/country; WJMNZ-FM: urban contem- porary

WTTB(AM)-WGYL(AM) Vero Beach/ Fort Pierce, Fla.
Price: $5 million
Buyer: Fairbanks Communications Inc., West Palm Beach, Fla. (Richard M. Fairbanks, president); owns WJOX(AM) Framingham, Mass./Bos- ton; WJNO(AM)-WRLX(AM) West Palm Beach, and WJNX(AM) Fort Pierce, and is selling WKB-X-FM Framingham
Sellers: Sandab Communications LP, Baltimore (Stephen D. Seymour, general partner); owns WORG(FM) Barnstable, Mass.
Facilities: AM: 1490 khz, 1 kw; FM: 93.7 mhz, 50 kw, ant. 479 ft.
Formats: AM: news/talk; FM: lite AC/jazz
Broker: Richard A. Foreman Associates

KNAX-FM and KRBT-FM Fresno, Calif.
Price: $7 million
Buyer: Osborn Communications Corp., Greenwich, Conn. (Frank D. Osborn, president/CEO); also owns WOLF-FM Fort Myers, Fla.; is half-owner of WRW-AM San Carlos Park, Fla.; is buying WJUL(AM) Solana and WEEJ(FM) Port Charlotte, Fla., and is selling WJSU-TV Anniston, Ala., WWRD-FM Jacksonville, Fla./ Bruns- wick, Ga.; WFKS-FM Palatka, Fla., and WNDX(AM)-WNTF(FM) Syracuse, N.Y.
Sellers: EBE Communications LP, West Palm Beach, Fla. (Ralph C. Guild, president); also is selling KFRF(AM) Fresno. Guild owns WXT(AM)-FM Charleston and WSSP(FM) Goose Creek, S.C.

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

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

WTRC-FM Natchez, Miss.
Price: $10
Buyer: Will Perk Broadcasting, Terry, Miss. (general partners: Marie Z. Perkins, 51% owner; seller James C. Williams, 49% owner). Perkins also owns 49.8% of WNT(AM)-WONZ (FM) Natchez.
Sellers: James C. Williams, Terry, Miss.; no other broadcast interests
Facilities: 97.3 mhz, 3 kw, ant. 328 ft.
Format: Not on air

RADIO: AM

KLIM(AM) Limon, Colo.
Price: $8,000
Buyer: Roger Lewis Hoppe II, Bear Lake, Mich.; also owns WZTU(FM) Bear Lake
Sellers: Green-Harris Broadcasting Corp., Golden, Colo. (Larry Green, principal); no other broadcast inter- ests
Facilities: Not available

WXIX(AM) Vicksburg, Miss.
Price: $1,000
Buyer: Dominant Communications Corp., Jackson, Miss. (Carl Haynes, president/owner)
Sellers: John H. Pembroke, Tallahas- see, Fla.; owns WTS(AM) Thomas- ville, Ga., and is selling WONG(AM) Canton, Miss.
Facilities: 1490 khz, 1 kw
Format: "Hit Kicking Country"

Help us help you get your magazine delivered on time
If you are now receiving BROAD- CASTING & CABLE via hand delivery, your issue should arrive before 8 a.m. each Monday. If not, please call 800-554-5729 prior to 9:45 a.m. for a same-day replacement copy.
1995 radio revenue: In like a lion, out like a lamb

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

By Donna Petrozzello

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

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

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

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

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

Throughout most of 1995, RAB reported double-digit revenue gains in its monthly market revenue surveys. In January of last year, national revenue totals were 38% greater than in January 1994, and local revenue grew 11% for the same month. Last February followed with a 19% increase in national revenue totals and a 14% increase in local revenue over February 1994, the RAB reported.

In July of last year, national revenue levels fell flat, while local revenue increased by 7% over July 1994. In August, national revenue maintained a modest 3% increase and local revenue increased 9% over August 1994, the RAB reported.

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

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

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

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

Topping Duncan’s list of high-grossing markets was Salt Lake City, with stations averaging almost 20% revenue growth over 1994. Other high-growth markets included Las Vegas, Charlotte, N.C., Atlanta, Denver and Phoenix. Charlotte, Las Vegas and Atlanta topped Duncan’s list of markets for strong revenue growth in 1994 as well.

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

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

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

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

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

Radio

MID-'90S PROGRESS REPORT

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

<table>
<thead>
<tr>
<th>YEAR</th>
<th>DUNCAN ESTIMATES</th>
<th>RAB ESTIMATES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL REVENUE</td>
<td>% CHANGE</td>
</tr>
<tr>
<td>1995</td>
<td>$10,563,000,000</td>
<td>+7.49</td>
</tr>
<tr>
<td>1994</td>
<td>$9,827,000,000</td>
<td>+10.28</td>
</tr>
<tr>
<td>1993</td>
<td>$8,911,000,000</td>
<td>+7.34</td>
</tr>
<tr>
<td>1992</td>
<td>$8,297,000,000</td>
<td>+3.11</td>
</tr>
<tr>
<td>1991</td>
<td>$8,047,000,000</td>
<td>-3.91</td>
</tr>
<tr>
<td>1990</td>
<td>$8,375,000,000</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Broadcasting & Cable January 8 1996
CBS closes on Chicago stations

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

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

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

CBS debuts 'Matalin'

The CBS Talk Radio Network was set to debut The Mary Matalin Show on 35 radio stations nationally Jan. 8. The first scheduled guests included Tim Russert, anchor of NBC's Meet the Press, Fox News politicalreporter Carl Cameron, George Bush's son Jeb and Matalin's husband, James Carville.

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

Heftel allies with CNN Radio Noticias

Heftel Broadcasting Corp. and its subsidiary, Cadena Radio Centro radio network, have acquired the exclusive sales, marketing and distribution rights to Spanish-language radio news service CNN Radio Noticias.

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

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

Metro Networks breaks into Salt Lake City

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

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

WLS-FM belts out country, commercial-free

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

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

America One rolls out European feed

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

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

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

ABC signs co-host for 'Banks'

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

CBC stock offering to fund acquisition

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

PRI launches black series

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

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

Charles F. Dolan
Chairman & CEO
CABLEVISION
**TW gives prepayers rate break**

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

**By Rich Brown**

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

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

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

“We’re getting responses from people who seem to be interested,” says Richard Aurelio, president, Time Warner Cable of New York City. “There are more takers than we anticipated.”

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

Time Warner’s New York City customers beginning in February will see the cost of their monthly standard cable service rise from $12.10 to $15.32. The rate hike falls within FCC rules that allow cable operators to adjust rates annually to reflect changes in costs for programing, equipment and inflation.

Subscribers who agree to the pay-in-advance offer will be able to discontinue it at any time and receive a refund or credit for any unused portion. If the subscriber discontinues before the 12th month, the refund will be computed at the actual monthly rates in effect while the customer was in the program. There will not be a refund for the 13th month of service.

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

**CNNfn faces financial challenge**

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

**By Jim McConville**

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

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

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

In contrast to CNBC, the all-business channel launched in 1989 by NBC for dedicated business viewers, CNNfn officials say their channel is going after a broader audience that will open it up to more potential advertisers. However, media buyers are skeptical that there are enough potential advertising dollars, not to mention viewers, for more than one financial news network to be profitable.

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

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

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

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

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

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

---

*January 8 1996*
For business people who run in this circle.

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

CNBC

FIRST IN BUSINESS...WORLDWIDE.
CNNfn adds anchors

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

Jones uploads shows to syndication

Nine series from Jones Computer Network offered at NATPE

By Rich Brown

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

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

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

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

- Home Computing—Reviews and demonstrations of computer games, educational software and financial management software. Hosted by comedian Tim Testa. (26 episodes)
- Multimedia Gulch—Each episode profiles one multimedia publishing company in the San Francisco area. (13 episodes)
- JCN Profiles—Interviews with such computer industry players as Oracle President Ray Lane and Tektronics Video Systems President Lucie Fjeldstad. (39 episodes)
- FutureTech—Reports on technology in the areas of medicine, computers and new media. (13 episodes)
- The Cyber City Diner—A guided tour of unusual Web pages presented by puppets Chef Nei, Ina Browser, Goffer and Sadie Rom. (13 episodes)
- Comdex Reviews—Reports from conventions, including Comdex and the Consumer Electronics Show. (6 episodes)
- JCN Virtual Tour—Reports from conventions, including Comdex and the Consumer Electronics Show. (6 episodes)
- JCN Profiles—Interviews with such computer industry players as Oracle President Ray Lane and Tektronics Video Systems President Lucie Fjeldstad. (39 episodes)
- FutureTech—Reports on technology in the areas of medicine, computer

By Rich Brown

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

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

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

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

- Home Computing—Reviews and demonstrations of computer games, educational software and financial management software. Hosted by comedian Tim Testa. (26 episodes)
- Multimedia Gulch—Each episode profiles one multimedia publishing company in the San Francisco area. (13 episodes)
- JCN Profiles—Interviews with such computer industry players as Oracle President Ray Lane and Tektronics Video Systems President Lucie Fjeldstad. (39 episodes)
- FutureTech—Reports on technology in the areas of medicine, computers and new media. (13 episodes)
- The Cyber City Diner—A guided tour of unusual Web pages presented by puppets Chef Nei, Ina Browser, Goffer and Sadie Rom. (13 episodes)
- Comdex Reviews—Reports from conventions, including Comdex and the Consumer Electronics Show. (6 episodes)
- JCN Virtual Tour—Reports from conventions, including Comdex and the Consumer Electronics Show. (6 episodes)

CNNfn adds anchors

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

By Rich Brown

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

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

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

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

- Home Computing—Reviews and demonstrations of computer games, educational software and financial management software. Hosted by comedian Tim Testa. (26 episodes)
- Multimedia Gulch—Each episode profiles one multimedia publishing company in the San Francisco area. (13 episodes)
- JCN Profiles—Interviews with such computer industry players as Oracle President Ray Lane and Tektronics Video Systems President Lucie Fjeldstad. (39 episodes)
- FutureTech—Reports on technology in the areas of medicine, computers and new media. (13 episodes)
- The Cyber City Diner—A guided tour of unusual Web pages presented by puppets Chef Nei, Ina Browser, Goffer and Sadie Rom. (13 episodes)
- Comdex Reviews—Reports from conventions, including Comdex and the Consumer Electronics Show. (6 episodes)
- JCN Virtual Tour—Reports from conventions, including Comdex and the Consumer Electronics Show. (6 episodes)
Cutting out the kid stuff
USA, TNT have repositioned afternoons to skew older as lead-in to prime time

By Jim McConville

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

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

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

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

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

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

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

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

Turner goes 'Wild!'

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

Among the episodes will be four National Audubon Society specials, including The Vanishing Birds of the Amazon, with Kim Basinger and Alec Baldwin, and a special about the Bering Strait, A Journey to the White Bears of Beringia. Also in the works are six National Wildlife Foundation specials, including Swimming with Dolphins, with Bridget Fonda, and The Last Great American Gold Heist, with Mario Van Peebles. Other episodes will include six REBO Studios/NHK co-productions, including Diving with the Great Whales and The Mischief Meerkats of Africa. Additional specials will be produced by African filmmaker John Varty and TV New Zealand.

Syndication is being handled by Turner Program Services, which offers a portfolio of Turner programming that includes nature-based series The World of National Geographic and Jacques-Yves Cousteau.
Nickelodeon and Turner's own Cartoon Channel started to eat into TNT's late-afternoon programing. "Quite frankly, we started to take a little bit of a dip," says Siegel.

Siegel says TNT's decision to shift from children's to syndicated action series was a way to cultivate an audience more in keeping with its evening programing. "Having two hours of children's programing leading into prime time just was not delivering the eyeballs that we needed to see our promotions for prime time and then actually flow into prime time," says Siegel. "Our decision to change was based on audience compatibility."

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

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

**PEOPLE'S CHOICE: TOP CABLE SHOWS**

Following are the top 15 basic cable programs for the week of Dec. 19-25, ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. U.S. ratings are percentages of the 95.9 million households with TV sets. Source: Nielsen Media Research.

<table>
<thead>
<tr>
<th>Program</th>
<th>Network</th>
<th>Time (ET)</th>
<th>Hhs. (000)</th>
<th>Rating U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. NFL Regular Season</td>
<td>ESPN</td>
<td>Sat 8:03p</td>
<td>5,134</td>
<td>7.6 5.4</td>
</tr>
<tr>
<td>2. Alex Mack Christmas</td>
<td>NICK</td>
<td>Sat 8:00p</td>
<td>2,751</td>
<td>4.2 2.9</td>
</tr>
<tr>
<td>3. Rugrats</td>
<td>NICK</td>
<td>Sat 7:30p</td>
<td>2,561</td>
<td>3.9 2.7</td>
</tr>
<tr>
<td>4. NFL SportsCenter</td>
<td>ESPN</td>
<td>Sun 10:57</td>
<td>2,471</td>
<td>3.7 2.6</td>
</tr>
<tr>
<td>5. Movie: 'A Christmas Story'</td>
<td>TBS</td>
<td>Mon 8:05p</td>
<td>2,460</td>
<td>3.7 2.6</td>
</tr>
<tr>
<td>6. NFL Gameday</td>
<td>ESPN</td>
<td>Sun 11:30</td>
<td>2,402</td>
<td>3.6 2.5</td>
</tr>
<tr>
<td>7. Movie: 'Coming to America'</td>
<td>USA</td>
<td>Sun 8:07p</td>
<td>2,399</td>
<td>3.6 2.5</td>
</tr>
<tr>
<td>8. Rugrats</td>
<td>NICK</td>
<td>Fri 6:30p</td>
<td>2,367</td>
<td>3.6 2.5</td>
</tr>
<tr>
<td>9. Cartoon Mondays</td>
<td>NICK</td>
<td>Mon 5:30p</td>
<td>2,366</td>
<td>3.6 2.5</td>
</tr>
<tr>
<td>10. All That Christmas</td>
<td>NICK</td>
<td>Sat 8:30p</td>
<td>2,312</td>
<td>3.6 2.4</td>
</tr>
<tr>
<td>11. Movie: 'Scrooged'</td>
<td>USA</td>
<td>Sun 10:37</td>
<td>2,263</td>
<td>3.4 2.4</td>
</tr>
<tr>
<td>12. Movie: 'Incident at Deception Ridge'</td>
<td>USA</td>
<td>Wed 9:00p</td>
<td>2,248</td>
<td>3.4 2.3</td>
</tr>
<tr>
<td>13. Doug Christmas Story</td>
<td>NICK</td>
<td>Sat 6:00p</td>
<td>2,209</td>
<td>3.4 2.3</td>
</tr>
<tr>
<td>14. Rugrats</td>
<td>NICK</td>
<td>Tue 6:30p</td>
<td>2,207</td>
<td>3.4 2.3</td>
</tr>
<tr>
<td>15. Movie: 'A Christmas Story'</td>
<td>TBS</td>
<td>Sun 10:35</td>
<td>2,156</td>
<td>3.2 2.2</td>
</tr>
</tbody>
</table>

Following are the top five pay cable programs for the week of Dec. 19-25, ranked by households tuning in. Source: Nielsen Media Research.

<table>
<thead>
<tr>
<th>Program</th>
<th>Network</th>
<th>Time (ET)</th>
<th>Hhs. (000)</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Movie: 'True Lies'</td>
<td>HBO</td>
<td>Sat 10:00p</td>
<td>2,191</td>
<td>9.1 2.3</td>
</tr>
<tr>
<td>2. Movie: 'Little Women'</td>
<td>HBO</td>
<td>Sat 8:00p</td>
<td>1,847</td>
<td>7.6 1.9</td>
</tr>
<tr>
<td>3. Movie: 'Forest Gump'</td>
<td>HBO</td>
<td>Sun 9:00a</td>
<td>1,819</td>
<td>7.5 1.9</td>
</tr>
<tr>
<td>4. Movie: 'Temptation'</td>
<td>HBO</td>
<td>Fri 12:40a</td>
<td>1,799</td>
<td>7.4 1.9</td>
</tr>
<tr>
<td>5. Movie: 'Clear and Present Danger'</td>
<td>HBO</td>
<td>Fri 10:15p</td>
<td>1,770</td>
<td>7.3 1.8</td>
</tr>
</tbody>
</table>


**HBO boxing doubleheader**

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

**TMC plays cupid**

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

**Fox stands up to violence**

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

**Outdoor Life reaches 2.7 million subs**

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

—RB,CM
The broader your vision, the better we look.

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

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

HUGHES COMMUNICATIONS
A HUGHES ELECTRONICS COMPANY
Southwestern Cable bulks up
San Diego system upgrades result in additional 18 channels

By Glen Dickson

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

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

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

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

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

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

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

The SeaChange server handles 20 channels of commercial spots using MPEG-2 compression; each channel has a capacity of up to eight spots, which are retrieved individually from a master library as needed. “I can be running two, three or four back-to-back commercials on 20 channels simultaneously,” says Kramer. “That gives us a lot of capability.”

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

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

KPTV gets on the Sony digital train
Portland station to use cache for spot playback

By Glen Dickson

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

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

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

Sony’s Systems Integration group will be onsite to make sure the new equipment and software work together.

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

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

KPTV GM Martin Brantley and Sony’s Dan Cole shake on the digital deal.
"If you had the chance to get the best there is, and not compromise a bit, what would you do?"

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

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

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

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

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

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

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

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

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

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

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

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

By Glen Dickson

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

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

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

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

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

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

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

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

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

Sega goes sci-fi with Realtime

Realtime Video of San Francisco provided special effects for “Resistance Is Futile,” a 30-second Sega Genesis spot that shows the robotic character Vectorman running through a futuristic city. Realtime artist Kathy Tobin performed design, editing and compositing on a Quantel Henry, blending computer animation and Mac backgrounds with scenes from the new Vectorman video game created by San Diego-based Blue Sky Software. Steve Maggioncalda, Realtime senior vice president of engineering, handled the conversion of both disk and tape formats to allow immediate transfer of the 3-D Vectorman elements to the Henry via Realtime’s digital network. —6D

Sega goes sci-fi with Realtime

Realtime Video of San Francisco provided special effects for “Resistance Is Futile,” a 30-second Sega Genesis spot that shows the robotic character Vectorman running through a futuristic city. Realtime artist Kathy Tobin performed design, editing and compositing on a Quantel Henry, blending computer animation and Mac backgrounds with scenes from the new Vectorman video game created by San Diego-based Blue Sky Software. Steve Maggioncalda, Realtime senior vice president of engineering, handled the conversion of both disk and tape formats to allow immediate transfer of the 3-D Vectorman elements to the Henry via Realtime’s digital network. —6D
IN THE EVER-CHANGING WORLD OF TELEVISION, INFORMATION IS POWER. THAT'S WHY PEOPLE IN POWER TURN TO THE ONE SOURCE THEY NEED: BROADCASTING & CABLE.

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

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

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

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

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

DAVIC (Digital Audio-Visual Council) approved its DAVIC 1.0 multimedia specifications for cable interfaces and protocols at its meeting in Berlin last month. Among the protocols sanctioned were QAM and QPSK modulation, ATM data transfer rates and server-to-network connections. Bob Luff, chief technical officer for broadband communications at Scientific-Atlanta, says that cable modems were a hot topic at the meeting and will be the top priority for DAVIC 1.1, adding, "DAVIC foresees a world where DAVIC-compliant systems will be able to browse the Internet."

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

Tape House Digital of New York has completed the visual effects for a Minute Maid commercial tie-in with Walt Disney's animated movie "Toy Story." Tape House's in-house CGI creative partner AFCG animated the Minute Maid orange juice can, which was rendered with Prism software from a scanned label that was mapped onto a 3-dimensional surface. Animator Floyd Gillis then set the can spinning on its axis, using motion blur to add realism.

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

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

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

SAY $84
Off the cover price!

BROADCASTING & CABLE

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

Name ______________________
(PLEASE PRINT)
Title ______________________
Company ___________________
Address _____________________  Apt/Floor __________
City ________________________  State _______ ZIP ________
Phone ______________________

☐ ONE YEAR $117.00
☐ Bill me. (U.S. only)
☐ Charge my:  ☐ VISA  ☐ MC  ☐ AMEX

Card # ______________________  Exp. date __________
Signature ____________________

Canada: $149 (includes GST). Foreign Air-$320. Foreign Surface-$169. Please add applicable sales tax. Benelux (Equipment Advertising) Tel: (31) 40 41 3727 Fax: (31) 40 42 0430

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

GLOBAL BUSINESS. Taking you behind the headlines, we deliver analysis, features and special reports that provide the most in-depth international media business coverage — on television, cable and satellite.
MCI, TCI set for FCC DBS auction

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

By Harry A. Jessell

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

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

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

Even Primestar won't say whether it will play. Primestar, a medium-power satellite broadcasting service, covets the 28 high-power channels at the 110 degrees orbital slot, the auction's principal draw. (In fact, Primestar had an agreement to acquire the same channels from one-time permittee Advanced Communications for $45 million, but the FCC withdrew Advanced's permit for failure to build a DBS system in a timely fashion and scuttled the Primestar deal.)

To participate in the auctions, a bidder must apply at the FCC by Jan. 19, five days before the auction gets under way. And attached to the filings must be "upfront payments"—$10 million to bid on the channels at 110 degrees, which provide national coverage, and $2 million to bid for the 24 channels at 148 degrees, which provide coverage of the western half of the country.

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

But for an up-and-running service, the added value may not outweigh the costs. Gray says: To go high power, Primestar not only will have to pay tens of millions of dollars for the spectrum, but it will have to bear the expense of repointing the dish antennas of its more than 1 million subscribers from its current medium-power satellite to a new high-power bird.

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

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

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

If Primestar opts out, TCI/Tempo will bid on its own. Beddow says, if not for the slots at 110 degrees then for those at 148 degrees, which are expected to cost...
CompuServe shuts down sex after German protest

Online service blocks access to Internet sites

By Christopher Stern

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

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

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

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

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

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

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

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

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

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

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

HELP WANTED MANAGEMENT

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

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

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

HELP WANTED SALES

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

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

HELP WANTED TECHNICAL

Unique Broadcast Engineer required for a singular, exciting and immediate opportunity. The successful applicant will have extensive hands-on maintenance and operational experience for a wide variety of broadcast equipment found in AM and FM radio and instructional television facilities. Equipment includes satellite, microwave, camera systems, video switching, distance delivery via compressed video, and a full range of AM and FM studio and transmission systems. FCC license or SBE certifications required. Faxes and phone calls are OK by us. Send resumes to: Don Rinker, VP and GM KEBR, P.O. Box 420, Barrow, AK 99723, 907 852-6811, fax 907-852-2274.

Commodore Media, Inc. seeks experienced, hands-on Engineer to direct major projects at its 20 East Coast Radio Stations; responsibilities include evaluation of stations for potential acquisition and facilities upgrades. Will be based in NY/CT area for Commodore's 8 station NY/CT Suburban Group. Knowledge of Digital Equipment and computer-proficiency required. Resumes and references to: Personnel Director, P.O. Box 551, White Plains, NY 10602.

HELP WANTED NEWS

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

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

HELP WANTED FINANCIAL & ACCOUNTING

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

SITUATIONS WANTED ANNONCER

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

Available: Professional announcer for production and on-air. Adult formats, Southeastern states. 7 years with Lbiric is outrageous, political, compassionate, humorous, and speaks up for the common man. He has the mouth that roars. Call (718) 671-1455 or write P.O. Box 404, Bronx, New York 10475.

SITUATIONS WANTED HOST

Talk Show Host, Television/Radio after appearing on over 300 talk shows, and spotlighted in the Wall Street Journal and on entertainment and news shows, see why Bill Liblicek will deliver for you. Bill Liblicek has unique ability to connect, communicate, entertain and relate; a proven winner. Call 513-777-6767.

SITUATIONS WANTED SUBCARRIER


SITUATIONS WANTED MANAGER

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

TELEVISION

HELP WANTED MANAGEMENT

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

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

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

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

KRFX, FOX 11, has an immediate opportunity at a brand new FOX affiliate in Reno, Nevada. KRFX is owned by Nevada Television Corporation and operated by Cox Broadcasting Inc., an industry leader in world communications. In 1996, KRFX will launch a new 10pm newscast, and if that's not enough, we also operate KAME 21, a UPN affiliate! If you have the drive to take us to number one, with the ability to juggle 5 phone lines, 4 sales promotions, 3 contests, 2 traffic emergencies and a partridge in a pear tree...if you can do it all, with a smile and a messy desk, then send a resume and tape to Box 00659 EOE.
TOP 30 MARKETS, GROUP-OWNED STATION OPPORTUNITIES

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

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

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

REPLY TO BOX 00656 EOE

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

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

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

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

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

BENEFITS INCLUDE:
• Competitive compensation package
• Comprehensive health and dental
• Thrift Plan
• Credit Union
• Short and Long Term Disability Programs

Send resume to:
MEGA Advertising
14650 Old Lee Road, Chantilly, VA 20221
Attn: Human Resources
or fax to: 703-378-3498

SEND UMDrug TESTING REQUIRED — EOE M/F

SITUS

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

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

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

Chief Engineer. Experienced in all areas of Tele- vision Engineering. To oversee/maintain all transmitter and studio equipment. FCC General License required. EOE. Submit resume to: Jerry Bannerman, Station Manager/Operations WYZZ-TV, 2714 East Lincoln Street, Bloomington, IL 61711 or Fax to 309-663-6943.

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

HELP WANTED NEWS

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

Newscast Manager. Producer. Regional 24-hour ca- ble news channel serving metro Washington, D.C. seeks line newscast Producer. Relevant college degree and minimum 2 years TV newscast experience required. Please send or fax (703-912-5599) resume and salary history to: Newscast Manager, HR Department. 7600-D Boston Boulevard. Springfield, VA 22153. No phone calls please.
Broadcasting & Cable January 8 1996

Classifieds

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

2 Photographers
- Two years minimum experience
2 Producers
- Two years minimum experience
1 Photographe/Editor -
- Two years minimum experience
1 Assignment Desk Editor -
- Two years minimum experience
2 Reporters
- Two years minimum experience

Send a resume and a great non-returnable tape to:
Personnel Admin., WDTN, P.O. 741, Dayton, OH 45401
M/V/DV, EOE.

SEGMENT PRODUCERS

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

WSPY-TV Channel 7
Personnel Department
1401 79th Street Causeway
Miami, FL 33141
Equal Opportunity Employer

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

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

WANTED: Producers/Reporters and Photographers. Producers, Producers and Reporters wanted for a new, highly competitive newsroom. We are looking for someone to be part of a major newsroom expansion. Photographers, Producers and Reporters are encouraged to apply. Minimum experience anchoring, reporting and producing are required. Send a resume, 3/4" tape of anchoring/reporting and written explanation of what franchise would best use your reporting talents. Send to: George W. Newpher, Executive News Director, KJAC-TV, P.O. Box 3257, Port Arthur, TX 77643. EOE/M/F.

Report: WJJ-TV, Cleveland's hottest news operation is looking for a dynamic, creative, и creative, dynamic, and flexible producer to join our team. Must be a strong writer, producer and editor. Must be enterprising, creative and part of our Eight Is News philosophy. Minimum 5 years experience. Send non-returnable tape of recent work to: Kathy Williams, News Director, 5800 South Marginal Road, Cleveland, OH 44103. No phone calls. EOE.

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

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

Producer/Director: Qualifed candidates must be experienced at directing fast-paced, technically challenging newscasts, as well as producing and directing a variety of live and taped sports and special events. Computer editing and minicam skills are a plus. If you're skilled, versatile and ready to jump in the number one station in the market, send your resume and non-returnable tape to: Patrick Linehan, Production Manager, WOOD TV8, 120 College SE, Grand Rapids, MI 49503. Send resume to: Ted Holtclaw, News Operations Manager, WTV-D TV, 41 Liberty Street, Duran, NC 27701. EOE. No phone calls.

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

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

News Reporter: Full-time position for hard-nosed, enterprising journalist who knows news, and asks all the right questions. At least one year experience. "Live" remote experience a plus. Send resume, references, and non-returnable tape to: Rick Moll, News Director, WANE-TV, 2915 West State Boulevard, Ft. Wayne, IN 46808. EOE/M/F. No calls please.
KMBT-12, Beaumont, Texas is looking for an experienced News Director. Applicants must be skilled in directing live newscasts and have working knowledge of related equipment. Great opportunity to join the production team at the news station. Send resume to: EEOC Officer, P.O. Box 1550, Beaumont, Texas 77704, An Equal Opportunity Employer.

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

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

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

Associate Producer: Kansas City’s 24-hour newschannel has an immediate opening for an Associate Producer. Applicants must be aggressive, enthusiastic, and willing to learn. If you are goal-oriented towards becoming a newscast producer and know how to write TV news, we want to hear from you. Send resume and writing samples to: John Dearing, Executive Producer, WDFA-TV, 3000 Summit, Kansas City, MO 64108. No telephone calls please. EOE.

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

HELP WANTED PROMOTION

KING 5 TV

Attn: HR Dept.,
Ref: 195855
330 Dexter Ave.
Seattle, WA 98109

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

TV Promotion Editor. Promotion Editor wanted by Mid-Atlantic affiliate expanding promotions department. 3 1/2 editing and writing experience required. Degree or equivalent experience a must. Avid experience a plus. Send tape and resume to: Jeff Goldsmith, Promotion Director, WMYT-TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE./F.

Senior Promotion Producer The creative position you've been waiting for...KMSW-TV, UPN affiliate/ST, Paul, will be adding a 10:00 p.m. newscast in June. We're looking for someone to make "low 'em away" creative that will reflect this non-traditional marketplace. Looking for the spots your current news director probably won't let you air. Everything news; series, nightly 'blow' on" and "off" air creative. 3+ years experience, equivalent experience a must. Send tape and resume to: John Dearing, Executive Producer, WDFA-TV, 3000 Summit, Kansas City, MO 64108. No telephone calls please. EOE.

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

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

Promotion Producer, KSOK, NBC St. Louis affiliate seeks a self-motivated creative services Writer/Producer. Spots must sing! Writing must sparkle. Send resume to: KSOK, 26 North Halsted, Chicago, IL 60661. Fax (312) 705-2656. EOE. No phone calls please.

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

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

HELP WANTED PRODUCTION

Studio Operations Supervisor WPIX-TV

Our state-of-the-art component digital production facility on Manhattan's East Side is New York's newest home for talk shows, game shows and more. If you're an experienced pro in all forms of studio and remote operations and can help us get the most from our facility, we want to hear from you. An equal opportunity employer. Send resume to: WB/11 WPIX, Inc. 220 East 42 Street New York, NY 10017 Human Resources Dept.

A Tribune Broadcasting Station

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

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

Promotion Avid Operator/Producer. KDNL-TV, for St. Louis, has an immediate opening for a Promotion Avid Editor/Producer. Candidates must possess extensive experience on the Avid with a working knowledge of the promotion production process. Send resume and a non-returnable tape to: John Cannon, Production Manager, KDNL-TV, 202 Downtown Plaza, Salisbury. MD 21801. EOE/M/F.

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

Newscast Producer Top 50 ABC affiliate, market leader with strong commitment to news, seeks producer with minimum 3 years experience producing newscasts. Self-starters with excellent writing skills and innovative approaches to producing news need only apply. Exercising good judgment and a track record of on-air excellence is a definite plus. This is a position for a hard worker that wants to be a part of a great team. Send resume to: B. Acosta, 26 North Halsted, Chicago, IL 60661. Fax (312) 705-2656. EOE. No phone calls please.

HELP WANTED FINANCIAL & ACCOUNTING

Assistant Director of Finance

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

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

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

Hosts, Producers, Reporters and Executive Producers
Is your beat technology?
Want to live in San Francisco?
c|net: the computer network is growing!

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

Must have network or top 20 market experience.

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

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

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

Operations Manager

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

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

HELP WANTED TECHNICAL

OPERATIONS MANAGER

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

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

HELP WANTED TECHNICAL

OPERATIONS MANAGER

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

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

HELP WANTED TECHNICAL

OPERATIONS MANAGER

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

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

HELP WANTED TECHNICAL

OPERATIONS MANAGER

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

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

HELP WANTED TECHNICAL

OPERATIONS MANAGER

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

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

HELP WANTED TECHNICAL

OPERATIONS MANAGER

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

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

HELP WANTED TECHNICAL

OPERATIONS MANAGER

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

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

HELP WANTED TECHNICAL

OPERATIONS MANAGER

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

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

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

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

HELP WANTED PROGRAMMING

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

DIRECTOR OF CURRENT PROGRAMMING

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

MANAGER OF CURRENT PROGRAMMING

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

COORDINATING PRODUCER

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

PRODUCER OF REFORMATTING

Reports to Director of Current Programming. Reformat acquired long form programming to meet editorial needs of the network. Minimum qualifications: 4 years of long form editorial experience (not news), strong pre & post production experience, creative problem solver, proven skills at structuring half-hour and hour programs, able to plan ahead and stay on schedule.

PROMOTION WRITER/PRODUCER

Reports to V.P. of On-Air Promotion. Must have talent, vision and a reel that demonstrates out-of-the-box creative thinking. A marketing professional with strong writing, graphic and directing skills. Minimum requirements: 5 years experience writing and producing high-end television spots in promotion or advertising.

PROMOTION ASSOCIATE PRODUCER

Reports to V.P. of On-Air Promotion. Must be an up-and-comer who can assist, inspire and keep up with our creative team. A detailed oriented self starter with writing and organization skills who knows their way around an edit bay. Must have 2 years of television production experience and be able to handle multiple projects at once.

Send resume, tape and salary history. No phone calls. An Equal Opportunity Employer M/F/H/V.

The Travel Channel Programming & Production-Open Positions
2690 Cumberland Parkway
Atlanta, GA 30339

HELP WANTED INSTRUCTION

Columbia College Chicago - Chair, Journalism Department. The department has 500 undergraduates, 20 graduate students, 8 full-time and 40 part-time professional faculty. Applicant should have an understanding of the broadcast, newspaper and magazine fields and their relationship to new technology; significant journalism, administrative/management and teaching experience; advanced degree desirable. Submit resume, letter of application articulating philosophies of administration and journalism education, and the names/addresses/telephone numbers of three references to: Journalism Chair Search, Human Resources Department, Columbia College, 600 South Michigan Avenue, Chicago, IL 60605-1996. Equal Opportunity/Affirmative Action Employer. M/F/D/V.

HELP WANTED MANAGEMENT

General Sales Manager needed for local access television, cable insertion, and 53,000 watt FM radio station in Sun Valley, Idaho. Must have strong sales background, demonstrated leadership skills, and be able to handle a substantial account load in addition to management responsibilities. Salary negotiable. Respond to P.O. Box 1568, Sun Valley, ID 83353.

EMPLOYMENT SERVICES

JOBPHONE®

Inside Job Openings, Nationwide

PRESS Radio Jobs, updated daily
Television Jobs, updated daily
Hear "Talking Resumes"
To record "Talking Resumes" and employers to record job openings
Entry level positions

1-900-726-JOBS

PROFESSIONAL JOBS
WITH ENTERTAINMENT COMPANIES

BROADCAST & CABLE TELEVISION, DISTRIBUTORS, MOTION PICTURE, POST PRODUCTION & MORE

Entry to senior level jobs nationwide in ALL fields (news, sales, production, management, etc.). Published biweekly. For subscription information: (800) 335-4335. In CA, (818) 901-6330.

California Broadcast Job Bank
For application information call (916) 444-2237
California Broadcasters Association


www.americanradiohistory.com
Attention Minority Candidates!
Deposit your resume in the
NY STATE EEO Job Bank
New York State radio and TV stations are constantly looking for minority (and female) employees.
Send your resume and desired NY State location to:
NYSTATE EEO JOB BANK
c/o New York State Broadcasters Association
115A Great Oaks Boulevard
Albany, NY 12203
A free service of the
New York State Broadcasters Association

EDUCATIONAL SERVICES

WANTED TO BUY EQUIPMENT
Used videotape: Cash for 3/4” SP, M2-90’s, Betacam SP’s. Call Carpel Video 301-654-3500.

FOR SALE EQUIPMENT
SMART TAPES.
For video duplication, demos, audition reels, work tapes, our recycled tapes are technically up to any task and downright bargains. All formats, fully guaranteed. To order: (800)238-4300


YOUR AD COULD BE HERE!
To place an ad in Broadcasting & Cable Classified section, call Antonette Fasulo
TEL: 212-337-7073
FAX: 212-206-8327
AFASULO@B&C.CAHNERS.COM

The next media empire may be in Russia. Booming consumer economy needs mass communication outlets. U.S.-based broadcaster with major FM station in Russia's second-largest city seeks aggressive, hands-on investor/partner to quickly build 20-city network. Technical and "red tape" problems already solved. Approximately $2.5M phased commitment acquires controlling interest. Call Gordon Chaney 206-386-5656. Serious inquiries only.

Beautiful Gulf Coast of Texas, C-1, 100,000 watt FM priced right. $495,000.00. Gov't while it lasts. Call John W. Saunders, Media Broker, (713)444-4477.

Northwest AM/FM, Community Leader #1 billling audience. $1,000,000 plus annual billing. $200,000 CF. $1,500,000 cash. Earl Reilly, broker. 206-282-6914.

For Sale 50KW AM in Southwestern top 50 city market. Serious buyers only please. Call Dave 808-845-1111.

WANTED TO BUY STATIONS
Seeking small to medium AM/FM in MN, WI or IA. All replies confidential. Call 608-783-2949 or Fax 608-783-6649.

To place your classified ad in Broadcasting & Cable, call Antonette Fasulo (212) 337-7073
FCC/EEO COMPLIANCE

Take a proactive approach to EEO Compliance. Compliance Surety, Inc. can help you cut costs and simplify your EEO compliance efforts. Fax your request for free information to CSI at 719-592-9673. Include your station or company name, contact, address and phone number.

BROADCASTING & CABLE'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING & CABLE, Classified Department, 245 West 17th Street, New York, NY 10011. For information call (212) 337-7073 and ask for Antoinette Fasulo.

Payable in advance. Check, money order or credit card (Visa, Mastercard or American Express). Full and complete payment must be in writing or, if call, include your station identification, your name, contact, address and phone number.

Deadline is Monday at 5:00pm Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing.

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 the Civil Rights Act of 1964, as amended.

Publisher reserves the right to abbreviate, alter or reject any copy.

Classified listings (non-display). Per issue: Help Wanted: $1.95 per word, $39 weekly minimum. Situations Wanted: 105e per word, $21 weekly minimum. Non-display classified rates (straights) are $1.95 per word. $39 per issue. The deadline for classified copy is Monday prior to publishing date.

Display classified rates (straights) are $1.95 per word with a minimum charge of $39 per advertisement. Display classified rates are $1.05 per word with a minimum charge of $21 per advertisement.

Blind Boxes: Add $25.00 per advertisement

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

Category: Line ad Display

Ad Copy:

Date(s) of insertion:

Amount enclosed:

Name:

Company:

Address:

City: State Zip:

Authorized Signature:

Payment:

Check 1 Visa 1 MasterCard 1 Amex 1

Credit Card #: Name on Card:

Exp. Date: Phone:

Clip and Fax or Mail this form to:

B & C

245 W. 17 Street • NYC 10011 • Attention: Antoinette Fasulo

FAX NUMBER: 212-206-8327
Television's Morning Paper

The smart way to start your business day... for less than the price of your morning coffee

There's one sure way to stay on top of all the late-breaking news in television. Broadcasting & Cable's TV FAX—a one-page capsule of the top daily news in the industry.

It covers the news you can't wait for... to make informed decisions. Including what Congress wants to do for—or to—your industry, what programs are hot or hurting and who's moving up or out.

All reported by the editors of Broadcasting & Cable, the leading industry publication with over 60 years of experience. And on your desk the first thing every morning.

So get the fax...before your competition does. Subscribe to TV FAX today.

Broadcasting & Cable
TV FAX

TO SUBSCRIBE CALL
1-800-554-5729

$129 annually to BROADCASTING & CABLE subscribers, $149 to non-subscribers
©1995 Cahners Publications Inc. 5 times weekly
Broadcasting & Cable January 8 1996

"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.

**NEW STATIONS**

**Filed/accepted for filing**

Des Arc, Ark. (BPED-951207MA)—American Family Association (Donald E. Widmon, president, PO Drawer 2440, Tupelo, MS 38803) for noncommercial educational FM at 91.7 mhz, ERP 100 kw, ant. 211 m, N on Hwy 11 from I-70 and SH 11 Interchange, N 2.2 mi. to Saul's Rd., W 4 mi. N side of rd. Dec. 7

Merced, Calif. (BPH-951108MU)—KM Communications Inc. (Myong Hwa Bae, president/owner, 3654 West Javis Ave. Skokie, IL 60076) for FM at 94.1 mhz, ant. just off Yosemite Ave., 7.1 km NE of Merced. Nov. 8

Yuba City, Calif. (BPED-951206MA)—North Valley Educational Community Radio Inc. (Jerrie Katz, president/33 1/2% member, 861 Gray Ave., Yuba City, CA 95991) for noncommercial educational FM at 91.3 mhz, ERP .14 kw, ant. 602 m., South Butte, approx. 19 km W of Yuba City. The directors/members of NVECR have interests in Phoenix Broadcasting Inc., which owns kcez(FM) Corning, kboj(FM) Orland, kcsy(FM) Colusa and 66.2/3% of klsr(FM) Chico, Calif., and has applied for FM in Gridley, Calif. Dec. 6

Breese, Ill. (BPH-951108MV)—KM Communications Inc. (Myong Hwa Bae, president/owner, 3654 West Javis Ave. Skokie, IL 60076) for FM at 97.5 mhz, ERP 6 kw, ant. 100 m., S side of US Rte. 50, approx. 1.7 km W of intersection of US Rte. 50 and SR 127 in Carlyle. Nov. 8

Miner, Mo. (BPH-951127MF)—Dana R. Withers (PO Box 818, Benton, IL 62812) for FM at 107.1 mhz, ERP 6 kw, ant. 100 m., W of Tannier, just off CR 22. Withers owns wqrl(FM) Benton, Ill. and wnsb(FM) Nashville, has applied to build FM in Scott City, Ill. and has an LMA with kyrx(FM) Chatjee, Mo. Nov. 27

Scott City, Mo. (BPH-951127MC)—Scott City Media Inc. (Steve Roth, president/61% owner, 522 Second St. East, Scott City, MO 63780) for FM at 93.9, ERP 6 kw, ant. 100 m., KCGO(AM) transmitter site, N of Hwy 146, Alexander County. Nov. 27

Scott City, Mo. (BPH-951127ML)—Dana R. Withers (PO Box 818, Benton, IL 62812) for FM at 93.9 mhz, ERP 6 kw, ant. 100 m., 6.8 km N of Cape Girardeau, at a bearing of 1.6 degrees. Withers owns wqrl(FM) Benton, Ill. and wnsb(FM) Nashville, has applied to build FM in Miner, Mo., and has an LMA with kyrx(FM) Chatjee, Mo. Nov. 27

Scott City, Mo. (BPH-951127MD)—Viands Enterprises Inc. (William L. Viands, president/joint owner, 19600 West St. Andrews Dr., Miami, FL 33015) for FM at 93.9 mhz, ERP 6 kw, ant. 100 m., 33 km E of US 61, .68 km N of Hwy 74, in Cape Girardeau Township. Nov. 27

Jeffersonville, N.Y. (950206MF)—William H. Walker III for FM at 102.1 mhz, ERP 6 kw, ant. 100 m. Nov. 30

Schuyler Falls, N.Y. (BPED-951206MB)—Christian Ministries Inc. (Alexander D. McEwing, president/9.1% owner) for noncommercial FM at 90.9 mhz, ERP 3 kw, ant. 310 m., Terry Min. Dec. 15

Oak Ridge, N.C. (BPH-951122MB)—Triad Radio Project Inc. (William Clark Payne Jr., executive director, 409 Hillside Dr., Greensboro, NC 27401) for FM at 90.9 mhz, ERP 1.8 kw, ant. 229 m., 18 km SE of junct. of rtes 2317 and 2323, 1.7 km S of Intelligence. Nov. 22

Depoe Bay, Ore. (BPH-951124MB)—Ginna Jones (415 Clift St., Depoe Bay, OR 97341) for FM at 105.5 mhz, ERP 6 kw, ant. -66 m., 50 Spring St., Depot Bay. Nov. 24

Minor Hill, Tenn. (BPH-951121MD)—Southern Cultural Foundation (Richard W. Dabney/Lucy Johnson, trustees/co-owners, 101 McDade Cir., Toney, AL 35773) for educational FM at 89.7 mhz, ERP 3.5 kw, ant. 72 m., intersection of Little Texas and Turkey Branch rds. SCF has applied to build FM at Pontotoc, Miss., and Houston. Dabney has interest in North Alabama Educational Foundation, which has applied to build FM at Kiilen and Flint City, Ala. Dec. 1

Bells, Tex. (950809MA)—Thomas S. Desmond for FM at 92.9 mhz, ERP 6 kw, ant. 100 m. Nov. 30

Electra, Tex. (951106MC)—High I-Q Radio Inc. for noncommercial educational FM at 94.9 mhz, ERP 50 kw, ant. 150 m. Nov. 16

Linden, Tex. (BPH-951204MA)—Oara Inc. (Kenneth R. Reynolds, president/owner, PO Box 11196, College Station, TX 77842) for FM at 99.3 mhz, ERP 10 kw, 91 m., 56 mi. N of intersection of CR and HWY 155 6.6 mi. SW of Linden. Reynolds owns kagg-FM Madisonville, Tex. Dec. 4

Stamford, Tex. (BPH-951120MM)—Blue Plains Broadcasting Co. (David S. Hite, president/owner, 529 Woodland Hills Dr., LaVergne, TN 37086) for FM at 92.1 mhz, ERP 50 kw, ant. 150 m., .59 km SE of intersection of SR 180 and CR 3116, .54 km WSW of Asson, Tex. Dec. 8

Waco, Tex. (BPH-951013IM)—Kenedwood Broadcasting Co. Inc. for kcbt(FM) at 94.5 mhz, ERP 3.2 kw, ant. 294 m. Dec. 8

Provo, Utah (BPET-951113KG)—Richard S. Losee, 3923 North Riverwood Dr., Provo, UT 84604) for TV at ch. 32, ERP 617 kw, ant. 851 m., Lake Mtn., 23 km W of Provo.

**FACILITIES CHANGES**

**Denied/Dismissed**

Sycamore, III. (BP-940824AA)—Dekalb County Broadcasters Inc. for wsoa(AM) 1560 kHz: add 17.6 kw of nighttime power. Nov. 8

Lafayette Township, Ind. (BPED-941212-1B)—Southwest Allen County Schools for wctv(FM) 91.1 mhz: move main studio. Dec. 6

St. Louis (BMPED-940202IB)—Board of Education of St. Louis for kslh(FM) 91.5 mhz: change ERP to 85 kw, ant. to 313 m., TL to 7555 MacKenzie Rd. Nov. 21

**Returned**

Birmingham, Ala. (BPED-950830IC)—Briarwood Presbyterian Church for wlr(FM) 88.5 mhz: change ERP to .2 kw, ant. to 190 m., TL. Nov. 27

Liberty, Tex. (BP-950912A2)—Texas Coast 1050 Broadcasting for kpxe(AM) 1050 kHz: change TL to W of Brazos River Bridge along I-10W and Bording Brazos River, and city of license to Brookshire, change ant. system, relocate main studio. Nov. 20

**Granted**

Jacksonville, Ark. (BMPH-950821IB)—USR of Little Rock FM Inc. for kdkk(FM) 100.3 mhz: change ERP to 82.9 kw. Nov. 29

St. Helena, Calif. (BMPH-9507031E)—Young Radio Inc. for kvnr(FM) 99.3 mhz: change ant. to 79 m. Nov. 20

Grand Junction, Colo. (BPED-941026-KB)—Public Broadcasting of Colorado Inc. for non-commercial educational kprn(FM) 89.5 mhz: change main studio location. Dec. 6

Johnstown, Colo. (BP-950322AB)—Donald A. and Sharon E. Wiedeman for kwcs(AM) 1360 kHz: increase power to 450 w5 kw, change ant. system. Nov. 20

Daytona Beach, Fla. (BMPH-950817IC)—WJMJ License LP for wfhm(AM) 101.9 mhz: change ERP to 61 kw, ant. to 483 m., class from C1 to C. Nov. 9

High Springs, Fla. (BMPCT-940718KH)—Budd Broadcasting Co. Inc. for wqrl(tv) ch. 53: change ERP to 1,343 kw visual, ant. to 282 m., TL to 3.7 km SE of Newberry. Nov. 13

Key West, Fla. (BMPCT-950906KE)—Hispanic Keys Broadcasting Corp. for wwdw(tv) ch. 8: change ERP to 5.83 kw visual, ant. to 33 m., TL to 7 McDonald Ave. Nov. 22

Athens, Ga. (BPC-951025PK)—Whitehead Media Inc. for wqgm-tv ch. 34: change ERP to...
Penn Yan, N.Y. (BP-950720AD)—MB Communications Inc. for WLYF(AM) 850 kHz: operate at night with 45.5 w, change ant. system. Nov. 20

Cave Junction, Ore. (BP-950817IH)—Charles R. Knerr for KCON(AM) 102.7 mhz: change ERP to 50.7 kw, ant. to 604.5 mhz. Nov. 29

Renovo, Pa. (BP-930427ID)—North Penn Broadcasting Inc. for wxkw(AM) 106.9 mhz: change ERP to .65 kw, ant. to 215. mhz, and change frequency. Nov. 27

Ponce, P.R. (BP-941103KF)—Hector Nicolau for wtmn(AM) 104.7 mhz: change ERP to 1.04 kw visual, ant. to .861 m. TL to atop Monte Jaruya. Nov. 6

Blythewood, S.C. (BP-950307AD)—Michael B. Glinter for wba(AM) 880 kHz: change frequency to 880 khz, increase power to .001 kw/1kw, change ant. system. Nov. 29

Sioux Falls, S.D. (BP-950531KE)—Mid-continent Television of S.D. Inc. for kelv-TV ch. 11: change ERP to 25 kw, ant. to 192. m. TL to 1 mi, SW of Rowena, S.D. Nov. 13

Spring City, Tenn. (BP-950614IF)—Walter E. Hooper III for wafa(AM) 93.9 mhz: change TL to 3.5 km SE of Tranquility. Dec. 8

Amherst, Va. (BP-951027AB)—Community First Broadcasters Inc. for WAXM(AM) 1420 kHz: reduce secondary power to 17 w night, change TL to SR 606, 1.2 km E of intersection with US 60, change ant. system. Nov. 29

Lynchburg, Va. (BP-951023AE)—LYH Broadcasting LC for wlll(AM) 930 mhz: change ant. system, change TL to off Chapel Ln., .77 km N of former tower site, relocate main studio. Nov. 27

Seattle (BP-950811AD)—KBLE(AM) Inc. for KBLE(AM) 1050 kHz: reduce power to 440 w night, change ant. system, change TL to 4500 21st St. SW. Nov. 22

Yakima, Wash. (BP-950810JC)—Spanish Language Broadcasters of Washington LP for KZTA-FM 99.7 mhz: change ERP to 7.62 kw, ant. to 178 m. TL. Nov. 27

Pocatello, W.Va. (BP-950921IE)—Wei- lige Broadcasting Corp. for wrzw(AM) 98.7 mhz: change ERP to .63 kw, ant. to 192. m. TL, Dec. 5

Green Bay, Wis. (BPMD-950425IF)—Board of Regents of University of Wisconsin System for wkbf(AM) 88.1 mhz: change ERP to 15 kw, ant. to 312.4 mhz. Dec. 8

Madison, Wis. (BPMD-951102A)—State of Wisconsin Educational Comm. Board for wern(AM) 88.7 mhz: modify directional ant. pattern. Nov. 7

Accepted for filing

Montgomery, Ala. (BP-951016IE)—Deep South Broadcasting Co. for wbam-FM 98.9 mhz: change channel to 98.9 mhz. Dec. 15

Wilson, Ark. (BPMD-951103IC)—Pollack Broadcasting Co. for kafw(AM) 103.7 mhz: change ant. to 100 m., ERP to 6 kw, TL, frequency to 94.7 mhz. Dec. 8

Long Beach, Calif. (BP-951102ID)—Liberman Broadcasting Inc. for kbue(FM) 105.5 mhz: change ERP to 2.85 kw. Nov. 27

Santa Rosa, Calif. (951031MD)—Rural California Broadcasting Corp. for krbc-FM 91.1 mhz: change ERP to .1 kw, ant. to 574.3 m. TL to Sonoma Mtn., 4.97 km WSW of Glen Ellen, frequency to 91.3 mhz. Nov. 27

Yreka, Calif. (BPMD-9511010G)—Siskiyou Radio Partners Inc. for KSVC-FM 103.9 mhz: change ERP to 10.2 kw. Dec. 15

Lakewood, Colo. (BP-951052IE)—KRXY Radio Inc. for kmxw-FM 107.5 mhz: install new auxiliary ant. system. Dec. 8

Strasburg, Colo. (BPMD-950908IG)—Lenora Alexander for kaqm(AM) 102.3 mhz: change ant. supporting-structure height. Dec. 4

Leigh Acres, Fla. (BP-951109ID)—REP WCKT GP for wckt(FM) 107.1 mhz: change ERP to 28.5 kw, ant. to 198 m. Dec. 4

Palm Bay, Fla. (951121ML)—Palm Bay Public Radio Inc. for weje(FM) 90.3 mhz: change ERP to 10 kw, ant. to 122 m, class 3 to C3. Dec. 1

Caldwell, Idaho (BP-951120KE)—Schuyler Broadcasting Corp. for kdht-TV ch. 9: change ERP to 161 kw visual, ant. to 805 m. TL; to Deer Point Peak, 17 km NE of Boise. Nov. 30

Mount Morris, Ill. (BPMD-951131IF)—American Family Association Inc. for wsey(AM) 95.7 mhz: change ERP to 3.15 kw, ant. to 109 m., TL to Midtown Rd., .7 mi E of Mount Morris Rd., 1.8 mi NE of Mount Morris. Dec. 1

Warsaw, Ill. (BPMD-950606IZ)—Western Illinois University for wuwi(AM) 89.5 mhz: change directional radiation pattern. Dec. 13

Davenport, Iowa (BPMD-951131IB)—Mississippi Valley Broadcasting Inc. for WLLR-AM 101.3 mhz: change ERP to 12.3 kw, ant. to 299 m. TL to 2 km ENE of Argos, change ant. supporting-structure height. Dec. 1

Mountpleasant, Iowa (BPMD-951103IC)—Coon Valley Communications for knkx(AM) 107.9 mhz: change channel from A to C3. Dec. 15

Topeka, Kan. (951109AC)—WREN Broadcasting for wren(AM) 1250 khz: increase power to 15 kw day, reduce power to 3.5 kw night, change TL and ant. system, change city of license to Kansas City, Mo., relocate main studio. Nov. 27

Monroe, La. (951027MF)—Bible Broadcasting Network Inc. for kyfe(FM) 89.3 mhz: change ERP to 25 kw, ant. to 115 m, TL to .9 km E of SR 143, West Monroe. Dec. 1

Tallulah, La. (BP-951025IZ)—Sharing Inc. for kbyo(AM) 104.5 mhz: change channel to 104.5. Nov. 30

Natchitoches, La. (951120AB)—Langer Broadcasting Corp. for wbiv(AM) 1060 mhz: increase power to 50 kw, change TL and ant. system. Dec. 4
Jan. 8-10—Society of Cable Television Engineers conference on emerging technologies. San Francisco. Contact: (800) 363-6888.
Jan. 11-12—Society of Cable Television Engineers satellite tele-seminar. Galaxy 1R, Transponder 14, 2:30-3:30 p.m. EST. Contact: (610) 365-6886.
Jan. 19-21—"Introduction to Telephony," Society of Cable Television Engineers regional training seminar. Sheraton Hotel, Newport Beach, Calif. Contact: (800) 363-6886.
Jan. 20—"Introduction to Fiber Optics," Society of Cable Television Engineers regional training seminar. Sheraton Hotel, Newport Beach, Calif. Contact: (610) 363-6886.
Feb. 5-6—Radio Group Head Fly-In, hosted by the National Association of Broadcasters. ANA Hotel, Washington. Contact: Lori Long, (202) 429-5402.
Feb. 6—West Virginia Broadcasters Association seminars. Ramada Inn, South Charleston, W.Va. Contact: (304) 744-2143.
Feb. 8—"Inside FCC Form Processing," Society of Cable Television Engineers satellite tele-seminar. Galaxy 1R, Transponder 14, 2:30-3:30 p.m. EST. Contact: (610) 365-6886.
Feb. 10—"Introduction to Telephony," Society of Cable Television Engineers regional training seminar. Sheraton Hotel, Newport Beach, Calif. Contact: (800) 363-6886.
Feb. 15—17—Okahoma Association of Broadcasters winter convention. Oklahoma City. Contact: (405) 848-0771.
Feb. 21-23—Texas Show '96, presented by the Texas Cable TV Association. San Antonio Convention Center, San Antonio, Tex. Contact: (512) 474-2082.
March 5-10—Las Vegas Convention. Las Vegas. Contact: (800) 363-6886.
June 9-15—17th annual Banff Television Festival. Banff Springs Hotel, Banff, Alberta, Canada. Contact: (403) 678-9260.
June 9-12—World Media Expo, comprising the National Association of Broadcasters Radio Show (contact: [800] 342-2460); Radio Television News Directors Association international conference (contact: Rick Osinski, [202] 467-5200); Society of Broadcast Engineers annual convention (contact: John Poynter, [703] 330-1020); Conference of Motion Picture and Television Engineers 138th technical conference (contact: [914] 761-1100). Los Angeles Convention Center, Los Angeles. Contact: Lynn McMenemy, (202) 429-5350.
Jan. 8-10—Society of Cable Television Engineers conference on emerging technologies. San Francisco. Contact: (610) 363-6888.
Jan. 11-12—Society of Cable Television Engineers satellite tele-seminar. Galaxy 1R, Transponder 14, 2:30-3:30 p.m. EST. Contact: (610) 365-6886.
Jan. 19-21—"Introduction to Telephony," Society of Cable Television Engineers regional training seminar. Sheraton Hotel, Newport Beach, Calif. Contact: (800) 363-6886.
Jan. 20—"Introduction to Fiber Optics," Society of Cable Television Engineers regional training seminar. Sheraton Hotel, Newport Beach, Calif. Contact: (610) 363-6886.
Feb. 5-6—Radio Group Head Fly-In, hosted by the National Association of Broadcasters. ANA Hotel, Washington. Contact: Lori Long, (202) 429-5402.
Feb. 6—West Virginia Broadcasters Association seminars. Ramada Inn, South Charleston, W.Va. Contact: (304) 744-2143.
Feb. 8—"Inside FCC Form Processing," Society of Cable Television Engineers satellite tele-seminar. Galaxy 1R, Transponder 14, 2:30-3:30 p.m. EST. Contact: (610) 363-6886.
Feb. 10—"Introduction to Telephony," Society of Cable Television Engineers regional training seminar. Sheraton Hotel, Newport Beach, Calif. Contact: (800) 363-6886.
Feb. 15—17—Okahoma Association of Broadcasters winter convention. Oklahoma City. Contact: (405) 848-0771.
Feb. 21-23—Texas Show '96, presented by the Texas Cable TV Association. San Antonio Convention Center, San Antonio, Tex. Contact: (512) 474-2082.
March 5-10—Las Vegas Convention. Las Vegas. Contact: (800) 363-6886.
April 28-May 1—Cable '96, National Cable Television Association annual convention and exposition. Los Angeles Convention Center, Los Angeles. Contact: (202) 775-3669.
May 19-22—36th annual Broadcast Cable Financial Management Association/Broadcast Cable Credit Association annual convention. Buena Vista Palace Hotel, Orlando (Disney World), Fla. Contact: Mary Teitel, (708) 296-0200.
May 22-25—"CES Orlando...The Digital Destination," multimedia trade show presented by the Electronic Industries Association. Orange County Convention Center, Orlando, Fla. Contact: Cynthia Upson, (703) 907-7674.
June 9-15—17th annual Banff Television Festival. Banff Springs Hotel, Banff, Alberta, Canada. Contact: (403) 678-9260.
October 9-12—World Media Expo, comprising the National Association of Broadcasters Radio Show (contact: [800] 342-2460); Radio Television News Directors Association international conference (contact: Rick Osinski, [202] 467-5200); Society of Broadcast Engineers annual convention (contact: John Poynter, [703] 330-1020); Conference of Motion Picture and Television Engineers 138th technical conference (contact: [914] 761-1100). Los Angeles Convention Center, Los Angeles. Contact: Lynn McMenemy, (202) 429-5350.
Major Meeting dates in red
Compiled by Kenneth Ray
(ken.ray@bbc.cahmers.com)
Charter’s Babcock likes the private life

When Barry Babcock and his partners went to New York in 1993 seeking start-up money for Charter Communications, they weren’t quite sure what kind of reaction to expect from the financial community.

After all, cable deregulation was hitting the cable industry pretty hard at the time. Many small and midsize cable system operators were selling out to large operators who were better equipped to finance technological upgrades and compete with the increasingly aggressive direct broadcast satellite, wireless and telco industries.

But Babcock and partners Jerry Kent and Howard Wood had a track record in the cable business. They all had served as key executives at Cencom Cable Associates, an MSO that was sold to Crown Media in 1991.

By 1993 many of the same investors that had backed Cencom were looking for investment opportunities and were seeking management teams with strong potential.

“People invest in people who have had the knack to be successful in the past,” says Babcock. “We were very pleasantly surprised that we got a lot of enthusiastic support.”

A primary goal for the founders of Charter was to create an MSO that would not be sold out from under them. The executives were still smarting from the sale of Cencom, a move that the management team had resisted.

“The lesson that the three of us learned was that the next time we founded a company, which we did, we would never lose control of it,” says Babcock. “We didn’t ever want to be in a position where we didn’t have control over the destiny of the company.”

As fate would have it, the executives actually took back control of the former Cencom systems a year ago with Charter’s purchase of the Crown Media cable properties. It was the largest in a series of deals that has built Charter’s portfolio into cable systems approaching 1 million customers in 17 states.

In less than two years, the little MSO that could has grown from no subscribers to one of the top 15 cable operators in the country.

It has been a crowning achievement for Babcock, who first became interested in the cable business while studying cable franchise agreements as an attorney for Oklahoma City. It was his first full-time job, following law school and four years with the U.S. Navy.

Babcock had not been targeting a career in cable when he took the job as assistant municipal counselor in Oklahoma City.

As an undergraduate at the University of Oklahoma, he earned his BS in geology.

“When I’m traveling around, going through the mountains, I think I have a different perspective on things than most people,” Babcock says of his degree in geology. “But beyond having maybe a little bit more knowledge than most when looking at a rock, I haven’t done anything with it.”

Babcock’s career in cable has always led him to start-up operations. In 1979 he was part of a team that formed St. Louis-based cable system operator Telcom Cablevision.

The same group that formed Telcom went on to create Cencom, another start-up that grew from zero subscribers in 1982 to about 550,000 subscribers by the time the company was sold to Crown in late 1991.

His latest start-up, Charter Communications, already has tripled its original five-year business plan of 300,000 subscribers.

Just how much larger Charter will grow depends on what opportunities arise, says Babcock, adding that the company does not necessarily need to be any bigger. He also says that the privately held company does not necessarily need to go public.

“If you can stay private you probably ought to, unless the values are so compelling that you really feel you can’t pass up the opportunity,” he says.

Babcock encourages other entrepreneurs to enter the cable system business, but he also offers a word of caution: “It’s a little more difficult today than it was two or three years ago in the sense that there’s a pretty widely held misconception that you have to be big.

“I don’t think there’s any doubt that if others have access to capital—and that’s always the key—there are opportunities still out there to purchase cable systems and have a successful business.”
Yolanda Foster, director, research, WFOR-TV Miami, named director, programming.

Andrew Funk, ENG technician, WCN-S-TV New York, joins WAGA-TV Atlanta as assistant news operations manager.

David LaFrance, manager, product development, KRON-TV San Francisco, joins WEYI-TV Saginaw, Mich., as GM.

Steve Herman, GSM, WEAR-TV Pensacola, Fla., joins KOKH-TV Oklahoma City as president/GM.

Lee Evans, reporter, KFOR-TV Oklahoma City, named weekend co-anchor.

Appointments at KJAC-TV Port Arthur, Tex.: Wayne Bettony, GSM, WYVA(TV) Bluefield, W.Va., joins in same capacity; Jeff Newpher, producer, KPRL-TV Houston, joins as executive news director.

John Kuenke, VP/GM, KSDK (TV) St. Louis, joins Pulitzer Broadcasting Co. there as executive VP.

Appointments at Tribune Broadcasting, Chicago: Thomas Leach, manager, planning, named director, planning and analysis; Crane Kenney, senior counsel, named VP/chief legal officer.

Christopher Roivar, senior VP, domestic distribution, Madison Green Entertainment Sales Inc., joins Tradewinds Television, New York, as senior VP, sales.

John Kuenke, VP/GM, KSDK (TV) St. Louis, joins Pulitzer Broadcasting Co. there as executive VP.

Ann McIntyre, local sales manager, WJAR(TV) Providence, R.I., joins WLNE(TV) there as GSM.

Joanna Hemleb, LSM, WATL(TV) Atlanta, named general sales manager.

Appointments at KSHB-TV Kansas City, Mo.: John McKenna, local account executive, named NSM; Alex George, national sales manager, named regional sales manager; Richard Eller, on-air promotion manager, KHOU-TV Houston, joins as creative services director; Krista Roberts, executive news producer, KTNV(TV) Las Vegas, joins as managing editor.


Appointments at Tribune Broadcasting, Chicago: Thomas Leach, manager, planning, named director, planning and analysis; Crane Kenney, senior counsel, named VP/chief legal officer.

Jeff Dellen, director, research, MCA TV, Universal City, Calif., named VP/director, research.

Glenn Urbanski, manager, sales and traffic systems, NBC Television’s Information Technologies Division, named director, finance and administration, WMAQ-TV Chicago.

Gary Whitaker, news director, KDNL-TV St. Louis, joins KSPR(TV) Springfield, Mo., as VP/GM.

Allen Harmon, interim general manager, WDSE-TV Duluth, Minn., named president/GM.

Appointments at Speedvision, Stamford, Conn.: Robert Scanlon, senior coordinating producer, ESPN, joins as executive producer/VP, production; Becky Ruthven, VP, affiliate sales and marketing, The Weather Channel, joins as senior VP, affiliate sales; John Lunghi, VP, sales training and development, Turner Broadcasting, joins as VP/NSM.

Rosanne Legano, account executive, East Coast, TV Food Network, joins Outdoor Life, Stamford, Conn., as VP/NSM.

Peter Bergen, special assignment producer, CNN, Atlanta, named supervising producer, CNN Special Assignment.

Jamie Weissenborn, director, advertising sales, Comedy Central, New York, named head, West Coast ad sales operations.

Suzanne Donino, VP, network operations, Turner Entertainment Networks, Atlanta, named senior VP.


Mike Agovino, VP/GSM, Katz Radio division, New York, named president.

Appointments at CBS Radio Representatives, New York: Rich Allen, VP/Western regional manager, named VP, unwired and marketing; John Bittig, director, unwired and marketing, named Central regional manager/Chicago sales manager; Scott Springer, Los Angeles sales manager, adds Western regional manager to his responsibilities.

Jon Quick, VP, programming, KFGO-FM Fargo, N.D., joins WINS(AM) Indianapolis as program director.

Marc Aplebaum, VP/associate general counsel and assistant secretary, Time Warner Cable, Stamford, Conn., named senior VP/general counsel/secretary.

Appointments at Speedvision, Stamford, Conn.: Robert Scanlon, senior coordinating producer, ESPN, joins as executive producer/VP, production; Becky Ruthven, VP, affiliate sales and marketing, The Weather Channel, joins as senior VP, affiliate sales; John Lunghi, VP, sales training and development, Turner Broadcasting, joins as VP/NSM.

Rosanne Legano, account executive, East Coast, TV Food Network, joins Outdoor Life, Stamford, Conn., as VP/NSM.

Peter Bergen, special assignment producer, CNN, Atlanta, named supervising producer, CNN Special Assignment.

Jamie Weissenborn, director, advertising sales, Comedy Central, New York, named head, West Coast ad sales operations.

Suzanne Donino, VP, network operations, Turner Entertainment Networks, Atlanta, named senior VP.
Appointments at A&E Television Networks, New York: John Hartinger, account director, affiliate sales, Chicago, named director, affiliate marketing programs and communications, New York;

Michael Hill, manager, accounts payable, named director, internal control; Eric Kronen, senior VP/regional manager, Viacom Cable, Seattle, joins as senior VP, affiliate sales and marketing, New York.

C. Richard Allen, deputy assistant to President Clinton for national service and chief external affairs officer, Corporation for National Service, joins Discovery Communications Inc., Bethesda, Md., as senior VP, business development.

ADVERTISING/MARKETING

Appointments at The Summit Media Group Inc., New York: Terez Kiely, senior VP, syndication sales, named executive VP; Terry Berlin, VP, named senior VP/media director.

Appointments at Tenerlin McClain, Dallas: Adele Boustany, media planner/buyer. The Graham Group, New Orleans, joins as media planner; Jane Cook joins as media estimator; Scott Morris, art director. Wolf, Blumbarg & Krody, Cincinnati, joins in same capacity; Tammy Stillings, assistant planner, Lord, Dennis & Partners, Los Angeles, joins as media planner;

Craig Chambers, GM, Western United States and Canada, Group W Satellite Communications, joins Great American Country, Englewood, Colo., as VP/GM.

Mike Smith, assistant GM, Cablevision's Gulf Breeze, Florida, named GM, New York operations.

Theresa Aycock, free-lance copywriter, Dallas, joins as senior copywriter; Kristin Ditlin, senior media planner, Bozell, Omaha, joins as media supervisor; Dillard Spring, management supervisor, DDB Needham, Dallas, joins in same capacity.

Steve Hardwick and Mary Bates, VPs/management representatives, Bates USA, New York, named senior VPs.

ARTIST RETURNS

Oscar Katz, 1913-1996

Oscar Katz, 82, former CBS executive, died Jan. 3 of pneumonia in Los Angeles. Katz retired from CBS Television Network in 1978 after spending almost 40 years in the industry. He joined CBS’s research department in 1938, and in 1945 became its associate director. Eventually CBS-TV formed a separate research unit and Katz was appointed director.

In the mid ‘50s, competition gave daytime television an importance it hadn’t so far experienced, and Katz was named VP in charge of daytime programs. His familiarity with research (audience preferences) and background in statistics made him a quiet and competent innovator. He helped to develop The Verdict Is Yours and Woman!, a new series concept in daytime programing; Captain Kangaroo, and Daytime Televisit Week. From 1959 to 1962 Katz was VP, network programs.

He left CBS to become executive VP in charge of production at Desilu Productions Inc., where he worked on such series as Mission: Impossible and Star Trek. He also worked for General Artists Corp. as senior VP, television packaging. In 1971 he returned to CBS as VP, programs, in New York and later moved to California as VP, special projects.

Katz is survived by his wife, Rose; two daughters, Joan and Marjorie; and three grandsons, Edward, Oliver and Justin.

ALLIED FIELDS

Art Porter, founder/president, Varitel, Los Angeles/San Francisco, joins Electronic Data Systems (parent) as VP, business development.

Peter Pasternak, international director, Rhino Records, Los Angeles, named senior director, international.

Gregg Willinger, agent, The Conrad Shadden Corp., New York, named VP.

Jim MacDermott, former VP/station manager, KCNC-TV Denver, joins Satterfield & Perry media brokerage firm there as VP.

John Kehe, creative director, Pittard/Sullivan, joins Telezign Design/Animation (a division of National Video Center), New York, in same capacity.

DEATHS

Palmer Williams, 79, documentary filmmaker and CBS news executive, died Jan. 1 at his home in Greenwich Village. He had prostate cancer. Williams joined CBS in 1951 and, with Fred Friendly and Edward R. Murrow, adapted the Hear It Now radio program to television. Williams was producer, then production manager, and eventually director of operations for See It Now. He also was instrumental in developing 60 Minutes, where he spent nearly half of his 30 years at CBS. In the early years of 60 Minutes, Williams and Andy Rooney appeared in a segment, “Digressions,” in which silhouetted figures—“Ipsos” and “Factos”—traded witticisms about people and events. During World War II Williams worked with Frank Capra on the series Why We Fight. Other credits include The True Glory, Biography of a Missile, D-Day Plus 20 Years: Eisenhower Returns to Normandy, Inside Red China and Destination North Pole. Survivors include his wife, Barbara; four children, and two grandchildren.

Compiled by Denise Smith

e-mail: d.smith@b&c.ahners.com
The Supreme Court has denied cable's efforts to speed review of a December decision by a three-judge panel to uphold the must-carry laws. The court last week rejected a motion to expedite its review of the must-carry decision. Turner Broadcasting System and other cable companies had filed the motion to expedite in hopes the court could rule on the law before the October deadline for choosing between must-carry and retransmission-consent status.

FCC staffers late Friday were evaluating the implications of congressional proposals to send federal workers back to work while limiting their expenditures. Sources speculated that the language would allow commission officials to conduct at least some work, including reading through backlogged mail and incoming comments, but they were unsure what other work the measure would allow.

Watertown (N.Y.) Radio Associates is narrowing its area holdings with last Friday's $2.8 million sale of wNco(FM)-wCIZ(FM) Watertown to Forever Broadcasting Inc. The deal (subject to FCC approval) includes an LMA with wKgo(FM) Cape Vincent, N.Y., says broker Richard A. Foreman. Forever recently bought wJex(Am)-wLzw(FM) Utica, N.Y. (Broadcasting & Cable, Nov. 13, 1995). The company is headed by Kristen Cantrell, GM of wTsh(Am) Rome, Ga. Watertown, backed by Jeffrey Shapiro, William Goddard and Bruce Danzinger, also owns wNco(FM) Morristown and wKrt(Am)-wII(FM) Cortland/Ithaca, N.Y.; wCPV(FM) Essex, N.Y./Burlington, Vt., and AM-FM combos in Claremont, N.H., and White River Junction, Vt./Lebanon, N.H./Hanover, N.H.

The Center for Media Education (CME) and the Consumer Federation of America are getting involved in Time Warner's application to acquire wRss(rv) Atlanta from Turner Broadcasting System. Once the FCC reopens, the groups will submit comments calling for an en banc hearing to examine the relationship between TCI and Turner. The filing follows comments by the United States Telephone Association in which the group asked the FCC to condition approval of the license transfer on Time Warner/Turner's offering programming to competing video providers under the same conditions granted to TCI.

PanAmSat broke ground last Friday in Napa, Calif., on a 16.5-acre site for its new transmitters gateway between North America and Asia. The new teleport, due to open this summer, will access PanAmSat's current PAS-2 satellite as well as future Pacific Ocean Region birds and will replace a temporary site in Sylmar, Calif., that currently transmits four full-time TV channels over PAS-2. ESPN, Country Music Television and Bloomberg Television are signed for full-time uplinks from the Napa facility.

Rules allowing cable operators to bar indecent programming on leased and public access channels "cannot withstand First Amendment scrutiny," opponents of the rules told the Supreme Court in a brief submitted last week. Arguing against the FCC rules implementing the Cable Act provisions, the Alliance for Community Media and other groups said the rules constitute a state action that "discriminates against certain constitutionally protected speech on the basis of the speech's content." The court is scheduled to hear arguments in the case on Feb. 21.

Spanish Broadcasting System Inc. has filed to hold an initial public offering of 7,500,000 shares of common stock. Proceeds from the offering, estimated at $75 million, will be used to fund the $83.5 million purchase of WPAT-FM Paterson, N.J., announced in November. The offering is being underwritten by Smith Barney, CS First Boston and CIBC Wood Gundy.

CBS Radio Networks has replaced Tom Snyder's late-night show co-host Elliott Forrest with xetra(Am) Tijuana/San Diego morning host Steve Mason. Mason joined The Late Late Radio Show on Jan. 1, and he rounds out the 11 p.m.-2 a.m. shift around Snyder's 12:37-1:37 a.m. ET radio simulcast of CBS-TV's The Late Late Show.

The Golf Channel hit the 1.45 million-households mark after signing a distribution agreement with a Comcast Cable system in Union, N.J. In the last 45 days of 1995, Golf Channel finally agreements with cable systems owned by Comcast, Continental, Cox Communications, Cablevision Systems, Marcus, Adelphia, Charter Communications and TCA Group. The basic channel celebrates its first anniversary on Jan 17.

DIRECTV has signed exclusive pay-per-view agreements to deliver live coverage of the premier Latin American soccer tournament Copa De Oro (Gold Cup), a 10-day competition starting Wednesday (Jan. 10). The DBS service will offer the event to its commercial customers through an agreement with Latin American supplier Inter/Forever Sports while residential subscribers will receive coverage through an arrangement with Liberty Sports subsidiary Prime Deportiva.

United Video Satellite Group (UVSGA) will hold a special stockholders meeting on Jan. 25 to vote on the previously announced merger with Tele-Communications Inc. Under the deal, UVSGA, a satellite audio/video distributor, will remain a separate public company. UVSGA shareholders either can hold all UVSGA common stock or elect to exchange up to half of their stock for shares of two new series of TCI preferred stock.
HOLLYWOOD

Moving ‘Max’
The launch of Warner Bros. Domestic Televison Distribution’s Mad Max, one of a handful of new action hours recommended by station reps, may be delayed this fall, possibly to January 1997, according to WBDTD executives. “We’re not going to rush this franchise in order to launch in September,” says Scott Carlin, executive vice president, Telepictures. “We’ll decide in the next week or so whether we’ll delay its debut.” Reps are recommending the project for a number of reasons, including the name recognition and the fact that the producer and director who worked on the theatrical are attached to the syndicated series.

‘Knight’-ly news
Columbia TriStar Distribution’s Forever Knight, airing both in syndication and on the USA Network, looks doubtful to return next season after losing its cable outlet last week. Sources confirmed that the cable channel has dropped the show, which raises questions about further production of the nine weekly episodes for next season. The show, cleared on 190 stations representing 93% of the country, is averaging a 1.7 rating in season-to-date numbers.

Here he comes
Mighty Mouse is on the way...to a revival at Paramount. The studio is talking with writers and animators about ways to revitalize the Mighty Mouse character for TV and possibly feature films. The intrepid rodent was last seen on CBS’s Saturday morning schedule in the mid-1980s. Sources say Klasky/Csupo, the animation studio that produces Paramount’s Duckman series for USA Network, is in the early stages of creating a new look for the Mighty Mouse of the 1990s. Mighty Mouse landed at Paramount after the studio’s merger with Viacom, which owns the rights to the family of characters created in the 1920s and ‘30s by animation pioneer Paul Terry.

Where’s ‘The Beef’?: Family Channel
MTM, which had planned a full, fall rollout into syndication for its Monday-Friday strip The Beef, has sold the project to co-owned Family Channel. According to Chuck Larsen, president, worldwide distribution, MTM, the company still plans to sell the show in syndication with a limited rollout “and let the show perform before we go wider. We’re going to use the same strategy we used with America’s Funniest Home Videos.” Larsen said part of the problem in clearing The Beef solely in syndication is the crowded marketplace, as well as the decreasing number of strip time periods and the fact that “when you’ve got something that’s a little different from what’s out there, maybe you have to prove yourself a little more.” Different episodes of the show will air on cable than in the syndication rollout, he said. “We’ll only sign for good test situations. I don’t think we’ll have too many stations clearances.... The Family Channel deal allows us to keep it going while it proves itself on the stations.”

BVT rolls out mega-movie package
Buena Vista Television will offer the industry’s largest syndicated movie package to date when it rolls out “Buena Vista3” this year, a 75-title movie package, says Mort Marcus, president, BVT. The typical studio-syndicated movie package averages 25-30 pictures. Buena Vista’s last syndicated package, released in 1991, had 50 titles. “It’s been awhile since we brought one out; we have a sort of backlog, so we put them all into the market,” says Marcus. Not surprisingly, Buena Vista’s exhibition window for broadcasters is as long as the title list. “The time span is huge,” says Marcus. “First pictures become available sometime next year, and some of them don’t become available until 2000.”

NEW YORK

Children’s 24 hours
Children’s Broadcasting Corp. has filed a letter of intent to purchase WJDM (AM) Elizabeth, N.J., from owner John Quinn and may begin broadcasting its 24-hour “Radio Aahs” children’s format on the expanded-band AM station as early as Feb. 1.

The purchase price for WJDM, which broadcasts weekdays on 1530 AM and evenings and weekends on its expanded-band 1660 AM frequency, is $11.5 million, according to a CBC official. CBC plans to fund the purchase in part with proceeds from the public sale of 5 million shares of common stock the company will offer later this year. CBC plans to broadcast Radio Aahs 24 hours a day on 1660, and ethnic and community programing weekdays on 1530.
No-brainer

You picked a fine time to leave me, Bob Dole. Broadcasters from coast to coast will be singing that refrain if the latest peril to their digital spectrum gets traction. The hazards between here and the second channel were formidable enough without the Senate majority leader in the act.

Dole, you'll remember, inspired a New York Times column by William Safire branding the allocation of digital spectrum to broadcasters a "giveaway" that could cost taxpayers up to a half-trillion dollars. (There was a day when the Times copydesk would challenge such poppycock, but it wasn't last Wednesday.) The senator was quoted by Safire as saying, "This is a big, big corporate welfare project...why shouldn't they pay for it?"

Senator Dole. Speaker Gingrich and President Clinton are, of course, under considerable pressure these days trying to get the government back to work while staving off a collapse of the economy. It's tempting to shoot from the hip under those conditions, and the Dole remarks are easily explained away in that context. In the cold light of day, however, there's reality to be dealt with.

The world of electronics is moving from analog to digital. If broadcasters are to stay in business, they must transition to digital spectrum. In the meantime, there's a public service obligation to continue serving their analog customers. Ergo, two channels are required. At the end of the day, broadcasters will end up with exactly as much spectrum as they had at the start.

Will they have been given anything? On the contrary, they will have been required to invest untold millions for the privilege of ending up where they started. Will digital be more valuable than analog? Perhaps. But as much to the audience as to the broadcaster, whose audience will be essentially the same as before. Will broadcasters be able to profit from flexibility within the digital spectrum? Perhaps, but still using no more than the 6 MHz of spectrum currently allocated, and with a special charge for nonbroadcast uses of the spectrum.

This page has been a fan of high-definition television and of digital transmission since both were gleams in Joe Flaherty's eye (to pick but one of the farsighted technological pioneers who keep moving the medium forward despite lay, management and political opposition). That enthusiasm is unflagging. But except for enhancing the state of the art, we have never exhorted broadcasters to get into either as a way of getting rich. Rather, we see them as the way to stay in business.

Both Dole and Safire are in the same leaky boat if they think auctioning the existing so-called digital spectrum is a good idea. It's all over the lot, interspersed with analog signals and, if not valueless, of far lesser value than will be the case once broadcasting has been consolidated on the digital side. Worse still, doling out the spectrum (pun intended) in that manner will destroy the unity and continuity of the over-air system. What would you pay to broadcast against the incumbent with a medium that reaches no television sets at all?

Let's please proceed with the process. The FCC has lots of work to do before it delivers this new medium to the American people. So do the broadcasters. We trust both.
TO THOSE WHO HAVE BEEN WITH US

EVERY STEP OF THE WAY IN 1995...

E THANK YOU.

CORPORATE CONTRIBUTORS • Ad Week • Adelphia Cable Communications • American Multimedia • Antec Corporation • A&E Television Networks • AT&T Network Systems • Auga • Belden Wire & Cable • Blade Communications, Inc. • Bresnan Communications Company • Broadcasting & Cable • Buckeye Cablevision • C-COR Electronics • C-TEC Cable Systems • Cable Fax Daily • Cable TV Inc. • Cable World Cablevision • CED • Century Communications Corporation • CNN/Business World • Continental Cablevision • Convergence • Corning Incorporated • Cox Communications, Inc. • Comcast Cable Communications • CommScope, Inc. • Communications Equity Associates • Continental Cablevision • Convergence • Corning Incorporated • Cox Communications, Inc. • Croce Advertising • Daniels & Associates • Daniels Cablevision • Discovery Communications • The Disney Channel • Douglas Communications • E! Entertainment Television • Edelman Public Relations • Electronic Media • Encore Media Group • Encore/Starz • ESPN • fX Networks • Garden State Cable TV • Graff Pay-Per-View • Greater Media • Hewlett-Packard • Home & Garden Television Network • Home Box Office • Home Shopping Network • Home Team Sports • IBM • Insight Communications • The Inspirational Network • Intermedia Partners • Jerald Communications/General Instrument • Jones Educational Network/Jones Interactive International • Jones Interacable • KCEC-TV 50 • KPMG Peat Marwick, LLP • The Lerner Group • Lifetime Television • Marcus Cable • Multichannel News • Multimedia Cablevision • Netlink • Northern Telecom • Omegacommunications, Inc. • Oracle Corporation • Playboy Entertainment Group, Inc. • Post-Newsweek Cable • Prime Cable • PRIMESTAR Partners • QVC • Rainbow Programming Holdings, Inc. • Renegade Productions • Rifkin & Associates • Robins, Kaplan, Miller & Ciresi • Rocky Mountain Chocolate Factory • Scientific-Atlanta, Inc. • Scripps Howard Foundation • Siecor Corporation • Stavis, Barrie & Bernice Systems • & Computing Technology Corp. • TCA Group • TCI Primestar Tele-Communications, Inc. • Telesynergy, Inc. • Time Warner Cable • Time Warner Cable, Savannah • Time Warner Satellite Services • TGR Cable Company • Turner Broadcasting System, Inc. • TVSM, Inc. • United Video/WGN • USA Networks • Viacom, Inc. • Videocipher • Warren, Morris & Madison • The Weather Channel • Western Communications • WICT Atlanta Chapter • WICT New York Chapter • WICT Rocky Mountain Chapter • WICT South Florida Chapter • WICT Washington, D.C. Chapter • Wiley, Rein & Fielding • Z-Music, Inc. • Zenith Electronics

INDIVIDUAL CONTRIBUTORS • Colleen Abdoulah • Elaine Barden • Elspeth Bata • Bengt Baudoin • Barbara Baughman • Bernice Coe • Claire Hampford Donahue • Frank Drendel • Charles Ellis • Pauline George • Georgia Griffi • Donna Grueck • Madie Gustafson • Kate Hampford • Walter Hansell • Beverly Hermann • Bobbi Kamil • Barbara Lukens • Katie Markman • Kathleen Marron • Carolyn McCrory • Dan O'Brien • James O'Brien • Joni Odum • Elaine Parrish • Lea Ann Quill • Dorothy Gill Raymond • Esther Rodrigues • Bob Rosencranz • Shellie Rosser • Beth Scarboro • Gail Sernemheim • Jill Slavin • Kenna Smith • Julia Spinett • Terri Thompson • Mildred Trencher • Priscilla Walker • Geraldine Warren • Ruth Warren • Monica Woolcock

ON BEHALF OF WOMEN IN CABLE & TELECOMMUNICATIONS AND WOMEN IN CABLE & TELECOMMUNICATIONS FOUNDATION

WOMEN IN CABLE & TELECOMMUNICATIONS FOUNDATION

Catalyst for change through research, development and awareness

www.americanradiohistory.com
If you think life’s a beach...

And get ready for BEACH PATROL, a gripping new one-hour weekly reality and re-creation series.

Ride along with the Sheriff’s Department, DEA, Coast Guard, ATF, Lifeguards, US Marshals and the FBI as they put their lives on the line! Experience the danger and excitement encountered by the many law enforcement and rescue agencies charged with protecting the peace and saving lives on waterways around the world!

○ FEATURING IAN ZIERING
○ TWENTY-SIX ORIGINAL HOURS
○ PREMIERES FALL 1996

Real Action. Real Danger. Real Heroes.

Where reality meets the beach.

© 1996 ITC • All rights reserved.