

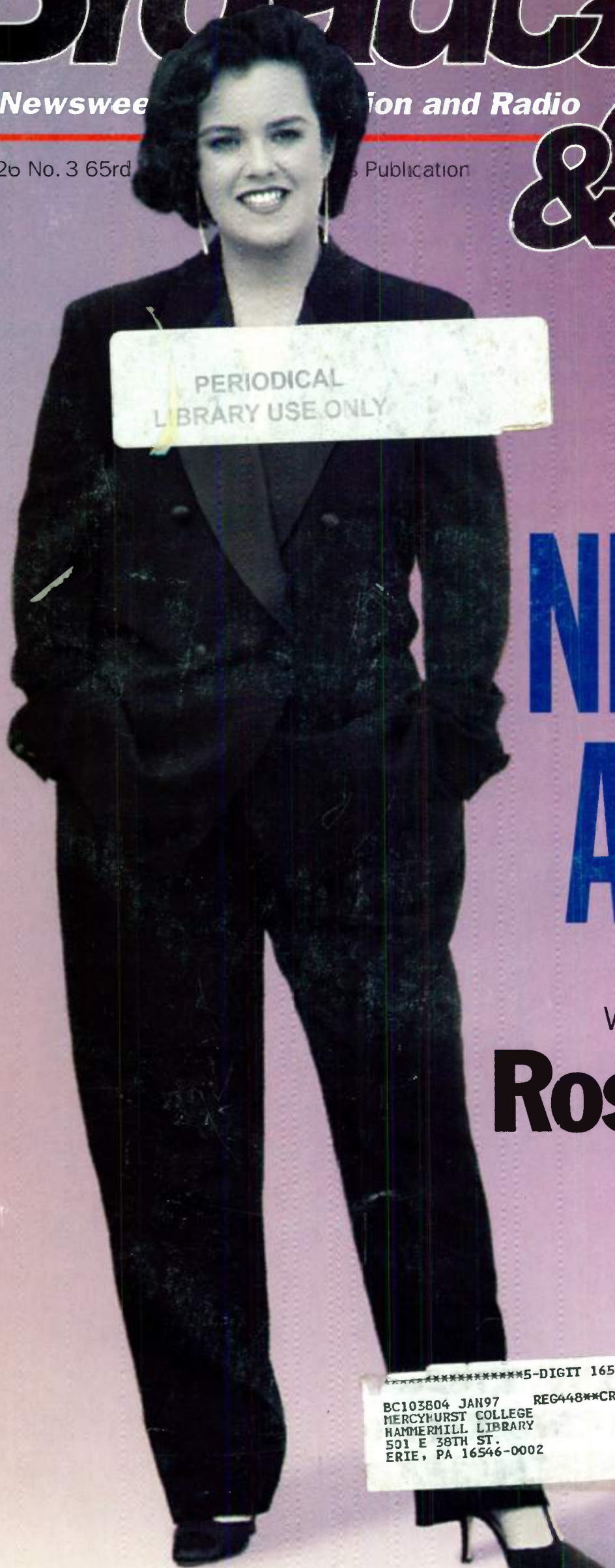
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Broadcasting & Cable

The Newsweek of Television and Radio

Vol. 126 No. 3 65rd Publication



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THE NEW CROP AT NATPE

WARNER BROS. TELEVISION'S

Rosie O'Donnell

Top New Talker
in Editors' Poll

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TOP OF THE WEEK / 3
BROADCASTING / 119
CABLE / 127
TECHNOLOGY / 133

TIE HER UP AND CYCLE!

THESE STATIONS ALREADY HAVE HER TIED-UP.

Chicago	WCIU	Pittsburgh	WPGH	Tulsa	KTUL
San Francisco	KOFY	Baltimore	WNUV	Mobile	WALA
Washington	WTTG	Indianapolis	WTTV	Roanoke	WJPR
Dallas	KDFI	Raleigh	WLFL	Springfield, MO.	KTV
Detroit	WXON	Milwaukee	WCGV	South Bend	WBND
Atlanta	WVEU	Columbus	WTTE	Huntsville	WZDX
Houston	KHTV	Greenville	WSPA	San Diego	KTTY
Seattle	KTZZ	Norfolk	WTVZ	Burlington	WWIN
Minneapolis	KLGT	New Orleans	WGNO	Evansville	WAZ
Tampa	KTMV	Memphis	WHBQ	Montgomery	WCOV
Phoenix	KTVK/KASW	Birmingham	WTO		
Denver	KTVD	Dayton	WUCT		

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IT'S TIME TO FOR A SECO



JP

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World Radio History

If YOU
Ever WANT
To See
YOUR
mama AGAIN
CALL US.

83% of GMs turned off by talk shows

Of 83%, two-thirds think that shows should change or get off air

By Steve McClellan

Far too frequently, talk TV is sleazy and tasteless. Even the broadcasters who air the shows think so, according to BROADCASTING & CABLE's annual survey of TV general managers.

Eighty-four of the 101 general managers surveyed by telephone two weeks ago agree that talk shows are purveyors of "sleazy, tasteless subject matter with little if any redeeming value."

Fingered most often as the "chief culprits": *Jenny Jones* (by 31% of the survey's critics), *Ricki Lake* (28%) and *Jerry Springer* (20%).

"I think *Jenny* and all the shows of that ilk are painted with a very broad brush," says Scott Carlin, executive vice president, Telepictures Distribution, which distributes *Jenny Jones* and her producers are sensitive to the criticism and are moving away from some of the topics that drew fire last year, he says.

"These shows are perpetually in states of evolution, where they move with the market and the trends," he says. "If you watch *Jenny Jones* today, the brush that a lot of people could have painted us with just a couple of months ago no longer holds any paint."

Columbia TriStar Televi-

sion, which distributes *Ricki Lake*, declined comment without seeing a complete copy of the survey results, which BROADCASTING & CABLE declined to provide. The distributor also questioned the appropriateness of reporting the results of a survey in which respondents remain anonymous.

Officials at Multimedia, which distributes *Jerry Springer*, didn't return telephone calls.

A solid majority of those critical of talk shows (68%) think the sleaze-mongers should clean up their act or get off the air.

And the sleaze factor appears to have affected local ad sales. Forty-three percent say

that talk show spots are more difficult to sell because of concerns over content.

But despite the criticism and sales difficulty, only 37% say they have canceled a talk show or considered doing so because of the content.

The survey underscored the importance of the genre for stations. Talk was cited by more general managers (17%) than any other genre as their biggest need for 1996-97.

Yet more than half (54%)

The 'chief culprits' of tasteless talk

Jenny Jones	31%
Ricki Lake	28%
Jerry Springer	20%
	11% Carnie Wilson
Geraldo	10%
Montel	8%
	2% Richard Bey
	2% Donahue
Not sure	23%

say they are not considering purchasing any of the new talk shows. Among those shopping for talk, Warner Bros.'s *Rosie O'Donnell* show is the favorite. ■

The NATPE survey also questions TV executives on syndicated programming, budgets, kids TV and the broadcast economy. Full results appear on pages 26 and 34.

Dole toughens stance on digital channels

Says broadcasters should pay if second channels used for SDTV

By Christopher Stern

Senate Majority Leader Bob Dole (R-Kan.) says broadcasters should pay for digital spectrum if they plan use it to multiple channels of standard-definition TV—even if the channels are advertiser supported.

The move to digital will allow TV stations to air up to 12 channels of SDTV, Dole said on the Senate floor last week. "[B]roadcasters secured language in the telcom bill that would exempt them from paying fees for any of these new broadcast [services] so long as they are supported by advertising dollars. America lends the broadcasters a national resource so they can increase their profit margins, but they do not think it's fair to pay rent."

The FCC has proposed assigning each station a second digital channel to introduce HDTV, while requiring stations eventually to return their original analog channels. The pending telecommunications-reform legislation would give stations the freedom to use their digital channels for services other than HDTV, paying spectrum fees only if the channel is used for subscription services.

Fox has talked of using its second channels to offer as many as five SDTV channels as a n-



Dole says broadcasters 'do not think it's fair to pay rent.'

alternative to a single HDTV channel. Others have considered using excess digital spectrum for paging and data distribution.

In recent weeks, Dole has become an increasingly vocal critic of what he calls "corporate welfare" for broadcasters. Dole also hinted Wednesday that he might hold up the telecommunications bill over the issue of broadcast spectrum.

Broadcast lobbyists are angered by Dole's stance. "I

have heard that there are a number of station group heads out there who thought Bob Dole was their friend. Now they don't know if they are friends," said National Association of Broadcasters President Eddie Fritts.

An aide to Senator Dole told BROADCASTING & CABLE that his boss is open to compromise with the broadcasters: "We are trying to be flexible."

According to one broadcast lobbyist, broadcasters hope to present Dole with a counteroffer when Congress returns on Jan. 23.

The subject is on the agenda of the NAB board meeting in Palm Springs, Calif., this week. The board also will consider a campaign to build public support for the broadcasters position (see page 10). ■

Jacobson makes first moves at Twentieth

Company has canceled 'Current Affair' and 'Gabrielle,' closed Foxlab; sells 'X-Files' to FX

By Cynthia Littleton

The new president of Twentieth Television is charting a new course for Fox's production-distribution arm as the division faces the "economic reality" of an increasingly tight first-run marketplace.

In the three weeks since Rick Jacobson arrived on the lot, Twentieth has canceled its long-running magazine strip *A Current Affair* and its low-rated new talk show *Gabrielle*, shut down its Foxlab production unit and reconsidered plans to launch two talk strips in the fall.

Jacobson, formerly president of Tribune Entertainment, says the reorganization should not be interpreted as a sign of retrenchment at Twentieth, which will not be taking any new first-run product to the NATPE convention next week.

"What we've done has really happened only because of the economic reality of the business right now," says Jacobson. "We intend to keep on being a major player in first-run. But we also need to take a careful look at where we want to be. The business is really changing."

The decision to end *A Current Affair*'s nine-year run came as the show faced being dropped or downgraded this fall in many markets, including the top three. With an estimated budget of \$500,000 per week, the show could not have survived without strong clearances in the major markets, Jacobson says.

But optimum time periods in those markets are being sewn up in long-term deals between major producers and station groups, a trend sparked by Fox Broadcasting's affiliation/programming deal with New World Communications in 1994. Under these crowded conditions, Jacobson says it no longer made sense to have Foxlab and Twentieth competing with each other to launch first-run shows.

Originally founded as Fox Television Stations Productions, the Foxlab unit invented reality TV with *Cops* and *America's Most Wanted*. Brian Graden, Foxlab senior vice president, has opted



'Gabrielle' (above) and 'Current Affair' get the axe.

not to renew his production pact after seven years with Fox.

Foxlab also produces the Partner Stations Network's new talk strip *The Jim J. and Tammy Faye Show*, which will shift over to Twentieth.

"The consolidation makes sense," says Harold Vogel, media analyst with Cowen & Co. With costs rising, "there are signs of [similar] pressure on all the studios to cut back."

Still, cost-cutting is not the primary goal at Twentieth, Jacobson says: "I've been given no mandate other than to run this business efficiently. We know we need to spend money to make money."

But Twentieth insiders say the studio is looking to trim budgets and rein in spending. Twentieth has no major off-network property in the pipeline to generate revenue in syndication in the near future, although *The Simpsons* continues to perform well in its second year as a strip.

Twentieth executives had been bullish on the prospects for Fox's sci-fi hit *The X-Files* in syndication, but the show was sold last week to Fox's fX cable network, which also has the rights to Twentieth's *NYPD Blue*. Last fall, major station groups balked at Twentieth's \$150,000-\$175,000-per-episode asking price for *The X-Files* in New York and Los Angeles.

Sources said fX paid more than \$600,000 per episode for the show, which will be offered for weekend runs in syndication, along with *NYPD Blue*, starting in fall 1997. ■

End of an 'Affair'

Twentieth says tabloid pioneer will not return 'in its current form'

By Cynthia Littleton

In the end, Twentieth Television's pioneering first-run magazine *A Current Affair* fell victim to its own success in creating the tabloid TV genre.

Citing the pending loss of clearances in the top three markets, Twentieth TV said last week the strip will not return for a 10th season in the fall "in its current form," leading to speculation that Twentieth may try to hang on to its clearances by relaunching the show before the season ends.

A \$30 million makeover last year to reposition *A Current Affair* as a mainstream newsmagazine boosted the show's ratings this season after several years of erratic performance. But the turnaround came too late to persuade stations to keep the show in desirable time periods, even on the Fox O&Os.

"*A Current Affair* was the forerunner of the access magazines, and it was of a certain place and time," says Bill Carroll, vice president and director of programming for Katz



Jon Scott is the current host of 'A Current Affair'.

Television. "That place and time has changed" as competition from its imitators—*Hard Copy* and *Inside Edition* among them—mounted.

Launched in 1986 on Fox's WNYW-TV New York, *A Current Affair* made its mark with racy and sometimes tongue-in-cheek coverage of news and entertainment, often augmented with reenactments.

It was TV's leading purveyor of checkbook journalism until the overhaul last year by producers John Tomlin and Bob Young, who are said to be working up a new first-run magazine project as part of their overall deal with Twentieth. ■

Exceptional issues

To accommodate the heavy volume of program advertising generated during this NATPE convention time of year, BROADCASTING & CABLE will publish in tabloid format this week and next (Jan. 15 and 22) and will resume standard publication on Jan. 29.

For those attending NATPE in Las Vegas, B&C will publish three daily editions (Tuesday, Wednesday and Thursday). Distribution will be made to delegate rooms in major hotels and through bins in the trade publication area.

Fast Track

Must Reading from BROADCASTING & CABLE

January 15, 1996

TOP OF THE WEEK

TCI, Continental swap systems

In the first of several industry swaps expected this year, TCI and Continental Cablevision have agreed to a large cable system trade. / 6



Bill Maher and 'Politically Incorrect' will move from cable to ABC. / 6

Digital TV tops NAB agenda

The National Association of Broadcasters board, meeting this week in California, will consider an industrywide PR campaign promoting "free TV" and the development of advanced television. / 10



Decker Anstrom's salary grew 58%. / 10

Association salaries

How much do your association chiefs in Washington make? The annual salary survey shows Jack Valenti still on top with \$816,368. / 10

COVER STORY

1996 NATPE survey

Station managers appear to be casting a more critical eye on the new crop of talk shows being developed for this fall. Among the proposed shows, Rosie O'Donnell's is generating the highest expectations, according to B&C's exclusive survey of station managers. They also agree that sleazy talk shows should change or get off the air. / 26



11% of GMs would consider buying Rosie O'Donnell's new talk/variety show. / 26

Off-net sitcoms star in access

New off-net sitcoms—particularly last fall's *Home Improvement* and *Seinfeld*—have been the top performers in the syndication market. / 35

NATPE '96

See the show in Vegas

Here's a guide to the syndicators and their wares expected at NATPE. / 84

BROADCASTING

Heyward: CBS News's Mr. Fixit

CBS News's new president, Andrew Heyward, says there's no "quick fix" for its flagging broadcast and other news programs. "It's going to be a difficult, long process," Heyward warns. / 120

CABLE

Blizzard makes for cable-ratings flurry

Winter snowstorm coverage has been a boon to regional cable news networks in the Northeast. And The Weather Channel logged record-breaking numbers during the record-breaking snowfall. / 128

CNBC: Workin' for the weekend

For the first time, CNBC will run original programming on weekends. The usual reruns will be replaced with new talk shows. / 130

TECHNOLOGY

Avid makes management edit

Growing pains at nonlinear editing company Avid have led to VP/GM Daniel Keshian's appointment as president. The move followed lower-than-expected fourth-quarter revenue. / 132

WMUR-TV gears up for primary

WMUR-TV Manchester, N.H.'s \$750,000 worth of BTS switching equipment should be up and running just in time for the presidential primary in February. / 132

Telemedia

WB's haven for night owls

Up all night? Drop into Warner Bros. Online's new virtual neighborhood bar, *Insomniacs Asylum*. The site is the first of several that WB Online is developing for America Online under a year-long licensing agreement. / 135

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EXHIBIT A

Our show dramatically increased its time period ratings.

New York	WNBC	+75%
Chicago	WMAQ	+17%
Philadelphia	WPVI	+62%
San Francisco	KTVU	+50%
Boston	WBZ	+22%
Washington DC	WUSA	+30%
Cleveland	WBNX	+100%
Seattle	KOMO	+10%
Minneapolis	KSTP	+100%
Miami	WFOR	+120%
St. Louis	KSDK	+13%
Sacramento	KPWB	+67%
Orlando	WRBW	+20%
Milwaukee	WITI	+55%

Source: Nielsen NSI/Overnights November '95 vs. November '94 Household Ratings



NEW LINE TELEVISION

'Politically Incorrect' mainstreams on ABC

By Rich Brown

Five years after its failed late-night experiment with Rick Dees, ABC again is preparing to go for laughs in the midnight hour.

Issues-oriented comedy/talk show *Politically Incorrect* will move from cable channel Comedy Central to ABC's late-night schedule beginning in January 1997. The half-hour show will air in the now-empty 12:05 a.m. slot following ABC News' *Nightline* with Ted Koppel.

ABC long has sought a companion show for *Nightline*, the 16-year-old news show that consistently scores strong ratings. In 1995, the show averaged a 5.2 rating/14 share in its 11:35 p.m.-12:05 a.m. slot, according to A.C. Nielsen Co. data supplied by the network. Comparatively, NBC's *The Tonight Show with Jay Leno* scored a 5.4/14 and CBS's *Late Show with David Letterman* wound up with a 5.0/13 for the year.

The big question is how receptive ABC affiliates will be in making room for the new show. ABC has a history of failed shows in the midnight slot, and many affiliates are performing well in the time period with movies and other programming. When ABC launched *Into the Night Starring Rick Dees* in July 1991, the network offered affiliates favorable advertising splits—as much as half the available inventory—in anticipation of some preemptions or delayed airings of the new show.

Comedy Central is receiving an unspecified amount of money for rights to the *Politically Incorrect* name and no longer will have creative input in the show once it moves to ABC. HBO Downtown Productions, which has produced the show since 1993, will co-produce with Brillstein-Grey Communications in Los Angeles. The show will be taped each weekday for broadcast the same night.

Politically Incorrect and show host Bill Maher will continue to appear on Comedy Central through the end of 1996. The cable network is positioning Maher and the show as the centerpiece of its "Indecision '96" presidential campaign coverage. ■



'Politically Incorrect' and its host Bill Maher are moving from Comedy Central to ABC.

Murdoch makes Olympic-size bid for European games rights

Rupert Murdoch's News Corp. again stepped up to the big-time sports-rights plate last week, leading a consortium that reportedly will pony up more than \$2 billion for European TV rights to all Olympic events between 2000 and 2008.

The International Olympic Committee confirmed that the consortium has submitted a "serious bid" for the pay- and free-TV rights. News Corp. and its unnamed associates could face a competing bid from the European Broadcasting Union, which represents many of the continent's largest broadcast networks and is the traditional recipient of live Olympic rights in Europe.

Murdoch set new precedents for sports-rights bidding in Europe when he paid nearly \$500 million for five years of exclusive Premier League soccer for BSkyB's Sky Sports channel in the UK. More recently, News Corp. subsidiary Fox teamed with Tele-Communications Inc. to acquire and program major sports services in Europe, Asia and Latin America. —MA

Comedy Central adding more original shows

With Comedy Central retiring three of its cornerstone shows next year, it looks as if the network will have to rely on its staple of syndicated reruns until its new programming staff gets up to speed developing a new slate of shows.

Comedy Central is not renewing its long-standing staple *Mystery Science Theater 3000*; its 18-episode British sitcom import *Absolutely Fabulous* likely will get a rest, and next January its prime time talk show *Politically Incorrect* moves to ABC (see story at left).

Last October Comedy Central President Doug Herzog hinted that *Politically Incorrect* might have run its course, saying the show and network could "someday outgrow each other." Since then Herzog has reshaped the network's programming department, hiring several former associates from MTV, including Eileen Katz as senior vice president of programming. But until new shows start coming down the development pipeline, Comedy Central will rely in part on *Dr. Katz*, the cartoon series the network recently renewed for 13 more episodes; reruns of HBO's

Dream On and Fox's *Ben Stiller Show*, *It's Garry Shandling's Show* and *The Tracey Ullman Show*, and former ABC/Fox animated comedy series *The Critic*.

In terms of immediate program additions, the network is developing a series of celebrity roasts to air 2-3 times each year that Herzog says would serve as a franchise program similar to MTV's *Unplugged* series. Other new programs to appear by late spring/early summer include a yet-to-be-named daily half-hour talk show that lampoons current issues and a series of half-hour *Spotlight* specials hosted by celebrities looking to promote upcoming projects.

Comedy Central spokeswoman Laura Nelson says the network's program changes won't dramatically alter its focus. "It's not that a year from today you're going to see a totally different network, but it's definitely evolving, no question. We're looking to develop a lot of new stuff," she says. "Now we have people in house who know how to develop and who are bringing people in to develop rather than farming it out." —JM

TCI, Continental to swap cable systems

By Rich Brown

Tele-Communications Inc. and Continental Cablevision have agreed to a large cable system trade that represents the first of several industry swaps expected in 1996.

"Everybody wants to do a trade, if possible," says broker Jay Duggan of Communications Equity Associates. As the consolidation frenzy continues, there are tax advantages for cable system operators that choose to swap—rather than purchase—additional properties, Duggan says. "If the major MSOs can consolidate and trade at the same time, that's their priority."

Under the terms of the deal, Boston-based Continental will acquire TCI cable systems serving about 100,000 customers in eastern Massachusetts, including Andover, Waltham, Cape Cod and Nantucket. Continental will strengthen a Northeast cluster that already serves some 1 million customers. TCI will build on a cluster of its own by taking over Continental systems serving about 100,000 customers in metropolitan St. Louis. TCI is the nation's largest cable system operator, with systems serving more than 13 million subscribers; Continental is third largest, with systems serving more than 4.2 million subscribers.

Clustering has become a central strategy for large multiple system cable operators as they prepare to compete more efficiently against growing competition from telcos, direct broadcast satellite providers and wireless cable operators. Continental President and Chief Operating

Who gets what

Communities covered by Continental systems acquired by TCI

Belleville, Ill.	32,137
Jennings, Mo.	9,617
Lake St. Louis, Mo.	5,508
Overland, Mo.	25,373
Scott Air Force Base, Ill.	8,340
West St. Louis County, Mo.	18,033

Communities covered by TCI systems acquired by Continental

Andover, Mass.	22,549
Waltham, Mass.	13,511
Barnstable, Mass.	57,577
Nantucket, Mass.	5,634

Officer William Schleyer says the swap with TCI is expected to especially help the company's ability to offer new telecommunications products, including high-speed access to the Internet, data services and telephony.

Several swaps were announced in 1995. Among the larger deals, TCI last fall announced plans to swap cable systems with Cox Communications in an agreement representing about 600,000 customers around the country. The nation's second-largest cable system operator, Time Warner, last year announced system swaps involving such other major cable operators as Century Communications and Jones Intercable.

"Once the telecommunications bill is done, you'll see more consolidation because people will know what the rules are," says CEA's Duggan. ■

EXHIBIT B

Our show actually grew
in audience share after the
OJ Simpson trial.

	Share Increase
Homes	+14%
W18-34	+50%
W18-49	+80%
W25-54	+60%
M18-34	+150%
M18-49	+14%
M25-54	+40%

Source: Nielsen NSI November '95, October '95 Average DMA Shares



NEW LINE TELEVISION

NATPE newcomers: made to order

Syndicators answer call to end 'genre cloning' with reality, unreality, talk and action-adventure entries

By Cynthia Littleton

The major new first-run offerings headed for the program bazaar at next week's NATPE convention are a distinctive lot, proving that syndicators were paying attention last year as broadcasters and viewers called for an end to genre cloning.

The reality spotlight is poised to fall on everything from lifeguards (*Lifeguard*, *Beach Patrol*) to dumb crooks (*America's Dumbest Criminals*) to smart judges (*Hot Bench*, *Justice*) to the nagging little annoyances of everyday life (*The Beef*).

While they may run the risk of exhausting the world's supply of strange phenomena, the "unreality" reality genre will kick into high gear with the addition of *Psi-Factor*, *Strange Universe Tonight* and



MTM's 'The Beef' and Worldvision's 'Jim J. and Tammy Faye' promise new spin to old genres.



Miracles!.

Talk show hosts are arriving in pairs this fall—*Jim J. and Tammy Faye*; *Crook & Chase*; *Scoop with Sam & Dorothy*; *J&I*; *He Says, She Says*—as producers vow to turn the talk/variety format into the spice of daytime life.

Action-adventure hours are slowing down the pace a little to make time for sci-fi drama (*Poltergeist: The Legacy*), suspense (*Two*), smart cars (*Viper*), special effects (*FX: The Series*) and NASA footage of the right stuff (*The Cape*).

Off the Hook promises to pump up the volume on the magazine format, while viewers can pick up a few tips on love and romance by calling *Loveline*, laugh at the absurdities of the dating game with *Swaps* or see old flames reunited on *All You Need Is Love*. ■

Here is a rundown of major new first-run and off-network syndicated shows for 1996-97.

FIRST-RUN STRIPS

Program (Distributor)	Length	Terms	(Loc/Nat Launch barter split)
Talk Shows			
Rosie O'Donnell (Warner Bros.)	60	cash plus	10.5/3.5 June
Maureen O'Boyle (Warner Bros.)	60	cash plus	10.5/3.5 Sept.
He Says, She Says (MCA)	60	cash plus	10.5/3.5 Sept.
J&I (Maxam)	60	cash plus	11/3 Sept.
Scoop with Sam and Dorothy (ACI)	60	barter	7/7 Sept.
Pat Bullard (Multimedia)	60	cash plus	11.5/2.5 Sept.
Crook & Chase (Multimedia)	60	cash	Now
Bradshaw Difference (MGM)	60	cash plus	7/7 Sept.
In the Dark (Tribune)	60	cash plus	7/7 Aug.
Jim J. & Tammy Faye (Worldvision)	60	cash plus	10.5/3.5 Now
Loveline (New World/Genesis)	60	barter	7/7 Sept.

Reality-based

Access: Hollywood (New World/Genesis)	30	cash plus	1.5/5.5 Sept.
Off the Hook (King World)	60	cash plus	10/4 Sept.
Justice (MCA)	30	cash plus	5.5/1.5 Sept.
Lifeguard (Telepictures)	30		5.5/1.5 Sept.
The Beef (MTM)	30	cash	Sept.
Hot Bench with Judge Judy Sheindlin (Worldvision)	30	cash plus	5.5/1.5 Sept.
Real TV (Paramount)	30	cash plus	5.5/1.5 Sept.
Strange Universe Tonight (Rysher)	30		5.5/1.5 Sept.

Game Shows

Swaps (Worldvision)	30	cash plus	5/1.5 Now
---------------------	----	-----------	-----------

Children/Teens

Duck Daze (Buena Vista)	30	barter	3/3 Sept.
Amazin' Adventures: The Series (Bohbot)	30	barter	3.5/2.5 Sept.
The Mask (Bohbot)	30	barter	3/3 Sept.
Samurai Pizza Cats (Saban)	30	barter	3/2.5 Sept.
ATV (Claster)	30	barter	3.5/2.5 Sept.
Tex Avery Theater (DIC)	30	barter	TBA Sept.

FIRST-RUN WEEKLIES

Reality-based

Psi-Factor (Maxam)	60	barter	7/7 Sept.
Miracles! (MG/Perin)	60	barter	7/7 Sept.
Beach Patrol (ITC)	60	barter	7/7 Sept.
Bounty Hunters (Tradewinds)	60	barter	7/7 Sept.
Solutions/USA (Western Int'l)	60	cash plus	TBA Sept.
Wings of Help (Western Int'l)	60	barter	7/7 Sept.

Program (Distributor)	Length	Terms	(Loc/Nat Launch barter split)
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Game Shows (cont.)

America's Dumbest Criminals (Active)	30	barter	4/3 Sept.
FDNY (Kelly)	30	barter	3.5/3.5 Sept.
Prevention's Bodywise (MG/Perin)	30	barter	3.5/3.5 Sept.
N Print (Taylor-Foreman)	30	barter	3/3 Sept.
I-40: Highway to America (Trident)	30	barter	TBA Sept.

Action/Adventure/Drama

All You Need Is Love (All American)	60	barter	7/7 Sept.
Sinbad (All American)	60	barter	6/8 Sept.
Two (New World)	60	barter	6/8 Sept.
The Cape (MTM)	60	barter	8/6 Sept.
FX: The Series (Rysher)	60	barter	6/8 Sept.
Lazarus Man (Turner)	60	barter	7/7 Now
Poltergeist: The Legacy (MGM)	60	barter	7/7 Sept.
Tarzan: The Epic Adventures (Keller Siegel)	60	barter	6/8 Sept.
Viper (Paramount)	60	barter	6/8 Sept.
The Wanderer (DLT)	60	barter	7/7 Now

Children/Teens

Mighty Ducks (Buena Vista)	30	barter	3/3 Sept.
Amazin' Adventures Sunday (Bohbot)	120	barter	2.5/2.5 Sept.
Saban's Adventures of Oliver Twist (Saban)	30	barter	3/2.5 Sept.
The WhyWhy Family (Saban)	30	barter	2.5/2.5 Sept.
Sky Dancers (Active)	30	barter	2.5/2.5 Sept.
Dragonflyz (Active)	30	barter	2.5/2.5 Sept.
Richie Rich (Claster)	30	barter	2.5/2.5 Sept.
All Dogs Go to Heaven (Claster)	30	barter	2.5/2.5 Sept.
Flash Gordon (Hearst)	30	barter	2.5/2.5 Sept.
Otaku Patrol Group (Active)	60	barter	7/7 Sept.
Inspector Gadget's Field Trip (DIC)	30	barter	
Pillow People (Summit Media)	30	barter	2.5/2.5 Sept.
Power Animals (Summit Media)	30	barter	2.5/2.5 Sept.
PE-TV (Intersport)	30	barter	2.5/2.5 Sept.
Field Trip (Western Int'l)	30	barter	2.5/2.5 Now

OFF-NETWORK SERIES

1995-96 Half-Hours

Mad About You (Columbia)	30	cash plus	6/1 Sept.
Martin (Warner Bros.)	30	cash plus	TBA Sept.
Hangin' with Mr. Cooper (Warner Bros.)	30	cash plus	6/1 Sept.
Ghost Writer Mysteries (Action Media)	30	barter	2.5/2.5 Sept.

1995-96 Hours

Dr. Quinn, Medicine Woman (MTM)	60	barter	7/7 Sept.
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In one short year, Court TV: Inside America's Courts significantly increased its time period ratings and continues to show audience growth.



NEW LINE TELEVISION

Digital TV tops NAB board's agenda

Other issues to be discussed at Palm Springs meeting include telecommunications-reform legislation

By Kim McAvooy

Broadcasters may use their airwaves to help gain public support for their position on digital TV. They are considering an industrywide public relations campaign that would promote "free TV" and the development of advanced television.

The campaign is on the agenda for the meeting this week of the National Association of Broadcasters board in Palm Spring, Calif.

"We must get the message out and explain why broadcasters need a second channel," says NAB Joint Board Chairman Phil Jones of Meredith Broadcasting.

Proponents hope the campaign will help combat some of the negative publicity surrounding the proposals to give each TV station a second channel so it can offer HDTV and other digital service

while continuing to broadcast conventional analog signals. Critics call it a multibillion-dollar giveaway.

In particular, the broadcasters hope to derail proposals that would force them to bid for the second channel or require them to return their analog channels by 2002.

"We need to argue that this time frame doesn't work," says TV board member Billy Pitts, vice president of government affairs for Capital Cities/ABC.

"We need a game plan to get away from auctions," says TV director Nick Trigony of Cox Broadcasting.

A major campaign also might pull the industry together after six months of internecine strains caused by division over proposed broadcast ownership provisions in telecommunications-reform legislation. TV station affiliates opposed wholesale deregulation of the

provision, but the networks favored it.

"More and more people have come to the conclusion that these internal disagreements have not been helpful to the industry's overall position," says Fox Broadcasting's Preston Padden.

"It's time to kiss and make up...hopefully this will be a healing meeting," says Jones.

There was enough acrimony on the TV board that a special committee was created to look at the issue of whether the broadcast networks should keep their seats on the board. A report from the committee was expected at this week's board meeting. But it has yet to come before NAB's executive committee and therefore is unlikely to be brought up until later. Nevertheless, it is thought that the committee will suggest that a small study group continue to examine the issue.

Other challenges are fac-

ing NAB's TV members. FCC Chairman Reed Hundt continues to push for regulations mandating that broadcasters air several hours per week of children's educational programming. And Hundt has launched an inquiry into whether the FCC should impose closed-captioning requirements on broadcasters as part of their public interest obligations.

On the radio side, the talk will focus on the pending telecommunications-reform legislation. "I think our biggest concern will be to see what can be done to get the telecom bill finished," says NAB Radio Vice Chairman Howard Anderson of KHWY Inc., Los Angeles.

The legislation liberalizes radio ownership rules. An earlier version went much further and would have eliminated national and local ownership caps for radio, but opposition from

the White House and Hill Democrats led to a less deregulatory package. Some small-market radio operators also felt the original measure went too far.

But the latest version seems satisfactory to everybody. "We're very happy with this proposal," says Radio Chairman Dick Ferguson of NewCity Communications, Bridgeport, Conn. Ferguson says radio directors will hear an update on in-band digital radio and will discuss plans to convert from analog to digital radio. Competition from satellite radio is another topic the board will discuss.

FCC regulatory fees are yet another item on the agenda. Under the current scheme, class-A FMs in large markets pay the same fees as class-A FMs in small markets. The radio board will be looking at ways to make the fees more equitable. ■

Supreme Court leaves indecency safe harbor intact

FCC chairman says legal path cleared for educational TV requirements

By Christopher Stern

The Supreme Court refused last Monday to hear a challenge to the FCC's indecency rules, effectively upholding the commission's 6 a.m. to 10 p.m. ban on indecent programming.

FCC Chairman Reed Hundt declared victory saying the court's decision not only affirms the FCC's safe harbor on indecent programming but also clears a legal path for his proposal to require broadcasters to carry at least three hours of educational programming for children each week.

"It's pretty clear to me that the Supreme Court considers kids to be a special class," said Hundt, adding, "You can protect them from indecency, you can protect them from violence and you can certainly take steps to promote educational TV."

Although Hundt said the courts would support regulation of violent programming, he suggested that the government should avoid it:

"We should not seek to have regulations, as a country, in the violence area. We should hope to find ways for broadcasters to avoid proscriptive regulations."

But others said there is no legal basis for linking the FCC's victory on the indecency safe harbor to educational TV requirements or potential restrictions on violent programming.

The U.S. Court of Appeals in Washington ruled last June that the FCC's 6 a.m. to 10 p.m. ban on indecent programming was justified to protect children from potentially harmful programming.

"It's pretty clear that the decision does not tell us what the law is in other areas of regulation," said First Amendment lawyer Timothy Dyk, who represents a coalition that opposes the safe harbor for indecent programming. Dyk says further litigation is necessary to decide if the FCC



"It's pretty clear to me that the Supreme Court considers kids to be a special class."

FCC's Reed Hundt

has the authority to impose requirements for children's educational TV or to set restrictions on depictions of violence.

"The greater question is

how the commission will choose to implement this," said National Association of Broadcasters attorney Steve Bookshester. Several lawyers noted last week that the commission's approach to indecency changes with each new chairman.

Hundt has taken a relatively relaxed approach to indecent programming, according to three different broadcast lawyers last week. However, the chairman also signed off on a settlement with Infinity Broadcasting that required the company to pay a \$1.7 million fine to the federal government.

Hundt says he expects stations will be less likely to test the FCC on indecency. "People are not going to spend good money on bad legal arguments in the wake of the Supreme Court's refusal to take this case," said Hundt.

The FCC still has a sizable backlog of indecency cases, which Hundt expects to "settle in ways that are

favorable to the public." Because the government was closed several days last week, it was unclear exactly how many complaints remain on the books.

Broadcast lawyers are still waiting to hear if the Supreme Court will consider a related case, known as Act IV, challenging the FCC administration on its indecency policy. Some broadcasters have waited for up to seven years to resolve indecency complaints at the agency.

The U.S. Court of Appeals in Washington ruled last July that the FCC had properly administered its own policy. Should the Supreme Court rule against the FCC, it might be forced to vacate all of its pending complaints.

Longtime children's television activist Terry Rakolta praised the Supreme Court's decision to let the lower court's decision stand. "This is the most important Supreme Court decision since 1934," said Rakolta, president, Americans for

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give up,
or swap
up.

TRIBUNE
ENTERTAINMENT



WORLDVISION
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Association chiefs: Who makes what

BROADCASTING & CABLE's annual salary survey of the Fifth Estate's trade association chiefs again shows Jack Valenti of the Motion Picture Association of America leading the pack. The U.S. Telephone Association's Roy Neel placed second, and the National Cable Television Association's

Decker Anstrom ranked third. Following are the salaries of Washington-based trade association presidents and executive directors. Figures were obtained from the most recently filed IRS records and from the associations. Numbers in parentheses show the previous year's salary. —CM



Decker Anstrom
National Cable
Television
Association
\$536,087 (\$339,893)



David Bartlett
Radio-Television
News Directors
Association
\$133,957 (\$126,826)



David Brugger
America's Public
Television Stations
\$149,200 (\$146,155)



Steve Effros
Cable Telecommuni-
cations Association
\$335,000 (\$330,000)



Edward Fritts
National Association
of Broadcasters
\$440,000 (\$410,000)



Jim Hedlund
Association of
Independent
Television Stations
\$265,772 (\$242,508)



Chuck Hewitt
Satellite Broadcasting
and Communications
Association
\$253,258 (\$260,584)



Roy Neel
United States
Telephone
Association
\$614,000 (\$500,000)



Bob Schmidt
Wireless Cable
Association
\$200,000 (\$200,000)



Jack Valenti
Motion Picture
Association of
America
\$872,165 (\$816,368*)



Margita White
Association for
Maximum Service
Television
\$205,000 (\$188,961)

Notes: Salaries for Neel, Hedlund, Hewitt, Effros, Bartlett and Valenti are for calendar year 1994. White's is from year ending June 30, 1994; Schmidt's from year ending Sept. 1, 1995; Brugger's from year ending June 30, 1995. Fritts's from year ending March 31, 1994. Anstrom's from year ending Jan.

31, 1995. Anstrom's previous year's salary includes period before he became association's acting president. Neel's salary includes bonuses. Salaries do not include payments to employee benefit plans or expense accounts. *1992 salary.

Just when FCC officials thought they were going back to work, the Blizzard of '96 closed Washington for a few more days. The snowstorm last week came on the heels of a government furlough that had kept the commission closed since Dec. 18. Although lawmakers voted to end the furlough, commission officials last week were able to do little while they waited for plows to clear about two feet of snow that fell on Washington.

"We've been 99% frozen," said one source at midweek, adding that about 20 employees had braved the weather to travel to FCC headquarters downtown. Not enough employees are hooked up to data networks at home to allow for much work to be done from there, the source said. And even if there were more home computers, most commission employees left their work at the office Dec. 15, the Friday before the government shutdown began. "We're going to end up with four solid weeks off," the source said.

Also halted was one commission activity that had been exempted from the shutdown: spectrum auctions. Bidding for MDS, PCS and SMR spectrum had resumed the week before the blizzard after a holiday break, but was halted by the weather. Officials last week said the bidding would resume tomorrow (Jan. 16).

Blizzard or no blizzard, the FCC plans to auction DBS channels on Jan. 24. FCC International Bureau Chief Scott Harris says he sees no reason to postpone the auction date or the Jan. 19 deadline for registering for the auction and submitting up-front payments. Harris also hopes to hold a satellite industry roundtable discussion on licensing policies on Jan. 25, although a firm date has not been set. The discussion, originally scheduled for last month, will

be aimed at reviewing commission procedure for licensing satellites.

NAB employees plan to spend Super Bowl weekend moving back into their newly renovated building. The National Association of Broadcasters has spent the past year working out of the former offices of the Electronic Industries Association while NAB headquarters at 1771 N St. NW underwent an \$8 million upgrade.

The renovation of the building, its first since the NAB moved in in 1969, includes new air conditioning and heating. Plans call for the NAB to be open for business at the building Jan. 29.

Former House Telecommunications Subcommittee member Mike Synar died last week from a malignant brain tumor. Synar, a liberal Democrat, was defeated in 1994 after representing a conservative Oklahoma district for 16 years. An Oklahoma native, Synar was a member of a prominent ranching family. After his departure from Congress, Synar served as an ambassador-designate to the International Telecommunication Union.

The National Cable Television Association will be pushing its "Future Is on Cable" public affairs campaign with a nationwide teleconference on Jan. 17. More than 100 cable systems have signed up as downlink sites for the teleconference, which will be broadcast live from HBO's studios in New York. The conference will review the campaign strategy and will include a question-and-answer period. ■

Washington Watch

Edited By Chris Stern

THE HOME OF GREAT ENTERTAINMENT.

20th TELEVISION

World Radio History



THE HIT THAT BLEW THE ROOF OFF FRIDAY NIGHTS.

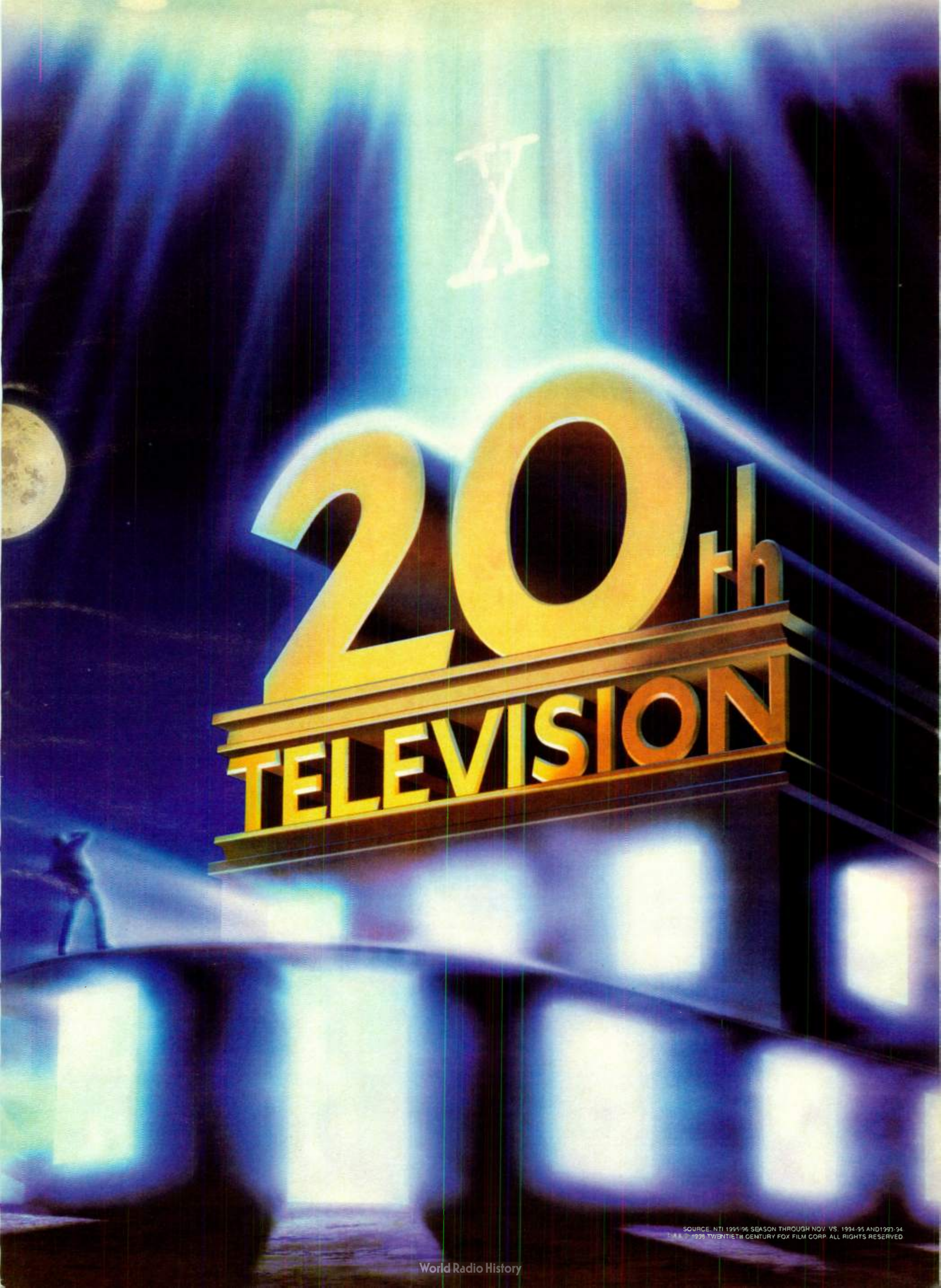
Fox's #1 program has grown astronomically, dominating its competition in households and all adult demos. From magazine covers to the Internet, The X-Files is a national obsession. How much bigger can The X-Files phenomenon get? The truth is out there.



T H E X F I L E S



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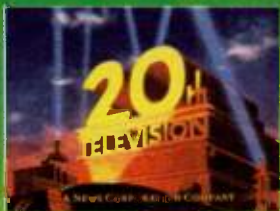
20th TELEVISION

SOURCE: NFI 1995-'96 SEASON THROUGH NOV. VS. 1994-'95 AND 1993-'94
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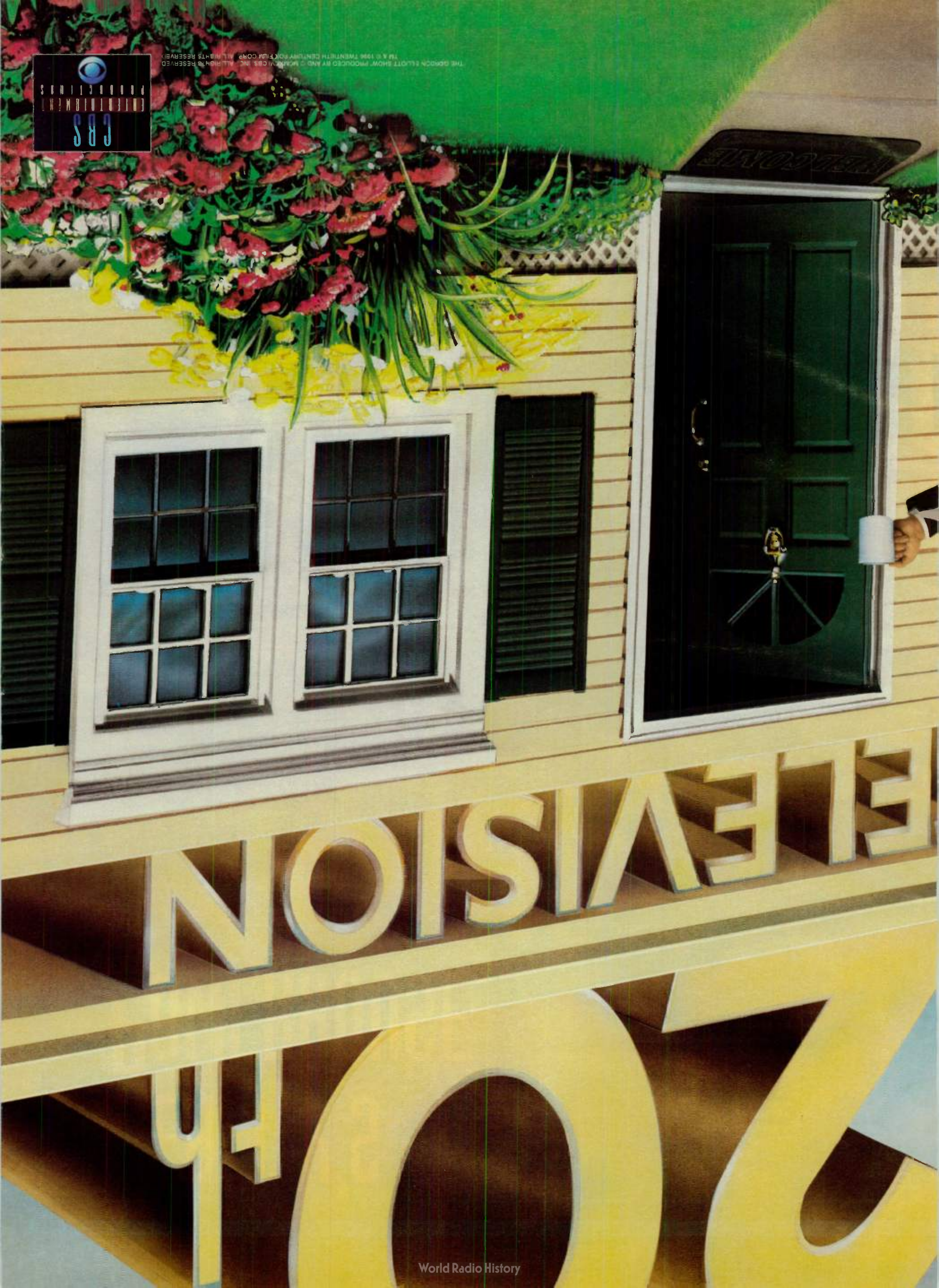
Why take chances with a new show when you can put the proven success of Gordon Elliott to work for you? That's why the 15 CBS Television Stations made it their first major buy. Gordon Elliott. The program where viewers feel welcome and advertisers feel right at home.



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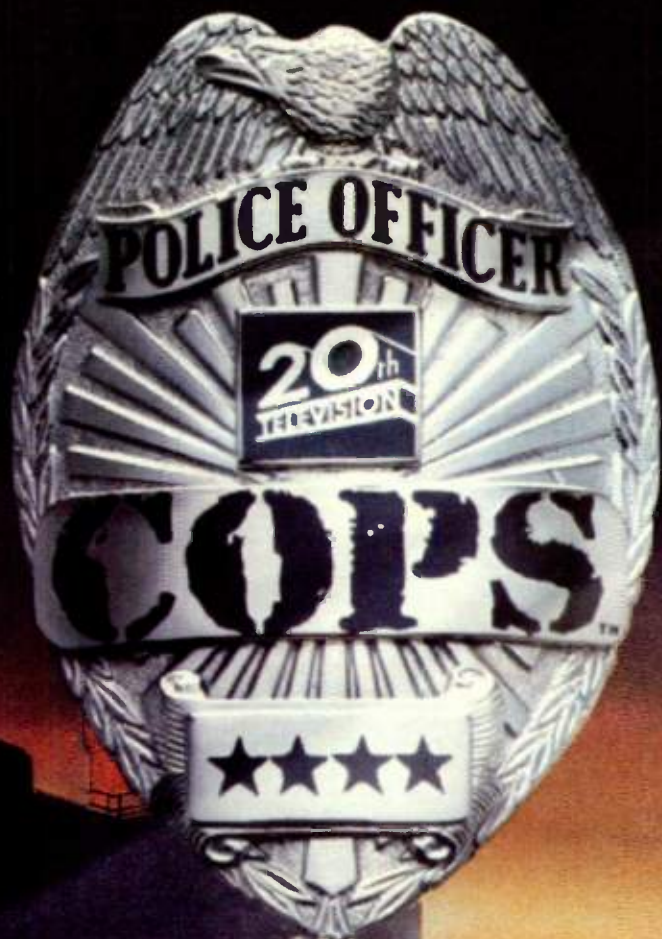


WELCOME VISITORS

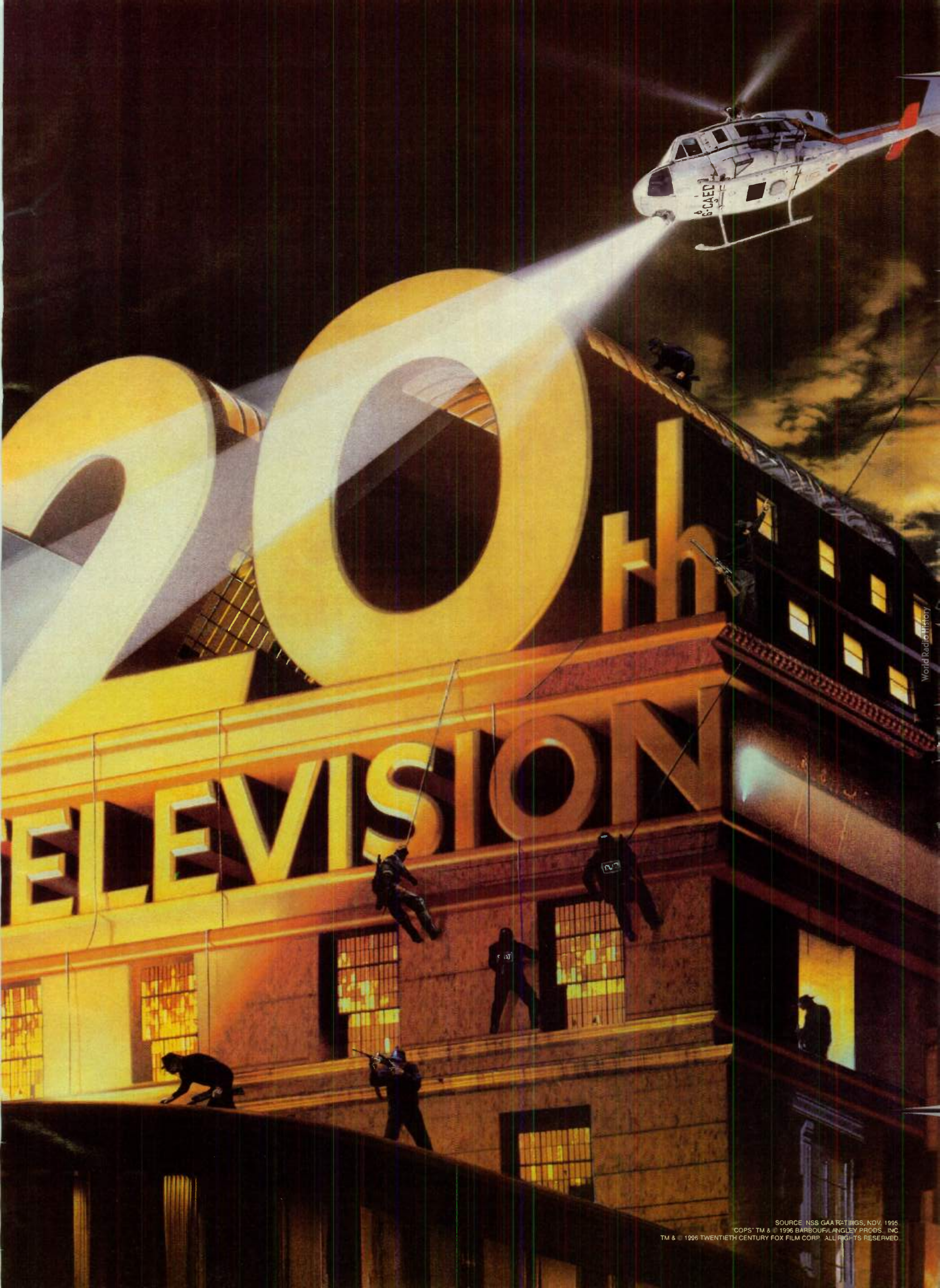
THE RADIO

REALITY'S POWERHOUSE.

COPS stands alone as the #1 reality strip in households and key adult demos. Fighting off an army of imitators season after season, COPS scaled the heights to build one of syndication's great franchises. COPS. Built to last.



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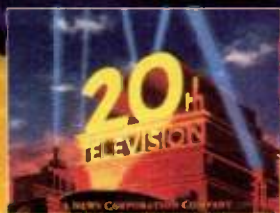
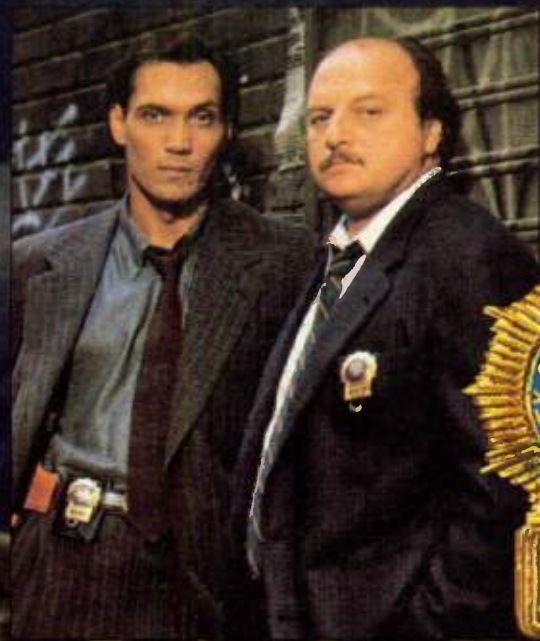


World Radio History

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THE #1 WAY TO BULLETPROOF YOUR SCHEDULE.

Emmy award winning NYPD Blue puts the heat on the street. A dominant #1 in its time period, NYPD Blue routinely crushes the competition in households and all key adult demos. (Ranks second only to ER among all network dramas!) Now wouldn't your schedule be a lot safer with NYPD Blue on the block?



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20th TELEVISION

N.Y.P.D.

15th PRECINCT
321

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THE COMEDY THAT BRINGS DOWN THE HOUSE.

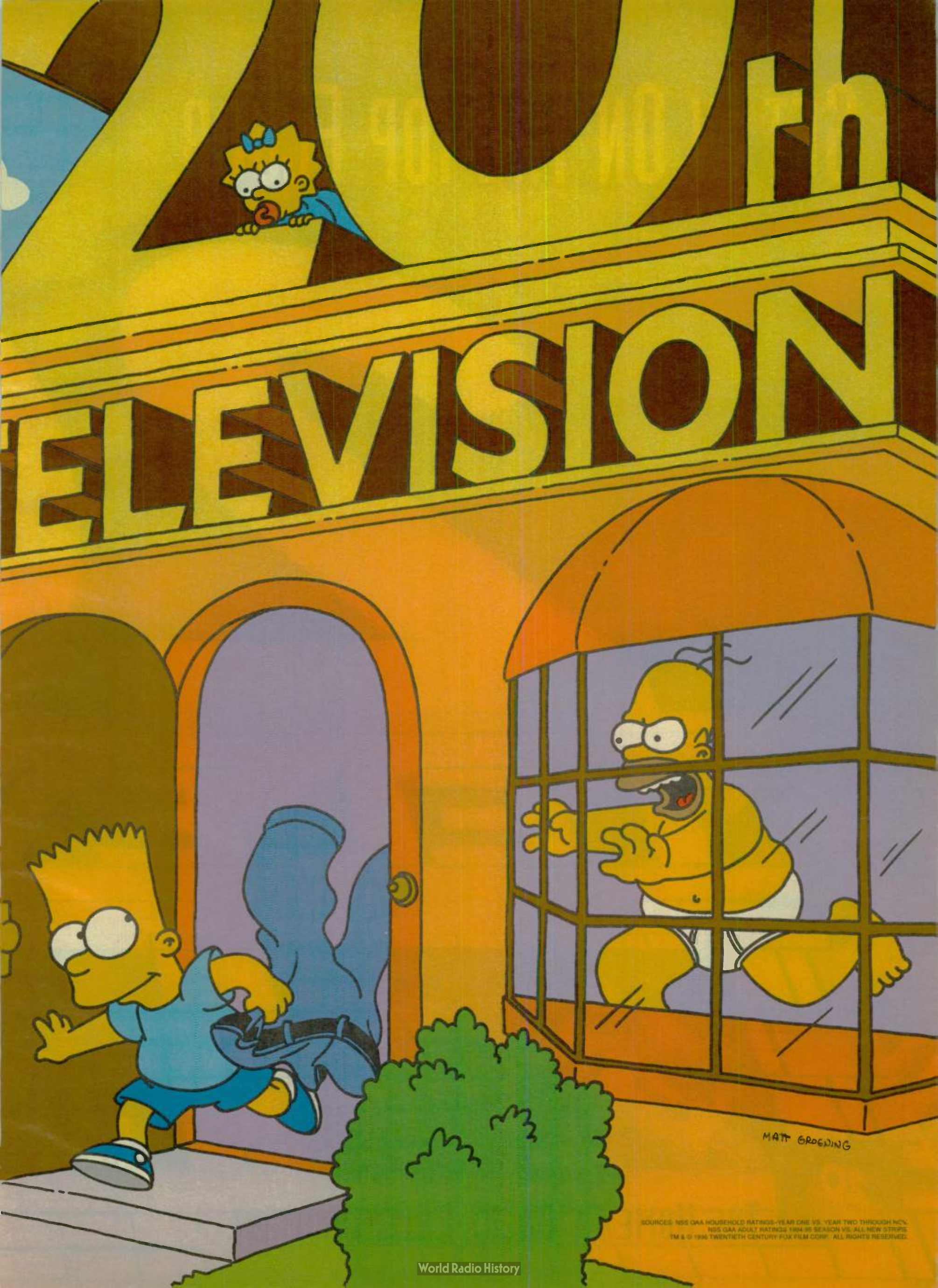
Who ever heard of a sitcom that keeps on growing in its second season? Only The Simpsons could do it. In fact, The Simpsons delivered the biggest ratings increase from debut to Year 2 of any sitcom ever! A huge #1 in its first season and even bigger this year in households and all key adults! The Simpsons. Slamming the door on the competition.



the SIMPSONS™



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TELEVISION

MATT GROEDING

SOURCE: NIS QAA HOUSEHOLD RATINGS—YEAR ONE VS. YEAR TWO THROUGH NIS QAA ADULT RATINGS 1994-95 SEASON VS. ALL NEW STEPS
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THE GREAT

2

GET IN ON THE TOP FLOOR.

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NATPE SURVEY 96

Third annual exclusive BROADCASTING & CABLE poll takes pulse of station executives on eve of industry's biggest programing marketplace

By Steve McClellan

Among the proposed talk shows for fall 1996, Rosie O'Donnell's generates the highest expectations among general managers polled in an exclusive survey commissioned by BROADCASTING & CABLE earlier this month.

Station managers appear to be casting a more critical eye toward the new crop of talk shows in development for next fall—54% of those surveyed said they wouldn't consider buying any of the genre's hopefuls identified so far. Many are fed up with the talk TV sleaze factor (see "Top of the Week").

But Rosie drew the support of 50% of those GMs participating in the survey who cited specific talk shows that they would consider purchasing. The runners-up were *Crook & Chase* (25%), followed by *Scoop* (15%) and *Pat Bullard* (10%).

Among the proposed weekly programs, *FX* was most frequently cited (24%) by GMs listing specific shows they'd consider purchasing. Runners-up: *The Cape* (18%), followed by *Two* (16%) and *Mad Max* (8%).

As for the current season, sitcoms were cited more often than not as the smartest program purchases. *Home Improvement* was listed as the most effective program buy, with 35% of the GMs citing specific shows choosing that one. The runners-up: *Seinfeld* (14%) and *The Simpsons* (11%).

Other key survey results: 50% of those polled say they air four to eight hours of children's educational programs weekly. That's up 13 percentage points from last year's survey results, when 37% of the respondents said they aired that amount of children's educational programing.

Nevertheless, 70% said they would object to a three-hour weekly requirement (which the National Association of Broadcasters estimates as the current average) being codified into law or federal regulation.

Other findings: A majority of general managers polled (53%) said they will be shopping for shows at the NATPE convention in Las Vegas next week. That's down from last year, when 60% were going to the show prepared to buy.

Daytime emerged as the daypart most in need of attention. Forty-one percent of the GMs responding

to the survey said that daytime is their station's biggest programing need right now, while 25% cited early fringe, 12% cited access and 8% cited late night.

About half the GMs said program budgets at their stations were flat compared with a year ago, while 38% reported a gain and 8% reported a drop. Those results are pretty much in line with last year's results, although slightly more stations (47%) reported an increase in program budgets. Forty-six percent reported no change, and 9% reported a drop.

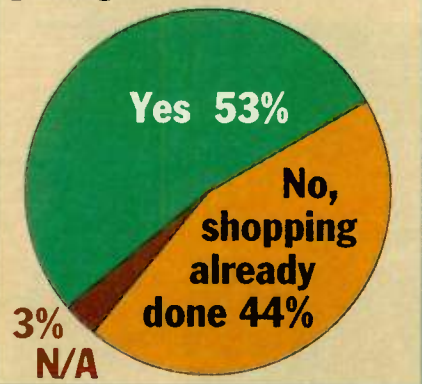
Programing license fees continue to climb, according to one-third of the survey sample, while about half polled said prices were flat. Only 10% reported a decline. A year ago, 41% cited rising prices, 47% reported no change and 12% cited declines.

The broadcast economy continues to boom. Most GMs (57%) reported 1995 to be better than the rather exceptional 1994, while 1996 is expected to be even better yet, according to 73% of the responding GMs. Those results are largely in line with last year's findings.

Taking TV's Pulse

PROGRAM SHOPPING

Will you be shopping for programing at NATPE?



What is your station's biggest syndicated programing need right now?

- Talk—17%
- Sitcom—14%
- Children's—7%
- Action—4%
- Other—24%
- None—10%
- NA—23%

What daypart is most in need of programing?

- Daytime—41%
- Early fringe—25%
- Access—12%
- Late night—8%

Of the new first-run weekly programs you've seen, which would you consider purchasing?



Rysher's 'FX'

- F/X—9%
- The Cape—7%
- Two—6%
- Mad Max—3%
- Treasure—1%
- None—39%
- NA—16%

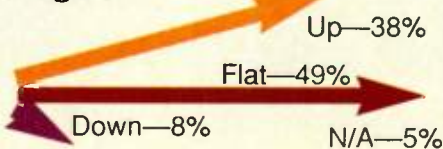
Of the new first-run talk shows you've seen, which would you consider purchasing?

- Rosie O'Donnell—11%
- Crook & Chase—5%
- Scoop—3%
- Pat Bullard—2%
- He Said/She Said—1%
- The Bradshaw Difference—1%
- Donna Willis—1%
- None—54%
- NA—27%

Of the new game shows you've seen, which would you consider purchasing?

- Hollywood Squares—1%
- To Tell the Truth—1%
- None—73%
- N/A—26%

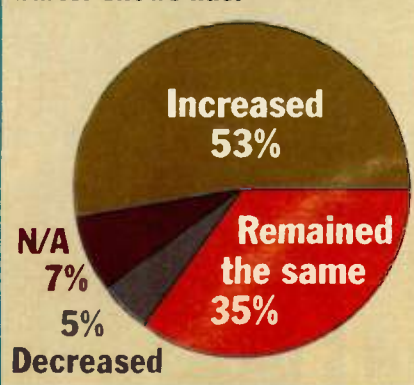
Compared to a year ago, your program acquisition budget is:



Compared to a year ago, license fees for syndicated shows are:



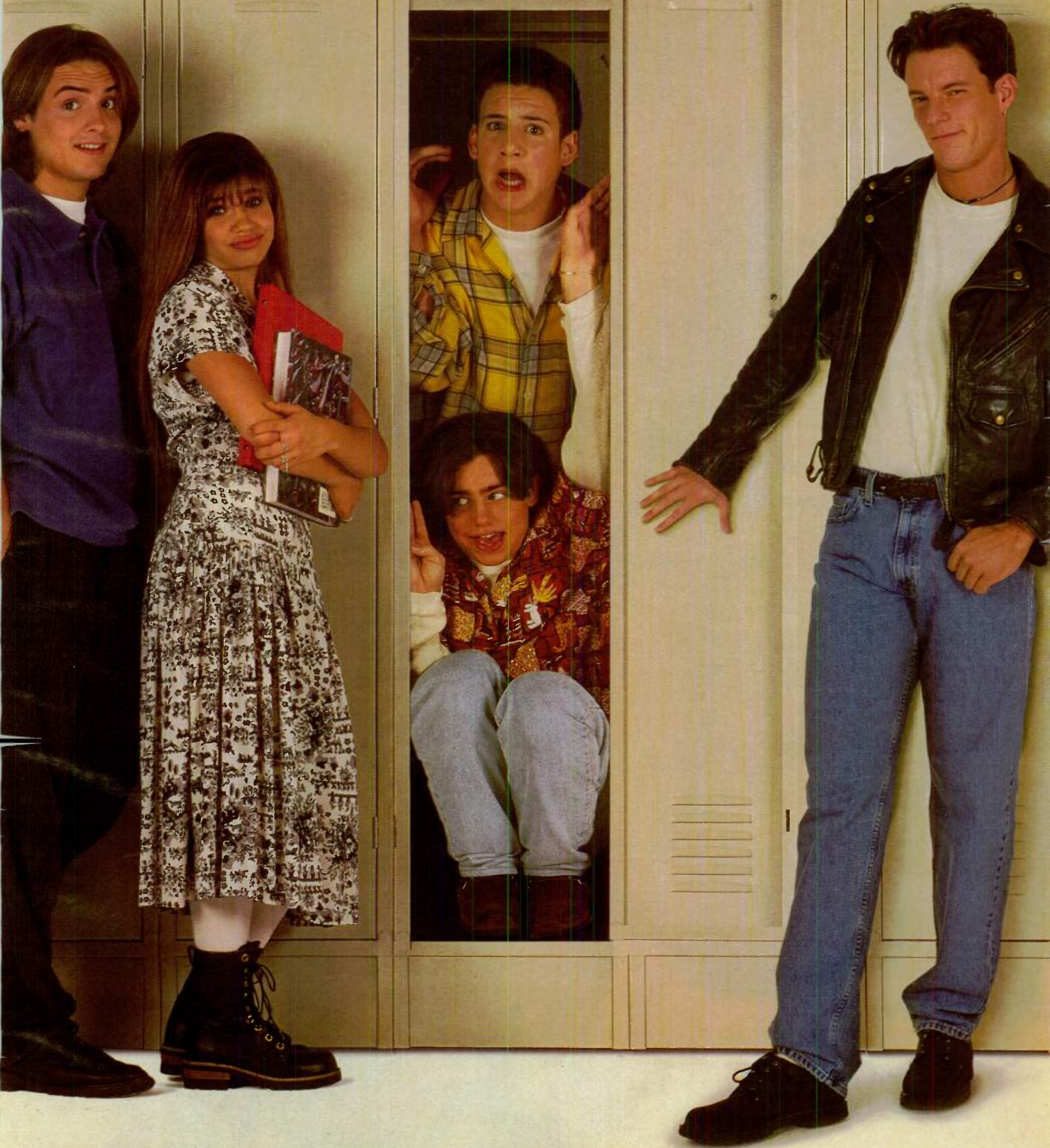
Compared to the past two years, the amount of ad time being asked by syndicators in barter shows has:



TALK SHOWS UNDER FIRE

Talk shows are being criticized for sleazy, tasteless subject mat-

Presenting A Cram Course...



...In All-Fam



Buena Vista
Television

Family Sitcoms.

Prime time's #1 Kids and Teens series goes from TGIF to M-F!

How do smart GM's maintain and build audiences in early fringe? With proven all-family sitcoms like *Family Matters* and *Full House*, which powered ABC's TGIF lineup and are dominating key demos in syndication. In Fall 1997, TGIF's *Boy Meets World* comes to off-net with even more demo power!

So, if you want to ace Transitional Programming 101, *Boy Meets World* is the only right answer!



Source: NTI 9/18-10/22/95 (ranked on share).

The Only All-Family Sitcom
Available Fall 1997

Michael Jacobs
PRODUCTIONS

Already Sold In Over
50% Of The Country

**The Show That's Too Much
Fun to be Called Talk is
BACK FOR
ANOTHER
YEAR OF FUN!**

**NOW RENEWED
IN OVER 25% OF
THE COUNTRY!**

**NEW YORK
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SAN FRANCISCO
SEATTLE
CLEVELAND
MINNEAPOLIS
PHOENIX
SAN ANTONIO
SALT LAKE CITY
PORTLAND**

**WWOR
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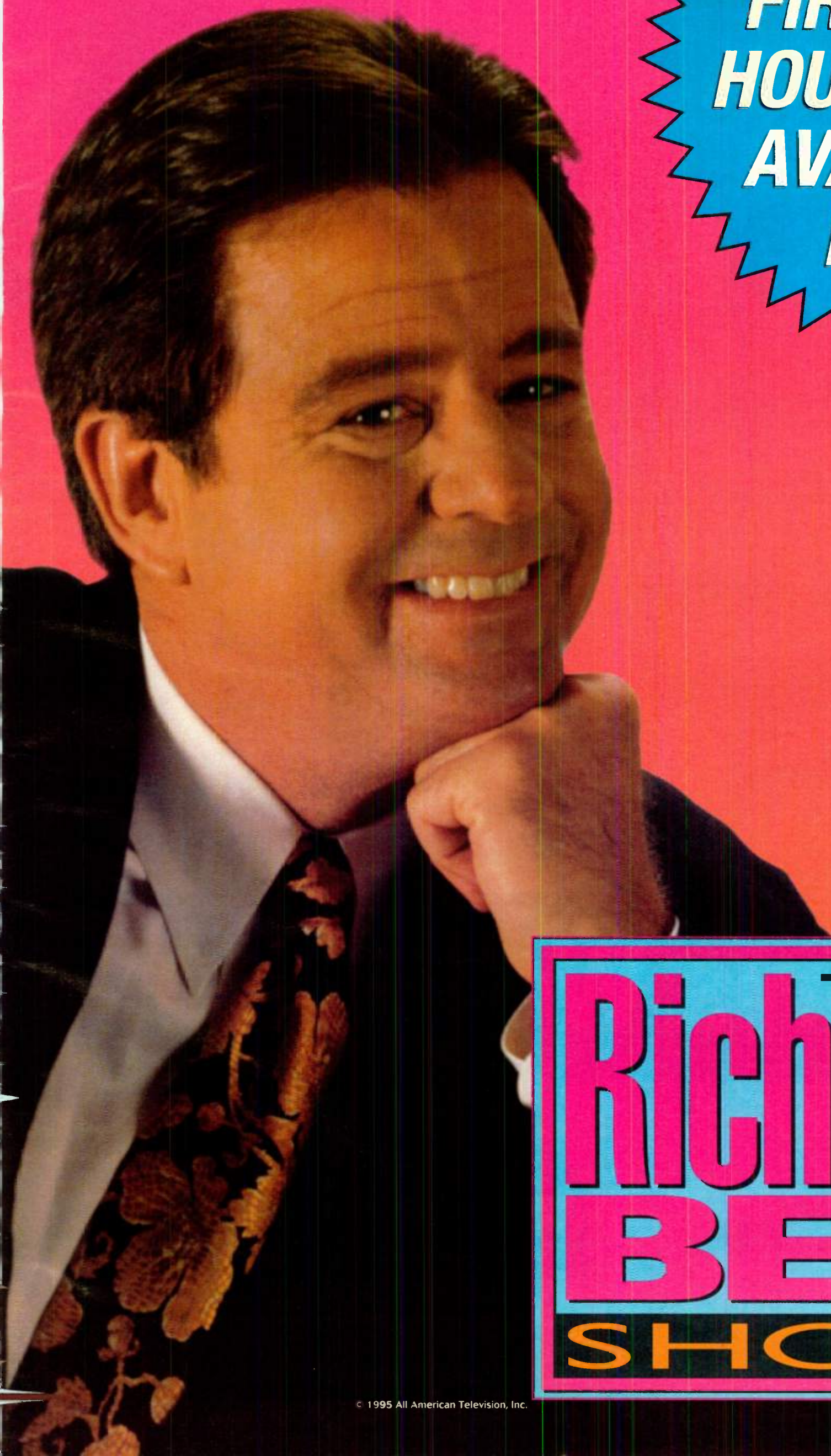
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Shows We're Proud

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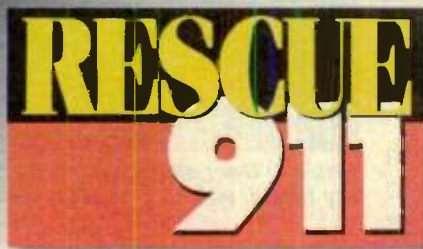
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To Put Our Name On.



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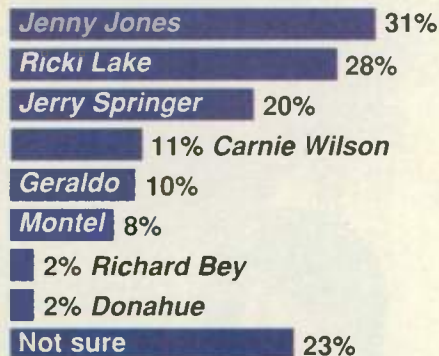
ter with little if any redeeming value. Do you agree?

Yes—83%
No—14%
NA—3%

If you agree, do you believe such programs should change or get off the air?

Yes—63%
No—29%
N/A—8%

Which shows are the chief culprits?



If you don't agree, why not?

Primarily on First Amendment grounds—21%
Despite the problems, the shows provide a valuable service—64%
NA—14%

Have you or are you considering cancelling a talk show based solely or primarily on content matter?

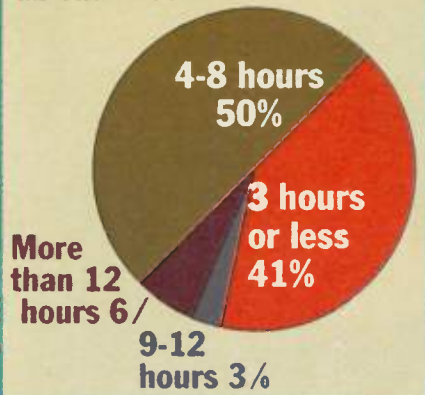
Yes—37%
No—57%
NA—6%

Are you finding talk shows more difficult to sell the advertisers because of the content?

Yes—43%
No—49%
NA—8%

IDS TV

How many hours of children's educational programming do you air each week?



It's estimated that TV stations now average at least three hours a week of educational children's programming. Would you object to that average being codified into law or federal regulation?

Yes—70%
No—29%
NA—1%

Is the V-Chip along with movie-type ratings for TV shows:

An appropriate way for parents to control what their children are watching—30%
Objectionable on First Amendment grounds—55%
NA—15%

THE BROADCAST ECONOMY

How would you characterize the current broadcast economy in your market?

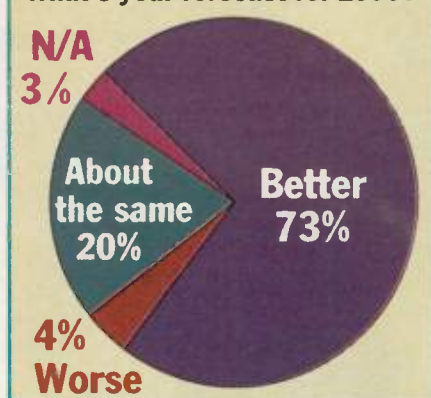
Robust—54%
Stagnant—30%

Depressed—14%
NA—2%

How was the broadcast economy in 1995 compared to 1994?

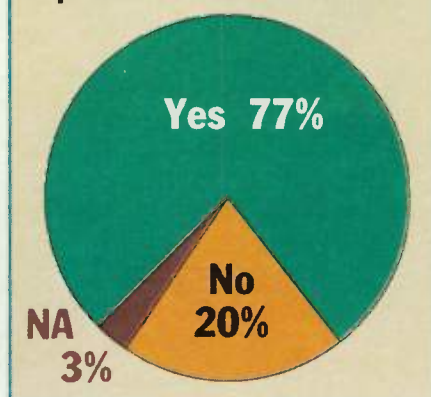
Better—57%
Worse—15%
About the same—23%
NA—5%

What's your forecast for 1996?



THE NEW NETWORKS: WB and UPN

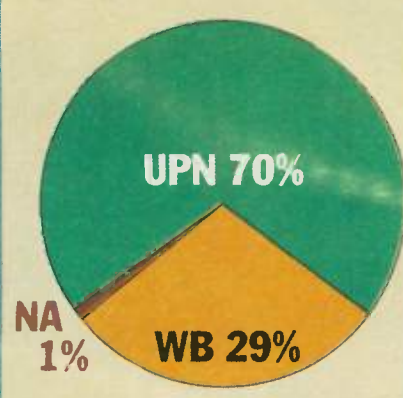
Do you believe that at least one of the new networks—WB or UPN—will survive and expand in the manner of Fox?



Can both networks survive and expand?

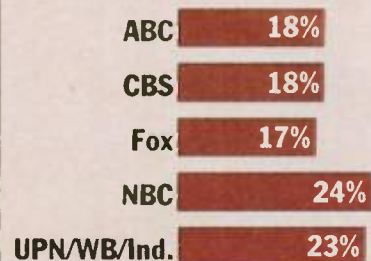
Yes—42%
No—50%
NA—8%

If only one can make it, which will it be?

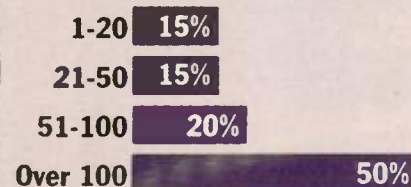


The telephone survey of 101 TV general managers was conducted the week of Jan. 1 by Cahners Research and The Research Network of Tallahassee, Fla.

Sample (by affiliation)



Sample (by market size)



Rosie O'Donnell: First in first-run

Rosie O'Donnell is generating a lot of heat in a market where broadcasters aren't too fired up about the new first-run prospects for 1996.

The new talk-variety hour O'Donnell has in the works with Warner Bros. Domestic Television Distribution was cited most frequently by station executives as a new show they would consider buying, according to BROADCASTING & CABLE's annual survey of the syndication marketplace.

And O'Donnell says she's just as excited about her move into syndication this summer, although the actress-comedian known for her infectious laugh didn't pass up a chance to poke fun at the embattled talk show genre: "I'm so thrilled to be given an opportunity to present my idea of talk-variety. I promise there will be no fist fights."

O'Donnell, made her feature film debut in 1992's *A League of Their Own* and went on to appear in such blockbusters as *Sleepless in Seattle* and *The Flintstones*. Her TV credits include hosting and executive producing *Stand-Up Spotlight* for VH1 and starring in an Emmy-nominated HBO comedy special.

O'Donnell's still-untitled strip is set for a June 10 debut, when she'll replace WBDTD's struggling freshman talker *Carnie* in



Rosie O'Donnell hopes her talk-variety format will be a hit with viewers.

many markets. The show has been cleared in more than 50% of the country, mostly in early fringe. WBDTD is offering stations 65 weeks of the O'Donnell show for cash plus 3 1/2 minutes of barter.

"This show is going to have broad mainstream appeal and will be a 180-degree turn from single-issue talk shows," says Scott Carlin, executive vice president of WBDTD. "Stations are looking for alternatives to the preponderance of talk shows in the market right now."

The summer start will give the show a chance to establish itself before the new competition premieres in the fall. It also opens up a world of creative promotional opportunities for WBDTD and stations, Carlin says.

O'Donnell, a fan of the 1970s talk/variety shows hosted by Mike Douglas and Merv Griffin, has a "strong vision" of what she wants to do with the

show, says Jim Paratore, president of Warner Bros. Telepictures Productions.

"We're not trying to reinvent the wheel here," Paratore says. "We're trying to bring the traditional talk-variety format back to life in a contemporary way for the next generation of viewers." —CL

Market '96

Off-net sitcoms are the stars of access

Long staples of independents, shows are now being sought by affiliates as well

By Steve McClellan

For the past several seasons, new off-network sitcoms have been the star performers in the syndication market, particularly in the prime time access slot, where it's hard to find a breakout first-run program that isn't at least five years old.

The two latest examples are *Home Improvement* and *Seinfeld*, which debuted in the off-network market in September and became the top two performing shows, respectively, in the key selling demographics in access during the November Nielsen local-market sweeps.

The November books show that *Home Improvement* beat *Wheel of Fortune*, *Jeopardy!* and *Entertainment Tonight* in men and women in both the 18-34 and the 25-54 demographics during access. The margin of victory ranged from 3 share points to as many as 19 share points.

Seinfeld beat the same three first-run shows in three of the four demos—the exception being women 25-54, where it tied *ET*'s 16 Nielsen share in access and came up short against *Wheel*'s 20 share and *Jeopardy!*'s 19. *HI* had a 23 share in the demo.

The dominant success of off-network shows in recent years is forcing many affiliate stations in the top 50 markets to consider getting into the access sitcom business with

the sunsetting of the prime time access rule next fall. It's not the ideal time to get into the business, because only one new top-tier adult sitcom—*Mad About You*—is available for air next fall. But many think that by 1997 at least one of the Big Three affiliates in most of the top 50 markets will have an access sitcom strategy.

In fact, in several top 50 markets, affiliates—including KNXV-TV Phoenix, WFTS(TV) Tampa, Fla., and WLNE(TV) New Bedford, Mass./Providence, R.I.—already are airing sitcoms in access.

KNXV-TV and WFTS, both Scripps Howard stations that switched from Fox to ABC, did so with the blessing of the FCC. The agency granted waivers, since the stations had bought the sitcoms in question before PTAR applied to them and because the rule is soon to be history.

By PTAR standards (which determine market size by prime time viewing, not by the number of TV households), the Providence market fell out of the top 50 this season, enabling WLNE to air both *Seinfeld* and *Coach*.

All three stations did



Among the hot properties in syndication: 'Home Improvement' (above) 'Seinfeld' (top) and 'Mad About You'

extremely well with their access sitcoms. "If the November book is any indication, I wish we'd been able to do this a long time ago," says Truman Taylor, WLNE's director of programming.

"In terms of salable demographics, you can make the argument that we were number one at 7 p.m. with *Seinfeld*," he says. The show averaged a 5 rating with women 18-34, ahead of *Hard Copy* on NBC affiliate WJAR(TV), and tied with *Wheel* on WPRI-TV (CBS). Among older women (25-54) *Wheel* had a 1-rating-point advantage over *Seinfeld*. Among men, *Seinfeld* did 6s in the key demos versus 3s and 4s for *Wheel*, Taylor says.

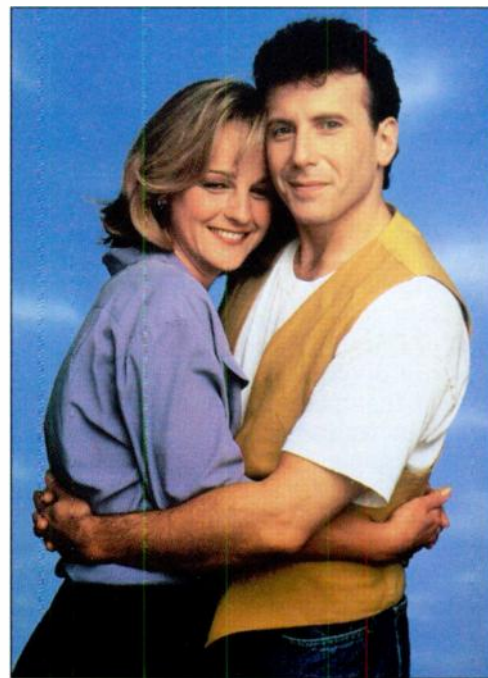
"I'm a confirmed off-net-

work person," says Taylor. The station also has acquired *Mad About You* for fall 1996, which more than likely will replace *Coach* at 7:30.

In 17th-ranked Phoenix, KNXV-TV won all the key demos in November in the 6:30 access slot with *Home Improvement*, reports the station's programming director, Jeff Harrelson. *Entertainment Tonight* was a close second in some of the key women demos; for example, *HI* did a 4.2 with women 18-34, while *ET* did a 3.9. "But *Home Improvement* crushed *ET* in the men demos," Harrelson reports.

Despite that success, Harrelson says, the station is not necessarily wedded to an access off-network strategy for the long term. "We purchased *Home Improvement* as an independent," he says. "Buying off-network shows as an affiliate becomes a much more difficult choice."

One reason for that, says Bill Carroll, Katz Television's vice president/director of pro-





graming, is that affiliate stations frequently don't have the flexibility of independents to move sitcoms out of access once the ratings start to deteriorate, usually after the third season. Late night is not a realistic option, particularly for CBS and NBC affiliates that have commitments to *Letterman* and *Leno*. And most affiliates have first-run strategies leading into their evening newscasts, Carroll says.

"As a rule, sitcoms reach their peak in the first season and really start to fade after year three," Carroll says. "So the real question is what happens in years four, five and six, or even beyond. Because now, most of the off-network sitcom license agreements are open-ended, meaning that stations are committed for as long as the show is on the network, and with healthy price increases attached."

Stations, and even distributors, acknowledge that it's a riskier proposition for affiliates to buy sitcoms than it is for independents. "Absolutely," says Joe Zaleski, president of Carsey-Werner's syndication division. Nevertheless, affiliates are taking the risk in increasing numbers.

For example, Carsey-Werner's *Grace Under Fire*, available in fall 1997, already is cleared in 50% of the country. Zaleski reports that 25% of the show's clearances are by affiliates planning to air the show in access.

Although *HI* and *Seinfeld* command most of the headlines for this season's off-network market, three other sitcoms made their sweeps debuts in November—with far less spectacular results. *Step by Step* turned in a mediocre early fringe performance, compared with earlier sitcoms coming from ABC's younger-skewing "TGIF" Friday night slate. The show averaged a 3.5/7, down 12%

in household rating and 20% in share from previous-year time periods. It was down across the board in the key demos (except teens, where it posted a slight increase), with an average 5.5 rating.

The same basic pattern held for two other new entries: *Blossom* and *Dinosaurs*. *Blossom* also was down with teens, however, although it managed a 5.5 in the demo in early fringe. *Dinosaurs* boosted both teen and kid numbers in its early fringe time periods, albeit from a very low base. The show averaged a 1.8 rating with teens, up an average 38%, and a 2.5 with kids, up 47%.

Outside of sitcoms, the off-network and off-first-run markets didn't produce a breakout hit in the November sweeps.

America's Funniest Home Videos had its first sweeps outing in November and turned in respectable numbers, particularly in early fringe, according to some station executives. On average, the Nielsen books showed the program outperforming its early fringe lead-in by an average 19%, with a 3.2 rating and an 8 household share. The show averaged a 2 rating among women 18-34 in the daypart, a boost of about 25% over year-ago time periods.

Baywatch: The Strip performed below expectations. In 67 early fringe markets, it averaged a 2.6/8, performing slightly below its lead-in but down 28% in household rating from year-ago time periods in November. Demos also were off across the board, and the same patterns held for prime and late fringe plays.

In late night, the *Hitchhiker* turned in a less-than-stellar performance. The show averaged a 0.8/4 in 46 late-night time periods, 20% off its lead-in share and 50% off previous-year time period shares. ■

The reality of realities: lower numbers

Genre sees drop in ratings from November '94; more competition and moves out of access cited

By Steve Coe

Many reality shows—including the grandfather of realities and perennial leader *Cops*—saw declining numbers this season. Among the explanations offered are downgraded time periods and preemptions for local-station coverage of the O.J. Simpson trial.

"All realities were down this year," says Janeen Bjork, Seltel's vice president/director of programing. "*Cops* and *Real Stories of the Highway Patrol* are still tops, but both were downgraded in many cases from access and as a result their national performance dropped." Bjork says that many of *Cops*'s new clearances are in late night, where viewer levels are lower than in access.

Wayne Lepoff, president/CEO, Genesis Entertainment, agrees that the genre has suffered: "It appears that all realities are down this year, but not significantly—maybe 5%-10%, not like the talk show genre. It's probably because the genre has gotten so much more crowded. There used to be just two places where viewers could get this type of programing: *Cops* on Fox and us [*Real Stories*]. Then we got more first-run projects as well as other off-net shows. As a result, the audience has split."

The recently released November 1995 Nielsen ratings bear out the trend, with all realities down in almost every category. *Cops*, which has about half of its clearances in late fringe, averaged a 2.5 rating/9 share in household numbers for its late fringe clearances. That represents a .4 rating and 1 share point drop from the time period averages of November 1994. With the exception of women 18-34, where *Cops* is even from the previous November, the show is down in all categories, including men 18-34 and 25-54 and women 25-54. In access, the off-Fox series is down 1.4 ratings points in households and at least a full ratings point in the demographic groups.

Cops, like other current reality shows, has experienced some ratings decline versus last season, but the veteran show remains the top-rated series of its kind. Paul Franklin, senior vice president and general sales manager, Twentieth Television, says the show's performance is still strong: "If you compare its numbers to some of the imitators, its numbers are still strong. There's some wear and tear, but I don't see it as erosion. It's more [a product of] fragmentation of the genre."

In the November books, *Cops* averaged a 4.2 national GAA rating, putting it number one among its chief competitors. The show also



'Real Stories of the Highway Patrol' is still among the strongest reality shows.

finished first among all the key demographic groups of adults 18-34, 18-49 and 25-54. According to Franklin, the show is in good shape with regard to its renewal for next season. Thus far the show has been renewed in 60% of the country.

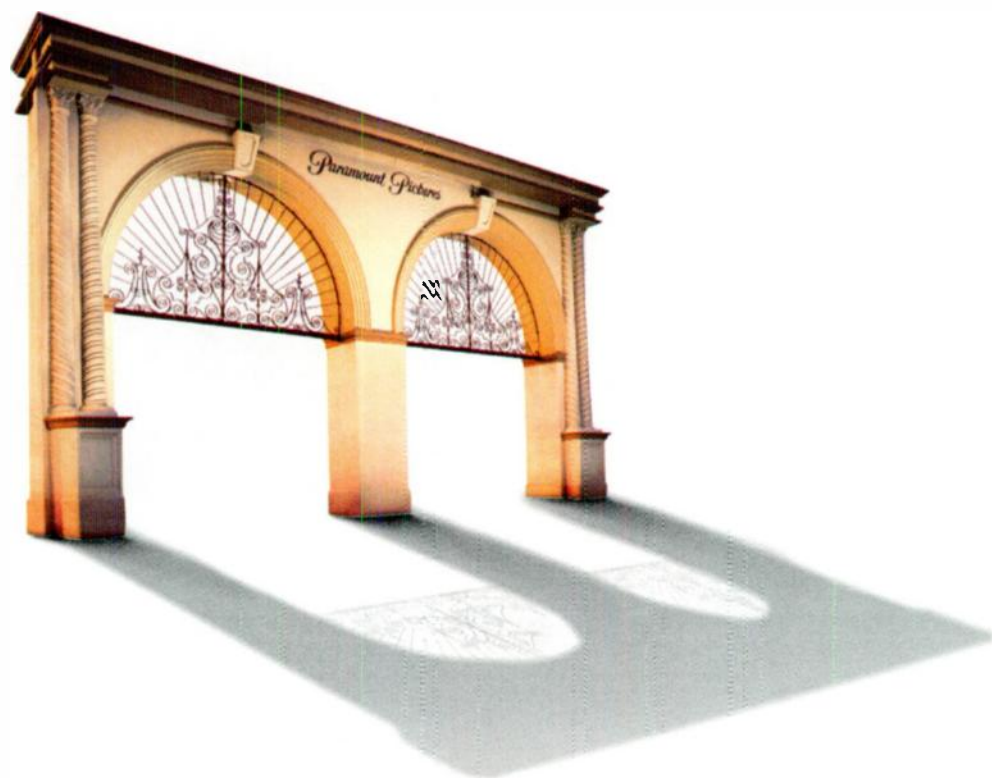
Most of the clearances of Genesis' *Real Stories of the Highway Patrol* are in late fringe, with the remainder in early fringe and access. In late fringe, its household numbers comparing November-to-November performance show that the series is down about .2 ratings point and is even in share. In the other demographic groups, the show is down slightly among women 18-34 and 25-54 and is even in the male demographics.

"It's been the number-one show in share among all other realities," says Lepoff. "Obviously, the ratings for *Cops* have been higher. Although the ratings [for *Real Stories*] have been down a little because of the crowded marketplace, we're very happy with its performance."

Lepoff says the series, now in its fourth season, has been cleared in more than 50% of the country for year five. "We have to sell off the November books, which just came in; otherwise we would be further along." Regarding the downgrading that the show has experienced, Lepoff says the daypart changes have provided more information about the show:

THE
FRANCHISE
IS

PARAMOUNT





A franchise is the image that defines a product. It's the player that makes a team.

It's the reputation you build over years and years. It is the essence of its genre.

And whether you find it in a logo or simply the shape of a bottle,

it is always the real thing.

The ultimate franchise is an idea

that can re-invent itself.

Over and over.

Each time pushing new boundaries,

boldly going where even it

has never gone before.

Always finding new worlds to explore.

And new generations of fans to amaze.



THE FRANCHISE IS

STAR TREK



A franchise can be as mysterious as a scent.

Rare.

Indescribable.

And yet completely unique.

It is a constant that never changes.

It defies trends.

And while it may be imitated, it can never be copied.

Or equaled.

Impossible to copy. That's the trademark
of a television franchise that for fifteen years

has set the standard for an entire genre.

A show that anchors key time periods.

Outperforms and outlasts all imitators.

And continues to grow.

A show that doesn't merely fill a schedule.

It makes one.

THE FRANCHISE IS
ENTERTAINMENT
TONIGHT





In baseball, the franchise can be a farm boy

with a swing as sweet as summer corn.

Or a guy who hasn't missed a game in fourteen years.

It can be the pinstripes on a jersey or a wall of pennants.

It can even be the sound of a familiar voice

cutting through the night to describe

a perfect pitch.

In reality television, the franchise is a show
that has practically redefined today's broadcast journalism.

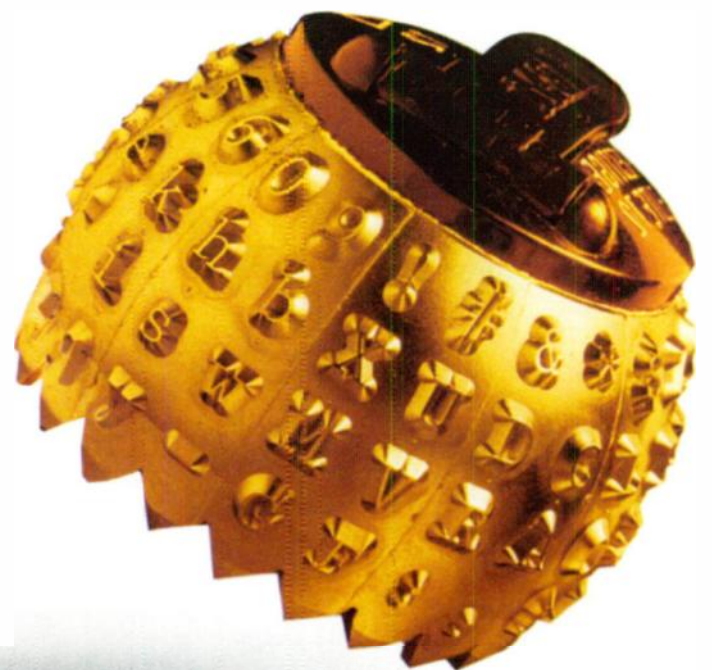
Tough. Aggressive.

In touch with the real interests of real people.

A show that routinely breaks the biggest stories.

And, after five years, continues

to expand its reputation. And its audience.



**THE FRANCHISE IS
HARD COPY**

It's a man who can turn mere spectators

into an army.

It's a driver that can change

the way people think about clubs.

In a game as old as golf,

a new franchise

can virtually re-energize

the sport itself.

It's why companies rush

to sponsor tournaments.

It's a green jacket.

An international cup.

A senior tour that makes weekend duffers

dream of turning pro.



In the competitive world of talk,
the franchise is a host who brings class to the entire genre.

A personality with clout.

And the drive to make a difference.

A man with compassion. Style. And a presence

that actually enhances your station's image...

instead of tarnishing it.



THE FRANCHISE IS
MAURY

In cellular communications, the technology

has changed from analog to digital.

The equipment is lighter.

Smaller.



The sound quality is clearer.

Access is faster.

But the franchise is still the same.

Your voice

and the power to make it heard.

In personality-driven television,
the franchise is a man who wears his past –
and his success –
with honor.

A man who stands above the pack,
earning respect, not just fame.

A listener.

An advisor. A motivator.

A guy who doesn't just bring people to the set.

He actually brings them together.



THE FRANCHISE IS
MONTEL



It's not just what we see in the lens,

it's what we see in our minds.

It's the technology of imagination.

An extension of ourselves.

And whether it's for a snapshot or a work of art,

the franchise isn't metal and glass.

It's vision.

Unexplained phenomena.

Paranormal events.

In a world of skeptics,

the franchise is an open mind.

A willingness to look and listen.

To see the unseen.

A show that starts with the idea that anything is possible.

And speaks to an audience that couldn't agree more.



**THE FRANCHISE IS
SIGHTINGS**



Think morning. Think coffee.

Add a little packaging. Change the blend. Think coffee. Think franchise.

It's not just a jolt of caffeine anymore.

It's cappuccino. Latté. Light or dark. Strong or mellow.

It's friendship. Conversation. A place to go.

Don't touch that dial.

This is a show people love.

Really love.

Great writing. Consistency.

And more Emmys than you can count.

Just listen.

You can almost hear the laughter.

Just watch. You can almost see

the next great franchise taking shape.



THE FRANCHISE IS

FRASIER

The face of a timepiece can be

a franchise in itself.

A unique statement of quality

and design.

Of tradition

and craftsmanship.

Or of innovation

and ingenuity.

Simple

or complicated.

In gold

or plastic.

It can tell the world you've arrived.

And that you did it on time.



In the future, the franchise will be

a show that takes a familiar idea

and transforms it.

A show that brings real life

to real lives.

Unscripted. Unfiltered.

A show that turns America's fascination with videotape

into television's first all-video magazine.



THE FRANCHISE WILL BE
REAL TV



It's a can of oil. Just oil. And yet it says confidence. Performance. And reliability.

Expressed not in words but in a color so familiar that it says more than words.

The franchise is a sleek racing machine. The checkered flag.

And you behind the wheel.

You see the car.

You want the car.

For young demos, the franchise is desire.

Action.

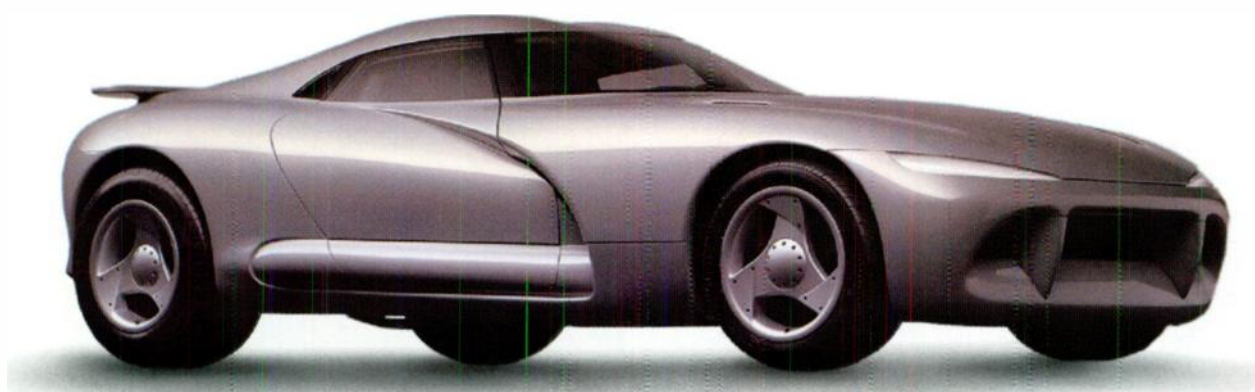
Romance.

And danger.

It's a show that promises to find its own road.

And tear it up. So listen closely.

That sound you hear is a 400 horsepower engine coming to life.



THE FRANCHISE WILL BE
VIPER



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In television today,

the numbers that really matter don't come overnight.

They come over years.

A franchise is a show that lasts.

A personality that grows.

A clout that increases.

A franchise is what you get when you take

a good idea and nurture it.

Support it.

And enhance it.

THE FRANCHISE IS
PARAMOUNT

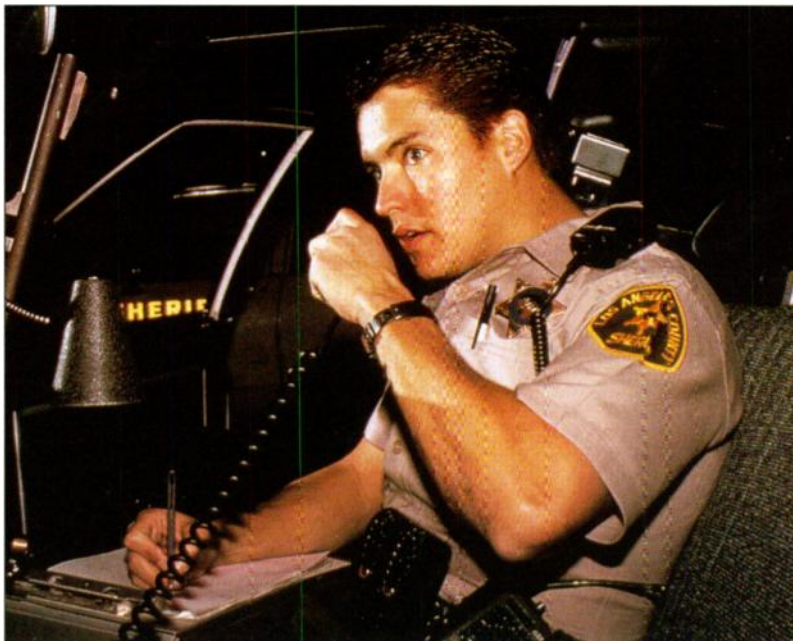


A VIACOM COMPANY

"We found out it works in multiple dayparts. We were apprehensive about the first daytime clearances, but it's proved very versatile. It's a strong bench player because stations can renew it and, if necessary, use it if a new access show doesn't work out."

Genesis also distributes the off-CBS reality show *Top Cops*, which is in its second year of syndication. The show, also cleared primarily in late fringe, is down from last year's performance. It may not be back in the fall, Lepoff says: "This is its second year as a strip, and we haven't decided what to do about renewals. It spent about four years on the network and now two years in syndication, so there are a finite number of episodes." He says that the company is exploring cable channel options or possibly resting the show and bringing it back later.

One of the reality shows that can boast improvement in November '95 versus November '94 is MGM's *LAPD*, which like the others is cleared predominantly in late fringe. The news is not all good, however: Although the show improved the time period performance across the board, its overall numbers lag behind the previously mentioned realities. *LAPD* averaged a 1.5/7 in household numbers, compared with a 1.2/7 in November '94. Although



'Cops' is the other top reality show.

up in the specific demographic groups, it averaged less than a 1 rating among the male and female demos. In season-to-date numbers, however, the show is averaging a 2.1 rating in households and above a 1 rating among adults 18-34, 18-49 and

25-54.

"We brought a good show to the market, and it's showing a significant growth curve," says Sid Cohen, MGM's president of domestic distribution. "Demographically, it's doing just like we thought it would. Also, it's getting better female audience than expected. The show is the number-one new strip among adults, and we expect upgrades as other shows drop off."

LAPD has been renewed in almost 50% of the country, says Cohen, who predicts that the recent upswing in its ratings will help renewals at NATPE. "We expect to be doing a 2.5 rating by the time we get to NATPE. It has been doing a 2.4 in the past few weeks."

Twentieth Television's *America's Most Wanted—Final Justice*, with about half of its clearances in late fringe, averaged a 1.8/8 in the November book, down half a ratings point and 1 share point versus November '94 time period performance. The show's time period performance has dropped most among younger adults, with smaller decreases among older adults. Among women 18-34 and men 18-34, the show's November time period performance is down 1.0/5 and .7/4, respectively. Among women 25-54 and men 25-54, the drop is .3/2 and .4/4, respectively. ■

Action gets tough for old and new hours

Ratings generally are down; among those turning in strong numbers are 'Deep Space Nine,' 'Baywatch,' 'Hercules' and 'Xena'

By Steve Coe

Action hours, like most other syndicated shows, have had a tough new season, with most new and returning series showing a decline in ratings compared with their performance last season or the averages of shows in those time periods a year ago.

"Most shows are off from last year in terms of deliveries," says Janeen Bjork, vice president and director of programming, Seltel. "This was a tough [November] book and a tough year."

Casualties of the current season include Rysher's *One West Waikiki* and *Lonesome Dove*, the latter of which was in its second season; Warner Bros. Domestic Television Distribution's *Pointman*, and probably Columbia TriStar Television Distribution's *Forever Knight*. The last, which had been airing on the USA Network as well as in national syndication, lost its cable outlet a week ago, putting its future production for syndication in question. Buena Vista is determining the future of its first-year series *Land's End*. Additionally, Genesis may not bring back *Renegade* into broadcast syndication. The show, now in its fifth season



in syndication, also airs on cable's USA Network. According to Wayne Lepoff, Genesis president/CEO, the company is working on a renewal deal with USA that may prohibit a tandem broadcast syndication deal.

Although most observers suggest that a saturation of

numbers for the genre, other reasons have been proposed. Bjork suggests "an increasing awareness by viewers of cable shows" as part of the equation and adds that hit sitcoms in syndication—such as *Home Improvement* and *Seinfeld*, which have six-day plays—may be taking some of the weekend



'Xena' (left) and 'Hercules' pack a one-two punch among action hours.

action hours in the marketplace is a factor in the disappointing

time periods in which many action hours typically air. Dan Greenblatt, senior vice president and general sales manager, WBTD, offers other suggestions for the drop-off. "I don't think it's due to saturation, [and] I don't think there is any one reason—especially among the hot shows of last year. It may be due to the tremendous [number] of new shows being introduced by the networks, as well as UPN launching its all-drama lineup. It may have been hard for viewers to find their favorite shows

with that kind of bombardment."

Greenblatt also suggests that many stations are reluctant to put a lot of promotional support behind hour weeklies, preferring instead to use their limited promotional spots for access strips: "They don't have a cash investment [in the hour weeklies], so if they're going to prioritize they'll probably use their spots for the Monday-through-Friday strip lineups. So in the end, the hour weeklies get hurt by scheduling and

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PREFER INNOVATION
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THE LEGENDARY JOURNEYS



XENA

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WHERE COPS ENDS, JUSTICE BEGINS.

For the first time on television, be there:

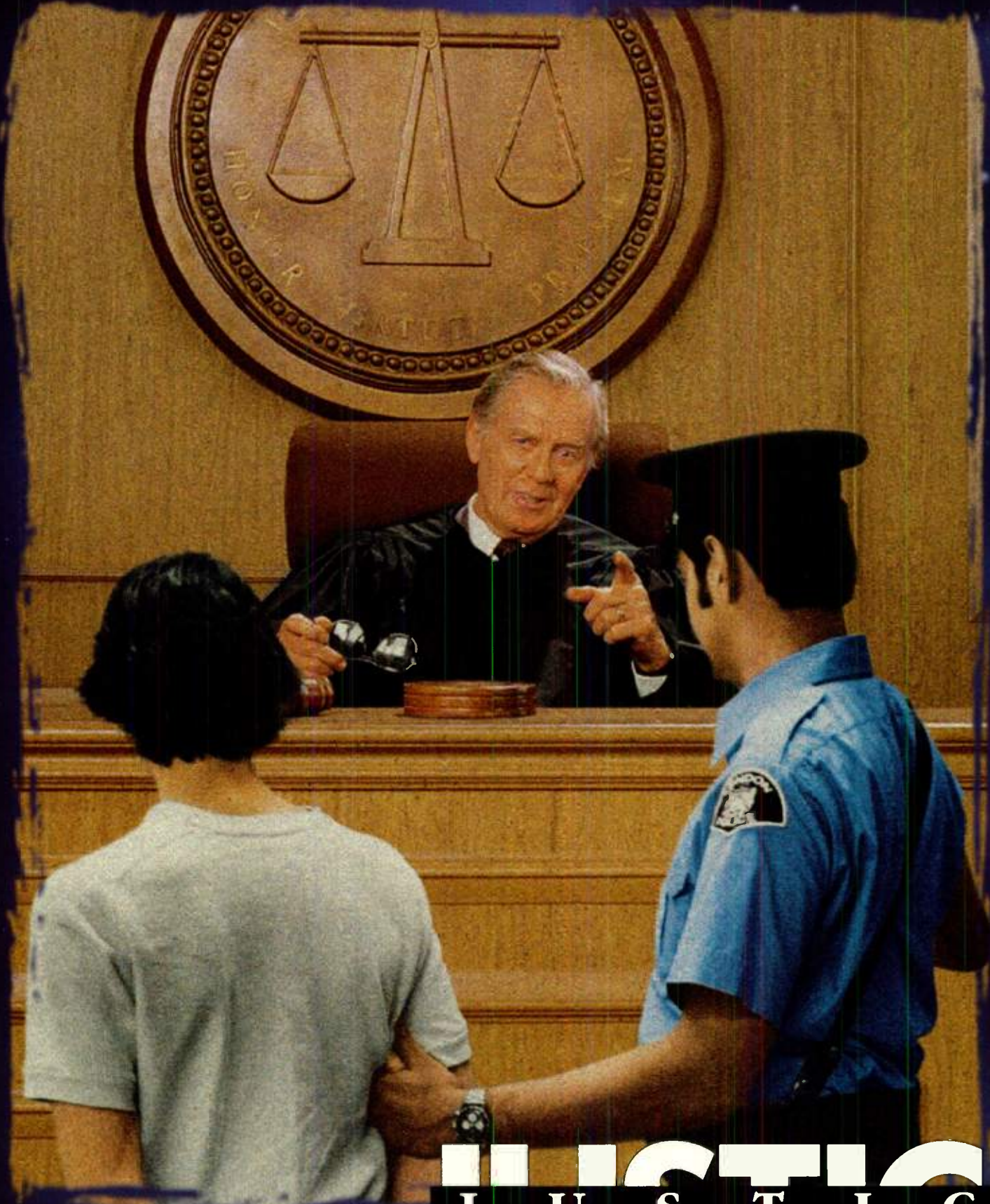
Eavesdrop on the sidebars.

Observe the backroom dealmaking.

Hear the plea bargain negotiations.

The drama, the people and the consequences
are real; taped as it happens. No reenactments.





JUSTICE

FOR THE FIRST TIME, BOTH SIDES HAVE THEIR SAY.

Not a clone... not a hybrid.

It's single topic "talk" that explores the
natural conflict between men and women.

Provocative. Edgy. Entertaining.

You've got to see it.

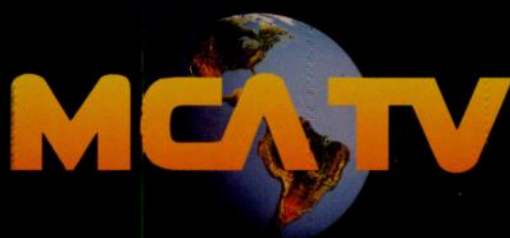




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in promotion."

Indeed, few action hours came out of this season unscathed. Even All American's *Baywatch*, which was so strong last season that the syndicator launched a companion in *Baywatch Nights* this season, has seen some erosion. "*Hercules*, *Xena* and possibly *Highlander* have moved ahead of *Baywatch*," says Bjork. "*Baywatch* may have slipped due to dilution of the product, with its airing in the morning, afternoon, late night and in strip." Despite its heavy exposure, the series that helped spawn the recent rise in action hours still ranks fourth among action hours in season-to-date numbers—behind Paramount's *Star Trek: Deep Space Nine* and MCA's one-two punch of *Hercules* and *Xena*, which ranked second and third, respectively.

The success story of the current season to which most observers point is MCA's Action Pack, which includes *Hercules* and *Xena*. Based on the success of those shows, MCA is signing two-year renewal deals for both. According to Shelly Schwab, president, MCA TV: "By NATPE we should have most of the major markets signed, and at the convention we'll be clearing up the medium and smaller markets."

Schwab says that the highest-rated new hour in syndication is *Xena*, and to illustrate the continued strength of *Hercules*, he says that its highest-rated episode was a threepeat (a repeat of an already repeated episode), which pulled in a 7.2 Nielsen rating: "*Xena* is the highest-rated new hour in syndication, and you have to remember we canceled a successful show in *Vanishing Son* to launch it. We felt we'd be better off if we launched a more compatible show to *Hercules*." Schwab says that most stations clearing the shows air them in tandem, with 55% scheduling them in prime time.

Topping all action hours is Paramount's *Star Trek: Deep Space Nine*, which is averaging a 7.9 season-to-date rating and tops all key demographic groups as well. "In the past two years we worked on the show and added some new characters," says Joel Berman, president, distribution, Paramount Domestic Television, who points out that the show had a strong November book. "I think creatively and ratings-wise we're really hitting our stride."

Unlike most other syndicators renewing their action hours, Paramount executives have little work to do in lining

up renewals for *Star Trek*. "The show pretty much renews itself because most stations that own it also have the back-end [syndicated episodes], so they get it as long as we produce it," says Berman, adding that roughly 30 small-market stations that don't have the back-end have to be renewed, which Paramount is in the process of doing.

Buena Vista and MGM's *Outer Limits* also can be counted among the successful launches this season, with the show averaging a 4.4 rating. "We're absolutely thrilled with its performance," says John Symes, president, MGM Television. "The show has met our expectations and climbed into the top 20 among all syndicated shows."

The show, which is cleared in 95% of the country, has been renewed thus far for year two in 59%, according to Sid Cohen, president, domestic television distribution, MGM Television. "We have every expectation we'll be back to 95% and probably beat that number for the second year. It is being renewed by pretty much everyone that already has it, including the Fox and Group W stations. Most are renewing it in the 5 to 7 p.m. and 10 p.m. to midnight weekend time period," he says.

Baywatch Nights, which launched this season with much fanfare, is averaging a 3.7 GAA rating, putting it seventh among action hours. "*Baywatch Nights* is doing about what *Baywatch* did in its first year," says George Back, president, U.S. syndication sales, All American Television. The show is being retooled in preparation for the second half of this season, and for its second year, in an attempt to attract more male and younger viewers.

In terms of renewals for the show, Back says that All American is in negotiations for a major station group deal and expects to announce renewal numbers at NATPE. "*Baywatch Nights* has performed as well as any other new hour. That's why we renewed it. I felt that with the tweaking of the show we would be where we want to be," he says.

As for *Baywatch*, Back says All American has sewn up nearly all of its current stations for 1996-97 renewals. The show is cleared in 99% of the country, and Back says it should reach the same number next season.

Another action hour expected back in the fall is Rysher's *Highlander*, which now ranks sixth. Rick Meril, senior vice

president/general manager, Rysher Entertainment, calls the show "our easiest renewal. It's very strong among women. We don't have as many double-runs as maybe *Hercules* or *Xena*, so basically we have only one play on stations and we're doing a 3.5 rating." Meril says the show is cleared in more than 90% of the country "and we expect it to reach that level next year."

Although Warner Bros. Domestic Television Distribution's *Pointman* won't return in the fall, Greenblatt says *Kung Fu* and *Babylon 5* will be back, since the new cycle for both began in November and will run through next fall. However, "if you were going to handicap [their future beyond next fall], it's hard to guess if they'll be back [beyond that]." He cites the decreasing availability of time slots as one of the biggest difficulties facing those two shows—as well as other action hours. "The real backbreaker is the lack of time periods available for the second-runs. With the emerging networks there are fewer time periods available for the second-runs, and the economics of these action hours work because of the second-runs," he says.

Another returning action hour is ACI's *High Tide*. According to Michael Weiser, executive vice president, domestic distribution, producers have made extensive changes for its third year: "In year one the show underperformed [in] its time periods, and if you don't do well in the first year you usually don't get to year two. We got a second year based on the creative changes we made but suffered some downgrades. But this year it's held its lead-in, and we expect to see some upgrades next season." Through the week of Dec. 24, 1995, the show was averaging a 1.4 GAA household rating.

Samuel Goldwyn's *Flipper* also will be back next season, says Dick Askin, president, TV, Samuel Goldwyn Co. The show's 2.5 season-to-date rating "is below expectations, but the individual market performances are better than the national performance," he says. Although a full renewal list probably won't be announced until the convention, Askin expects to have all top 10 markets cleared going into Las Vegas.

Rysher's Meril says *Hitchhiker* will return for its second year: "The reception this year has been positive, and we're confident for year two." ■

Talk TV toughs it out

Through preemptions, low ratings and content bashing, genre proves resilient

By Cynthia Littleton

It has been a tough year for the talk show business, but veteran TV observers say the future still looks bright for the genre.

The year wasn't a month old before opening statements in the O.J. Simpson murder trial ushered in a nine-month period of preemptions and increased competition from CNN and other cable networks. One TV executive only half-jokingly called the Simpson saga "the most compelling new strip to hit the first-run marketplace in years."

In March one of talk's highest-rated shows made headlines when a Michigan man was gunned down a few days after revealing—during a taping of a *Jenny Jones* episode about secret admirers—that he had a homosexual crush on the accused killer.

Although the episode never aired, the incident led to criticism of talk shows for being exploitive and sensational—a theme picked up later in the year by a pair of U.S. senators and a former Education secretary.

In August the unthinkable happened: *Donahue*, the founding father of first-run talkers, lost its New York clearance. The official word from Multimedia Entertainment is that no final decision has been made, but sources say 1996 will mark the end of *Donahue*'s 30-year run (BROADCASTING & CABLE, Jan. 1).

The floodgates opened in September with the national launch of nine talk strips, most of them vying for a piece of *Ricki Lake*'s teen and young-adult audience. Five of them were canceled by Jan. 2.

In October the same group that shamed Time Warner into getting out of the "gangs-ta rap" business launched a PR campaign to pressure talk show producers to "end the parade of pathologies and dysfunctions seen on talk TV."

By late December the November books were in and there was no denying that market research and professional prognosticators had done a poor job of predicting what



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Ricki Lake

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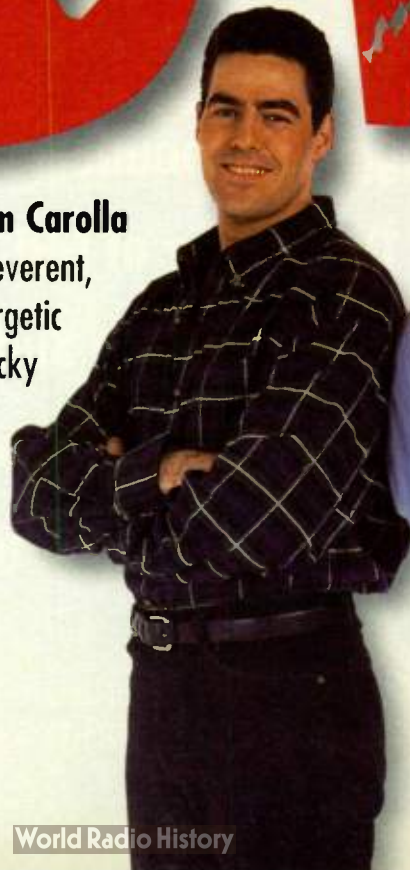


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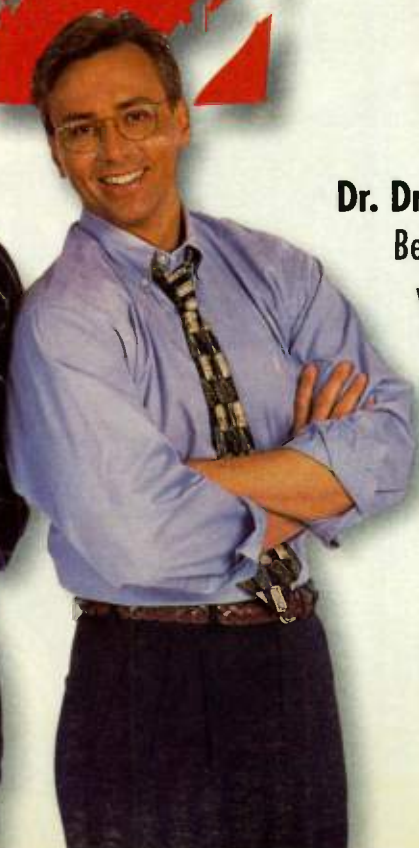
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TV viewers were looking for in a new talk show. In a season when most talkers went searching for the fountain of youth, one of the few shows to flex any muscle in November was Buena Vista Television's eight-year-old-workhorse *Live with Regis & Kathie Lee*.

Predictable flops

"The situation we've seen this season was relatively predictable," says Richard Coveny, executive vice president of Multimedia Entertainment.

"The new shows were all chasing the same *Ricki Lake* audience, but there [are] only so many of those viewers out there. Some of the people picked to host those shows weren't suited to talk—they don't have the experience or the maturity to host a show that isn't produced to the hilt."

The November sweeps numbers indicate the glut of newcomers sent the talk audience in search of familiarity, which it found in established early fringe talkers.

As usual, *Oprah Winfrey* came out on top, with a 9.1 national Nielsen household rating and 28 share, according to Petry Television's analysis of the November books. *Oprah* showed slight erosion in households and demos, a drop-off cushioned by its enormous lead over the competition.

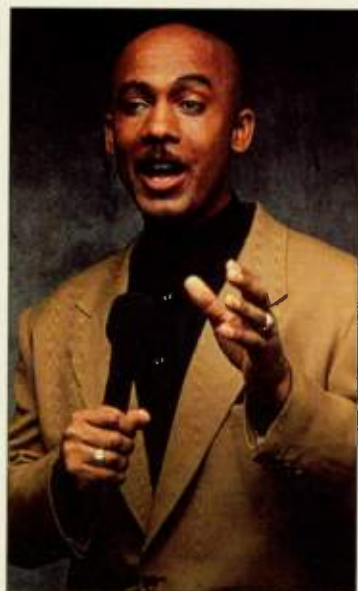
Montel Williams took the number-two spot in early fringe with a 5.1/18. The show posted double-digit growth in all key demos over its time period averages in November '94. *Sally Jessy Raphael* ranked third in early fringe with a 4.8/17 and also boosted the demos of its year-ago time period averages.

Rounding out the top five in early fringe were *Maury Povich* (4.4/10), *Ricki Lake* (3.8/12) and *Jenny Jones* (3.5/12).

Ricki Lake, upgraded in roughly 40 markets last year after posting triple-digit growth in 1994, fell off about 25% in households from its year-ago time period averages, but *Lake's* demo ratings remain strong.

One talker picking up steam this season is *Jerry Springer*, which averaged a 3.2/13 national Nielsen AA rating in all time periods in November. The show, now in its fourth year, is up 29% with women 18-34 and 40% with women 18-49 season to date.

The November book was grim for the long-running *Donahue*, which plunged 65% over its year-ago time period



Montel Williams



Oprah Winfrey

averages in women 18-34 and dropped 50% in women 25-54.

The slippage in November was less dramatic for another veteran talker, *Geraldo*, which was hit with downgrades in several key markets last September to make way for new talkers—all of which underperformed it. The show averaged a 2.6/9 in November and will be renamed *The Geraldo Rivera Show* in the fall. The host has pledged to move away from sensationalism and has drafted a talk TV bill of rights that outlines those changes.

Gordon Elliott's second November sweeps performance marked a 19% decline over its year-ago time periods in households, but it made slight gains in women 18-34. The show, a joint venture of Fox's Twentieth Television and CBS Entertainment, will move from the Fox O&Os in the fall to the 15 CBS-owned stations, which have given it a two-year commitment.

November was a good month for *Rolonda*, which boosted its year-ago time period averages in women 18-34

by 42% and women 18-49 by 25%. The show still is struggling with a 1.6 national household rating for the season to date, but King World officials say it already is renewed for a third season in more than 50% of the country.

The November books held even better news for the unabashedly raunchy *Richard Bey*, which averaged a 1.6/6 in its first national sweeps outing. The show increased its year-ago time period averages in women 18-34 by 33%, by 30% in women 18-49 and by 13% in women 25-54.

Newcomers struggle through November

Among the new shows, only the soon-to-be-canceled *Carnie* managed to top a 2 rating in the sweeps, and the November book wrote the final chapter on fellow talk casualties *Danny!*, *Gabrielle*, *Charles Perez* and *Stephanie Miller*.

Of the survivors, *Tempest* came in second in November, with a 1.9/6, and went on to post its highest national household rating ever—a 2.3—in the week of Dec. 18.

At the bottom of the list was *Lauren Hutton And...* with a 1/5. Nonetheless, the late-night interview show hosted by model/actress Hutton will run its full 52-week course, says Susan Grant, president of Turner Program Services. "We'll definitely be talking about renewals and upgrades [for the show] at NATPE," she says. "We'll be taking advantage of our competition's demise and [will] sell *Lauren* as a late-night counterprogramming alternative to talk shows and sitcoms."

The two other surviving rookies, Rysher Entertainment's morning show *George & Alana* and New World Entertainment's *Mark Walberg*, posted double-digit declines in the 30%-50% range over their year-ago time period averages in households and key demos.

The syndicators of both shows are optimistic that the daytime strips will find audiences now that the competition is thinning. Both shows recently replaced their original executive producers and are undergoing makeovers.

"The dilemma we're wrestling with is that we feel if we produce a good show, it will get watched," says Ira Bernstein, president of domestic TV distribution for Rysher Entertainment. "The stations are happy with the product, so we're taking a long-term view of the market right now."

The revamped *George & Alana*, which posted a 1.5/6 in November, is focusing more on Hollywood and celebrities. The show also will cover more topical subjects and will feature live remote segments spotlighting people and places in the entertainment capital of the world, says executive producer Howard Schultz.

Live remotes are also part of the redesign of *Mark Walberg*, which finished out the sweeps with an average 1.6/6. Executive producer Bruce McKay says the show periodically will break away from the traditional talk format for one-on-one interviews.

New World has renewed *Walberg* for a second year in more than 54% of the country, thanks largely to the reach of the New World station group and guaranteed clearances on the Fox O&Os, which Fox pledged as part of its groundbreaking affiliation/programming alliance with New World in 1994.

New World also has been responding to the uproar over the content of talk TV with print ads promising that the "new" *Mark Walberg* will present "topical issues discussed responsibly without being cheap, abrasive or exploitive."

Those are some of the buzzwords in the antitalk campaign waged by the conservative advocacy group Empower America, led by former Education secretary William Bennett. Senators Joseph Lieberman (D.-Conn.) and Sam Nunn (D-Ga.) also have called for talk shows to "clean up their acts."

Last month Empower America had trouble finding stations willing to carry its TV ad designed to pressure major talk TV advertisers into pulling their advertising from what Empower America called "cultural rot." But the message got through. A number of shows reportedly have pulled potentially objectionable episodes that had been slated to air in November and December.

Earlier this month, veteran talker Rivera unveiled his "bill of rights" for talk show viewers, a 10-point pledge stressing the need for talkers to strive for honesty and responsibility when dealing with sensitive issues. The best illustration of the backlash against what some call the "nuts-and-sluts" bent of talk shows in recent years is the marketing of next season's crop of shows.

Many are being pitched as lighthearted or news-oriented, but most of all, "advertiser-friendly"—yet some wonder if

talk TV viewers will respond to PG-rated shows. Audiences did not abandon the shows frequently targeted by talk TV critics last year.

No show has benefited more from the upheaval in talk this season than *Night Stand with Dick Dietrick*, the late-night weekly comedy presented as a straight talk show with a bombastic host, played by stand-up comic Tim Stack.

Competing with *NBC's Saturday Night Live* and Fox's *Mad TV* in most markets, *Night Stand's* ratings have climbed 30% since the show launched in September.

The Internet has helped the show, cleared in about 83% of the country, to develop a loyal cult following. Guest appearances by real-life talker Jerry Springer, comedian and former talker Dennis Miller, producer Garry Marshall and others also have helped raise *Night Stand's* profile.

"It takes some viewers five minutes to figure out we're doing a spoof, and we can tell by our e-mail that some people don't get it at all," says Bill Sanders, senior vice president of creative affairs for Big Ticket Television, the Spelling Entertainment unit that produces *Night Stand*. "We don't mind, so long as they're being entertained."

Learning from their mistakes

In spite of all the troubles talkers faced in 1995, veteran observers say that in the long term the genre will benefit from the controversy over content and the dismal performance of this season's new entries.

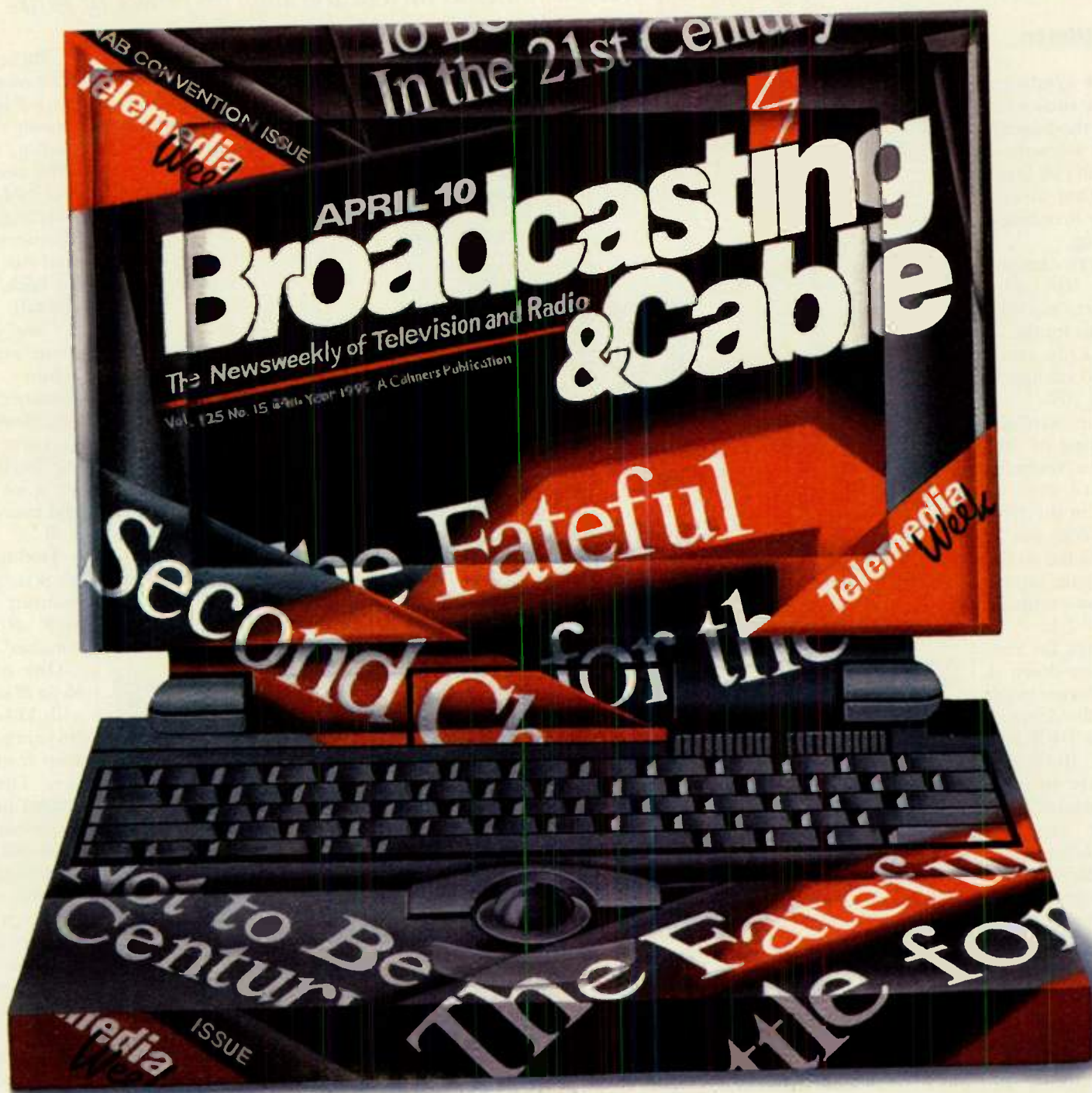
"Like any disaster, you now have the opportunity to rebuild," says Dick Kurlander, VP/director, programming, TV Division, Petry Inc. "The new shows coming out [in the fall] all seem to have promise. They're all going for a different niche; they have an angle and a hook to set them apart."

Moreover, industry leaders say the high failure rate of this season's new shows should not be viewed as a sign that viewers are tired of talk.

"Talk as a genre has never been more popular," says Jim Paratore, president of Time Warner's Telepictures Productions unit.

"The gross ratings points generated by talk shows have grown over the past five years. Whenever you have a phenomenon like that, there are always some growth adjustments that need to be made," Paratore says. "It's just the normal sign of a maturing marketplace." ■

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Kids viewers play hooky in '95

Ratings down sharply for syndicated strips and weeklies; media buyers still high on power of genre

By Cynthia Littleton

Ratings for syndicated children's shows took an across-the-board hit in 1995, a year ushered in by the launch of two broadcast networks that already have made major investments in kids programming.

In year-to-year comparisons of the November sweeps, aggregate national Nielsen AA ratings for the top 10 syndicated kids strips plunged 36%, and ratings for weeklies dropped 26%.

The top 10 strips averaged an aggregate rating of 30.8 among kids 2-11 in November 1994, when there were 17 major kids strips in the first-run marketplace. With just 13 syndicated strips on the air last November, aggregate ratings for the top 10 shows dropped to 19.6 among kids 2-11.

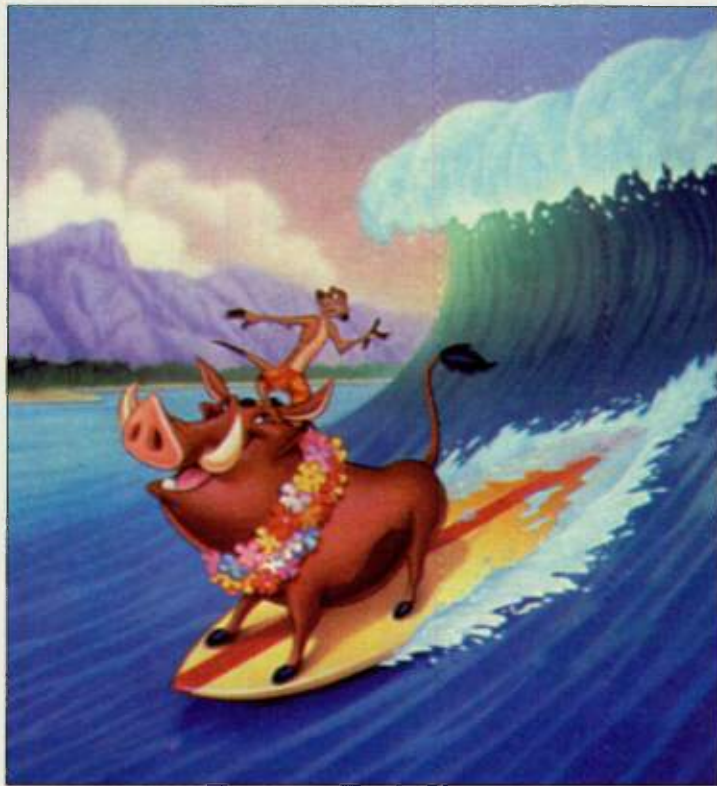
Although ratings for network kids shows are down as well, syndicators blame much of the erosion on the debut of kids blocks from UPN and the WB Network. Both new networks promise to take away more time periods from syndicated fare as they expand their kids blocks during the next two years.

Also, Nickelodeon and other cable networks continue to have a dramatic impact on children's viewing habits.

"Kids aren't loyal," says Dick Kurlander, vice president and director of programming for Petry Television. "Kids don't get hung up on channels and numbers—they go to the program. Clearly, the better shows are on Fox, UPN and the WB." Or as one general manager recently put it: "Nothing hurts worse than watching my 7-year-old laugh her head off at Nickelodeon every morning."

In spite of the declining ratings, one veteran media buyer predicts that syndicated kids shows won't have trouble attracting ad dollars in 1996. With network kids ratings also dipping, advertisers targeting kids likely will spend more money with more shows just to maintain the same reach that they had in 1995.

But on the supply side, declining ratings have cast doubt on the long-term viability of the first-run kids business for smaller players as the big players stake out larger chunks of a tight market.



Among the high-flying kids shows are 'Timon & Pumbaa' (above) and 'WMAC Masters'

Buena Vista Television already markets the two-hour Disney Afternoon block as an ad hoc network, but even Disney is feeling the pinch from the success of the WB Network's *Kids WB!* hour strip, which will expand to two hours in 1997.

Saban Entertainment and Bohbot Entertainment are moving in the same direction by seeking two-year deals with stations and making plans to run their shows under the Saban Network for Kids and Bohbot Kids Network banners.

Others are getting out of the first-run kids business, at least for now.

"There are no good time periods left for kids shows in syndication," says Rick Ungar, president of first-run and animated programming for New World Entertainment, which owns the rights to the Marvel Comics library of characters. Ratings for the weekly Marvel Action Universe block fell off more than 30% last year, when the block expanded from an hour to 90 minutes.

"It's too difficult to piece together good clearances on a market-by-market basis," Ungar says. "Marvel Productions is focusing its efforts on the [Fox] network shows. We'll take a look at syndica-

cyclical," says Rick Pack, president and CEO of Action Media Group. AMG is planning to bring back its animated weekly *Monster Mania* for a second season this fall, even though it averaged just a 1.2 rating with kids 2-11 in November.

"What really helps bring kids to TV is a phenomenon like the [*Teenage Mutant Ninja Turtles*] or the [*Mighty Morphin Power Rangers*]," Pack says. "But it's hard to tell what trends kids are going to latch onto."

Disney had the right formula with its new weekly *Timon & Pumbaa*, a TV spin-off of its 1994 theatrical blockbuster "The Lion King." *Timon & Pumbaa* was the highest-rated new children's show of the November sweeps, posting a 4.3 among kids 2-11, a 4.8 with boys 2-

Turner Program Services' *The New Adventures of Captain Planet* ranked second among the weeklies with a 2.8 rating, which still marked a 26% decline over its November '94 average. The long-running show about an environmentally aware superhero and his teenage helpers will be back for a sixth season in the fall.

"We've got close to the same station lineup we had when the show was launched," says Susan Grant, president of TPS, the syndication arm of Turner Broadcasting System. "Every year we get a lot of new competition, and every year the show does well."

Tied for third place among weeklies in November were Summit Media's *Mega Man* and Bohbot's weekend *Amazin' Adventures* block.

One of 1994's new hits, *Mega Man* averaged a 2 rating with kids 2-11 in its second November sweeps, a 29% drop from its year-ago average. The show has been cleared in more than 50% of the country to return as a strip in the fall.

Summit also scored with its new live-action entry *WMAC Masters*, a martial arts competition hosted by Shannon Lee, daughter of the legendary Bruce Lee. *WMAC Masters*, also cleared for a second year in more than half the country, averaged a 1.6 with kids 2-11 in November and pulled in a 2.8 with boys 6-11.

"Martial arts is one of the hottest trends out there for kids," thanks to the *Mighty Morphin Power Rangers* phenomenon, says Shelly Hirsch, president and CEO of Summit Media. "*WMAC Masters* has done well with kids and stations because it's a show full of action but without violence."

Bohbot's *Amazin' Adventures I* two-hour weekend block fared better than most returning shows in November, dipping just 5% over its year-ago average with kids 2-11. Demo ratings for the block fell slightly with boys but increased with girls, reflecting Bohbot's effort to target girls with such shows as *Princess Gwenevere and the Jewel Riders*.

Amazin' Adventures will return this fall as *Amazin' Adventures—The Series*, a



tion again when it makes sense."

Like everything else in the broadcast universe, the threshold of success for kids shows is getting lower and lower. Some smaller syndicators say they're satisfied if a show does better than a 1.5 in key demos, because the real money in kids TV lies in licensing and merchandising deals. But exposure on the airwaves is still key to coming up with a hit toy, although ties with existing toys and video games have helped launch several popular shows in recent years.

"The kids TV market is

11 and a 3.9 with girls 2-11. Not surprisingly, the show will remain part of Disney Afternoon's Monday lineup in the fall.

Disney tapped another one of its hit movies, "Beauty and the Beast," for the lead character in its new FCC-friendly weekly *Disney's Sing Me a Story with Belle*. The show averaged a 1.3 rating with kids 2-11 in November and fared better with girls than with boys. Ratings for Buena Vista's other FCC-friendly weekly, *Bill Nye the Science Guy*, dropped off nearly 40% in November from its year-ago average.

IT TAKES MORNING TALK TO A NEW LEVEL.



half-hour strip featuring 12 shows revolving on a monthly basis. Bohbot's *Action Man*, which generated a 1.1 in November as a stand-alone weekly, will be folded into the new strip in the fall. *Amazin' Adventures* will continue to air this fall as a two-hour weekend block featuring four of the 12 shows in the strip.

Bohbot will not renew its low-rated *Amazin' Adventures II* weekend block. The hour debuted last fall and also featured shows geared to girls 6-11, considered to be the most elusive segment of the overall children's audience and one syndicators were looking to court more aggressively.

Other syndicators' efforts to target girls this season, with shows such as Saban's *Princess Tenko* and the *Guardians of the Magic* and DIC Entertainment's strip *Sailor Moon*, have generated less than 1 national ratings for the season to date with kids 2-11. Still, Saban and DIC officials say the shows will be back in the fall.

By contrast, boys flocked to Claster Television's revival of *G.I. Joe*. The weekly *G.I. Joe: Extreme* garnered a 1.6 aver-



'Bananas in Pajamas' will be back for a second year.

age rating in November and a 2.8 with boys 6-11. The show will return next fall as part of Claster's new action-oriented *ATV* strip.

Claster's *Baby Huey* dipped 38% in its second season, but still took fifth place with a 1.8 in November out of more than 25 kids weeklies in syndica-

tion. Nonetheless, *Baby Huey*, along with Claster's strip *Littlest Pet Shop*, are not expected to return in the fall.

Saban Entertainment's *Creepy Crawlers* has had a tough time in its sophomore year, dropping off 44% in November over its year-ago average with kids 2-11. Saban has renewed the show for a third season.

Ratings for Hearst Entertainment's *Phantom 2040* plunged more than 50% in year-to-year comparisons and will not be brought back in the fall.

Of the remaining half-dozen weeklies that generated sub-1 ratings in November, only Action Media Group's *Madison's Adventures: Growing Up Wild* and New World/Genesis Distribution's *Reality Check* are expected to return for another year.

Among the first-run strips,

shows in the Disney Afternoon block took the top two spots in the November sweeps. *Aladdin* posted an average 3.3 among kids 2-11, a 37% drop from its year-ago average. *Gargoyles*, launched in 1994 as a weekly, garnered a 3.2 in its first November outing as a strip.

Both shows will return in the fall, but a longtime component of the Disney block, *Goof Troop*, will be retired to make room for two new additions, *Duck Daze* and *Mighty Ducks*. November ratings for *Goof Troop* were down 45% from the previous year.

Saban's live-action hit *V.R. Troopers* is a firm go for 1996-97 in spite of a 50% plunge in November-to-November ratings. *V.R. Troopers*, the top-rated strip in November '94, fell to third last November with a 2.7 among kids 2-11. *V.R. Troopers* and *Gargoyles* were in a dead heat in the race for the coveted boys 6-11 audience with a 3.9 rating each.

Coming in fourth last November was another Disney Afternoon show, *Bonkers*, with an average 2.1 rating. That marked a 38% drop-off from its year-ago showing.

Bohbot's *Mighty Max* tied

Goof Troop for fifth, with a 1.8. *Mighty Max*, which dropped off 30% over its year-ago average, will be folded into Bohbot's *Amazin' Adventures—The Series* strip in the fall.

In mining the vast Hanna-Barbera library of cartoons, Turner Program Services did better last November with its *Flintstones* strip than it did in November '94 with *Scooby Doo Mysteries*. With a 1.1 rating among kids 2-11, *The Flintstones* outperformed *Scooby Doo* by 38% and will be back for another year in the fall.

Sachs Family Entertainment introduced two Australian-produced strips into the U.S. market last fall: the live-action *Bananas in Pajamas* and the animated *Blinky Bill*. In November *Blinky Bill* pulled in a 0.9 with kids 2-11 and *Bananas in Pajamas* did a 0.7, but only the pajama-clad bananas will come back for a second year.

Two other new strips that didn't crack a 1 rating in November are not expected to return to syndication in the fall: Bohbot's *Highlander: The Animated Series* and Active Entertainment's *Mutant League*. ■

The changing demos of game shows

Syndicators aim for younger audiences, despite success of older-skewing 'Wheel' and 'Jeopardy!'

By Steve McClellan

Heading into its 14th year on the air, *Wheel of Fortune* remains syndication's top-rated series based on household ratings. That record confounds conventional wisdom, which says the show's popularity should have faded years ago and been canceled.

The same wisdom holds true for its companion in many prime time access time periods, *Jeopardy!*, which has been around almost as long—it was launched in 1984, the year after *Wheel* debuted.

But the audience profiles of both shows have aged dramatically, prompting the most aggressive game show development activity in five years. Competing syndicators, including Tribune, All American and possibly Buena Vista Television and Columbia Tri-Star Domestic Distribution, see an opening to deliver shows to the younger audiences that are more appealing to advertisers. Even *Wheel* and *Jeopardy!* distributor King World has a new game show in development (*Planet Hollywood Squares*) for 1996 or '97.

Earlier this year, King World began extracting an extra 30-second barter spot daily from both *Wheel* and *Jeopardy!*, bumping the daily barter load for each to 90-seconds.

The extra spot has enabled both programs to show sizable gains in national advertising sales. For the 12 months ended Oct. 31, 1995, *Wheel* generated \$44.2 million in national advertising, up almost 36% from the prior year, according to Competitive Media Reports, New York. CMR reported that *Jeopardy!* generated \$34.5 million in national advertis-



Even though its audience is aging, 'Jeopardy!' remains a moneymaker.

ing for the 12 months ended Oct. 31, 1995, up 21% from the previous year.

"It's not like people are walking away and saying they're not advertising because the shows are dying—it's their audience that's dying," says John Mandel, senior vice president and director of national broadcast, Grey Advertising, of the two King World-distributed game shows.

As a result, advertisers pay lower cost-per-thousand-unit rates for the shows now than several years ago. And they pay lower CPM rates for *Wheel* and *Jeopardy!* than they do for competing shows that have younger audience profiles. "The shows skew very old and they [KWP] get hurt when they have to compete for 18-49 and 25-54 money. There aren't many advertisers who want to reach the 55-plus audience," says Mandel.

In November, *Wheel* commanded a whopping 43 share among persons 55-plus, according to the local market Nielsen books. But its share of women 18-34 was just 15% and its share of men in the same age group was a mere 12%.

Jeopardy! skews almost as old. In November it had a 35 share among persons 55-plus, versus a 15 share among women 18-34 and a 12 share among men 18-34.

Sitcoms beat the game shows handily in the younger adult demos. *Home Improvement*, *Seinfeld*, *Simpsons* and *Roseanne*, among other sitcoms, beat the two game shows in both men and women 18-34 in access.

While the two game shows have an eroding household base (both were down 10% in household share in November 1995) and are skewing much older, neither is going away soon. They've both been renewed through the 1998-99 season.

And it hasn't been easy to launch a new game in the 1990s. Major failures include the Mark Goodson-Paramount attempt at a new and improved *Price Is Right* last season. It was aimed at younger adults who stayed away in droves and the show was canceled.

Two years earlier, Carsey-Werner and Bill Cosby tried a remake of *You Bet Your Life*. It, too, failed. Two years before that, five new game shows were launched in the 1990-91 season, including *Tic Tac Dough*, *Joker's Wild*, *Challengers*, *Trump Card* and *Quiz Kid's Challenge*. None returned for a second season. ■

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FILM PACKAGES:

Still selling after all these years

While demand has diminished, new movies and creative marketing plans keep selling material

By Jim McConville

While the success of action hours and growth of new broadcast networks has helped shrink the movie syndication market to a fraction of its former size, major Hollywood studios and smaller independent distributors contend there's still a viable—albeit modest—market for selling syndicated product.

Syndication shrinkage comes partially from the launch of the Fox Network in 1986 and networks by Warner Brothers and Paramount two years ago. All three movie studios now release fewer films to syndication, saving them for their own networks. In addition, many Fox, UPN and WB affiliates prior to their network association were independent stations and prime syndicated movie buyers.

"There's no screaming need for a large package," says Dan Greenblatt, senior vice president, general sales manager, Warner Brothers Domestic Television Distribution. "It's a fraction of what it once was. We [Warner Bros.] do it more out of tradition and to continue our station relationship, and [because] we have a lot of titles."

"The [syndication] marketplace is quite bad," says Mort Marcus, president of Buena Vista Television. "It's a fairly tight market because everyone is aligned with some network. With Fox now programming seven nights and UPN and Warner Brother taking more nights, it becomes a real problem."

"There's been a real shrinkage of time periods available from the stations," says Michael Weiser, ACI executive vice president. "Back in the days when there was no Fox network and no prime time action hour business, there were two to three stations in every market that ran movies in prime time at least five nights a week. Everybody got their movies sold."

But, Weiser says, TV stations that used to have 10 movie slots a week may now have two. "Today there are fewer companies distributing them and fewer buyers. It's a supply and demand situation. The programs that are going to get bought are only the real good ones."

Michael Russo, executive vice president of domestic television, ITC Entertainment, says syndication now is usually a "second tier player to network, pay cable and sometimes basic cable, depending on the feature. You have to very carefully plan a release pattern for your movies in syndication as you look at the landscape of pay cable, pay-per-view, basic cable and network."

As a consequence, major studios are bringing fewer packages to market. Buena Vista this year will bring out Buena Vista3, a 75-title barter package—an industry record. Titles in Buena Vista3 include: "The Crying Game," "Ed Wood," "The Crow," "Bullets Over Broadway" and "When A Man Loves A Woman."



'Kingfish' is part of Turner Pictures IV: The Legends.

The last Buena Vista package in 1991 had 50 titles. "It's been a while since we brought one out, so we've had a backlog," says Buena Vista's Marcus.

The package offers stations a one-month window with two plays. Pictures get second barter run one-to-two years later. The package, which runs from 1997 past 2000, has been cleared in more than 50% of the country's major markets.

Others offering syndication packages this year include Paramount Television, which will release a 20-title, all-cash package, details of which will be released at NAPTE. Last year Paramount released three barter packages: Paramount Plus2, Paramount Family Theater and Paramount Collector's Edition.

Twentieth Century Fox is slated to offer three movie packages: Century 16, Century 17 and Fox Hollywood Theater.

Turner Program Services is offering Turner Pictures IV: The Legends, a barter package of 24 original made-for-TV movies produced for TNT. The package has a two-year exhibition window, then the movies will air on Turner's WTBS(TV) Atlanta. Turner Picture IV titles include: *Conagher*, *Avenging Angel*, *Heidi Chronicles*, *Jacob*, *Kingfish* and *Riders Of the Purple Sage*.

Second-tier syndicators supply TV stations with smaller packages of made-fors and non-box office hits for smaller dollars.

ITC Entertainment's Russo says smaller distributors still get calls from stations for lesser known second-tier packages: "Even with the addition of

new networks Warner Bros., UPN and Fox, we still find that there is value for certain movies in certain dayparts on all of the different affiliates."

Russo says such second-tier packages allow network affiliates to air movies without a major investment in money or schedule time. Among ITC's clients are ABC affiliates that run movies after *Nightline* and ABC and CBS affiliates that run movies after late night programming on weekends.

"Some stations feel comfortable keeping such a package in inventory to fill out some time periods or if they're on 24-hours," says Russo. "It's a series of short-term obligations; they don't have to buy a movie and put it on their books, have six runs over four years and own a hard asset."

ITC is offering Movie Of The Month Network V, a follow-up package to last year's Network IV. The 12-title barter package of theatrical movies and made-fors has a one-month syndication window. MOM V starts in March, replacing MOM IV. MOM V has approximately 70% clearance across the country and has been purchased by CapCities/ABC O&Os in New York and Los Angeles and WGN-TV Chicago.

ACI, a consortium of MTM production companies started three years ago, offers syndication packages of made-fors. ACI is clearing two new 12-titles packages: Film Leader 4, a barter package cleared in eight of the top 10 markets, and Encore 3, a cash package. Both become available in September. Film Leader 4, a one-year package, offers a three-week exhibition window; Encore 3 offers four runs over 4 1/2 years.

ACI's Weiser says the two packages have been cleared in approximately 90% of the country including WABC-TV New York, KABC-TV Los Angeles, WBBM-TV Chicago and WPVI-TV Philadelphia. "We've been doing that consistently for the last four years," Weiser says.

Weiser says ACI's made-for packages usually sell well because its titles are fresh, made in the last few years.

All American Television is offering two syndication packages: All American Feature Theater V, a barter package of 12 films available in January 1997, and All American Theater, a barter package of six family-oriented films for sale this year.

Hearst Entertainment is offering Marquee VI which includes 14 made-fors are offered on a 10 minute national/14 minute local barter basis.

Independent movie producer and syndicator PM Entertainment Group is slated to offer City Heat III, a 15-film barter package of made-fors in the action/adventure genre. The package will be distributed at NAPTE by JCS Syndication Services.

Many stations have cut into the timeslots available to syndicators of movie packages by running action hour shows. But one syndicator contends that some stations have started to back away from action hours: "It's more of a trickle, but it's starting to happen," says Russo. "A lot of the hour action shows have a barter split that favors the distributor because of the cost of producing these shows. And they're not delivering to the extent that they need to be, so the stations are bowing out."

Weakening syndication demand, say some studio executives, has pushed distributors to come up with more creative ways to market movie packages. "There's a lot of creativity going on the distribution side to maximize the revenue that you can pull out of a feature package," says Joe Berman, senior vice president, Paramount Television. "Movies are getting cycled between [broadcast and cable] windows very aggressively and very quickly."

Despite market shrinkage, most executives maintain there will be a continued—albeit small—demand for syndicated film product. Says Buena Vista's Marcus: "Stations need them on weekends, they need them in some prime time and late fringe; they do need movies." ■

NATPE on a record roll in Vegas



All-time-high attendance, exhibitors and floor space expected at next week's show

By Cynthia Littleton

Awave of consolidation may have hit the television business last year, but the industry's premier showcase for new product is expanding.

Record crowds are expected in Las Vegas next week for NATPE International's 33rd annual conference and exhibition. NATPE organizers say the growth reflects the industry's embrace of diversification, internationalization and new media.

Some 18,000 people are expected to attend the trade show at the Sands Expo Center and conference held in the nearby Mirage Hotel. Last week, registration for the four-day convention, to be held Jan. 22-25, was roughly 13% ahead of last year's all-time attendance high of 15,750. The number of exhibitors has climbed to 595, up 21% from 1995.

The double-digit increase in NATPE exhibitors has led to a double-digit increase in floor space for the show, which will cover 393,000 square feet, up 12% from last year's high of 349,000 square feet.

NATPE officials credit much of the growth to a sharp increase in partici-

pation by cable networks such as USA Networks, which will make its NATPE debut next week. Other cable networks are in an expansion mode: Discovery Communications has increased its spread from 200 square feet last year to 2,500 square feet this year; the CMT/TNN display has swelled to 4,200 square feet, up from 1,600 in 1995.

The success of new entertainment ventures also has been good to NATPE. Maxam Entertainment, a first-time exhibitor in 1995, has boosted its share of the floor to 5,600 square feet, up from 2,000 square feet last year.

The number of foreign companies taking part in the convention jumped from 160 in 1995 to 214 this year—a 34% increase fueled by new players in the market and an improving economic climate in Western Europe.

Russia and Spain will host their own pavilions in the international area for the first time, while the French and Italian pavilions have grown significantly. Britain's NATPE pavilion will more than triple its size with 39 participating companies, compared with 11 last year.

A new addition to the exhibition this year will be a pavilion dedicated to animation. Top animation studios such as Hanna-Barbera, Film Roman and Sunbow Entertainment are among the 32 participating companies.

Animation "is a vital segment of the television business...and there is tremendous value for buyers and sellers in having these companies grouped together," says Nick Orfanopoulos, NATPE's senior vice president of conferences and special events.

On the conference side, the annual NATPE gathering has taken on added significance in recent years as a closely watched forum for discussion and debate among TV industry leaders.

"These are very exciting times in a high-stakes business," says Bruce Johansen, president and COO of NATPE. "The television business has seen massive reconfigurations of ownership, significant regulatory developments and an ongoing game of musical chairs in the executive suites."

By any measure, 1995 was a tumultuous year for the industry. NATPE's 90-minute general sessions on Tuesday, Wednesday and Thursday morn-

ings are designed to help attendees figure out what's in store for 1996. Those sessions are followed at 10 a.m. by a variety of panel discussions, some concurrent.

Down the street at the Sands, exhibition hours run from 10 a.m. to 6:30 p.m. on Tuesday and Thursday and 10-6 on Wednesday. Shuttles will run between the convention locations and the official NATPE hotels.

Although there are some sessions Monday, the first general session is scheduled for 8:30 a.m. Tuesday, with a panel featuring the presidents of the entertainment divisions of the seven U.S. broadcast networks.

Former Disney TV chief Richard Frank, now chairman and CEO of Comcast Cable's new programming arm C3, will moderate "The Network Players" session in the Mirage Grand Ballroom with Garth Ancier of the WB Network, Ted Harbert of ABC, Warren Littlefield of NBC, John Matoian of Fox, Leslie Moonves of CBS, Kathy Quattrone of PBS and Mike Sullivan of UPN.

Thomas S. Murphy, chairman and CEO of Capital Cities/ABC Inc., will receive the NATPE Lifetime Achieve-

ment Award during the session.

Wednesday leads off at 8:30 a.m. in the Mirage Grand Ballroom with the major address from Edgar Bronfman Jr., president and CEO of the Seagram Co., which acquired 80% of MCA/Universal Inc. last April. Kay Koplovitz, chairwoman and CEO of USA Networks, will receive the NATPE Chairman's Award during the session, the first woman so honored.

Thursday's general session will bring top TV producers to the Mirage Grand Ballroom at 8:30 a.m. to discuss the importance of programming in an age of mega-mergers and start-up networks.

Veteran producer Dick Clark will moderate the "Content is King" session with Steven Bochco, Marcy Carsey, Diane English, Ken Kaufman, Joel Shukovsky, Tom Werner and Dick Wolf. The National Geographic Society will be presented with the NATPE Educational Foundation Awards, to be accepted by the society's president and chairman, Gilbert M. Grosvenor.

Before the buying and selling gets under way Tuesday morning, NATPE first-timers might want to take notes on the "Newcomer's Guide to NATPE" session moderated by MTM Television's Chuck Larsen on Monday at 3 p.m. in Mirage I/J.

Other sessions planned for Monday are:

- "View From Washington," moderated by NBC News' Brian Williams at 2 p.m. in Mirage M/N. FCC commissioners Andrew Barrett, Rachelle Chong, Susan Ness and others will examine regulatory issues.

- "Get Ready for Digital Television," moderated by Maximum Ser-



vice Television's Margita White, at 3 p.m. in Mirage M/N.

- "How to Do Business with the U.S.," moderated by Ted Riley, president of Atlantis Releasing, at 4:30 p.m. in Mirage I/J.

Also Monday, winners and nominees of the NATPE Iris Awards will share ideas on producing quality local programming at 4:30 p.m. in Mirage M/N. At 6 p.m., Discovery Communications will host a welcoming reception at the Flamingo Hilton Hotel.

The panel sessions set for Tuesday, Wednesday and Thursday will delve

into everything from the arcane details of music licensing law to making the most of cross-border competition among international satellite services.

Sessions covering regulatory/legal issues include:

- "Children's Programming: The Quest for Standards," moderated by Brooke Bailey Johnson of A&E Network, Tuesday at 10 a.m. in Mirage K/N.

- "Minority Employment in the Media," moderated by talk show host Geraldo Rivera, Wednesday at 10 a.m.

in Mirage K/N.

- "Per Program Music License: Make It Pay," moderated by Rod Rightmire of Indiana University, Wednesday at 11:30 a.m. in Montego A/B.

Sessions devoted to sales and marketing include:

- "Hit or Miss," a look at creative promotions of the last year and moderated by Promax International's chief Jim Chabin, Tuesday at 10 a.m. in Montego A/B.

- "Gaining a Competitive Edge and Making Money with Local Programming," moderated by Allbritton Television Productions' Jane Cohen, Wednesday at 10 a.m. in Montego A/B.

- "The Branding Bug," moderated by Steve Sohmer of Steve Sohmer Inc., Thursday at 10 a.m. in Mirage I/J.

- "Advertiser & Programming Alliances," moderated by Ed Erhardt of Advertising Age, Thursday at 10 a.m. in Montego A/B.

- "Licensing and Merchandising: Is the Tail Wagging the Dog," moderated by Danny Simon of The Licensing Group, Thursday at 11:30 a.m. in Montego A/B.

Sessions focusing on the international marketplace include:

- "Competition in the Sky," centering on satellite services, moderated by King World International's Fred Cohen and E! Entertainment Television's Chris Fager, Tuesday at 10 a.m. in Mirage I/J.

- "The Global Media," moderated by Norman Vale of the International Advertising Association, Wednesday at 10 a.m. in Mirage I/J.

- "The Global Sports Wars," moderated by Robin Roberts of ESPN/ABC Sports, Thursday at 10 a.m. in Mirage K/N.

A four-day gathering of TV industry movers and shakers would hardly be complete without some discussion of the Internet and infomercials.

Lucy Hood of News Corp./MCI Online will moderate "http: www — Media's Trendy New Address," Tuesday at 11:30 a.m. in Mirage I/J. The International Interactive Communications Society will sponsor a session with winners of the society's awards for excellence in multimedia programs, Wednesday at 11:30 a.m. in Mirage K/N.

"The Infomercial All-Stars: Show and Tell" will take place Wednesday at 11:30 a.m. in Mirage I/J, moderated by Patt Finn of In-Finn-It.

Early risers can take in a series of informal "Coffee With..." meetings with leading TV producers at 7 a.m. in Montego A/B. Tuesday's guests are Marcy Carsey and Tom Werner, Wednesday serves up Suzanne de Passe and Thursday offers Steven Bochco.

Night owls can stay up for the "NATPE at Nite" sessions, held Monday, Tuesday and Wednesday at 9 p.m. in Mirage I. Topics range from how to package a TV show to a look at "Sex, Cyberspace and TV" with talk show host Jerry Springer. ■

INTV considers name change

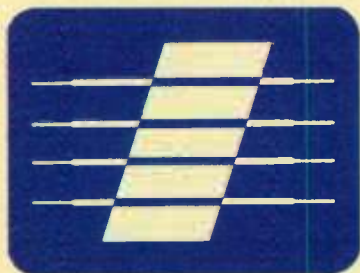
With only handful of pure independents left unaffiliated with new and emerging networks, association looks at new directions

By Christopher Stern

If the current trend continues, the Association of Independent Television Stations may change its name to the Emerging Network Television Association.

The name change, which the Washington-based trade group is considering, would reflect changes in INTV membership. No more than seven members are pure independents—unaffiliated with Fox, WB or UPN—according to INTV President Jim Hedlund. (Although Fox's owned-and-operated stations dropped out of INTV several years ago, some of its affiliates still are members.)

Although the number of independent television stations is declining, Hedlund says INTV's membership this year is up by 10%, to more than 130 stations. Many new members are stations that recently have



Independent
Television

signed with the WB and UPN networks, he says.

The UPN network last month became an associate member of INTV, which is working on a similar deal with the WB network. And the trade group has not ruled out signing low-power television stations as emerging networks sign them as

affiliates.

In recognition of changing times, INTV will issue its first comprehensive member survey since the association was founded in 1972. The survey is the first item on the agenda at the association's convention, to be held Jan. 21-22 at the Mirage hotel in Las Vegas in conjunction with the NATPE International convention. Hedlund says an independent company is conducting the long-overdue survey. Its purpose is to give INTV an indication of members' needs.

Although INTV will be addressing potential organizational changes, its conference will not ignore programming. New World Entertainment Chairman Brandon Tartikoff will speak, along with producer Steven Bochco. Keynoter is Rich Frank, the former Disney executive who now heads Comcast's new programming arm. ■

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	Rank	GAA%	Rank	GAA%	Rank	GAA%
ROSEANNE	1	4.9	1	4.1	1	3.8
The Simpsons	2	4.8	2	3.8	2	3.4
Fresh Prince of Bel Air	3	4.2	3	3.4	3	3.0
Married with Children	4	3.0	4	2.5	4	2.3
Cops	5	2.4	5	2.3	5	2.3
Coach	6	2.0	6	1.8	6	1.8

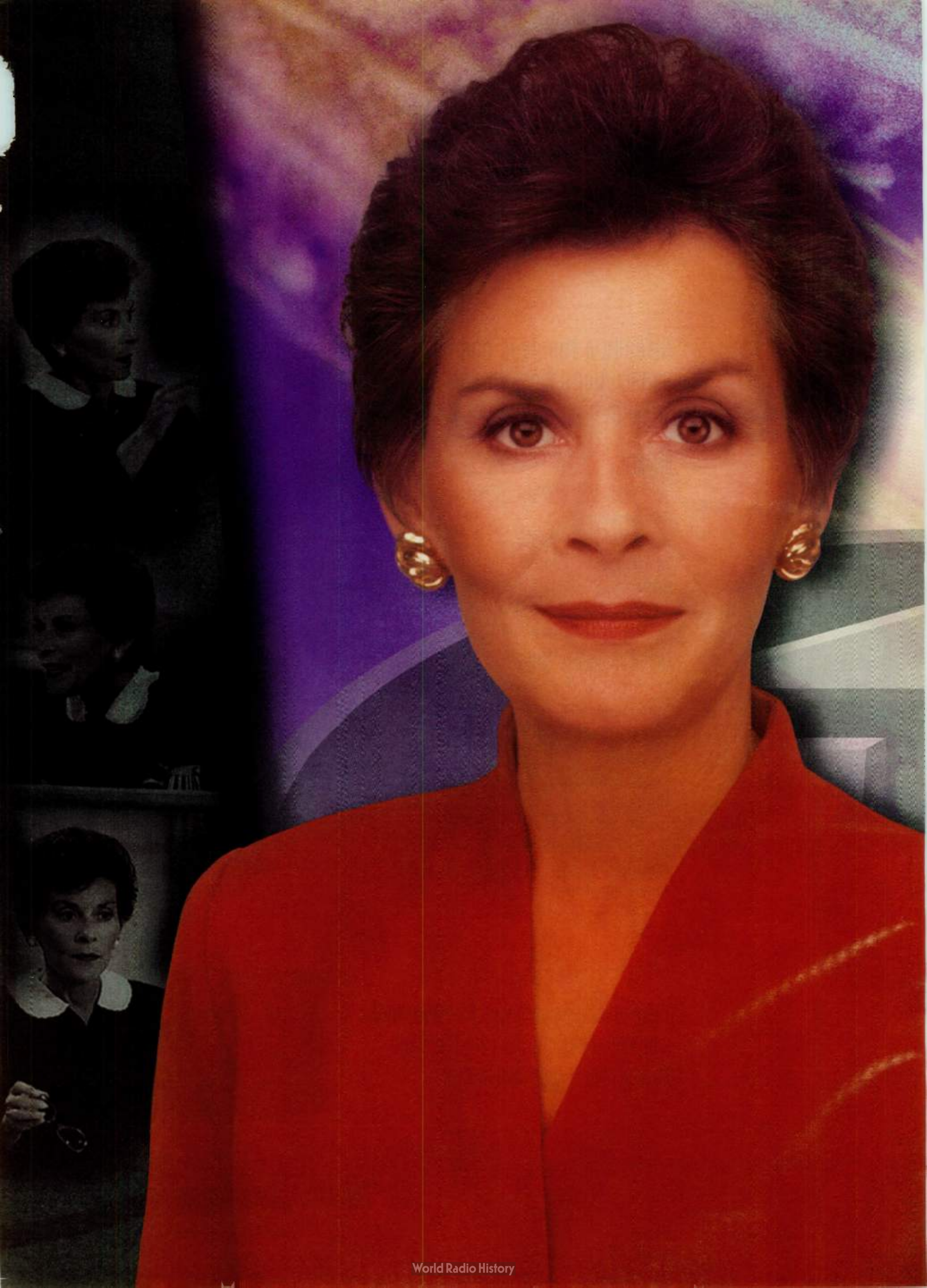
First-Run Access Strips	W18-34		W18-49		W25-54	
	Rank	GAA%	Rank	GAA%	Rank	GAA%
ROSEANNE	1	4.9	2	4.1	4	3.8
Entertainment Tonight	2	3.3	2	4.1	3	4.6
Wheel of Fortune	3	3.2	1	4.5	1	5.6
Jeopardy	4	2.8	4	3.9	2	4.9
Inside Edition	5	2.3	5	3.0	5	3.3
Hard Copy	5	2.3	6	2.6	6	2.9
Extra	7	2.0	8	2.0	8	2.2
Real Stories-Hwy Patrol	8	1.9	9	1.9	10	2.0
A Current Affair	9	1.8	7	2.1	7	2.4
American Journal	10	1.7	9	1.9	9	2.1

Source: NTI Dailies Plus; premiere-to-date through 12/17/95 — GAA Ratings.

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to, Carol A. Brokaw, Bettina
Bose, Celeste Panepinto, Dan
Willis, Shelley Lepetich, Cherise
Carroll. Programs: Made-for-TV
movies—*A Case for Life**;
*Almost Golden: The Jessica
Savitch Story**; *Courting Justice**;
*Deadly Love**; *Ebbie**; *Legend of
the Ruby Silver**; *Passion**; *Picture
Perfect**; *She Stood Alone**;
*The Tailhook Scandal**; *Sophie
and the Moonhanger**; *Spring
Fling!**. Series—*The Faculty**.
Specials—1996 *Academy
Awards**; *A Gala for the Presi-
dent at Ford's Theatre**; *Ghosts,
Mediums, Psychics: Put to the
Test**; *Ghosts, Mediums, Psy-
chics: Put to the Test*. Children's
programming—*Madeline**; *Tat-
toed Teenage Alien Fighters
from Beverly Hills**; *What a
Mess**. Afterschool Specials—
*Educating Mom**; *Fast Forward**;
*Long Road Home**; *Magical
Makeover**; *Montana Cross-
roads**; *Notes for My Daughter**;
*Through Thick and Thin**. For
Video Licensing—*Divine Magic:
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Staff: Dr. Peter Popp, Al
Muntean.

Accu-Weather 8530
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lege, PA 16801

Accuracy in Media 6753
4455 Connecticut Ave. NW, Ste.
330 Washington, DC 20008
Staff: Deborah Lambert, Donald
H. Irvine, Jan Hartfeld, Marion
McGowan. Program/Products:
TV Videotape—*The Other Side
of the Story*; T-shirts, books,
newsletters, etc.

ACI/Pearson 8800
6100 Wilshire Blvd. Los Angeles,
CA 90048 or ACI International
Lee House, 109 Hammersmith
Rd. London W14 0QH, England

Staff: Greg Dyke, Jamie Bennett,
Michael Weiser, Brian Harris,
Robert Oswaks, William Lincoln,
Richard Gire, Rod Cartier, Don
Frehe, Lee Rudnick, Michelle
Waxman, David Teteault, Aileen
Leonard, Adrian Howells, Maria
Scarvac, Peter Wagg. Programs:
ACI Domestic—*Scoop
with Sam & Dorothy**; *Filmleader
4**; *Filmleader Encore 3**; *High
Tide*; *Beyond Reality*. ACI Inter-
national: Mini series—*Gone into
the Night**. Telefilms—*The West
Side Waltz**; *Trial by Fire**; *The
Terror Within**; *Sweet Mouthful**;
*Hijacked: Flight 285**; *The Face**;
*Deadly Pursuits**; *A Holiday to
Remember**; *Stolen Innocence**;
*Visitors of the Night**; *The People
Next Door**; *Blessed Assurance**;
*Deadly Family Secrets**; *Ameri-
canski Blues**; *Java Flats**; *Asian
Connection (Road to Mandalay;
Midnight Orchid; Old Flames)**.

Action Media Group 8701
5855 Topanga Canyon Blvd.
Woodland Hills, CA 91367 or 342
Madison Ave., Ste. 1414 New
York, NY 10173 or 625 N. Michi-
gan Ave. Chicago, IL 60611
Staff: Rick Pack, Leonard F.
Materna, Morris McWilliams,
Greg McCallion. Programs:
Bounty Hunters; *The Lottery
Show*; *Illinois Instant Riches*;
Massachusetts Bonus Bonanza;
Florida Flamingo Fortune; *Mys-
tery Science Theatre*; Holiday
Collection; Movie of the Month—
Network V (incl. "American
Dreamer" and "Undefeatable");
Classic Collection III (incl.
"Immortal Combat" and "Killing
Man"). Nature—*The World of
Nature IV**; *Adventures in Sci-
ence/Nova**. Children's—*Ghost
Writer Mysteries**; *Monster
Mania**; *Madison's Adventures
Growing Up Wild III**; *The
Enchanted Tales**.

Active Entertainment 8010, 8050
420 Madison Ave., Ste. 1101
New York, NY 10017 or 1 Blue
Hill Plaza Pearl River, NY 10965
Staff: Adrien Seixas, Craig Stan-
ford, Andy Spitzer, Larry
Frankenbach, Linda McMann,
Sean Deneny, Greg Armand,
Mari Kimura, Bob Taffner, Kathy
Zeissel, Joe Allen, Janine Dud-
kiewitz. Programs: *America's
Dumbest Criminals**; *Otaku
Patrol Group**; *Monster Mania*;
*Skydancer**; *Dragon Flyz**.

Adler Media Inc. 6776
6849 Old Dominion Dr., Ste. 360
McLean, VA 22101
Staff: Larry Adler, Ingrid Enzel-
berger, Steve Abbott. Programs:
*Great Australian Train Jour-
neys**; *The Orient Express**; *Lin-
ers**; *Moonwalkers: The Men of
Apollo**; *Women Space Pio-
neers**; *Apollo 13: The Untold
Story**; *Dr. Sally Ride: A Woman
Space Pioneer**; *Swiss Railway
Journeys*; *British Rail Journeys*;
Great American Rail Journeys;
Elite Fighting Forces; *World of*

Sharks and Barracuda; *Animals
of the Bible**; *New Music Minds**.

ADM-Associated Dutch Media 101
Drienerwolde House PC Hengelo
7552 The Netherlands

Advanced Media Inc. 7500
695 Town Center Dr., Ste. 250
Costa Mesa, CA 92626

Advanced Telecom Services 659
996 Old Eagle School Rd.
Wayne, PA 19087

**Advertiser Syndicated
Television Association 6700**
211 W. 56th St., Ste. 3J New
York, NY 10019 Staff: Tim Dun-
can. Service: Trade Association
for advertiser-supported syndica-
tion.

Agday Television 100

Aidecca 540
Mairtes 13 30 C Madrid 28660,
Spain

Alfred Haber Distribution Inc. 6101
321 Commercial Ave. Palisades
Park, NJ 07650

Staff: Joy Haber, Alfred Haber,
Rachel Nathan, Robert Kennedy,
Ted Bookstaver. Programs: *Wiz-
ard of Oz on Ice**; *José Carreras
Live from Washington, DC**; *TV's
Greatest Performances**; *The
World's Most Dangerous Ani-
mals**; *Boyz II Men at the Alam-
odome**; *Jack Hanna's Gorilla
Quest in Uganda**; *Here Comes
the Bride, There Goes the
Groom**; *World Combat Champi-
onship**; *The Science of Crime**;
*Rudy Coby: The Coolest Magi-
cian on Earth**; *The Secret Of...**;
*The Mysterious Origins of Man**;
*Wow! The World's Most Amazing
Performers**; *Chuppa**; 1996
38th Annual Grammy Awards*;
*The American Music Awards**;
*The Screen Actors Guild
Awards**; 1996 Golden Globe
Awards*;
*Terrors of the Deep**;
Ancient Prophecies; *Jack
Hanna's Animal Adventures**;
*Zoo Life of Jack Hanna**; *Super
Bloopers and New Practical
Jokes**. Specials—*The Ringling
Bros. Circus*; *Circus of the Stars*.
Telefilms—*The Man Upstairs*; *A
Different Affair*; *The Hijacking
of the Achille Lauro*; *The Buddy
Holly Story*; *The Man in the
Santa Claus Suit*.

Alice Entertainment Inc. 6450
2986 Baseline Ave. Santa Ynez,
CA 93460

All America Entertainment Group 6764
331 N. Broad St. Philadelphia,
PA 19107

All American Fremantle Assoc. 2350
57 Jamestown Road London
NW1 7DB, England or 1325 Ave.
of the Americas New York, NY
10019 or 12555 Jefferson Blvd.
Los Angeles, CA 90066
Staff: Larry Lamattina, David
Champaloup, Dinah Grey,
Annette Caggiano, Doug Gluck,
Jennifer Chrein, Jean Huang,
Martin Gálzow, Howard
Huntridge. Programs: *Sinbad**;

*Baywatch Nights**; *The Colony**;
*Vampires**; *Endangered Civilisa-
tions**; *Jellybean Jungle**;
*Charles Shulz Biography**; *Holly-
wood One on One**; *Hollywood's
Magic Night**; *Pac Movie Library**
(10 titles, incl. "Wicked"; "Body
Puzzle"; "Power and Lovers";
"High Risk"); *China Time**;
*Friends Forever**; *74.5 a New
Wave**; game shows (featuring
Beat That!; *Scattergories*; *Have I
Got News for You*; *The Lyrics
Board*; *Get Rich Quick*).

All American Television Inc. 2350
1325 Ave. of the Americas, 6th fl.
New York, NY 10019

Staff: Larry Lamattina, George
Back, Michael Weiden, John
Storrier, Rand Stoll, Joseph J.
Scotti, Joseph Giordano, Marc
Goodman, Louise Perillo,
Richard L. Mann, Ellen Politi,
Bruce Casino, Bill Smither, Don-
ald Barnett, Tom Xenos, Lois Zin-
garetti, Scott Roth, Alicia Rosen-
feld, Fred Norris. Chicago (333
*West Wacker Drive, Ste. 700,
Chicago, IL 60606*)—Phil Peters.
L.A. (808 *Wilshire Blvd., Los
Angeles, CA 90401*)—David
Jacquemin, Michael Weinstein,
Erin Collins; All American TV Pro-
ductions—David Gerber, Jamie
Waldron, Jerry Golod, John
Vinnedge; All American Commu-
nications Inc.—Anthony J. Scotti,
Myron Roth, Thomas Bradshaw,
Syd Vinnedge, Benjamin J. Scot-
ti. Programs: Weekly series—
Baywatch; *Baywatch Christ-
mas Movie*; *Baywatch Nights**; *All
You Need Is Love*; *Sinbad**. Daily
series - *Baywatch: The Strip*; *The
Richard Bey Show*; game shows
. Special—14th Annual Country
Showdown. Features/Pack-
ages—All American Feature
Theatre V (13 titles); All American
Feature Theatre VI (12 titles); All
American Family Theatre (6
titles); It Nearly Wasn't Christ-
mas.

Alliance Communications Corp. 3650

920 Yonge St. Toronto, ON,
Canada M4W 3C7

Staff: Robert Lantos, Victor
Loewy, Todd Leavitt, Steven
DeNure, Rola Zayed, Patrice
Theroux, Michelle Kearney,
Jean-Michel Cisewski, Lisa
Pierce, William Alexander. Pro-
grams: *Once a Thief**; *Beast
Wars**; *Diana Kilmury—The Lady
Is a Teamster**; *The Silken Lau-
mann Story**; *Gridlock**; *Family
of Cops**.

Alpa Media 8051

Alya Productions 8051
3, Avenue du Président Wilson
Paris 75016, France

Amaya Distribution 8051
25, rue du Petit Musc Paris
75004, France

America One Television 246
600 E. Las Colinas Blvd., Ste.
1330 Irving, TX 75039

Staff: Amy Brown, Courtney
Comer, Michelle Kyle, Edward

Pete, Mark Lamberti. Programs:
Introducing the network. Will be
broadcasting program "demo"
reel.

America Video Film S.A. 6773
1156 Raymond Ave., Ste. 106
Glendale, CA 91201

American Cineplex Corp. 209
1905 Victory Blvd., #6 Glendale,
CA 91201

American Film Marketing Assoc. 450
10850 Wilshire Blvd. Los Ange-
les, CA 90024-4321

American Telnet 660
1701 Augustine Cut-off, Ste. 40
Wilmington, DE 19803

Amstel Systems ADI 329
1078 Piedmont Ave., Ste. 200
Atlanta, GA 30309

Animation Magazine 607
28024 Dorothy Dr., Ste. 200
Agoura Hills, CA 91301

Antena 3 Television 7401
Avenida Isla Graciosa s/n S.
Sebastian de los Reyes Madrid
28700, Spain

Staff: Antonio A. Sensio, Eco
Ramos, Sonia Tala-Rewit, J.M.
Lorenzo, Sanchez Gallo, Campo
Vidal, Paloma Garcia. Programs:
Tres Hisos para Mi Solo; *Lluvia
de Estrellas*; *Menudo Show*; *Yo,
una Mujer*.

APA International Film Dist. Inc. 7400
14260 SW 136th St., #16 Miami,
FL 33186

Staff: Rafael Fusaro, Tomas A.
Silva, Maria A. Martinez, Maria E
Ceballos, Jose M Pelaez. Pro-
grams: *Highlander*, *The Animat-
ed Series**; *Scrappers**; *The
B.O.T.S. Master*; *Inspector Gad-
get*; *Mafalda*; *Topo Gigio*;
Coastal Moments; Biography
Series; over 500 feature films.

Apple a Day 260
2775 44th SW, Ste. 190
Wyoming, MI 49509

Applied Information Manag. Inc. 564
98 Cuttermill Rd., Ste. 473N
Great Neck, NY 11021

Staff: David A. Isacowitz, Shari
Neuwirth, Barbara Fulz. Pro-
ducts/Services: Computer sys-
tems/services provider for the
entertainment industry. Under the
Harpoon banner, AIM offers inte-
grated systems that handle:
Advertiser/barter sales; world-
wide distribution licensing; home
video distribution; theatrical distri-
bution; pay television/pay-per-
view; residual payments process-
ing; acquisitions, rights and distri-
bution materials management;
plus television/film industry finan-
cial management. AIM Network
Services planning, implementa-
tion, and support services for net-
worked computer systems.

APT-Associazione Produttori Televisi 3312
Via Romagna Roma 00187, Italy

The Arbitron Co. 3400
9705 Patuxent Woods Dr.

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RICHARD HARRIS • JANE ALEXANDER • SAM WATERSTON • KATHARINE HEPBURN
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Columbia, MD 21046-1572

Argus TV Productions 8415
12100 Wilshire Blvd., #250 Los Angeles, CA 90025

Les Armateurs 613

Arter Argentina 8515
Lima 1261 Buenos Aires, Argentina

Staff: Lucio Pagliaro, Ricardo Anolada, Hugo Di Gugliemo, Jorge E. Vaillant, Walter Sequeira, Silvia Curutchet, Maria Gonzalez M. Programs: *Sheik; Nano; Roller Coaster; Nine Moons; Man's Quest Into Nature; Hola Papi; Antonella; The Diez Family; Love and Friendship; Head of the Household; Macho Men; Cops and Robbers**.

ASI Market Research 6400
101 N. Brand Blvd., 17th fl. Glendale, CA 91203

Associated Television Intl. 6750
650 N. Bronson, Ste. 300 Hollywood, CA 90004

Staff: David McKenzie, Richard Casares, James Romanovich, Glenn Aveni, Steve Webster, Roger Furman, Rich Sagehorn, John Frisz, Gere Patterson, Jim Francis, Mark Roffman, Sarah Leach. Programs: *Visions; Sherlock Holmes: Case of the Temporal Nexus; Contact; Laura McKenzie LIVE!; Miracles; Safari; Masters of Illusion; Mysteries, Magic & Miracles; American Adventurer; The Magic of Christmas; The American Hero Awards; Roller Derby U.S.A.**

Atlantis Films NA
227 Broadway, Ste. 300 Santa Monica, CA 90401
Staff: Peter Sussman, Seaton McLean, Pam Wilson.

Atlantis Releasing Co. 2600
65 Heward Ave. Toronto, ON, Canada M4M 2T5
Staff: Ted Riley, Paulette Beaudry-Klug, Hewon Yang, Marnie Sanderson, Irene Read. Programs: *PSI-Factor; Sinbad.*

Atlas Enterprises Inc. 6771
8383 Wilshire Blvd., Ste. 339 Beverly Hills, CA 90211

Audience Research and Development 6400

Axon Interactive Media Inc. 559
8057 Beverly Dr. Los Angeles, CA

B-4 Productions 7854
1327 W. Washington, Ste. 106 Chicago, IL 60305
Staff: Anna Morris, Jun Mhoon. Programs: *2-4 The Show; Steppin' at Club Seven; Van Lier; Hip Hop Hope.*

Babelsberg Film GmbH 7200
August-Bebel-Strasse 26-53 D-14482 Potsdam, Germany
Staff: Ingrid Windisch, Reinhard Klooss. Programs: *The Ogre; Un Divan Ö New York; Abuzzle! Der Badesalz—Film**.

Badami Productions 369

Bahamas Film & Television Commission 269

Baruch/Bet Entertainment 9700
2213 M St. NW, Ste. 300 Wash-

ington, DC 20037

Staff: Ed Baruch, Steve Smallwood, Valerie Cooley, Angie Wilson. Programs: Mini series: *Shark Terror*. Features/Packages: *African Heritage Network Movie-of-the-Month; African Heritage Prime-Time Movie Network**. Series: *America's Black Forum; IMPACT**. Specials/African-American: *America's Black Forum Black History Year-in-Review Special; America's Black Forum 1996 Election Year Special; Black Olympians: A Golden Legacy; By River, By Rail; Heroes: A Triumph of Spirit; Martin Luther King Jr.: The March to Freedom; Miss Collegiate African-American Pageant; Quest for Freedom: The Harriet Tubman Story; STOMP; Success Through Education: A Salute to Black Achievement; Success Through Education: A Salute to Black Achievers; The Gift of Kwanzaa; The Hollywood Hip-Hop Hall of Fame Awards; The Source of Hip-Hop Music Awards; 'Til Earth and Heaven Ring: A History in Harmony of the Black Chorus in America**. Specials/Hispanic-American: *Hispanic Heritage Awards; Hispanic Heritage Cinema Celebration; Hispanic Heritage Film Project; Quest for Empowerment; Success Through Education: A Salute to Hispanic Achievers; Success Through Education: A Salute to Hispanic Excellence; The Caesar Chavez Story*. Inserts—*The Produce Corner with Bob Corey.*

Bavaria Film GmbH 7200
Bavariafilmplatz 7 D-82031 Gieselgasteig, Germany
Staff: Rosemarie Dermühl. Programs: *Charlie & Louise; Rennschwein Rudi Rüssel; Schtonk!; Das Schwein—Eine Deutsche Karriere; Die Partner**.

BBC Worldwide Americas 351
747 Third Ave. New York, NY 10017

Staff: Sarah Frank, Eileen Opatut, Eve Krzyanowski, Rick Siggelkow, Emilia Giammarella, Mayra B. Brager. Programs: *Absolutely Fabulous; Animals of Farthing Wood; The Private Lives of Plants; Police Rescue.*

BCMPA 518
1622 W. 7th Ave. Vancouver, BC, Canada V6J 1S5

Beckmann Communications 340
Meadow Court, West St. Ramsey, Isle of Man IM8 IAE British Isles
Staff: Stuart Semark, AmyAnne Carden, Jo White. Programs: *Music Maestro; Emerson, Lake and Palmer—Live at the Albert Hall; Children's Cartoon Library; Best of Rallying in the '80s**.

Bellatrix "900 Services" 632

BET Productions Inc. 470

Beyond Distribution 7425
53-55 Brisbane St. Surry Hills, Sydney 2010, Australia
Staff: Mikael Borglund, Marena Manzoufas, Torouil MacNeal. Programs: *Heaven's Breath; PlasmO; Halifax f.p.*; Fire; A New World**.

Big Ticket Television 2900
5700 Wilshire Blvd., Ste. 478 Los Angeles, CA 90036
Staff: Larry Little, Bill Sanders, Ellen Douglas, Amy Slaughter-Allen.

BizNet/U.S. Chamber of Commerce 4375
1615 H St. NW Washington, DC 20062

Staff: Robert Adams, Darice Colbert, Merge Comer, Carl Grant, Vanessa Potts, Suzanne Cobb, Frank Allen Philpot. Programs: *First Business; It's Your Business.*

BKS/Bates Entertainment 7550/7625
405 Lexington Ave. New York, NY 10174

Staff: Bob Silberberg, Len Koch, Tony Brown, Nina Koch Miller, Harvey Reinstein, Bruce Genter, Marjorie Eilertsen, Jared Elish. Programs: Entertainment—*American Wrestling Federation (Warriors of Wrestling); Fishing Fever; All Star Football*. Magazine/Talk—*Better Than Ever with Jane Powell; Edenquest*. Specials - *Story of a People; 24/7; This Is Christmas; Lassie Unleashed*. Movies—"The Man Upstairs"; Pure Gold I (15 movie titles); Swords and Sandals (13 action/adventure movies).

Blackbird Productions 445
535 Kings Rd. London SW10 0SZ, England

Blair Television 4450
1290 Ave. of the Americas New York, NY 10104

Staff: Tim McAuliff, Floyd Geline, Leo MacCourtney Jr., Jack Poor, Jim Murtagh, Bob Saracen, Nancy Dodson, Lou Dennig, Garnett Losak, Dale Kendall-Browne, Marsha Garelick, James Dean, Bill Gods, Ed Johnson. Service: Television rep. firm.

Blondes Have More Fun Productions 5855
9470 Wilshire Blvd. Beverly Hills, CA 90212

Staff: John Gebbia, Gloria Gebbia, Toni Holt Kramer, Ruta Lee, Tony Campo.

Bloomberg Television 3421
499 Park Ave. New York, NY 10022

Staff: Emilia Fazzalari, Tim Donovan, Frank Traynor, Kathleen McGhee, Neal Cortell. Programs: *Bloomberg Small Business; Bloomberg Personal Finance; Bloomberg Information Television; Bloomberg Business News; Bloomberg Business Reports (Inserts).*

BLT Productions Ltd. 518
2339 Columbia St., 3rd fl. Vancouver, BC, Canada V5A 343

Blum Group Inc. 7301

Bohbot Entertainment Inc 9601
41 Madison Ave. New York, NY 10010

Staff: Allen Bohbot, Ralph Sorrentino, John Hess, Kaaren Lee Brown, Vic Zimmerman, Nadia Nardonnet, Leslie Nelson, Ellen Echelman, Veronique Angelino, Tom Akers, Paul Schriber, Ron Garfield, Dave Fry. Programs: *Amazin' Adventures (incl. Captain Simian & The Space Monkeys); Skysurfer Strike Force,*

Street Sharks, Princess Gwendewere and the Jewel Riders; Pocket Dragon Adventures; Amazin' Adventures Sunday; The Mask; Toys "R" Us Family Theatre.

Boing! Entertainment 518
Ground fl., 509 Richards Vancouver, BC, Canada V6B 2Z6

The Box Worldwide 360
10635 Santa Monica Blvd., Ste. 305 Los Angeles, CA 90025 or Video Jukebox Network Inc. 1221 Collins Ave. Miami Beach, FL 33139

Staff: Alan McGlade, Gino Natalicchio, John Figueroa, Scott Bonn, Nina Boski, George Jostlin, Mishka Harnden, Warren Reaves. Programs: *The Box; The Box Video Music Hour.*

BoxTop International Hard Rock Hotel

9014 Melrose Ave. Los Angeles, CA 90069

Staff: Kevin Wall, David Wyler, Tom Oksner. Programs: *Rolling Stones Stripped; Sinatra: 80 Years My Way; Planet Hollywood Comes Home; c/net central; Gallup—Extreme Magic.*

Braerly Realty Ltd. 634
Mojairstoe Haigway Moscow, Russia

Bravo! (Canada's NewStyleArtsChannel) 430
(See ChumCity International)

B.R.B. International S.A. 8200
Autovia Fuencarral-Alcobendas Madrid 28049, Spain

Staff: Claudio Biern Boyd, Ignacio Orive, Ursula Noeth. Programs: *Willy Fog 2; Willy Fog 3; Mort & Phil; Teo; The Mozart Band; The Gnomes Great Adventure; Dogtanian and the Three Musketeers Special; One for All and All for One—The TV Movie; Sandokan—The TV Movie; Final Romance; The Young Picasso; Uptown; 3 Stars/Exit/Slastic/Choof!; Mediterranean; The Vanishing Past; Devil's Island; Manoa; Nobody at Home.*

Brimstone Entertainment 654
9465 Wilshire Blvd., Ste. 525 Beverly Hills, CA 90212

BRITE—British Independent Television Enterprises 6510 The London Television Centre, Upper Ground London SE1 9LT, England
Staff: Bruce Gyngell, Nadine Nohr, Suzie Giblin, John Norman. Programs: *The One That Got Away; Catherine Cookson's "The Girl"; Catherine Cookson's "The Tide of Life"; Deep Secrets; Governor II; Network First: Guys as Dolls; The Place of the Dead.*

Broadcast/TV-World/Screen Intl. 7405

33-39 Bowling Green Lane London EC1R 0DA, England
Staff: Mike Jones, Claire Atkinson, Jill Jones, Victoria Amsdon, Steve Buckley, Jon Baker, Jane Millichip, Jane Dockery, Debra Ladner-Fink. Products: Magazines—Broadcast; *Screen International (weeklies); TV World (monthly).*

Broadcast Information Bureau 7521
40 N. Broad St. Philadelphia, PA 19108

Staff: Mike Foresta, Kathy Kling.

Products: BIB TV Programming Source Books; BIB World Guide to Television; BIB Interactive Sourcebook*.

Broadcast Management Plus 5370
3204 Cleveland Avenue Aliquippa, PA 19108

BROADCASTING & CABLE 3700

1705 DeSales St NW Washington, DC 20016 or 5700 Wilshire Blvd., Ste. 120 Los Angeles, CA 90036 or 245 W. 17th St. New York, NY 10011

Staff: Peggy Conlon, Don West, Harry Jessell, Mark Miller, John Eggerton, Chris McConnell, Rick Higgs, Dave Borucki, Steve Coe, Cynthia Littleton, Steve McClellan, Rich Brown, Craig Matthew, Millie Chiavelli, Yvonne Pettus, Joan Miller, Stacie Mindich, Antoinette Fasulo, Randi Schatz, Sandra Frey, Gary Rubin, Gillian Lewis, Rosalie Corey, Gillian Lewis, Rosalie Corey, Michael Brooks. Services: Leading newsweekly magazine for broadcasting, cable, satellite and new media. Distributing daily conference newsmagazines.

Broadway Video Entertainment Hard Rock Hotel, Treasure Island Hotel. 1619 Broadway, 9th fl. New York, NY 10019

Staff: Eric Bellenbogen, Alexander M. Drosin, Ted S. Lehmann. Programs: *Saturday Night Live; The Kids in the Hall; The Abbott and Costello Show; Best of the Blues Brothers; Saturday Night Live Election Day Specials; Saturday Night Live Mother's Day Specials; Saturday Night Live Goes Commercial; Best of John Belushi; Best of Dan Aykroyd; The Vacant Lot; Lassie; The Lone Ranger; Felix the Cat; The Mighty Hercules; Broadway Video Holiday Classics; Frosty Returns; Family Classics - Collection of animated children's stories; Night Music; The Rutles; The Paul Simon Special; Neil Young in Berlin; Broadway Film Classics - Selection of 100 classic films.*

Bruder Releasing Inc. 6766
2020 Broadway Santa Monica, CA 90404

Staff: Marc Bruder, David Stidham. Programs: *Black Belt Angels; Body Shot; El Jardin de Pimpon; Even Angels Fall; Future Shock; Russian Singer; Savage Land; Sex & the Single Alien; Shogun Mayeda; Spontaneous Combustion; Summer Camp; Trespasses; Where Evil Lives.*

Burly Bear Network 372

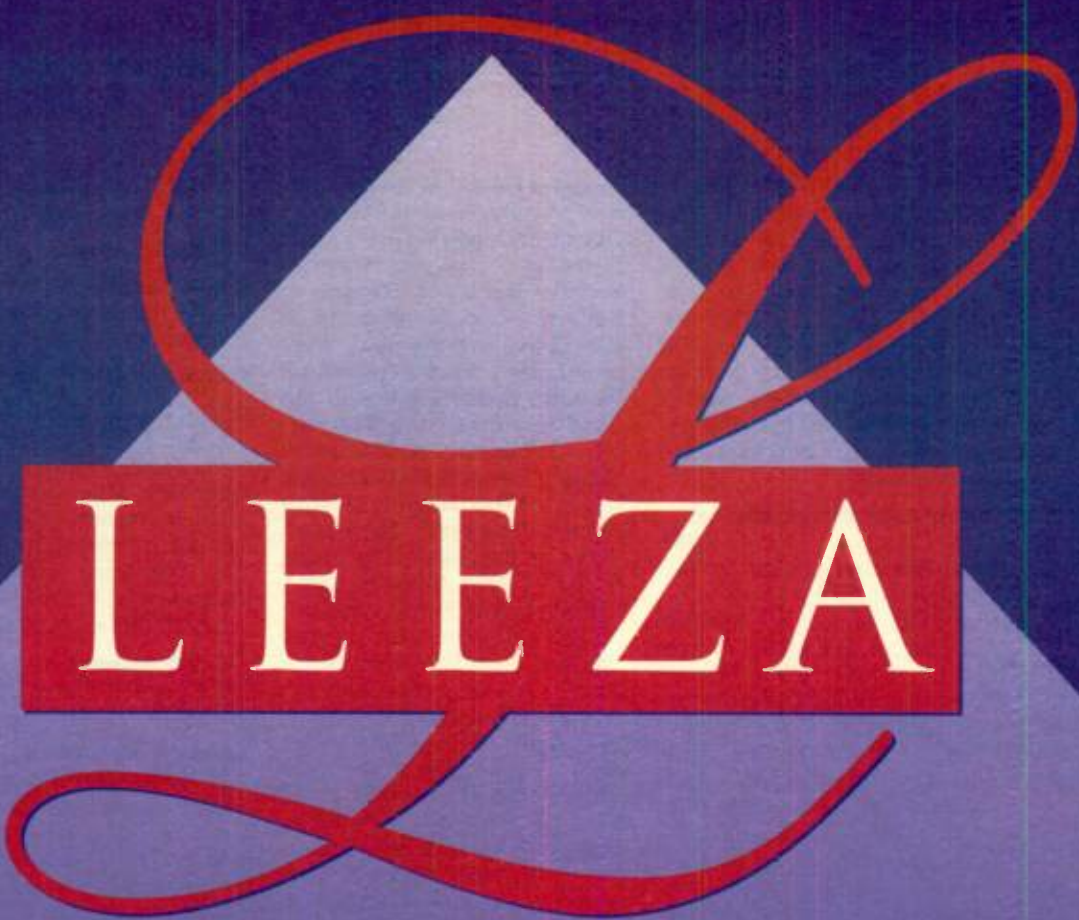
Business TV—"Inside America" 560
4055 E. Independence Blvd. Charlotte, NC 28205

Staff: Norm West, DeLane Coffey, Pat Maloney. Service: Will be implementing an International Campaign that will offer primarily TV-station executives the opportunity to create a new stream of revenue from "nontraditional" TV-advertisers. This new venue of revenue will be delivered through the existing sales members at each particular station.

Buttle Broadcasting 346
1 Belmont Terrace Ramsey 1M8 3PG, UK

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Source: NTI/NSS people meter average audience estimates for Oct. 3 thru Nov. 13, 1994 vs. Oct. 2 thru Nov. 12, 1995. Subject to qualifications upon request.

World Radio History

Programs: Antonio Vivaldi—Ideas Inspired by a Score; Around Italy; Art and Italy; Azimuths; Conspiracy of Silence; Days of the Crimson Sun; Flats Riders—40 Years of the BMW R69; From Ruby to Paradise; High School Football—Passing Dreams; I Coach Wendy's; It's a Cat's Life; Lifestyle Films Package; Marine Wildlife Films Package; Miata—Line Sketch to a Love Affair; Minor Leagues, Major Dreams; Natural History Films Package; Night Jams; Oded Halahmy, Sculptor; Rain Is Heaven on Earth; Sounding Bamboo; The Sounds of the Streets; Undersea Life; Exploring the Northeast; Winterball.

Byrne Enterprises NA
211 W. 56th St., Ste. 12J New York, NY 10019

Cable Ready Corp. 469
One Dock St. Stamford, CT 06902

Staff: Gary Lico, Greg Kimmelman, Virginia Egan. Programs: Animal/Nature—At the Zoo. Animation—Rembrandt Films (incl. Munro; Classic Children's Stories; Nudnik; Kit and Pooch and The Self-Help Series); Star Blazers*; Triton of the Sea*. Children—Cooking with Cartoons*; Cappelli & Company. Documentary/Reality—Clayoquot, The Sound of Water; Man Could They Play Ball; Medical Detectives*; A Run Unto the Sea*; This Was America. Medical Lifestyle Documentaries—And Then There Was Hope; Answers for Aging; The Brain: The Ultimate Puzzle; Imitations of Life; Lifestages; Lives on the Line; The Losing Game; Medicine for Stress*; Medicine for the Mind; Medstar Communications; Sports Medicine: Keeping You in the Game*; What You Don't Know. Entertainment/Music—Music from New Orleans. How-to—The Acme School of Stuff; Cooking with Cartoons; Cooking with Soul; The House Doctor; It's Cookin'...But It Ain't!; Made to Order; New England Kitchen*; Oriental Rugs Et Al.; Waste Not. Inserts—Magic Moments. Magazine/Talk—Inside the Actors Studio; Authors at Harbourfront; The Bottom Line*; Imprint; Inquiring Minds*; Historic Traveler*; The Real New Orleans; Working Woman. Movies/Miniseries—A Norman Rockwell Christmas Story; Crime Lords; Evil Below; Jobman; Quiet Thunder; Return of the Family Man; Rising Storm; White Ghost. Sports—Life's a Beach; Magic Moments*; They Must Be Mad; Through the Gears*.

Cambium Releasing Inc. 7876
18 Dupont St. Toronto, ON, Canada M5R 1V2

Staff: Rita Carbone Fleury, Arnie Zipursky, Deborah Weiss. Programs: Animation—Kid's Works*; The Adventures of Nilus the Sandman*; Mother Goose; Christopher the Christmas Tree. Children's—Brenda's Room*; Global Kids TV; Celebrate; Eric's World; The Elephant Show.

Drama—Fellini & Me; Family Dramas*. Informational—The Time of Your Life; The Independent Traveller's Guide*; Body & Soul—A Consumer's Guide to Yoga. Documentary—Traveler; Rights & Wrongs; Beyond JFK: The Question of Conspiracy; Sarajevo Ground Zero; Nelson Mandela: Free at Last; The Living Canvas; Children Remember the Holocaust*.

Camelot Entertainment Sales Inc. 3351

1700 Broadway, 32nd fl. New York, NY 10019

Staff: Steven Hirsch, Michael Auerbach, Jay Leon, Kevin Brown, Stuart Zimmerman, Robin King, Dale Casterline. Chicago (455 North Cityfront Plaza Dr. Ste. 2910, Chicago, IL 60611)—Robin King. L.A. (12400 Wilshire Blvd., Ste. 1200, W. Los Angeles, CA 90025)—Dale Casterline. Programs: Wheel of Fortune; Jeopardy!; Inside Edition; American Journal; The Oprah Winfrey Show; Rolonda; It's Showtime at the Apollo; Filmleader 4 (12 feature films).

Cameras Continentales 8051
25, rue du Petit Musc Paris 75004, France

Canal Plus Distribution 8051
125, rue Lecourbe Paris 75015, France

CAPA 8051
102, rue St. Dominique Paris 75007, France

Caracol Television Inc. 241
Transversal 17, #100-20 Bogota Santa Fe, Colombia

Careco Television Productions 4555
5717 Northwest Pkwy. San Antonio, TX 78249

Staff: Charles Goodloe, Lavonne Kacalek, Mac Stringfellow, Jennifer McCurdy. Programs: Americana Outdoors; Fishing Texas.

Career Sports Management 7873
200 Galleria Pkwy 2060 Atlanta, GA 30339

Carrère Television 502
50, Avenue du Président Wilson La-Plaine-Saint-Denis 93210, France

Carsey-Werner Distribution LLC 3350

4024 Radford Ave., Bldg. 3 Studio City, CA 91604

Staff: Marcy Carsey, Tom Werner, Stuart Glickman, Caryn Mandabach; Joseph Zaleski, Bob Dubelko, Frank Flanagan, Dirk W. van de Bunt, Bret Sarnoff, John Attebery, Susan Austin, Jerry Leifer, Robert Lloyd, Gary Perchick, Dan Weiss, Linda Desiante, John Campagnolo, Steve Knowles, Michael Chinery, Belinda Palmer, Paul Schreiber. Programs: Grace Under Fire*; Roseanne; The Cosby Show; A Different World.

Cartoon Network 600

Castle Hill Productions 3870
1414 Ave. of the Americas New York, NY 10019

Staff: Julian Schlossberg, Mel Maron, Milly Sherman, Barbara Karmel, David Wright. Programs: Castle Hill Vol. V (package of 15 films)—"A Business Affair"; "Cannibal Women in the Avocado

Jungle of Death"; "A Day in October"; "Andy Warhol Presents Dracula"; "Deadly Advice"; "Hotel Sorrento"; "The Lost Honor of Kathryn Beck"; "A Reason to Believe"; "The Sailor Who Fell from Grace with the Sea"; "Puppetmaster"; "Hell's Angels on Wheels". Castle Hill Vol. IV (15 films)—"Across the Tracks"; "Alan & Naomi"; "A Climate for Killing"; "Desire & Hell at Sunset Motel"; "The Hawk"; "Honor Among Thieves"; "Matevan"; "Rider on the Rain"; "The Secret Rapture"; "The Seventh Coin"; "Shaking the Tree"; "Shoot"; "Sweet Justice"; "Tim"; "Who Shot Pat?" Castle Hill Vol. III (15 films)—"An American Summer"; "Control"; "Defense Play"; "Double Edge"; "A Fine Romance"; "The Imagemaker"; "Innocent Victim"; "In the Spirit"; "Iron Maze"; "Julia and Julia"; "Paper Mask"; "Prayer of the Rollerboys"; "Primary Motive"; "Voyager"; "White Light". Made in Hollywood (27 feature films from the '30s and '40s); Hercules collection (7 titles).

Castle Vision International 441
Colet Court, 100 Hammersmith Hammersmith, London W67 JP, England

Catalyst Distribution Inc. 5880
495 Wellington St. W., Ste. 212 Toronto, ON, Canada M5V 1V1
Staff: Earl O. Weiner, Charles Falzon, Jill Keenlyside, Deborah Strichartz, Nancy Chapelle. Programs: Hi-tech Culture*; Time Exposures*; Reel Entertainment*; Bye Bye Blues*; Bizarre*; Hi-tech Hate*.

C.A.T.S/Children's Animation Television & Syndication Inc. 505

P.O. Box 940 Briarcliff, NY 10510
Staff: Robert J. Syers, Mark Rowland, Chris Lapina. Programs: Joe Razz* (interactive game); Bill Body*; Down at the Zoo-Animal Trackers*; A Visit to Santa's House*; Digger & Splat*; The Dou-Dou Birds.

Caucus for Writers/Directors 7421

CBC International Sales 5420
1801 Century Park E., Ste. 2250 Los Angeles, CA 90067

Staff: Tom Howe, Dina Vangelisti, Veronique Verges, Lucie Poudrier. Programs: Little Criminals*; Net Worth*; Side Effects; Street Legal; The Beachcombers; The Nature of Things; Sleeping Beauty*; Mr. Dressup; Spilled Milk*; DNA: Pandora's Double Helix*; Transsexual Journey*; Return to Saigon: Two Vietkien; Anne Murray Christmas*; Blues Masters*; Bryan Adams: Waking up the World; The Toothbrush Family*; Fashion File; The Health Show*.

CBS Broadcast International 8201
51 W. 52nd St. New York, NY 10019

Staff: Rainer Seik, Scott Michels, Sonja Mendes, Nell Donovan, Anne Hirsch, Yuet-Fung Ho, David McLaughlin, Frances Monitto, Stephanie Pacheco. Programs: Nothing Lasts Forever*; Caroline in the City*; Can't Hurry Love*; Dead Man's Island*; Target Mafia*; Murderous Intent*; Dare to Love*; A Mother's

Instinct*; Rod Serling: Submitted for Your Approval*.

CCC of America Inc. 516

Celluloid Dreams 8051
24, rue Lamartine Paris 75009, France

Central Park Media Corp. 609

Central Programming Co. 9250
10, rue du Docteur Lancereaux Paris 75008, France
Staff: Eric Marti, Ariel Ohayon, Lisa Hryniewicz. Programs: Jim Henson's Animal Show*; Blinky Bill*; The Trapp Family Singers; Pizza Annex; A Day in the Life of a Child*; Music of Love*.

CGG Entertainment 5876
16017 Jupiter Farms Rd. Jupiter, FL 33478

Channel 4 International 9122
124 Horseferry Rd. London W10 6SP, England
Staff: Colin Leventhal, Stephen Mowbray. Programs: Travelog; Ken Russell's Treasure Island; A Taste of the Caribbean; The Girlie Show.

Chrysalis Distribution 9114
The Chrysalis Bldg., Bramley Rd. London W10 GSP, England

Staff: Christina Willoughby, Thomasine Cole. Programs: Heavy Weather*; Crocodile Shoes; Route of the Explorers*; Route of the Cordozas; Body & Soul; And Pigs Might Fly; The Works; The Clive James Grand Prix Show*; Clive James in...*; Gazza's Soccer Skills; Samson Superslug*; Ryan Giggs Soccer Skills; Tony Hart's Art Box; Chasing the Dream; Vincent: A Dutchman; Godunov: The World to Dance In; Isaac Stern in Jerusalem; Discover Your Colours; A Woman's Guide to Loving Sex; The New Born King; Christmas at the Wells Cathedral; Carols from Christchurch; Wycliffe.

ChumCity International 430
299 Queen St. W. Toronto, ON, Canada M5V 2Z5

Staff: Sellers—Jim Willis, Mary Powers, Gillian Oxley, Victoria Valius, Liliana Vogt, Tara Orme, Jessica Cordero. Buyers—Moses Znamier, Jay Switzer, Ellen Baine, Stephen Tapp, Isme Bennie, David Kines, Doug Garraway, Peggy Hebdon, Pierre Marchand, Ralph Haiek. Programs: FT—Fashion Television; Ooh La La; Media Television; MT—Movie Television; The NewMusic.

Cinar Films Inc. 2600
1207 St. André Montréal, PQ, Canada H2L 3S8

Staff: Micheline Charest, Ronald A. Weinberg, Sam Wendel, Louis Fournier, Theresa Holst, Mercedes Alvarez. Programs: The Little Lulu Show; Wimzie's House; Cinar Family Films (Bonjour Timothy, The Whole of the Moon).

Ciné-Groupe 2600

1151 Alexandre-DeSève Montréal, PQ, Canada H2L 2T7
Staff: Hubert Gariépy, Jacques Pettigrew. Programs: Sea Dogs*; Sharky & George; The Little Flying Bears; Zoe & Charlie; Ovide & The Gang.

Cinema Mexico 7855
Tepic 40 Mexico D.F. 06760

Staff: Bernardo Stril, Laura Ruiz. Programs: Mexican movies.

Cinema Products Video 8520
1801 Ave. of the Stars Los Angeles, CA 90067

Cinemagic Film Effects Studio GmbH 7200

August-Bebel-Strasse 26-53 D-14482 Potsdam, Germany
Staff: Dieter Gessler, Brigitta Peitz. Programs: The Neverending Story animated TV series*; The Neverending Story II—Escape from Fantasia; Rifi in New York*; Lorenz im Land der LÄger*.

Cinepix Film Properties 2600
900 Broadway, Ste. 800 New York, NY 10003

Staff: John J. Graves. Programs: Olympica (Summer games retrospective). Children's animation—Sea Dogs; Sharky & George; Ovide & The Gang.

Cinequanon Pictures 6763
8057 Beverly Blvd., 2nd fl. Los Angeles, CA 90048

Cinevest Entertainment Group 262
381 Sunrise Hwy., Ste. 307 Congressional Bldg. Lynbrook, NY 11563

La Cinquième 8051
10 rue Horace Vernet Paris—Issy les Moulinaux, France
Staff: Jean Mino, Ann Julienne, Nicolas Auboyneau.

Cipango 8051
4, Quai des Célestins Paris 75004, France

Staff: Jacques Dercourt. Programs: Drama co-production projects.

Claster Television 2300
9630 Deereco Rd. Timonium, MD 21093

Staff: John Claster, Sally Bell, Terri Akman, Peggy Powell, Stu Doriss, Ann Burke, Dana Feldman. Programs: Animated—A-TV (features Beast Wars; R.U.S.H., G.I. Joe)*; Richie Rich*; All Dogs Go to Heaven*; Dragonheart.

Clay Jarvis Productions 264

Clever Cleaver Productions 3551
968 Emerald St., Ste. 51 San Diego, CA 92109

Staff: Lee N. Gerovitz, Steve Cassarino. Programs: Inserts—Kitchen Cut-ups! with the Clever Cleaver Brothers.

CMT—Country Music Television 9300

c/o Group W Satellite Communications 250 Harbor Dr. Stamford, CT 06904-2210

Staff: Lloyd Werner, Steve Soule, Tom Hawley, Don Mitzner, David Hall, Cheryl Daly, Steve Yanovsky. Programs: 24-hour country music network distributed worldwide.

CNDP 8051
29, rue D'Ulm Paris 75230, France

Coast to Coast Production 5868
134 E. 38th St. New York, NY 10016

Cobra Film 7200
Rimerstrasse 36 D-80303 München, Germany

Staff: Gerd Huber, Renate Seefeldt. Programs: Echte Kerle*; Keiner Liebt Mich*;

*To all those who think daytime should
be reserved for talk shows and soap
operas, we have one thing to say:*

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BREAK

*Happy Birthday, Türke!; Bin Ich Schin?**

Colorado Springs Film Commission 5854
P.O. Box 1575 Colorado Springs, CO 80901

Staff: Paula Vickerman, Steven Ladden. Services: Locations.

Columbia TriStar Television Distribution 1300
10000 W. Washington Blvd. Sony Pictures Plaza, 7th fl. Culver City, CA 90232

Staff: Barry Thurston, Richard Frankie, Steve Mosko, John Moczulski, David Mumford, Alan Perris, Francine Beougher, Melanie Chilek, Alan Daniels, Chris Ender, Doug Roth, Elaine Bauer, Jim Dietle, Elise Keen, Susan Law, Lori Coro, Therese Gamba, Ellen Gartland, Eric Marx, Matt Maier, Deborah Norton, Craig Smith. L.A. (10202 Washington Blvd., as above)—John Weiser, Doug Martz, Mark Wurtzel. N.Y. (550 Madison Ave., 8th fl., New York, NY 10022)—John Rohrs Jr., Chris Kager, Bo Baugher, David Ozer, Roni Selig, Ken Ripley, Jeff Wolf, Teri Luke. Chicago (455 N. Cityfront Plaza Dr., Ste. 3120, Chicago, IL 60611)—Stuart Walker, Tom Warner, Matt Cullen. Atlanta (One Atlantic Ctr. 1201 W. Peachtree St., #4820, Atlanta, GA 30309)—Joe Kissack, Steve Maddox. Dallas (8117 Preston Rd., Ste. 510, Dallas, TX 75225)—Dirk Johnston, Mark McKay. Programs: *Ricki Lake; Forever Knight; Tempest Bledsoe*. Comedy Off-network—*All in the Family; Archie Bunker's Place; Barney Miller; Benson; Carson's Comedy Classics; Carter Country; Designing Women; Diff'rent Strokes; The Facts of Life; Fish; Good Times; The Jeffersons; Mad About You; Married...With Children; Maude; One Day at a Time; Parker Lewis; Punky Brewster; Sanford; Sanford & Son; Seinfeld; Silver Spoons; Soap; That's My Mama; The Three Stooges; 227; Who's the Boss?* Drama off-network—*Charlie's Angels; Fantasy Island; Hart to Hart; Hunter; Police Story; Police Woman; S.W.A.T.; Starsky & Hutch; T.J. Hooker*. Features/Packages—*TriStar Showcase; Columbia Showcase I (22 titles); Columbia Showcase II (25 titles); Showcase III (26 titles); Volume VI (18 titles); Pegasus I (20 titles); Pegasus II (21 titles); Pegasus III (24 titles); Columbia Gold (24 titles); Columbia Gold II (34 titles)*.

Columbine Systems 7680
1707 Cole Blvd. Golden, CO 80401

Compania Euroamericana de Comunicacion 540B
Federico Salmon 7 Madrid 28016, Spain

Competitive Media Reporting 6625
11 W. 42nd St. New York, NY 10036

Staff: Mary Reilly, Jeff Hale, Joe McCallion, Jane Smerglin, Mark Hellerman, David Peeler, John Ferrari, Carl Dickens, Dale Cole, Laura Perm, Bob Hyland. Pro-

grams: *BVS Ice*; PromoWatch; Showtel; CMR Express**.

Compravision Shopping NA
420 Lincoln Rd., Ste. 442 Miami Beach, FL 33139

Computer Prompting & Captioning 669
1010 Rockville Pike Rockville, MD 20852

Staff: Sid Hoffman, Rip Smith. Services: Closed-captioning & multilanguage subtitling service; CPC-600 CaptionMaker closed-captioning/subtitling system. CPC-700 CaptionMaker+ time code based closed captioning/subtitling system.

Contre-Ale 8051

Coral Pictures Corp. 7201
2601 S. Bayshore Dr., Ste. 1225 Coconut Grove, FL 33133 or Eurocoral Villenuueva 21, 1 ro. Der. Madrid 28001, Spain

Staff: Marcel Granier, German Perez N., Sheila Hall Aguirre, Dan Waite. Karina Bruno (Eurocoral). International Reps.—Oswaldo Barzatto (Chile), Marina Galliez (Brazil), Juan Jorge Jaekel (Colombia), Alfredo Odorisio (Argentina), Louise O'Shea (Canada), Carmela Pupko (Israel). Programs: *Telenovelas—Entrega Total; La Involvidable; Ilusiones; El Desafio (Defiance); Amores de Fin de Siglo (Love at the End of an Era); Pura Sangre (Untamed Hearts)*. Miniseries—*Rosa de America; Body & Soul*. Series—*Secret of the Stones; Sonoclips; Gomaespuma*. Documentaries—*Expedition*. Children's—*Cro; Supercropolis; Plaza Sesamo IV*. Movies—*Classic Adventure Movies; Made-for-TV—movies. Specials—Chica 2001; Premio Ronda; Lo Mejor de Montaner; Reencuentro*.

Cori Film Distributors Limited 9116
19 Albemarle St. London W1X 3HA, England

Staff: Marie Hoy, Jane Baker. Programs: *The Storybook Collection of Family Adventures; Pidge & Pi; Wildsight Wildlife Series; Movie Packages** (incl. "Mona Must Die" and "The Long Shadow").

Cornell/Abood 509
Cort Furniture Rental NA
4401 Fiar Lakes Court Fairfax, VA 22033

The Creativity Channel NA
415 S. Topanga Canyon Blvd. Topanga, CA 90290

Crystal Pictures Inc. 288

CTE 6510
1145 NW 1st Pl. Coral Springs, FL 33071

Staff: Philip Jones, Anthony Utley, Clare Alter. Programs: *Astronauts; Entertaining Angels Unawares; Simisolar: An Inspector Wexford Special; Bliss*.

CTVC 9112
Hillside Studios/Merry Hill Rd. Bushey Herts. WD2 1DR, UK

Programs: *Pharaohs & Kings; African Portraits; A Gospel Celebration; St. Patrick—The Living Legend; Hildegard*.

Curb Entertainment 450

Daily Express 115
29 W. 64th St., Ste. 4-G New York, NY 10023

Dargaud Films 8051

The Dating Network 670
651 Lakeview Plaza Worthington, OH 43085

David Finch Associates 9103
P.O. Box 2 64 Walton-on-Thames KT12 3YR, UK

Staff: David Finch, Chris Smith. Programs: *Royal Shakespeare Company Highlights; Protect & Serve; Police Stop!; Hitler's Home Movies; The Great Commanders; The Holocaust; Don McLean Live; Sports Fights; Stop, or I'll Shoot!; Languages for Children; Tribute to Nirvana; Incident at Kickapoo Creek*.

Dempsey Thomas Films 164

Desclez Productions Inc. NA
3814, St. Denis Montréal, PQ, Canada H2H 2M2

Staff: Norma Denys, Brigitte D'Amours, Henri Desclez. Programs: *Little Star; Turtle Island; Miob; Iris, The Happy Professor*.

Deutsche Welle 9400

50588 Cologne, Germany

Staff: Gerhard Besserer, Rita Schmidt. Programs: DW-tv transmits TV programs via satellite in German, English and Spanish. Programming includes news journals, magazines and features, documentaries and reports on special topics. Networks and cable systems can rebroadcast these programs by signing a free broadcast agreement.

Devillier-Donagan Enterprises 2500
4401 Connecticut Ave. NW Washington, DC 20008

Staff: Ron Devillier, Brian Donegan, Joan Lanigan, Linda Ekizian. Programs: *The Adventurers*; First Breath: Cradle in the Sea*; Mysteries of Deep Space*; Hollywood Legends* (Elizabeth Taylor, Jack Lemmon, Burt Lancaster, Jimmy Stewart); ABC News Biographers*; Hidden Worlds*; Divine Magic*; The Moviemakers*; Tales of the Serengeti**.

DGS Entertainment 554
3500 W. Olive St., 15th fl. Burbank, CA 91502

DIC Entertainment 2500
303 N. Glenoaks Blvd. Burbank, CA 91502

Staff: Andy Heyward, Patricia Ryan, Robby London, Joy Tashjian, Bob Siegal. Programs: *Action Man*; Street Sharks*; Gadget Boy & Heather*; Inspector Gadget's Field Trip*; Sailor Moon; Ultraforce*; What-a-Mess; Tex Avery Theatre*; Beverly Hills Beach Club*.

Discovery Communications Inc. 5600

7700 Wisconsin Ave. Bethesda, MD 20814

Staff: John Hendricks, Judith McHale, Greg Moyer, Clark Bunting, Bob Wise, Linda Frazier. Programs: *Searching for Lost Worlds*; Great Palaces of the World; Cyberspace; Planet of Life; Castle Ghosts of England*; Forbidden City: The Great With-*

in; Seekers of the Lost Treasure; Girlz'n the Hood; On Jupiter. Pre-sales—*Immortality on Ice*; Last of the Czars**.

Disney-MGM Studios 6500
P.O. Box 10000 Lake Buena Vista, FL 32830

Distribution La Fête 2600
225 rue Saint-André Montréal, PQ, Canada H2W 1M5

DIWA Film GmbH 7200
Bavariafilmpfad 7 D-82031 Geiselgasteig, Germany

Staff: Danuta Harrich-Zandberg, Walter Harrich. Programs: *Milva*; Für Mich Soll's Rote Rosen Regnen*; Die Tagebücher der Lisi Block**.

DLT Entertainment 6300
31 W. 56th St. New York, NY 10019

Staff: John Fitzgerald, Bob Peyton, Donald Taffner Jr., Michael Medola, Tim Burke, Lou Israel. Programs: *The Wanderer*; Cinema Europe: The Other Hollywood**.

DMB Film International 7200
Pommersche Strasse 9 D-10707 Berlin, Germany

Staff: Detlef Michael Behrens. Programs: *The Dancer*; Carneval*; The Four Seasons*; Fire and Water*; Music Scene of the World**.

D'Ocon Films Productions 8650
c/Calaf 3 Barcelona 08021, Spain

Staff: Antoni D'Ocon, Roberto Mitrani, José Salcedo, Tony Church, Ana Garcia. Programs: *The Heriufs*; The Little Witches*; The Streetcleaners; The Wood-keeper*; The Frutties; Basket Fever; Chip & Charly; Delfy & His Friends; Problem Child; Spirou; Sylvan; Going East*.

Dominio Digital 5871
Cholula 1515 Col. Ma. Luisa Monterrey, NL 64040

Dorling Kindersley Vision 8210
62-65 Chandos Pl., Covent Garden London WC2N 4HN, England

Staff: Katharine Thompson, Simon Jollands, Stuart Jackman, Sally Cronin. Programs: *Eyewitness—Series One; Eyewitness—Series Two; Eyewitness Travel—Series One; Amazing Animals; Tales of Terror; Animated Bible Stories; Animated Myths and Legends; See How They Grow; Hullabaloo; Dig and Dug; Help!; Mammoth Movies*.

DSL Entertainment Group 271
12300 Wilshire Blvd., Ste. 400 Los Angeles, CA 90025

Staff: Drew S. Levin, Melissa Wohl, Hadley Wood, Stockton Briggie, Jack Allen, Alessandra Ascoli. Programs: *Sneak Previews; Flip Flop Shop; Amazing Tales; The Great Outdoors: Rocky Mountain Adventures; The Great Outdoors: The Desert Speaks; Body by Janis; Ski International; Roaring Glory Warbirds; Neat Stuff; Vanishing America; Down the Road Again; Unsung Heroes; Square Foot Gardening; Yvonne's Cookbook; Adventures from the Wild West*.

DTG Entertainment 6301

Dubbing Siglo XXI 281
4A Av Con 2A Transw. Edf. Itaca

PB Los P.GDES Caracas 1060, Venezuela

Duke Marketing Ltd. 449
Milbourne House, 13 St. Georges Douglas, Isle of Man, 1M99 1DD, UK

Dune 8051
101, rue St. Dominique Paris 75007, France

E! Entertainment Television 4600
5670 Wilshire Blvd. Los Angeles, CA 90036

Staff: International development—Chris Fager, Jon Helmerich, Karen Kaufman, Dan Hoskins, Gracia Waverly, Brian Krolak, Dorothy Crompton. Marketing—Dale Hopkins, Gillian Renault, Jenny Benidt, Julie Fields, Chris Hiller. Programs: *E! News Week in Review; Entertainment News Feed; In Focus; E! Features; Extreme Close-up; F.Y.E! For Your Entertainment; The Gossip Show; E! Special Events; Live Premieres; Behind The Scenes; Q & E!*

Eastman Kodak Company 5551
343 State St. Rochester, NY 14650-0315

Staff: Fred Franzwa, Brian Spruill, Bob Woolman, John Mason, Michael Zakula, Curtis Jones, Deborah Goldberger, Frank Smith, Nestor Rodriguez, Rich Carlson, Steve Garfinkel, Judith Doherty. Program: *Eastman Motion Picture film*.

Eaton Films Ltd. 6401
10 Holbein Mews London SW1 W8NN, England

Programs: *The Feds; Savage Play; Unspeakable Verse; 7 Mice*.

Edge Multimedia 6769
1461 Bernard Dr. Addison, IL 60101-4342

Staff: John S. Sink, Mary Ann Minick, Donna Smith. Programs: *Chicago Blues Jam*; Drive-In Reviews*; Boatworks*; Cruising the Great Lakes*; Classic Boats*; The Heartwood Show*; Video Treasures*; Michael Jordan Foundation Gala*; WomanSport*; Pull No Punches*; Southwest Cooking Show*; Lost Ball Parks*; Rare & Disturbing Television*. Videos - My One & Only; Fast Break to Your Future—How to Win at the College Basketball Recruiting Game*.

Editel-Editoria Elettronica 3312
Via Savona, 112/A Milano 20144, Italy

Ellipse Programme 8051
15, Square de Vergennes Paris 75015, France

Ellis Enterprises 7859
1231 Yonge St., Ste. 201 Toronto, ON, Canada M4T 2T8

Staff: Stephen Ellis, Douglas Smith. Programs: *Buck Staghorn Animal Bites, Harrowsmith Country Life**.

EMAP Media 7405
33-39 Bowling Green Lane London EC1R ODA, England

Encore Enterprises 7875
25510 Ave. Stanford, #101 Valencia, CA 91355

Staff: Bill Hutten, Chris Shoemaker, Suzanne Shoemaker. Pro-

*To all those who think there are
no innovative daytime concepts left,
we have one thing to say:*

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WTF

grams: *Chucklewood Critters Holiday Specials*; *Chucklewood Critters Series**; *All About Me**; *A Creature of Habit*.

Enoki Films USA 515
16501 Ventura Blvd., Ste. 606
Encino, CA 91436

Entertainment One International 528
245 N. Ocean Blvd. Deerfield, FL
33441

ESPN International 2500
605 Third Ave. New York, NY
10158

Staff: Andrew Brilliant, David Zucker, Raul Hernandez, Richard Stone, Mark Reilly, Bernard Stewart, Minard Hamilton, Richard Lefler, Mark Krigsmann, Michelle Markides, Michel Fox, Gayle Vezina, Jeanette Cruz. Programs: *Extreme Games 2**; *U.S. Major League Soccer**; *NHL Power Week**; *ESPN's Night at the Fights Championship Professional Boxing**; *Brazilian Paulista League*; *Dutch Division I Football*; *1996 Indy Car*; *NHL Hockey Regular season*; *NHL Playoffs & Stanley Cup Finals*; *Andersen Consulting World Championship of Golf*; *ESPN X-treme*.

Etcetera C.A. 6650
Edif. Venus, Estacionamiento 3, Calle Montesacro, Colinas de Bello Monte Caracas, Venezuela
Staff: Mario Robles, Nuria Malla, Gabriel Liberoff, Alejandro Merkl, Alan Latimer, Marielena Morillo. Services: Program distribution; Production/post-production; Spanish and English dubbing.

Euroarts/Primetime 9120

Europe Images 8051
28, rue Franois Ler Paris 75008, France

EVA Entertainment 606

Evergreen Entertainment Corp. 213
Aldebaran 548 San Juan 00920, Puerto Rico

Expand Images 8051
89, rue Escudier Boulogne 92100, France
Staff: Jean-Luc Deloire. Programs: *Fort Boyard*; *The Devil's Track**; *One for All*; *Prints and Traces**; *The New Tribe**.

Extra! Extra! Daily 9003
21 McGrath Hwy., Ste. 405 Quincy, MA 02169

F. Productions NA
69, rue de la Croix Nivert Paris 75015, France

Fernseh-Allianz Studio Hamburg 7200
Jenfelder Allee 8 D-22039 Hamburg, Germany
Staff: Gerd Richter-Kiewning. Programs: *Es Lebe Unsere DDR**; *Beat-Club-Musikladen**.

Film Roman NA
12020 Chandler Blvd., #200 N. Hollywood, CA 91607

Filmoption International Inc. 2600
3401 St-Antoine Westmount, PQ, Canada H3Z 1X1
Staff: Maryse Rouillard, Lizanne Rouillard, Muriel Rosilio. Programs: *ET & Me**; *Great Whale**; *Falconry*; *Alys...The Broken*

Dream; *The Band: The Authorized Documentary*; *Montreal International Jazz Festival*; *The Human Race*; *Two for the Show*; *Jackie Mason: An Equal Opportunity Offender*.

Les Films de la Perrine 613

Films for the Humanities & Sciences Inc. 7250
P.O. Box 2053 Princeton, NJ 08543

Staff: Harold Mantell, Marianne Mantell, Kevin McAliley, Doug Donaldson. Programs: Documentary and educational programs.

Fishing the West 5862

Five Star Productions Inc. 408
5301 N. Federal Hwy., Ste. 100 Boca Raton, FL 33487
Staff: Scott Woolley, Nancy Dixon, Ken Lameiras, Brian Forti, Erin Lloyd, Steve Jones, Mike Smith, Carol Hayes. Programs: *Today's Environment*; *Today's Health*; *Parenting in the '90s*; *Millennium*; *OP to Pargh*; *National Employment TV*; *Hoop Hopper*; *Outrageous Success Stories*.

Flach Films 8051
47, rue de la Colonie Paris, 75013, France

Florida Film Commissioners Ass. 5851
90 Broward Economic Development Council 200 E. Las Olas Blvd., Ste. 1850 Fort Lauderdale, FL 33301
Staff: Elizabeth Wentworth, Virginia Panico, Chuck Eldred, Bonnie King, Pat Hoyt, Carolyn Simpson, John Reitzammer, Dan Ryan, Charles Lehmann. Services: Promoting Florida as a filming location—Palm Beach; Brevard/Space Coast; Tampa; Polk County; Keys/Key West; Fort Lauderdale; Daytona Beach.

Forefront Productions Corp. 518
4D/Marina Productions 8051
See Marina Productions

4Kids Productions 5850
1414 Ave. of the Americas New York, NY 10019
Staff: Norman Grossfeld, Brian Lacey. Programs: *WMAC Masters**; *Dream Big**; *Shelley T. Turtle Show**; *Monster Wars*; *Pick Your Brain*.

4th of July-Your Hometown America Parade 3581
P.O. Box 621 (237 Tyler St.) Pittsfield, MA 01202
Staff: Beverly A. Chartier, Ray Pulver Jr., Susan Wheeler. Program: Onetime special—*4th of July Parade*.

Fox Lorber Associates 9480
419 Park Ave. S. New York, NY 10016
Staff: Richard Lorber, Mickie Steinmann, Chris Peeler. Programs: *Circus Grand Prix*; *The Directors*; *The Great Magic of Las Vegas*; *Dance Sport*; *Out of Control*.

France 3 8051
116, Avenue du Prsident Kennedy Cedex 16 Paris 75790, France

France Animation NA
51-63, rue Gaston Lauriau Montreuil 93100, France
Staff: Christian Davin, Christophe

izard, Philippe Delarue, Martine DesRoches. Programs: *Time Clash*; *Storm Master*; *The Land of the Dolphins*; *The Handicaps*.

France Television Distribution 8051
22, Avenue Montagne Paris 75008, France

Fred Wolf Films 9801
4222 W. Burbank Blvd. Burbank, CA 91505

Staff: Fred Wolf, Trudi Hicklin. Programs: *Dinobabies*; *Budgie the Little Helicopter*; *The New Adventures of Speed Racer*; *The Fantastic Voyage of Sinbad the Sailor**.

The Fremantle Corp. 1670
660 Madison Ave. New York, NY 10021

Staff: Paul Talbot, Josh Braun, Julie Zulueta-Corbo. Canada (23 Lesmill Rd., Ste. 300, Don Mills, ON M3B 3P6)—Frank (Skip) Braun, Randy Zalken. England (Unit 2 Water Lane, Kentish Town Road, London NW1 8NZ)—Anthony Gruner, Veronique Heim. Australia (2nd fl., 486 Pacific Hwy., St. Leonards, NSW 2065)—Richard Becker, Ian Hogg. Programs: Distribution outside the US—*3rd Rock from the Sun**; *Grace Under Fire*; *Baywatch—Series VI*; *Baywatch*; *Mysterious Island*; *Variety—A Century of Showbusiness*; *Russia's War: Blood upon the Sun*; *Save Our Streets*; *Annie and the Tomorrow Team*; *The Anti-Gravity Room*; *The Conspiracy Tapes*; *Titans of Wrestling*; *Candid Camera*; *Making '8*; *The Campbells*; *The Adventures of Black Beauty*; *You Bet Your Life Starring Bill Cosby*; *The Galloping Gourmet*; *The Tripods*; *Davis Rules*; *Frannie's Turn*; *The Van Dyke Show*; *She-TV. Specials—Little Orphan Annie's A Very Animated Christmas*; *An All-Star Tribute to Rosemary Clooney*; *Celebrity First Loves*; *An All-Star Word from Our Sponsor*; *A Word from Our Sponsor I & II*; *Rowan's and Martin's Laugh-In 25th Anniversary Special*; *The Kennedy Center Honors*; *Penn & Teller: Don't Try This at Home*; *David Foster: The Christmas Album Special*; *Ice Capades*; *Tony Awards*; *An All-Star Christmas Concert*; *American Comedy Awards*. Daytime drama - *Loving*; *The City*. Television movies—*Cat on a Hot Tin Roof*; *Stillwatch*; *Strange Possessions of Mrs. Oliver*; *We Are the Children*; *Vanishing Act*; *The Last Days of Frank and Jesse James*; *Manhunt for Claude Dallas*; *On Fire*. Latin America and UK—*Liberty Street*; *The Ridge*; *White Fang*; *Kurt Vonnegut's Monkey House (All the King's Horses)*; *Next Door*; *The Eupho Question*; *The Foster Portfolio*; *Epicac Fortitude*; *More Stately Mansions*; *African Skies*; *Neon Rider*; *Kelly*; *Rewind: The Moments in Time*; *Mom P.I.*; *Maniac Mansion*. Miniseries - *Summer Stories: The Mall (First Impressions; Second Changes; Temptations)*; *The Sound and the Silence (The Story of Alexander Graham Bell)*. Television movies - *Heck's Way Home*; *Pris or Somewhere*; *Derby*; *Nothing but the Truth*;

Legacy of Evil; *The Man in the Attic*; *Kurt Vonnegut's Harrison Bergeon*; *The War Between Us*; *Following Her Heart*; *Trust in Me*; *Heads*; *Sodbusters*; *Harvest*; *Avalanche*; *Strange and Rich*; *Trial at Fortitude Bay*; *Firing Squad*; *Destiny to Order*; *Adrift*; *The Diviners*; *Partners in Love*; *Spirit Rider*. China—*Prime Suspect*; *Jewel in the Crown*; *Poirot*; *Upstairs, Downstairs*; *Brideshead Revisited*; *London's Burning*.

Fries Sales Company Inc. 7420
6922 Hollywood Blvd. Los Angeles, CA 90028

Funimation Productions Inc. 217
1632 Swallow Dr. Sunnyvale, CA 94087

GA & A 5400
Gaumont Multimedia 8051
25 rue Yves Toudic Paris 75011, France
Staff: Marc du Pontavice, Francesca Dandola. Programs: *Home to Rent**; *Sky Dancers**; *Dragonflyz**; *Highlander**.

Gaumont Television 8051
24, rue Jacques Dulud Neuilly 92200, France
Staff: Christian Charret, Christine Camdessus, Marla Ginsburg, Carole Kishner. Programs: *Highlander*; *Violent Earth*; *Tales of the South Seas*; *Wildlife Chronicles*; *Anne Frank*.

Gay Entertainment Television 259
7 E. 17th St. New York, NY 10003

Gaylord Syndicom 9300
65 Music Square W. Nashville, TN 37203

Staff: Jane Grams, Hal Buckley, Joyce Simmons, Kim Coleman-Daye, Terri Greenwood. Programs: *Prestige VI*; *Animated Christmas Package* (featuring *Deck the Halls*; *Jolly Old St. Nick*; *Aliens 1st Christmas*; *Up on the Housetop*); *Explore & Phenomenal World*; *Babe Winkelman's Good Fishing & Babe Winkelman's Outdoor Secrets*.

Gedeon 8051
Village de la Communication Saint Quen Cedex 93585, France

G.E.L. Productions 450

Gems International Television 5550
10360 USA Today Way Miramar, FL 33025

General Media International (GMI) 350
277 Park Ave., 4th fl. New York, NY 10172

Programs: *Battlecade*; *Fad TV* (Fashion and Design TV); *Andrew Blake*, *Penthouse Video*; *Nightvision Video*.

Georgia Film & Videotape Office 5865
285 Peachtree Ctr., Ste. 1000 Atlanta, GA 30303

German Films & TV 7200
Trkenstrasse 93 Munich 80799, Germany

Global Entertainment Media 440
7720 El Camino Real, Ste. 2-C La Costa, CA 92009

Global Television Services Ltd. 9111

Advance House, 101-109 Ladbroke Grove London W11 1TG, England

Staff: Gary Mitchell, Tim Buxton. Programs: *Flight of the Albattross*; *Blackwater Trail*; *My Friend Joe*.

Globo TV Network—Brazil 8451
909 Third Ave. New York, NY 10022

Golden Bear International 290

Golden Gate Productions (GGP) 6324

400 Tamal Plaza Corte Madera, CA
Staff: Corey Busch, Robert Horowitz, Tom Newell, Tom Kane, Hillary Mandel, Franklin Lowe, Bob Dudelson, Jennifer Lobo, Sam Peck, Greg Carroll, Linda Lieberman, Courtney Moynihan. Programs: *Sports—World Cup Skiing, 1996*; *Superbowl Saturday Night*; *American Ski Classic**; *Olympic Century*; *AVP Pro Beach Volleyball*; *Cooperstown: Baseball's Mainstreet 2*; *Escape from Alcatraz Triathlon*; *NFL Pre-season Special*; *College Football Preview*; *College Basketball Preview*; *College Basketball Special*; *College Bowl Preview*; *Nothing but Net**; *Strides for Glory**. Entertainment—*A Year in Review*; *Joel Siegel's Road to the Academy Awards*; *Celebrity Sports Invitational*; *Summer Movie Spectacular*.

Granit Film GmbH 7200
Bavariafilmpfad 7 D-82031 Geislagsteig, Germany
Staff: Karl-Wilhelm Schmid. Programs: *Casanova: The Secret of His Success**; *Children of the World**; *Prinzenbad**.

GRB Entertainment 7650
12001 Ventura Pl. Studio City, CA 91604

Staff: Gary R. Benz, Paula Hawes, Virginia Casey, Ute Cichocki. Programs: *Hollywood's Greatest Stunts*; *Seatek*; *Dinomania*; *Wild Hollywood*; *The Final Frontier*; *Horror Hour*; *World of Wonder*; *Movie Magic*; *The Warren Miller Entertainment Library*; *Masters of Illusion: The Wizards of Special Effects*; *World's Most Dangerous Stunts*; *Live! The World's Most Dangerous Stunts Part I, II, III, IV*; *Swimwear Illustrated's Bikini Model Search I, II, III, IV and V*; *The Ultimate Stuntman: A Tribute to Dar Robinson*; *The World's Greatest Stunts: A Tribute to Hollywood Stuntmen*; *Descent Into The Black Hole: An Extreme Caving Adventure*.

Great Chefs Television 8400
P.O. Box 56757 New Orleans, LA 70156

Staff: John Shoup, Frank Liebert, Linda Nix. Programs: *Great Chefs of Hawaii*; *Great Chefs—Great Cities*; *Great Chefs of the East*; *Great Chefs: The Louisiana New Garde*; *Great Chefs of the West*; *Great Chefs of New Orleans*; *Great Chefs of San Francisco*; *Great Chefs of Chicago*; *Great Chefs Appetizers*; *Great Chefs Desserts*; *Great Chefs Halloween Treat*; *Oriental Obsession*; *Mexican Madness*; *Great Women Chefs*; *Chocolate*

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Great North Releasing 6551
012, 11523—100 Avenue Edmonton, Alberta, Canada
Staff: Paul Black, Andy Thomson, Nola Wuttunee, Patricia Phillips. Programs: *Bigshots; Game Nation; Body Break; Power Play; Investigators of the Last Frontier; Twits & Pishers.*

Group W Productions 4700
10877 Wilshire Blvd., 9th fl. Los Angeles, CA 90024-4341
Staff: Derk Zimmerman, Sam Cue, Stephanie Drachkovitch, Owen S. Simon, Cornell Chulay, Jeff Hoops, Lura R. Burton, Brooke Karzen. N.Y. (200 Park Ave., New York, NY 10166)—Richard Sheingold, Peter Gimber, Jim Blueweiss, Christine Clark, Maryann Martin, Ken Healy, Dan Cosgrove, Liz Koman, Steve Parker, Scott Collins, Casey Donahue, Norma Taylor. Chicago (455 Cityfront Plaza Dr., Chicago, IL 60611)—Patricia Brown, Sean A. O'Boyle, Brian R. Fleming, Gerald P. Noonan. Atlanta (Concourse Bldg., #185, 2 Concourse Pkwy., Atlanta, GA 30328)—Brad L. Liedel, Kevin O'Donnell. Programs: Syndicated—*Day & Date; Martha Stewart Living; Bob Vila's Home Again; George Michael's Sports Machine; Haven; News for Kids; The Treasury IV.*

Group W Videoservices 310
Parkway View Dr. Pittsburgh, PA 15205
Staff: George Keiffer, Kelley Shaffer, Bob Jordan, Lee Salas. Services: Provides syndicated program distribution services; standards conversions; videotape duplication; satellite uplinking/downlinking and video-related services.

Grundy Produktions GmbH 7200
Maarweg 241-245 D-50825 Kilm, Germany
Staff: Erasmus Boelte.

Grundy Worldwide 8800
NOB Media Centre, 4th fl., Room 405 Sumatralaan 45 1217 GP Hilversum, The Netherlands
Staff: Jim Henry, Victor Glynn. Programs: Game shows—*Sale of the Century; Scrabble; Lotto Live; Keynotes; Pot of Gold;*

Going for the Gold; Small Talk; Hot Streak; Shoot Out; Word of Mouth; Scattergories; Matchmates; Picture This; Time Machine; Man-O-Man; Super Quiz; Windfall; It's a Knockout. Miniseries—Tanamera—Lion of Singapore; The Other Side of Paradise. Telefilms/Series—Neighbours; Prisoner—Cell Block H; Bony; Embassy; Dangerous Women; Mission Top Secret; Shortland Street; Stolen Lives; Criminal Justice. Documentary—Unseen Treasures.

Hairdo Productions 313
116 Cumberland St. Toronto, ON, Canada M5V 1A6

Hallmark Entertainment 640
1325 Ave. of the Americas, 21st fl. New York, NY 10019
Staff: Joel Denton, Martha Strauss, Erik Pack, Denise Shapiro. Programs: Telefeatures—*The Christmas Box*; In the Lake of the Woods. Animated—Space Monkeys*; Monster Mania*.*

Hamster Productions 8051
5, rue Jean Mermoz Paris 75008, France

Hanna-Barbera 600
3400 Cahuenga Blvd. Hollywood, CA 90068

Harmony Gold 3580
7655 Sunset Blvd. Los Angeles, CA 90046
Staff: Frank Agrama, Norman Siderow, Colleen Morris, Alan Letz, Dominique O'Reilly, Joanne Hoffman, Noel Alegado, Elisa Abelleira. Programs: Animated—*Robotech; Casshan: Robot Hunter. Miniseries—Shaka Zulu; The Lost World; Return to the Lost World. Documentaries—Hemingway in Cuba; Flesh and Blood: The Hammer Heritage of Horror; Vincent Price: My Life and Crimes; Animals of Africa; World of Horses; Harmony Gold. Specials—Cannibals; Fire Attack. Feature—The Angel, The Bicycle and The Chinaman's Finger.*

Harrington, Righter & Parsons 7701
805 Third Ave., 24th fl. New York, NY 10022
Staff: John McMorro, Jody Hecker, Lisa Stabiner, Peter Ryan, Murray Berkowitz. Service: Station representative firm involved in sales of national spot, supported by programing and research consultation.

Hawthorne Communications 618
300 N. 16th St. Fairfield, IA 52556

Staff: Thomas Kelly, Trisha Lea, Andrea White, Christine Blom, Kendra Elliott, Lori Macrander. Services/Products: Full-service advertising agency specializing in program-length advertising (infomercials).

HBA Entertainment/Infogrames 613
10-12, rue Antonin Raynaud Levallois 92300, France

Hearst Entertainment 7350
235 E. 45th St. New York, NY 10017 or 1640 S. Sepulveda Blvd. Los Angeles, CA 90025 or 103 Mount St. London W1Y 5HE,

England

Staff: Bruce L. Paisner, William E. Miller, Gerald Abrams, Glenda Grant, Robert J. Corona, Steve Weiser, Bob Mahlman, Chad Lapp, Tom Devlin, Michael Doury, Jerry Diaz, Steve Herman, Stacey Valenza, Laurie Tritini, Gerald Bixenspan. Programs: Domestic—Animated—*Flash Gordon*; Phantom 2040; The Magical Adventures of Quasimodo*; Original Popeye; Cool McCool; Beetle Bailey; Barney Google & Snuffy Smith; Crazy Kat. First-run series—Showtime Comedy Factory*; Success by 6*; The Red Green Show*. Features/Packages—Marquee VI (15 films)*; Real to Reel* (5 films); Marquee V (14 titles); The Performers Marquee (12 titles); The Performers II (12 titles); The Performers I (15 titles). Specials—*Houdini: Unlocking His Secrets; World's Greatest Magic I*; World's Greatest Magic II*; Lance Burton, Master Magician*. Off-network series—Original Blondie; Eerie, Indiana; Original Flash Gordon; Brewster Place. Other—Hearst Reports; Time Capsules. International—Features—*The Haunting of Lisa*; Closer and Closer*; Trail of Tears*; Hidden in Silence*; No One Could Protect Her*; over 200 feature length films and miniseries. First-run series—Rivals*; In the Name of Love*; Short Story Cinema*; Essence of Life*. Series—*Original Blondie; Eerie, Indiana; Original Flash Gordon; Brewster Place; Perspective of Happiness; What Happened? Specials—Portraits of Courage*; Politics and the Games*; Smithsonian Expedition Specials*; Intimate Portraits*; Houdini: Unlocking His Secrets*; World's Greatest Magic II*; Lance Burton, Master Magician*; Harley Davidson: The American Motorcycle; Made in the USA; World's Greatest Magic I. Animated - *Flash Gordon*; Phantom 2040; The Magical Adventures of Quasimodo*; The Legend of Prince Valiant; Original Popeye; Popeye & Son; All New Popeye; Cool McCool; Beetle Bailey; Barney Google & Snuffy Smith; Crazy Kat; Defenders of the Earth; G-Force; Adventures of the Galaxy Rangers; Animated Specials; King Video Comics (home video only). Other—*Creature Features; Hearst Reports; Cosmo Videos; Popular Mechanics; Redbook; House Beautiful; Good Housekeeping; Esquire; Chronicle; Time Capsule.******

Hemdale/Century 651

Henninger Media Development and Media Services 9480
2601-A Wilson Blvd. Arlington, VA 22201

Staff: Steven J. Schupak, Brian J. Kelly, Jerry Cappa, Bobby Wright, Manny Villa, Lim Peacock, Gerry Liss, Elizabeth Burkitt. Programs: Documentary/Science—*Space Tech; The Invisible War. Doc./Adventure—The Tye Club of British Columbia. Doc./History - *Aces of the Deep; Legends of the Lens; The Stories Behind the World's Greatest Photographs.**

Doc./Nature/Light entertainment - *The Secret of the Warriors Power; Food for Thought; Birds Like Us; Side by Side. Cooking/Cultural - Grub: A Progressive Cooking Show. Instr./Exercise - Shim Shin Key. Children's/Educational - Blue Sky City; Adventures with My Uncle Bill. Game shows - Ping Pong; Newsbreakers. Self-help - The Modern Man's Guide to Fatherhood. Magazine - One Step. Reality/Drama - The Human Factor. Services: Editorial; audio mixing; film processing; graphic design and effects; studio/remote; captioning; nonlinear off-line rental services; duplication.*

Hermes Film 7200
Kaiserplatz 7 80803 Munich, Germany

Staff: Angelika Weber. Programs: *Kunst Des Heilens—Kunst Des Lebens*. Telefeatures/Films—Marie Ward*; Alessandro Manzoni—The Known Unknown*; Die Ministranten*; Au Pair.*

Hermes Worldwide Communications 5400

High Point Films & TV 9115
25 Elizabeth Mews London NW3 4UH, England
Staff: Carey Fitzgerald, Ronald de Neef, Julie Murphy. Programs: Films and Drama—*Virtual Terror*; Everynight...Everynight; Peace in Our Time*; Rough Riders; Childrens' Casualty—My Own Flesh & Blood; Music Works; Anchor, Cross and Heart.*

Hit Entertainment PLC 9125
13-16 Jacobs Well Mews London W1H 5PD, England
Staff: Peter Orton, Dorian Langdon, Charlie Caminada. Programs: *Dennis & Gnasher; Riding High; The Wind in the Willows; Endangered; Outer Bounds; Animated Hero Classics; The Churchill Library; Hoyt & Andy's Sportsbender; 3 New Peter Rabbit Tales*; Shingalana-The Little Hunter; Baby Huey; The Lotte Reiniger Collection; The Tale of the Flopsy Bunnies & Mrs. Tittlemouse*; The Tale of Two Bad Mice and Johnny Townmouse; The Tale of Mr. Tod (The Further Adventures of Peter Rabbit).*

Holigan Group Ltd. 3381

The Hollywood Reporter 318
5055 Wilshire Blvd., Ste. 600 Los Angeles, CA 90036-4396

Hollywood Screen Test of America 5874

5431 N. Newcastle Lane Calabasas, CA 91302

Hollywood Showcase 569

Hollywood Supports 563

Home Shopping Network 5450
11831 30th Court N. St. Petersburg, FL 33716
Staff: Nory LeBrun, Ginger Smith, Peter Kern, Cynthia Spano, Todd Cralley. Program: Video retailing; *Spree!*

Home Shopping Service 8051

Howe Sound Films Inc. NA
4314 W. 13th Ave. Vancouver, BC, Canada V6R 2T9

Hunting & Outdoor Adventures 5877
779 Loop 337 N. New Braunfels,

TX 78131

Staff: Troy Aucoin, Amanda Weaver. Programs: *Hunting & Outdoor Adventures with Keith Warren*; The Texas Angler with Keith Warren.*

ICE 250
3575 Cahuenga Blvd. W., Ste. 475 Hollywood, CA 90068

Staff: Olivier de Courson, Phillip G. Catherall. Programs: *Giant of Thunder Mountain*; Dreamers*; Second Chance*; Invisible Man*; Zoolife with Jack Hanna*; Chuck Berry's All-Star Jam*; The Little Brown Burro*; The New Misadventures of Ihabod Crane*; Tukiki and His Search for a Merry Christmas*; The Trolls and the Christmas Express*; Almanac*.*

IFE Advertiser Sales 1550
1140 Ave. of the Americas New York, NY 10036

IG Productions Inc. 510
3323 Steeplechase Lane Kissimmee, FL 34746

IICS—International Interactive Communications Society 470

14657 SW Teal Blvd., Ste. 119 Beaverton, OR 97007
Staff: Debra Palm, Beth Campbell, James Griffith, Michael Boehm, Lynda Keeler. Programs: *Internet Experience; Best of IICS Interactive Summit Showcase*.*

Imagen Satelital S.A. 448
Sanchez de Bustamante 886 Buenos Aires 1173, Argentina

IMI Entertainment Group 5324

INA 8051
4, Avenue de l'Europe Bry-Sur-Marne Cedex 94366, France

Independent Television Network 6380
747 Third Ave. New York, NY 10017

Staff: R. Michael Kammerer, Timothy J. Connors, Martin J. Waters, Gregory S. Gush, Joseph J. Tafuri. Midwest Sales (35 E. Wacker Dr., Chicago, IL 60601)—Larry Tompkins. West Coast Sales (1888 Century Park E., Los Angeles, CA 90067)—Jerry Kelly. Programing: ITN Strategic Syndication Networks; Sony Game Show Network; Showtime Comedy Factory.

Information Research Technologies 56B

113 W. Wickieup Phoenix, AZ 85027

INI Entertainment Group Inc. 5324
11845 W. Olympic Blvd., Ste. 1145 Los Angeles, CA 90064

Staff: Irv Holender, Michael Ricci, Sy Samuels, Tara Spencer. Programs: *International Family Classics; Return to Treasure Island; Alice Through the Looking Glass; Solarman; Sylvan; John Wayne Western Theatre; Feelin Great; G.L.O.W.—Gorgeous Ladies of Wrestling; U.W.F.—Universal Wrestling Federation; Cliff Hanger; Country Music U.S.A.; Jerry Lewis Specials and Features.*

Instituto Mexicano de Cinemato 7855

Topic 40 Mexico, DF 06760

Intel Enterprises 289
Intermedia Games Ltd. 464

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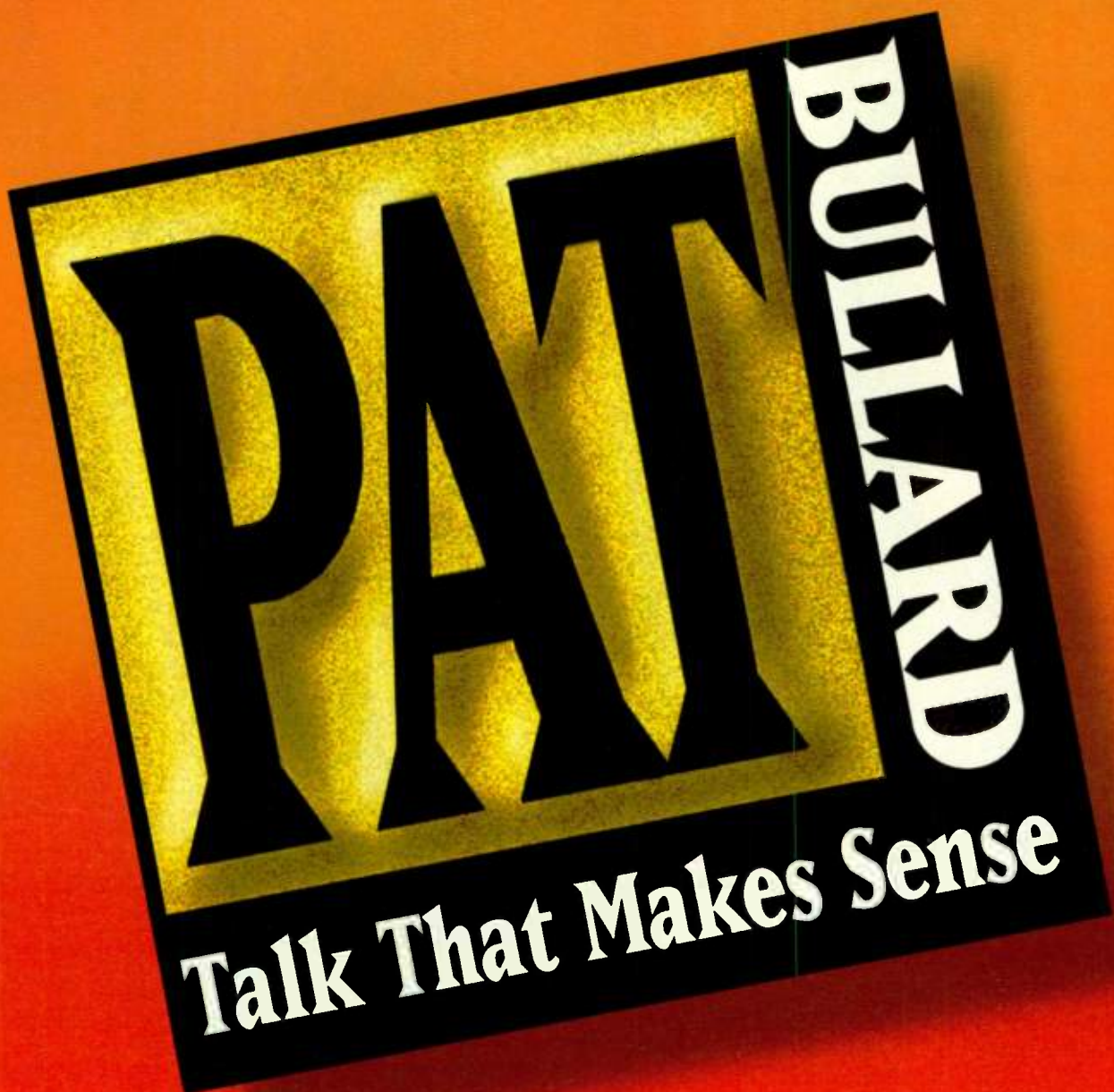
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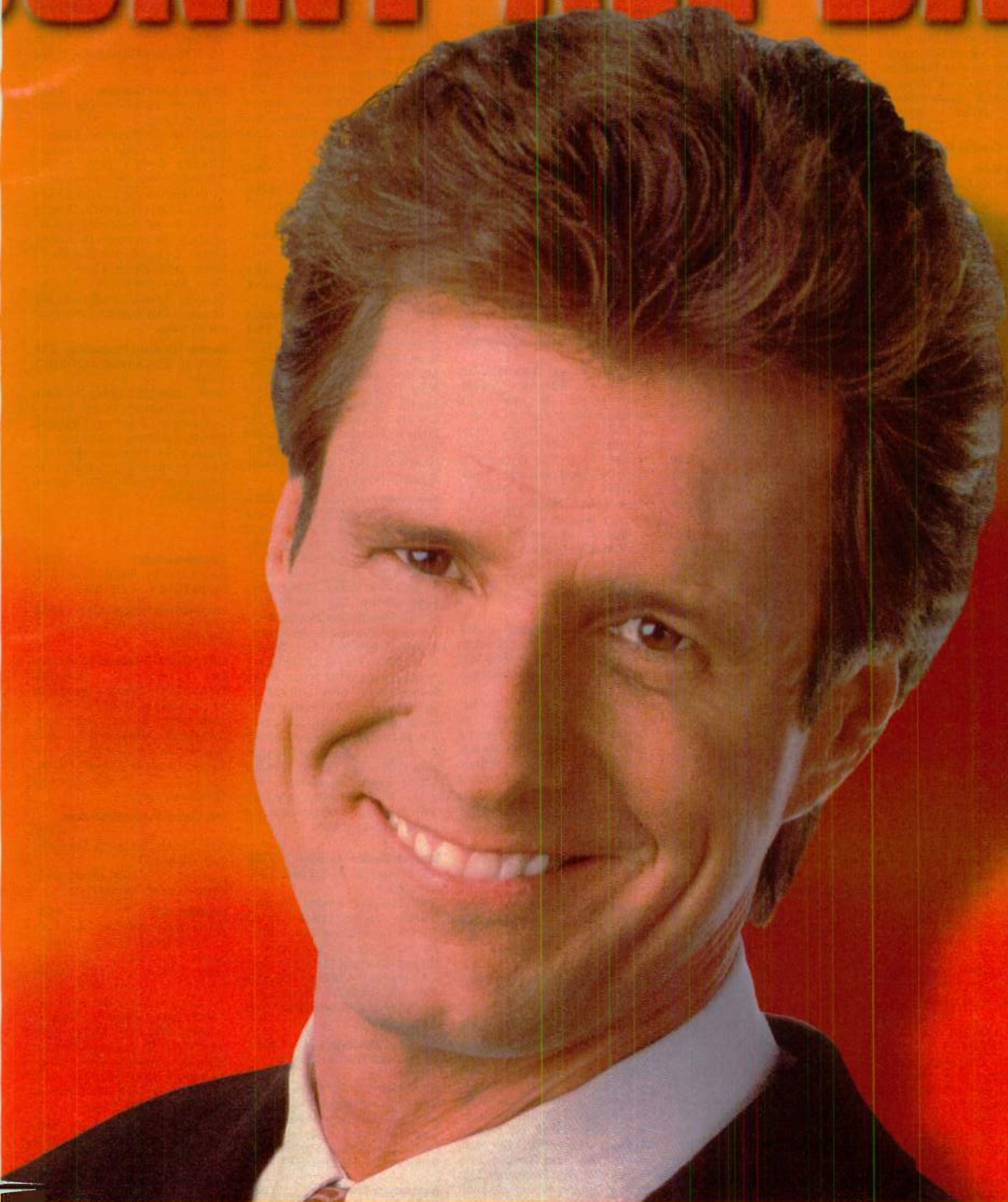


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International Animated Film Society

512

725 S. Victory Blvd. Burbank, CA 91502

International Broadcast Network

6255

2246 Camino Ramon San Ramon, CA 94583 or 107 Power Rd. Chiswick, London W4 5PL
Staff: Kimberley Thomas, Germaine Deagan, Jenny Manocchi. Programs: *Great Splendours of the World*; *Race to the Moon*; *Discovering the Great Minds of Science*; *Islands*; *Adventures of the Old West*; *Carriers Caribbean*.

International Creative Exchange

250

695 S. Colorado Blvd. Denver, CO 80222

Interpannonia Film Ltd

508

Gyarmat Utca 36 Budapest H-1145, Hungary

Intersound Inc.

3580

8746 Sunset Blvd. Los Angeles, CA 90069

Staff: Kent Harrison Hayes, Garry Morris. Services: Language dubbing and subtitling.

Intersport Television

333

414 N. Orleans Plaza, Ste. 600 Chicago, IL 60610

Intraroyal Inc.

2501

Av. Guaicaipuro, Torre Hener, Piso 1, Ofici 1-a El Rosal, Caracas, Venezuela

Staff: Roxana Rotundo, Yarit Sanchez, Rosana Hidalgo. Programs: *74.5 La Nueva Onda*; *L.A.U. University*; *Gabrielle*; *Malicia*; *Senore Bonita*; *Gitana*; *Toxic Crusaders*; *Lea Sommer*; *Geraldo*.

Ironstar Communications Inc.

NA

65 Heward Ave., Ste. 202 Toronto, ON, Canada M4M 2T5

Staff: Derek McGillivray. Programs: *Great Parks of China*; *The Horsemasters*; *The County Workshop*; *Everyday Workout*; *The Light Gourmet*; *Wonder Why*.

ISL Television

317

Haddon House London W1P 6AD, England

Italoons Corporation

NA

32 W. 40th St. New York, NY 10018

ITC Entertainment Group

9800

9100 Wilshire Blvd., 600 West Beverly Hills, CA 90210 or 115 E. 57th St. New York, NY 10022

Staff: Jules Haimovitz, David Hope, Michael Russo, Matt Copperstein, Bill Behrens, Joseph Sangillo, David Bulhack, Les Haber, Stella Green, Lori Shackel, Eddie Camarillo, Jyll Gartin, Phillip Dumas, Jae Morelli. Programs: First-run series—*Beach Patrol*; *Motorweek*.

Features/Packages—Movie of the month, Network V (12 titles, incl. "Ed & His Dead Mother" and "1969"); Action 11 (12 titles, incl. "Skeleton Coast"); ITC Mini-Gold 1 (3 miniseries); Volume X (31 titles, incl. "Stepfather II" and "Sex, Lies and Videotape"); Entertainment Volume Eight (18 motion pictures); Entertainment Volume Seven (16 motion pictures); Entertainment Volume Six (16 motion pictures); Entertain-

ment Volume Five (16 motion pictures); Entertainment Volume Four (15 motion pictures); Entertainment Volume Three (15 motion pictures); Entertainment Volume Two (20 motion pictures); Entertainment Volume One (14 motion pictures); Cinema 12 (12 action/adventure motion pictures); Super Space Theatre (13 motion pictures); Hammer House of Horror (6 double features); Thriller (43 off-network made-fors). Series—*Thunderbirds*; *Captain Scarlet*; *Joe 90*; *Thunderbirds: 2086*; *Fireball XL-5*; *Supercar*; *Space Age Odyssey*; *The Prisoner*; *Secret Agent*; *The Saint/Return of the Saint*; *Edward the King*; *When Havoc Struck*; *Let Them Live*; *The Protectors*; *My Partner the Ghost*; *Department S*; *The Persuaders*; *The Adventurer*; *The Baron*; *Man in a Suitcase*; *Fury*. Miniseries—*Tycoon: The Story of a Woman*. Specials—*The Very Special Seven*. Miniseries—*Second Chances*; *When Love Kills*; *Touch & Die*; *Night of the Fox*; *People Like Us*; *Poor Little Rich Girl*; *At Mother's Request*; *Robbery Under Arms*; *Billionaire Boys Club*; *Sidney Sheldon's Windmill of the Gods*; *Jesus of Nazareth*; *Onassis*; *A Dangerous Life*; *A Dangerous Life*; *Moses the Lawgiver*.

ITEL

6510

48 Leicester Square London WC2H 7FB, England or 11340 W. Olympic Blvd., Ste. 100 Los Angeles, CA 90064

Staff: Chris Fletcher, Joe Kennedy, Glen Hansen, Caroline Jones. Programs: *Survival*; *Turner Original Productions*; *Santo Bugito*; *Peak Performance*; *Fantomcat*; *Skeleton Coast Safari*.

Ivanhoe Broadcast News Inc.

9000

401 S. Rosalind Ave., #1000 Orlando, FL 32801

Staff: Marjorie Bekaert Thomas, Bette Bonfleur, John Cherry, Chad Rose, Elizabeth Buchanan. Programs: News/News Services—*Today's Breakthroughs*; *Tomorrow's Cures*; *Prescription Health*. Station Campaigns—*Top of the Class: Answers for American Education*; *Crackdown on Crime: Taking Back Our Neighborhoods*; *Health/Education Advertising Campaigns*. Documentaries—*Unmasking Depression*; *When the Blues Won't Go Away*; *Women and Depression*; *9 to 5 High: Substance Abuse in the Workplace*; *Kids out of Control*; *Alcohol and the Family*; *Breaking the Chain*; *No More Secrets: Child Sexual Abuse in America*; *Pressure-Cooked Kids: On a Collision*; *Course with the 21st Century*; *Dying to Be Heard: Is Anybody Listening?*; *More Than Child's Play: Kids, Parents & Sports*; *America's Healthcare Dilemma: Who Pays?*; *Walking through the Fear: Women and Substance Abuse Behind Closed Doors*; *Battle on the Homefront*. Infomercials covering health and the environment.

IXL

674

23917 Philbrook Ave. Valencia, CA 91354

J & M Entertainment

9102

2 Dorset Square London N21 6PU, England

Jams Productions Inc.

7877

1262 Don Mills Road, Ste. 203 Toronto, ON, Canada M3B 2W7

Staff: Marion Schwarz, Susan Schwarz, Alan Schwarz. Programs: *The Bubbie Break*; *The Collecting Kids*.

Jane Balfour Films Ltd.

349

Burghey House, 35 Fortess Rd. London NW5 1AD, England

Staff: Jane Balfour, Mary Barlow. Programs: *Song of the Siren*; *Brothers in Trouble*; *In the Company of Men*; *The Other Peak Practise*; *Around the World*; *Forbidden Places*; *Airport*; *Tales from a Hard City*; *New York Taxi Driver*; *50 Years of Silence*; *Paris Was a Woman*; *Tales of Para Handy*; *Open a Door*.

Jingle Cats Entertainment

255

9697 E. Mineral Ave. Englewood, CO 80112

Staff: Joy Varga, Joan Rossiter, Bob Jones, Addriene Thiele, Joan Miles. Programs: *10 Nanoseconds of Fame*; *Computer Kids*; *Digital Gurus*; *Home Computing*; *JCN Profiles*; *New Media News*; *The Cyber City Diner*; *Public Speaking*; *Fundamentals of Business Writing*; *FutureTech*; *Design Revolution*; *Going On-Line*; *How to Buy a Computer*; *Multimedia Gulch*; *New Media News Highlights*; *Perfecting the Presentation*; *Team Effectiveness*; *Using the Internet in Business*; *Communication Ethics*.

Jones Entertainment Group

417

345 Maple Dr., Ste. 205 Los Angeles, CA 90038 or 5300 Melrose Ave., Ste. 319-E Los Angeles, CA 90038

Staff: Glenn R. Jones, Paula Fierman, Corie van Deutekom, Ted Henderson, Philip D. Fehrle, Larry Friedrichs, Lisa Jones, Corie Van Deutekom, Kelvin Porter. Program: *Underground Father: Fugitive from Justice*.

Juno Communications Group

5870

14 Metro Tech Ctr., Ste. 207 Brooklyn, NY 11201

Kanto Productions

5875

2745 Machado St. Simi Valley, CA 93065

Staff: Erkki Kanto, Ilona Kanto, Gregory Krosnes. Programs: *Children of the World*; *Love Around the World*.

Katz Television Group

6200

125 W. 55th St. New York, NY 10019

Staff: Tom Olson, Jim Beloyianis, Lucille Luongo, Michael Hugger, Jack Higgins, Michael Raounas, Jay Friesel, Swain Weiner, Michael Spiesman, Bill Carroll, Ruth Lee Leaycraft, Bill Hall, Janet May, Greg Conklin, Lisa Holleander, Rob Rosenthal, Lisa Ballou, Regina Kitson, Jennifer Darnobid, Hillary Manson. Ser-

vice: Television Rep.

Keller-Siegel Entertainment

3900

345 Park Ave. S., 2nd fl. New York, NY 10010

Kelly News & Entertainment

7325

8075 W. 3rd St., Ste. 402 Los Angeles, CA 90048

Staff: Jon Kelly, John Serrao, Alan Winters, John Budkins, Ted Buker, Linda Bayley, Mary Markarian, Christina Twaddell, Alessia Piaggi. Programs/services: *Save Our Streets*; *FDNY*; *The West/In America*. Station marketing services—Where the News Comes First; Station Consulting.

Keystone Entertainment

263

445 S. 24th St. W. Billings, MT 59102

Staff: Steve Lakey, Ray Moser. Program: *Kids Matter*.

Killer Tracks

201

6534 Sunset Blvd. Hollywood, CA 90028

Staff: Samuel S. Trust, Benjamin Trust, Marilyn Richards, Phil Spieller, Diane Craig Lantz, Karen Reid, Rick Penner, Simon Mortimer, Lori Dekker. Programs: *Killer Tracks Music Library*; *NJJ Music Library*; *BMG Music Library*; *Killer Classics Music Library*; *Hollywood Edge Sound Effects*; *Chronic Trax*; *Atmosphere Music Library*; *Tune Builder*; *News America*.

King World Productions Inc.

3313

1700 Broadway, 33rd fl. New York, NY 10019 or King World Direct 12400 Wilshire Blvd., Ste. 1200 W. Los Angeles, CA 90025

Staff: Roger King, Michael King, Stephen W. Palley, Diana King, Fred Cohen, Burl Hechtman, Steven Hirsch, Bob Jacobs, Andy Friendly, Michael L. Auerbach, Jonathan Birkhahn, E.V. DiMasa Jr., Moira Farrell, Robert King, Arthur Sando, Paul Amos, Patsy Bundy, Jay Leon, Steven A. LoCascio, Donald Prijatel, Marc Rosenweig, Leonard S. Spilka. Programs: Game shows—*Wheel of Fortune*; *Jeopardy!* Magazine/Talk—*The Oprah Winfrey Show*; *Rolonda*. News/News services—*Inside Edition*; *American Journal*. Dance show—*Off the Hook* (Working title).

Kinnevik Media Properties

5350

153 E. 53rd St., #5900 New York, NY 10022

Staff: Joseph E. Kovacs, Stephen Nurkin, Donna Tracey, Todd Jackson. Programs: *Sea Rescue*. Movie packages—Showcase Eight (8 original live TV features); Kinnevik Features (500 titles, including "Dirty Dancing," "Heat," "Black Rain" and "Queens Logic").

K.O. Films Distribution Co.

8401

Monte Libano #180 Mexico D.F. 11000

Staff: Katherine O'Brien, Leticia Velasco. Programs: Distribution for Latin America—Orion Pictures; Revcom International; Summit/Soverton; Active Entertainment; David Landing Co.

Kookanooga Toons

603

5855 Topanga Canyon Blvd.,

#210 Woodland Hills, CA 91367

Kristian Káhn Filmproduktions-

GmbH 7200

Erhardstrasse 8 D-80469

München, Germany

Staff: Kristian Kühn. Programs: *Die Zärtlichkeit des Tigers/De Sueur et de Sang*; *Ludwig & Richard*.

KSS Inc.

7110

1-6-7 Togoshi Shinagawa Tokyo

142, Japan

Kushner-Locke Company

7863

11601 Wilshire Blvd. Los Angeles, CA 90025

Staff: Donald Kushner, Gregory Cascante, Marvinia Anderson, Tannaz Anisin Rob Dwek, Christoph Pachler. Programs: *Innocent Victims*; *A Strange Affair*; *Every Woman's Dream*; *Naked Souls*; *Indecent Behavior 3*; *Magic Adventures* (5 feature films); *Cyber-Erotic Series* (3 films); *Jack Reed: One of Our Own*; *The Brave Little Toaster Goes to School*; *The Brave Little Toaster Goes to Mars*; *Time Warrior* (6 films).

Kymber Television Productions

329

39 N. 4th St. Camden, NJ 08102-1538

Staff: Donald B. Henley, Jr., Keith Benson, Bernetta Evans, Wendy L. Edwards, Therman Edwards, George Lowe, Diahne E. Basse, Terri Benson, Bil Morgan. Programs: *Life! with Dr. Therman Evans*; *Dr. Tee's Health Tips*.

Lain International

3750

940 Lincoln Road, Ste. 206

Miami Beach, FL 33139

Larry Harmon Pictures Corp.

6250

7080 Hollywood Blvd. Hollywood, CA 90028

Later Today Television Newsgroup Inc.

300, 308

Disney-MGM Studios, Bungalow #1 Lake Buena Vista, FL 32830

Staff: Glenn Barbour, Anita Vick, John North, Marleen Ong, John Hambrick, John Herbert, Jim Curry, Orlando "Lonnie" Guida. Program: *Midmorning Supernewscast*.

LDS Church Public Affairs Dept.

4365

15 E. South Temple St. Salt Lake City, UT 84150

Staff: Don Russell. Programs: *Center Street*; *Family Times*.**Ledafilms S.A.**

9420

Virrey Olague Y Feliu 2462-Piso 3 1426 Buenos Aires, Argentina

Staff: Pedro Felix Leda, Rene Leda, Sebastian Leda, David Leda. Programs: *F/X*; *New Tarzan Fantastic Adventures*; *Pacific Blue*; *Highlander-Year 3*; *Land's End*; *Off Duty*; *Live Shot/VR-5*; *Thunder in Paradise*; *Robocop*. Movies—New Gold-package 3. Documentaries—*Last of the Caravans*; *Nicholas & Alexandra*; *500 Nations*.

The Legends of Entertainment

650

1999 Ave. of the Stars, Ste. 500 Los Angeles, CA 90067

Lifecraft Enterprises Inc.

NA

17 Prince Arthur Ave. Toronto, ON, Canada M5R 1B2 or 7600

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Jericho Tpk., Ste. 411 Woodbury, NY 11797
Staff: Harvey Stark, Sandie Hatch, Gloria Stenberg, Michel Zgarka. Programs: Animated—*Nabs; My Backyard*.

LINK Electronics Inc. 669
753 Enterprise St. Cape Girardeau, MO 63703
Staff: Ron Wells, Bob Henson. Products: Closed Caption Encoder PCE-845; Closed Caption Encoder PDR-885, Closed Caption Decoder IEC-785, Closed Caption Decoder, PCE-85.

LINK Entertainment 9110
7 Baron's Gate 33-35 Rotschild Road London W4 SHT, England
Staff: David Llewellyn-Jones, Davis Hamilton, Jo Kavanagh. Programs: *The Morph Files; The Forgotten Toys; Pirates; Animal Farm; Spooks of Bottle Bay*.

Litton Syndications Inc. 9051
2210 Middle St., 1st fl. Sullivan's Island, SC 29482
Staff: David L. Morgan, Tim Volt, Nancy Smeltzer, Terry Patton, Janice Carey. Programs: *Jack Hannas Animal Adventures; Dream Big*; Down the Road Again; J. Barry Ferguson's Style**. The American Woman's Network—*Working Woman; Main Floor*.

Locksley Entertainment 6770
560 N. May Ave. Ste. 350 Oklahoma City, OK 73112
Staff: Art Swanson, Ben Savage, Keith Stallbories. Programs: *Wartime Top Secret: The Roughnecks of Sherwood*; Ghost Fliers**.

London Films 9109
35 Davies St. London W1Y 1FN, England
Staff: Andrew Luff. Program: *Resort to Murder*.

London Television Service 9106
Hercules House Hercules Road London SE1 7DU, England
Staff: David Faulkner, John Ridley. Programs: *Perspective Series 12; Perspective Plus; UK Today; In Good Company; Inside Britain; Profiles; Science & Technology half-hours; Science & Technology Magazine; Life & Events Magazine; Business half-hours; Documentary half-hours; Quarter-hour profiles of People at Work*.

Lonely Chefs 6761
P.O. Box 4021 Edmonton, AB, Canada T6E 4S8

LuckyWorld Productions 9105
1 Garrick House, Carrington St. London W1Y 7LF, England
Staff: Patrice Mazataud. Programs: *Shared World; Tulkut; Philbert Frog; Cats; Classical Ballet; Travel; Wildlife*.

Lumiäre 8051
14, rue Segulier Paris 75006, France

Lumiere Pictures Ltd. 9124
167-169 Wardour St. London W1V 3TA, England
Staff: Sue Lytle, Steve Turney. Programs: Over 2000 classic & contemporary film titles; *The Avengers; The Many Faces of Christopher Lee**.

Luna Entertainment International 429

246 Fifth Ave., Ste. 311 New York, NY 10001
Staff: Herbert Otiz, John Perez, Deborah Larkin, Peter Davidson, John Duran, Ernie Quinonez, Ted McMorris, Edwin Torge, George Ortiz. Music/Variety—*Show Business; Ritmo Latino; Musica Caliente; Desi Entertainment Awards; Legends Hispanic Hall of Fame; Comedy Fiesta; Rancho Grande*. Feature films—Mexican Movie Block (more than 200 titles). Telenovelas—*Las Aguas Mansas; En Cuerpo Ajeno; Herencia Maldita*. Children's—*Cinderella; Simba, The Lion King; The Legends of Zorro; Robin Hood; The Legends of Snow White; The Jungle Book; M3D Show/Picasso's Place*.

M

M3-D-TV 507
15820 Arminta St. Van Nuys, CA 91406

M5 8051
5/7, rue Sebastien Mercier Paris 75015, France

M6 8051
16, Cours Albert 1er Paris 75015, France

M.A. Kempner Inc. 7301
11820 Fountain Side Circle Boynton Beach, FL 33437
Staff: Martin A. Kempner, Max Stuart. Programs: Documentaries*; musical varieties*; feature films*.

Madison Green Entertainment Sales Inc. 9555
41 Madison Ave. New York, NY 10010

Staff: Rick Levy, George Baratta, David Campbell, Denise Harding. Programs: *Amazin' Adventures/Amazin' Adventures Sunday* (featuring *Captain Simian & The Space Monkeys**; *Pocket Dragon Adventures**; *Princess Gwenevere and the Jewel Rider**; *Street Sharks; Skysurfer Strike Force**; *The Mask**; *Toys "R" Us Family Theatre*.

Malofilm International 2600
2221 Yonge St., Ste. 400 Toronto, ON, Canada M4S 2B4
Staff: Natalie Vinet, Loredana Cunti. Programs: Children's—*Little Star*. Documentaries—*Expulsion and Memory; Jesus in Russia; Plague Fighters*.

Manhattan Movie Makers 160

Mapevision 8405
Marathon International 8405
27, rue de la Faisanderie Paris 75116, France

Staff: Olivier Brémond, Thórunn Anspach, Laetitia Recayte. Programs: Children's—*The Adventures of Santa Claus; Kasaii and Leuk; Mr. Men and Little Miss; Ernest the Vampire; Molly; My Cat Is a Tiger; Born Winners; I Love My City; The Wonderful World of Animals*. Teens/Family series—*Saint Tropez; Indaba*. Documentaries—*Wildest of Tribes; Kid Creole's Great Voyage*. Wildlife—*In Care of Nature; Predators*.

Marina Productions 1321
22, Avenue Marceau Paris 75116, France or Le Daf Anima-

tion Studio 9, rue Roger Gobaut 93500 Pantin, France
Staff: Claude Berthier, Thierry Berthier. Programs: Animation—*Little Hippo; Mr. Men; Dog Tracer; Bamboo Bears*. Puppets—*Reptila Opera; The Last Reservation; Queen of the Nile*. Children's/teen game shows—*Where in the World Is Carmen Sandiego?; Le Chevalier du Labyrinthe; El Rescate del Talisman*. Distribution Catalogue (only for French-speaking territories)—Live action—*Tattooed Teenage Alien Fighters from Beverly Hills; Superhuman Samurai Syber Squad*. Animation—*Turtle Island; Snow White; Sonic; Hurricanes; Dinosaucers; Madeline; Robin Hood; World Famous Fables; Twinkle; Wizard of Oz; Wishkid; The Trapp Family Singers*.

Maxagrid International Inc. 561
3939 Belt Line Rd., Ste. 250 Dallas, TX 75244-2200

Maxam Entertainment 9520
2525 Colorado Ave., Ste. 300 Santa Monica, CA 90404
Staff: Ed Wilson, Bob Cook, Marvin Shirley, Bill Kunkel, Robb Dalton, Steve Paul, Danil Tibbets, John Marquiss, Brian Wexler, Cliff Matis, Peter Preis, Sid Beighley, Kathleen Polett, Mary Beth McAdaragh, Pamela Littky, Peggy Filis-Burkhardt, Suni Deskin, Michele Freifald, Karen Norwood. Programs: *J&I*; Psi Factor**; *The Extremists with Gabrielle Reece*; Premier I (24-title film package); *Hearts Afire**; *The World of Nature III; Jeep King of the Mountain Downhill Series**.

Maxima Film Corp. 6777
70 E. Beaver Creek Rd., #19 Richmond Hill, ON, Canada L4B 3B2

Staff: J. Gary Gladman, Sarah Stoneman, Judit Gladman. Programs: *The Living Sea; The Ocean World of John Stoneman; Sharks—The Silent Killers*.

Mayte Mouse Productions 5861
12506 Elm Country Lane San Antonio, TX 78230
Staff: Tom Gregory, Carlos Flys, Mayte Prida. Program: Children's TV show*.

M.C. Stuart and Associates 7301
88 Highett St. Richmond, Victoria 3121, Australia

MCA TV 8900
100 Universal City Plaza Universal City, CA 91608

Staff: MCA TV Sales—Greg Meidel, Shelly Schwab, Jim Kraus, Steve Rosenberg, Bill Trotter, Arthur Hasson, Tony Fasola, Michael Howard, Mark Forgea, Cameron Hutton, Barbara Zaneri, Phil Martzolf, Gene McGuire, Kristine Hoskins, Dennis Grandcolas. MCA TV Advertiser Sales—Karen Zollman, David Brenner, Jo Prestianni, Alberta Amici, Eric Poulson, Marlene Woska, Tim Miller. MCA Executive Staff—Sara Rutenberg, Lonnie Burstein, Michael Zucker, Bill Vrbanic, Bobbi Fisher, Glenn Weisberger, Georgia Scott, Jeff Dellin, Isa Giberman, Mort Slakoff. Universal Television Executive Staff—Ned Nalle, Dan Filie, Ken Arber. Programs: First-

run weeklies—*Hercules: The Legendary Journeys**; *Xena: Warrior Princess**. First-run strips—*He Says, She Says**; *Justice**. Movie lists—List of a Lifetime II (35 titles). Off-network Half-hours—*Amen; Charles in Charge; Coach; Gimme a Break; Harry and the Hendersons; Kate & Allie; Leave It to Beaver; Michale's Navy; The Munsters Today; The New Dragnet/The New Adam 12; The New Leave It to Beaver; Out of This World*. Off-network hours—*Airwolf; The A-Team; Alias Smith & Jones; Baretta; BJ/Lobo; Black Sheep Squadron; The Bold Ones; Emergency; Hollywood Premiere Network; Ironside; It Takes a Thief; Kojak; Knight Rider; Magnum; Marcus Welby MD; Northern Exposure; Quincy; Rockford Files; Simon & Simon*. Mystery movies—*Columbo; McCloud; McMillan; Banacek*.

MCA TV International 8900
100 Universal City Plaza Universal City, CA 91608

Staff: Colin P. Davis, Peter Hughes, Ron Suter, Wanderley Fucicolo, Edednir Amadio, Reha Salomon. Programs: Returning—Action Pack—*Beastmaster III; The Eye of Braxus; Captain Zoom; Hercules; Tekwar; Vanishing Son; Coach; Dream On; Fudge; Law & Order; Murder, She Wrote; New York Undercover; seaQuest DSV; Sliders*. New—series—*American Gothic**; *Earthworm Jim**; *Partners**; *Savage Dragon**; *Xena: Warrior Princess**. TV movies—*The Android Affair**; *Birds II—Land's End**; *Caught in the Act**; *The Colony**; *Dangerous Heart**; *Deadman's Revenge**; *Deconstructing Sarah**; *Deep Red**; *Disappearance of Christina**; *It Came from Outer Space III**; *Knight Rider**; *Letter to My Killer**; *A Mother's Prayer**; *Here Comes the Munsters**; *New Eden**; *Out of Annie's Past**; *Problem Child II**; *Simon & Simon**; *Trouble Shooters**; *Trapped Beneath the Earth**. MCA TV International Library—*New Adam; Amen; Alfred Hitchcock Presents; Almost Grown; Amazing Stories; The A-Team; Blue Skies; Columbo; Desperado; Western Series; New Dragnet; Earth 2-20 hours; The Equalizer; Extreme; Gangster Chronicles; Hidden Room; Knight Rider; Kojak; Lassie**; *The Law & Harry McGraw; M.A.N.T.I.S.; Magnum, P.I.; Miami Vice; Misfits of Science; The Munsters Today; My Secret Identity; Nasty Boys; Northern Exposure; Out of This World; Quincy; Rich Man, Poor Man; Rockford Files; Shades of L.A.; She-Wolf of London; Simon & Simon; Tales of the Gold Monkey; Tequila and Bonetti; They Came from Outer Space; Uncle Buck; Weird Science; A Whole New Ballgame; The Wright Verdicts; Voyagers! Children's - Beethoven; Bionic Six; Emergency+4; Exo Squad; Fievel's American Tails I; Monster Force; Mrs. Piggle-Wiggle; Opus & Bill; Problem Child; Shelley Duvall's Bedtime Stories; Timmy the*

Tooth; Woody Woodpecker & Friends. Made-for-TV movies—*Bionic Ever After?; Blind Vengeance; Breach of Conduct; Buried Alive; The China Lake Murders; The Companion; Curiosity Kills; Dead Air; Dead Reckoning; Don't Talk to Strangers; Haunting of Sea Cliff Inn; High Desert Kill; The Hollywood Detective; In the Best Interest of the Child; Incident at Deception Ridge; Into the Badlands; The Keys; Knight Rider 2000; Lily in Winter; The Lookalike; Matters of the Heart; Murder by Night; Nightlife; Out of Annie's Past; Psycho VI: The Beginning; The Return of Sam McCloud; Revealing Evidence; The Road Raiders; Running Against Time; Silhouette; Somebody Has to Shoot the Picture; Sweet Poison; The Take; This Gun's for Hire; Trapped; Vestige of Honor; White Lie*.

Media & Entertainment Productions 634

Media Entertainment Inc. 252

Media Lab 8051
104, rue du PrCsident Kennedy Paris 75016, France

Mediametrie 8051
55/63, rue Anatole France Cedex 92532 France

Mediaset Spa 3312
Via Cassanese 224 Milano Oltre 20090, Italy

Mega Entertainment 5863
160 W. 95th St. New York, NY 10025
Megatrax Production Music 6421 7635 Fulton Ave. N. Hollywood, CA 91605

Mel Giniger & Associates 341
11110 Ottio Ave., Ste. 102 Los Angeles, CA 90025

Staff: Mel Giniger, Jose Luis Cano, Morena Tobar. Programs: *Animated Classics**; *Amazing Tails; Masters of Illusion; Globetrotters; Disaster Family; Disaster Family; Water Rats*.

MG/Perin 9700
104 E. 40th St., Ste. 102 New York, NY 10016

Staff: Martin Grieve, Richard Perin, Joe Mirabella, Candace Fisher, Ron Geagan, Carol Jacob. Programs: Series—*Decisions? Decisions!; The Extraordinary; Coast Guard; Weird TV*. Specials—*Hispanic Americans: The New Frontier*. Program inserts—*Super Bowl Record Book*.

MGI Distribution & Production 428
4317 Mammoth Ave., Ste. 5 Sherman Oaks, CA 91423

Staff: Colleen Meeker, Phil Olson. Programs: First-run movies—*The Outsider**; *With Criminal Intent**; *The Workmillers' Last Spring**; *Shut Yer Mouth!**; *Counter Clockwise**; *The Four Corners of Nowhere**. Features—*Fireballs; Love Ya Tomorrow; Mindbenders; Madonna; The Carpenter; Voodoo Dolls; Contra Conspiracy; Dance or Die; Death by Dialogue; Emperor of the Bronx; Epitaph; Fresh Kill; The Glass Jungle; Heat Street; Hallow Gate; The Killing Game; LA Crackdown I & II; Mayhem; Pay-*

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PORTLAND	KGW	HONOLULU	KFVE
INDIANAPOLIS	WISH	DES MOINES	KDSM
HARTFORD	WTNH	SPOKANE	KREM
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KANSAS CITY	KMBC	TUCSON	KTTU
COLUMBUS	WSYX	CHAMPAIGN	WAND
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back; *The Newlydeads*. Animation—*Small Size Country*; *Leo The Lion*; *Honey Honey*; *Kid's Sports*; *American Animation Classics*; *Adventures of the Polar Cubs*; *Kid's TV*; *Kid's Gallery*; *Casper the Friendly Ghost*; *Amigo*; *Rocket*; *Max*; *Bubblies*; *The Guardian Angel Stories*. Entertainment—*Treasure Search*; *Angel Meditation Series*; *International World Class Championship Wrestling*; *Blooper-toons*; *Welcome to Cooking World*; *Wild World of Sports*; *The Abbott & Costello Show*. Variety/Music—*Power Play*; *The Power Hour*; *Power Play Country*; *Cool Vibes*; *Power Play Rhythm Videos*; *Join the Party*; *Lollapalooza*; *Woodstock*.

MGM/UA Telecommunications Group 1450

2500 Broadway St. Santa Monica, CA 90404

Staff: Gary Marenzi, Josh Elbaum, Bill Lee, Marcia Spielholz, Ana Francois, Marvin Usevich, Guy Petty, Christopher Ottinger, Mina Patel, Suzanne Rainey, Patricia Shaw. International sales offices; France (25, rue de Marignan, Paris 75008) - Gilbert de Turenne, Patricia Jennings, Sylvie Lebosse, Carolyn Stalis, Francois Poirier. Australia (United Artists, Level 19, AGL Center, 111 Pacific Coast Hwy., N. Sydney NSW 2060) - William Wells. Chile (c/o Representaciones de Television, S.A., Providencia 929, P.H., Casilla 7-9, Santiago) - Osvaldo Barzelatto, Ernesto Lombardi. Programs: Series - *Poltergeist: The Legacy*; *LAPD*; *The Outer Limits*; *In the Heat of the Night*; *The Young Riders*; *Thirtysomething*. Television movies—*Convict Cowboy*; *Sketch Artist II: Hands That see*; *The Set Up*; *The Silver Strand*; *The Escape*. Features: "Goldeneye"; "Get Shorty"; "Species"; "Hackers"; "Clive Barker's Lord of Illusions"; "Rob Roy"; "Tank Girl"; "Speechless"; "Blown Away"; "Getting Even with Dad"; "It Runs in the Family"; "Clean Slate"; "Fatal Instinct"; "Undercover Blues"; "Pocketful of Miracles"; MGM and United Artists Feature Library (over 1,500 titles). MGM Gold—Television Network for Asia. Cartoons—*Pink Panther*; *The Ant and the Aardwark*; *Roland and Rattfink*; and others.

MGM Worldwide Television Group 1450

2500 Broadway St. Santa Monica, CA 90404
Staff: John Symes, Sid Cohen, Jonathon Barbato, Suzey Sligh, Juliann Jannus, Samantha Levy, Deanne Allen, Mindy Rothstein. Domestic Sales Offices: Los Angeles—Don Golden, Frank Hussey, Adam Wall. Chicago (6133 N. River Rd., Ste. 900, Rosemont, IL 60018)—Noranne Frisby, David Steinfeld, Ree Thelen, Steve Hodder. New York (1350 Ave. of the Americas, 23rd fl., New York, NY 10019)—Jacqueline Comeau, Lyle Foster, Glen Hagen. Boca Raton (1200 N. Federal Hwy., #200, Boca Raton, FL 33432)—Phil Smith. Canada - (720 King St. W., Ste. 611, Toronto, ON M5V 2T3) Tony

Leadman, Mira Quinn, Bill Wineberg. Worldwide Television Development and Finance: Tom Malanga, Hank Cohen, Sheldon Perry, Marrisca O'Leary. Entertainment Business Group: Dean Stolber, Joan Pierce, Mary-Ann Graham, Donald Mirisch, Marcia Speilholz. MGM Animation: Don Mirisch, Jonathan Dern, Paul Sabell, Kelly Ward. Programs: First-run series—*LAPD*; *Poltergeist: The Legacy*; *The Outer Limits*; *The Bradshaw Difference*. Off-network—*In the Heat of the Night*; *Thirtysomething*; *Fame*; *Rat Patrol*; *Sea Hunt*; *Bat Masterson*; *Highway Patrol*; *Patty Duke Show*; *Tombstone Territory*; *Stoney Burke*. Feature's packages—*The Lion's Pride* (19 titles, incl. "Thelma & Louise" and "Rocky V"); MGM Family Classics (8 titles); MGM/UA Features (400 titles). Specials: *Shari Lewis Specials*.

Midnite Express 3441

925 W. Hyde Park Blvd. Inglewood, CA 90302
Staff: Helen Jeremiah, Claudia Bodwell, Julie Hughes, Melinda Gotelli. Services: International and domestic airfreight and air courier; satellite/fiber transmission services; in-house production coordinator; distribution and fulfillment; festival and market specialists; services global transportation needs, specializing in entertainment industry.

Millimages 613

255, rue Gambetta Bologne 92200, France

Minotaur 9108

17-19 Maddox St. London W1R ODN, England
Staff: Jane Lighting, Kathryn Rice, Emma Williams. Programs: *Heartbreak High*; *Nature on Track*; *Equinox*; *Milly Scarecrow*; *Hillary Clinton*; *Dangerous Seas*; *Silent Night*; *Peter Allen—The Boy from Oz*; *Ladies Please*; *Kilroy*; *Shout*; *The Last Weekend*.

MLR Films International 469

301 E. 62nd St. New York, NY 10021

Mondo-TV 8700

5330 Franklin, #11 Los Angeles, CA 90027

Mondo-TV Interactive 665

5330 Franklin, #11 Los Angeles, CA 90027

Monte Carlo Television Market 309

4, Boulevard du Jardin Exotique Monte Carlo 98000, Monaco

Moonstone Entertainment 450

9242 Beverly Blvd., Ste. 230 Beverly Hills, CA 90210-3710
Staff: Ernst "Etchie" Stroh; Yael Stroh. Programs: *Midnight Heat*; *Mask of Death*; *Bounty Hunters*; *Coyote*.

Mosfilm International 634

9887 Santa Monica Blvd. Beverly Hills, CA 90212-1604

MP Consulting International 450

2795 Greenbower Ct. College Park, GA 30349

Mr. Ballooney B. TV Show 6762

1133 Ave. of the Americas, 37th fl. New York, NY 10036

Staff: Rick Sirvaitis, Bob Dahill, Chris Monteferrante, Chris Bolte, Rob Maffei, James Harder, Brian Janks, Mark Marshall. Programs: *The Cape*; *Dr. Quinn, Medicine Woman*; *Jack Hanna's Animal Adventures*; *The Cape: The Movie*.

MTM Enterprises Inc. 1550

12700 Ventura Blvd., Ste. 200 Studio City, CA 91604
Staff: Tim Robertson, Tony Thomopoulos, Chuck Larsen, Michael Ogiens, Greg Phillips, Neil Strum, Victoria Ryan, Gavin Reardon, Joe Weber, Sharon Hall, Lisa Woodcock, Steve Leblang, Donna Landau, John Buckholtz, Steve Barbour, Rick Shae, Jeff MeElheney, Beth Kelley, Lisa Auerbach, Mitzi Moskovitz, Tim Hairr, Steven Huerta, Cynthia Augustine, Kevin Walsh, Brian Neimark, Chuck Lioi, Eden Mitchell, Patrice Nardone. Programs: Series—*The Cape*; *The Beef*; *Dr. Quinn, Medicine Woman*; *America's Funniest Home Videos*; *Rescue 911*; *Adventures with Madeline*; *Newhart*; *WKRP in Cincinnati*.

MTM International 1550

2 Souberts Pl. London W1V 1HH, England

Staff: See MTM Enterprises. Programs: TV movies—*Forbidden Memories*; *Cagney & Lacey: The View Through the Glass Ceiling*; *Cagney & Lacey: True Convictions*; *The Face on the Milk Carton*; *Cagney & Lacey: Together Again*; *Cagney & Lacey: The Return*; *For the Love of Aaron*; *The Good King*; *The Gift of Love*; *Tad*; *Dad*; *The Angel and Me*. Series—*The Cape*; *The Beef*; *Snowy River: The MacGregor Saga*; *Big Brother Jake*; *Boogie's Diner*; *Christy*; *Xuxa*; *Hobart & Cosmo*; *Sky King*. Game shows—*Family Challenge*; *Masters of the Maze*; *Wild Animal Games*; *Baby Races*; *Trivial Pursuit*. Nine Network Australia Programming: Comedy—*Bob Morrison*; *My Two Wives*. Miniseries—*A Fortunate Life*; *Glass Babies*; *The Great Bookie Robbery*; *Petrov*; *Tracy*. TV movies—*Body Business*; *Double Sculls*; *High Country*; *I Can't Get Started*; *Indecent Obsession*; *Skin Deep*. Infotainment—*Getaway*; *Looking Good*; *RPA*; *Weddings*; *Money*; *Our House*; *The Great Train Journey Through India*; *The Golf Show*; *What's Cooking*; *Big River*, *Big Fish*; *Images by Animation*; *Everest*, *The Australian Expedition*; *Keepers of the Dreaming*; *Urban Wildlife*; *L.A. Lore*; *Australia, From the Outside Looking In*. MTM/TVS Library: Comedy—*The Mary Tyler Moore Show*; *Newhart*; *Annie McGuire*; *The Betty White Show*; *Beverly Hills Buntz*; *The Bob Newhart Show*; *Doc*; *The Duck Factory*; *Eisenhower & Lutz*; *FM*; *Fresno*; *Mary*; *Phyllis*; *The Tony Randall Show*; *Rhoda*; *WKRP in Cincinnati*. Drama—*Capital News*; *Ruth Rendell Mysteries*; *Hill Street Blues*; *Lou Grant*; *Paris*; *Remington Steele*; *St. Elsewhere*; *The Trials of Rosie O'Neill*; *White Shadow*. Specials/Features—*Paul Simon: Born at the Right*

Time; *A Little Sex*; *The Boy Who Drank Too Much*; *Carly's Web*; *Critical List*; *Fighting Back*; *In Defence of Kids*; *Independence*; *Nowhere to Run*; *Riviera*; *Something for Joey*; *Vampire*.

MTV—Music Television 6350

1515 Broadway New York, NY 10036

Staff: Van Toffler, Donald Silvey, Eduardo Braniff, Caroline Beatson, Richard Cunningham, Adeline Ferro, Christine Roman. Programs: *Aeon Flux*; *MTV Oddities "The Head"*; *MTV Oddities "The Maxx"*; *Beavis & Butt-head*; *Road Rules*; *Singled Out*; *The Real World I, II, III, IV*; *MTV Music Specials*; *The 1995 MTV Europe Music Awards*; *The 1995 MTV Video Music Awards*; *Liquid Television*.

MuchMusic 430

(See ChumCity International)

Muller Media Inc. 5350

23 E. 39th St. New York, NY 10016

Staff: Robert B. Muller, Daniel E. Mulholland, Rosemarie Cirona. Programs: Feature Packages—*Prime Targets I* (15 titles); *Prime Targets II* (15 titles); *Night Raters I*; *Night Raters II*; *Coming Attractions I* (18 titles); *Smoke Screens* (10 titles); *Godzilla All Stars* (12 titles); *The Wild Ones* (10 titles); *Weapons* (6 titles).

Multimedia Entertainment Inc. 1380

45 Rockefeller Plaza, 35th fl. New York, NY 10011

Staff: Robert L. Turner, Richard C. Coveny, Ethan J. Podell, John C. Ranck, Thomas F. Shannon, Richard C. Thoral, Fred Petrosino, Joseph F. Cifarelli, Burt Dubrow, Sandra Shutak, Deborah Hackenberry. Programs: 6 daily first-run talk shows; *Pat Bullard*; *The Crook & Chase Show*; *Donahue*; *Sally*; *Jerry Springer*; *Rush Limbaugh: The Television Show*; *Vanessa*. Television movies and miniseries—*Deadly Medicine*; *Mario and the Mobb*; *Breaking the Silence*; *Torch Song*; *Murder Between Friends*; *House of Secrets*; *Jack Reed: Badge of Honor*; *Dazzle*; *Singapore Sling*; *Children of the Dark*; *Not Our Son*. Other—*Inside the Vatican*; *Children Network Plus*. For Latin America only—*The Courtship*; *On Valentine's Day*; *1918*; *The Chair*. Specials—*An Evening with Sir Peter Ustinov*.

The Multimedia Group of Canada 2600

5225 Berri St. Montreal, PQ, Canada H2J 2S4

Staff: Jacques Bouchard, Sari Buksner. Programs: *Unforgettable Romances*; *The Composers' Specials*; *Hi-Tech International*. Earthscape—Lifestyle Libraries and Encyclopaediscs; Wildlife Libraries and Encyclopaediscs. Children's—*Anna Banana*; *Kitty Cats Toons*; *The Big Garage*. Documentaries—*With a Lot of Love*; *Hemisphere South*; *Women: A True Story*; *Baby Business*.

MVP—Movie Vista Productions 518

999 Canada Pl., Ste. 404 World Trade Center Vancouver, BC, Canada V6C 3E2

Mystic Productions Inc. 266

3838 N. 36th Ave., Ste. B Phoenix, AZ 85019

National Digital Television Center 7531

NATPE 200

2425 Olympic Blvd., Ste. 550 E Santa Monica, CA 90404

Staff: Brigitte Parise, Todd Barasch, Candace Kentopian, Beth Braen. Services: Membership services; new Web site: Natpevision; Raffles.

NBA Entertainment 324

645 Fifth Ave. New York, NY 10022

Staff: Michael Dresner, Gregg Winik. Programs: Live and taped games; NBA Playoffs and Finals; All-Star Weekend; youth programming; highlights and specials.

NBC International Ltd. 6451

30 Rockefeller Plaza New York, NY 10112

Staff: John Agoglia, Susan Beckett, Sergio Getzel, Matthew Ody. Programs: *Hang Time*; *Danielle Steel's Zoya*; *She Fought Alone*; *Fight for Justice*; *Her Hidden Truth*; *Danielle Steel's Mixed Blessings*.

NBD Television Ltd. 9101

Unit 2, Royalty Studios 105 Lancaster Rd. London W11 1QF, England

NDR International 7200

Rutersbarg 46 D-22529 Hamburg, Germany

Nelvana Enterprises Inc. 2600

32 Atlantic Ave. Toronto, ON, Canada M6K 1X8

Staff: Michael Hirsh, Toper Taylor, Bob Higgins, Cathy Hornbuckle, Lisa Westfield-Avent, David Ferguson, Rodrigo Piza. Programs: *Nancy Drew*; *The Hardy Boys*; *Jake & The Kid*; *Little Bear*; *The Neverending Story*; *Blazing Dragons*; *Stickin' Around*; *Attack of the Killer B Movies and Young Duke*; *Scholastic's The Magic School Bus*; *Rupert*; *Jim Lee's Wild C.A.T.s (Covert Action Teams)*; *The Adventures of Tintin*; *Babar*; *Tales from the Cryptkeeper*; *Jim Henson's Dog City*; *Cadillacs and Dinosaurs*.

NetHold NA

Neptunusstraat 41 NL-2132 JA Hoofddorp The Netherlands
Staff: Rob Hersov, Peter Ekelund, Mark Rudolph, Mark Cutten, Jean-Louis Erneux.

Network Enterprises Inc. 7866

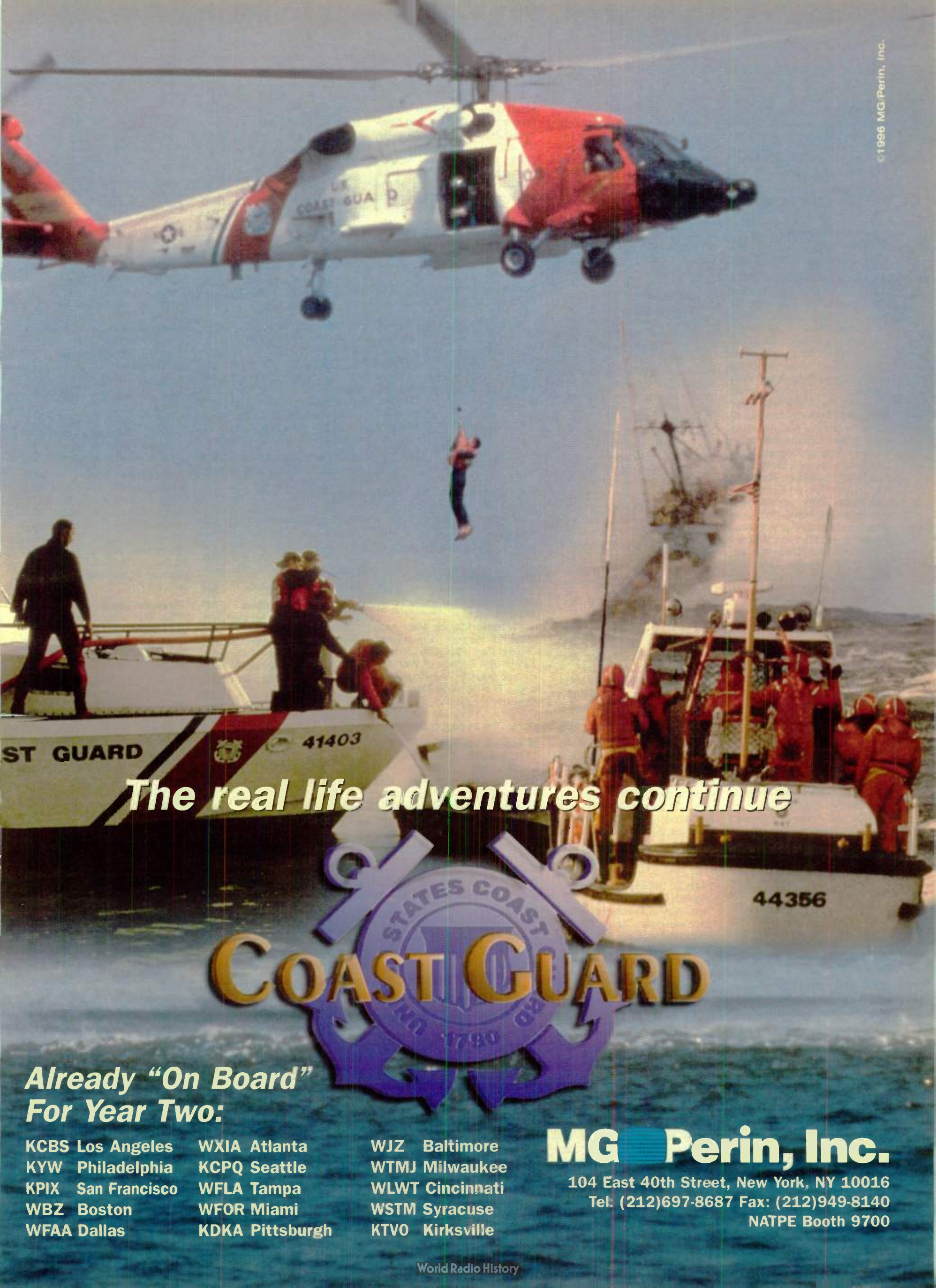
932 Hungerford Dr. Rockville, MD 20850

Staff: LaLee D. duMonceau, Caela Bintner, Phil Osborn. Programs: *4 Years of Thunder*; *The Aviators*; *Whatever Happened to the Flying Boat?*; *Lighter Than Air*; *The Sea Dart*; *Jump Jet*; *Wings over Vietnam*; *Automobiles*; *Sea Wings*; *Great Planes*; *Carriers*; *X-Planes*.

Network Music Inc. 4401

15150 Ave. of Science San Diego, CA 92128

Staff: Ken Berkowitz, Ricci Stark, Gabriella Dewitt-Rodriguez. Programs: Network's Production Music Library; Network's Sound



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104 East 40th Street, New York, NY 10016
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Effects Library, Brainstorm—Production Element Library; Shockwave—Production Element Library; Network's Classical Library; Primrose—European Production Music Library.

Network One 529
21111 Erwin St. Woodland Hills, CA 91367

Network Productions & Communications 287

New Hair Institute 630

New Line Television 7850

A division of New Line Cinema 888 Seventh Ave. New York, NY 10106 or New Line Cinema, West Coast Office 116 N. Robertson Blvd. Los Angeles, CA 90048 Staff: Robert Shaye, Michael Lynne, Robert Friedman, Diane Keating, David Spiegelman, Vicky Gregorian, Dennis Boyle, Michael Murashko, Karl Middelburg, Janet Bass, Beth Bodkin, Chris Russo, Christine Manna, Kim Kleinman, Josh Green, Sasha Emerson, Laura Armstrong. Programs: New Line One—contemporary titles, incl. "Teenage Mutant Ninja Turtles", "Nightmare on Elm Street" and "Pump Up the volume"; New Line Four—20 first-run films, incl. "Dumb and Dumber" and "Seven"; Powerline—12 titles, incl. "Menace II Society" and "Deep Cover"; Court TV: *Inside America's Courts*; *Court TV: The System*; *Nancy Drew/Hardy Boys Mysteries*; *Space Ghost Coast to Coast*; *Dramatic Moments in Black Sports History*.*

New Visions Syndication, Inc. 4324
44895 E. Hwy. 82-81611 P.O. Box 599 Aspen, CO 81612

Staff: Rodney Jacobs; Jack Brendlinger; Klaus Lehman; Carolyn Smith; Kayla Hoffman; Scott Davis; Cheryl Schneiderman. Programs: Sports—*Where Adventure Begins**; *Jeep Jam-boree—4 x Four-ever**; *High Performance Driving**; *The Challenge of the Triple Crown*; *Quest for Speed*; *Eddie Hill...A Life in Drag Racing*; *1995-96 Mountain-Top Ski and Adventure Series**. Travel—*Travelin'On...Great American West**; *Travelin'On...Southern Florida*; *Travelin'On...Pacific Northwest*; *Travelin'On...Tennessee Williams and the Great Smoky Mountains*; *Travelin'On...Southwest*; *Travelin'On...Northern California*; *Travelin'On...Northern Florida*. International Distribution—*1995 Iditarod...An Alaskan Celebration*; *Olympic Preview...Atlanta 1996**.

New World Entertainment 9350
1440 S. Sepulveda Blvd. Los Angeles, CA 90025

Staff: Art Bilger, Brandon Tartikoff, William E. Kerstetter, Armando Nunez Jr., Avi Arad, Rick Ungar, Saul Melnick, Jerry Zanitsch, Harry Anderson, Renee Madrigal, Linda Ferrari, Alejandro Garcia, Barbara Mudge, John Cuddihy, Barry Chamberlain, Katie Callahan, Robb Smith, James McNamara. Programs: Series - *Two*; *Booker*; *Caesar's Challenge*; *Customs Classified*; *Greatest American Hero*; *Hardcastle and McCormick*; *Hawkeye**; *Marker*;

Riptide; *Wiseguy*; *21 Jump Street*; *Real Stories of the Highway Patrol*; *The Clinic*; *Emergency Call*; *Jacqueline Susann's Valley of the Dolls*; *Paradise Beach*; *Weekly World News*; *Hearts Afire*; *Santa Barbara*; *The Bold and the Beautiful*; *The Extraordinary*; *Judith Krantz's Secrets*; *The Wonder Years*; *Elvis*; *Tales from the Crypt*; *Zorro*; *Tour of Duty*; *Crime Story*; *Sledgehammer*; *Rags to Riches*; *Bagdad Cafe*; *A Fine Romance*; *High Mountain Rangers*; *Murphy's Law*; *Mariah*; *Once a Hero*; *The Robert Guillaume Show*; *The Whoppi Goldberg Show*; *Infatuation*; *The Great Escape*; *The Grudge Match*; *The Judge*. Miniseries - *Tom Clancy's Op Center*; *Murder in the Heartland*; *In a Child's Name*; *Stay the Night*; *Voices Within*; *Echoes in the Darkness*; *Monte Carlo*; *Queenie*; *Harem*; *Sins*; *Beryl Markham: A Shadow on the Sun*; *Courage*; *Elvis & Me*. Movies of the Week - *Deceived by Trust*; *Murder or Memory?*; *XXX's & OOO's*; *Caught in the Crossfire*; *Cult Rescue*; *Men Who Hate Women and the Women Who Love Them*; *Hunter*; *Lassiter*; *The Other Mother*; *Cradle of Conspiracy*; *Broken Pledges*; *To Walk Again*; *Why My Daughter?*; *A Child Too Many*; *Stalking Back*; *Blind Judgement*; *Miles from Nowhere*; *In Broad Daylight*; *The Stranger Within*; *The Bride in Black*; *She'll Take Romance*; *Checkered Flag*; *Little White Lies*; *Across Five Aprils*; *Conspiracy of Love*; *Poker Alice*; *Dangerous Affection*; *After the Promise*; *The Woman He Loved*; *Penalty Phase*; *Something in Common*; *Easy Prey*; *Gladiator*; *The Return of the Incredible Hulk*; *Trial of the Incredible Hulk*; *Death of the Incredible Hulk*. Animation - *Silver Surfer*; *Spider Man*; *Biker Mice from Mars*; *Captain America*; *Dungeons & Dragons*; *Incredible Hulk*; *Mighty Thor*; *Dinoriders*; *Little Wizards*; *Robocop*; *Rude Dog and the Dweebs*; *Spider-woman*; *Submariner*.

New World/Genesis Distribution 8350

1440 S. Sepulveda Blvd. Los Angeles, CA 90025

Staff: Wayne Lepoff, Bob Berry, Ed Wasserman, Jason Charles, Steve Hauber, Stan Katzer, Mary Fisher, Douglas Friedman, Marcia Boyd, Johna Rendahl, Jeffrey S. Weiss, Megan Sullivan, Gary Berberet, Richard DuMont, Keith Friedenber, Diane Endres Bortone, Melissa Van Meter, Jody Hidey. Sales & Research Office (625 Madison Ave., 11th fl., New York, NY 10022)—Barry Wallach, Phil Oldham, Joe DiSalvo, Diane Gallela Oldham, Paul Magder, Michael Leifer, J.R. McCabe, Lee Villas, Robert Payne, Jonas DeVita. New World Sales and Marketing (NY—as above)—Farrell Reynolds, Lou LaTorre, Bruce Lefkowitz, Larry Vander Beke, Nancy Cohen, Jim Gronfien, Jeff Stettin, Kristin Goodwin. Southeast Office (3200 Windy Hill Rd., Ste. 1115 W., Atlanta, GA 30339)—John

Holdridge, Mark Major. Public Broadcasting Office (9200 Shelbyville Rd., Ste. 425, Louisville, KY 40222)—Jerry Weaver. Programs: First-run series - *Access: Hollywood*; *Loveline*; *Two*; *Mark Walberg*; *Real Stories of the Highway Patrol*; *U.S. Customs Classifieds*; *Renegade*; *Emergency Call*; *Marvel Action Universe*; *Reality Check*. Off-network series - *Top Cops*; *Tales from the Crypt*. Specials—*Scrooge*.

News Travel Network 418
747 Front St. San Francisco, CA 84111

Staff: Roy Walkenhorst, Robert Sokol, Judith Bernat, Hilary Black, Stefania Shaffer, Chris Walden. Programs: *Travel Update*; *Consumer Travel Reports*; *Dr. Dean Edell Medical Reports*; *Globetrotter*; *Travel Shorts*; *Bon Voyage*; *Holiday USA*; *Environmental Shorts*; *The e Report*; *Earth Journeys with Christopher Reeve*; *Dr. Dean Edell's Medical Journal*; *Travel Trails*.

Next Century Group 500
2095 N. Andrews Ave. Ext. Pompano Beach, FL 33069

NGM Productions 280
7521 E. Beryl Ave. Scottsdale, AZ 85258

NHK (Japan Broadcasting Corp.) 4380

2-2-1, Jinnan, Shibuya-ku Tokyo 150-01, Japan
Staff: Naoki Murata, Maki Aso, Mayumi Akane. Programs: *Ground Zero Plus Fifty*; *Hidden Killers—The Legacy of War*; *Mt. Chomolungma: The Final Passage*; *The Gushing Tide: River Quintang*; *Music Fantasy: Dreams*; *Wild!*; *Do Re Mi Fa Donut*; *The Strongest Link*.

Nickelodeon International 6350
1515 Broadway New York, NY 10036

Staff: Jon Miller, Kathleen Hricik, Debbie Back, Jennifer Liang. Programs: *Global Guts*; *Aaahh!!! Real Monsters*; *Rocko's Modern Life*; *The Ren & Stimpy Show*; *The Adventures of Pete and Pete*; *Allegra's Window*; *Gullah Gullah Island*; *Clarissa Explains It All*; *Rugrats*; *Eureka's Castle*; *Legends of the Hidden Temple*; *Nickelodeon GUTS*; *Nick Arcade*; *Double Dare*.

Nielsen Media Research 7600/7700
299 Park Ave. New York, NY 10171

Staff: John Dimling, Rusty Targan, Joanne Burns, Buzz Moschetto, Dave Harkness, Ceril Shagrin. Products/Services: Ad*Views; Galaxy (Local & National); Advantage; STAR; TV Conquest (TV Marketquest); TV Sportbuyer; Audience Analyst; Personal NAD; PAT (Program Analysis Tool); Nielsen Interactive Services.

NIMA International 626
1201 New York Ave. NW, #1240 Washington, DC 20005

Staff: Helene Blake, Justina Brewer, David Savage, Susan Delany, Jeff Knowles. Services: Trade association that supports the electronic retailing industry, including infomercials, home

shopping and short-form direct response marketing.

Nineteenth Star 6757
9465 Counselors Row Indianapolis, IN 46240

Staff: Tom Cochrun, Gary Pedigo, Elaine Selmier, Mike Corken, Dave Smith, Steve Katzenberger. Programs: *Chris Everts' Parenting Points**; *James Dean and Me**; *In the Garden**; *Victories**; *Indiana Jean**; *James Dean, The Series**.

Nippon Animation Co. Ltd. 7300
10-11 Ginza 7-chome Chou-ku Tokyo 104, Japan

Nippon Television Intl. 5853
50 Rockefeller Plaza, Ste. 940 New York, NY 10020

Non-Stop Music 233
915 W. 100 S. Salt Lake City, UT 84104

Staff: Mike Dowdle, Val Butcher, Tracy Harris, Susie Davis, Randy Thornton, Bryan Hofheins. Programs: Non-Stop Music Library*.

Norstar Entertainment Inc. 2600
86 Bloor St. W., Ste. 400 Toronto, ON, Canada M5S 1M5

Staff: Peter Simpson, Milt Avruskin, Linda Grinbaum, Theresa Sinclair. Programs: *Life After Death*; *Sherlock Holmes*; *Iron Eagle: The Series*; *First Degree*; *Soul Survivor*; *Jungleground*.

North American Releasing 450

Northwest Teleproductions 7867
4455 W. 77th St. Minneapolis, MN 55435

Staff: Smith McClure, Michael Smith, Bo Kaprall. Programs: *Free Wheelin'*; *Great Drives of North America*; *Wild Survival*.

Nostalgia Television 373

Novocom 640

NRS Group PTY Ltd 7250
9-13 Lawry Pl. Macquarie, Canberra, ACT 2614, Australia

Oasis Pictures Inc. 6450
Octopus Media 212

Omnimusic 629
6255 Sunset Blvd. Hollywood, CA 90028

One World Entertainment 5500
1515 Broadway New York, NY 10036

Optimum Productions 2601
121 Lakeshore Rd., East Ste. 204 Mississauga, ON, Canada L5G 1E5

Orion Pictures International 225
1888 Century Park E., Ste. 1777 Los Angeles, CA 90067

Orlando Film & Television Office 4402

200 E. Robinson St., Ste. 600 Orlando, FL 32801
Staff: Katherine Ramsberger, Katrinka Van Deventer, Nicole Gabai. Services: Orlando-area locations and vendors.

The Outdoor Channel 352
43845 Business Park Dr., #103 Temecula, CA 92590

Staff: Andy Dale, Jake Hartwick, Perry Massie. Program: *The Gold Prospector Show*.

Overseas Filmgroup 450

P & P Multimedia 540C

Pacific Northwest Studios 555

Pacific Television Enterprises 431
40 BA/CP, BE St. London NW1 6ND, England

Pact 9117
Gordon House London SW1P 1PH, England

Pan American Video 3402
4569 Mission Gorge Pl. San Diego, CA 92120

Staff: Sheila McQuillen, Mike McQuillen. Programs: Stock-Footage*—thousands of clips & categories; Public Domain Library—900 movies and 1,500 TV episodes.

PanAmSat 3610
One Pickwick Plaza Greenwich, CT 06830

Staff: Elizabeth Dickins, Alvaro Gazzolo, Catherine Thein, Bailey Vanneck. Services: PanAmSat is a global satellite service provider.

Paragon International 2600
119 Spadina Ave., Ste. 900 Toronto, ON, Canada M5V 2L1

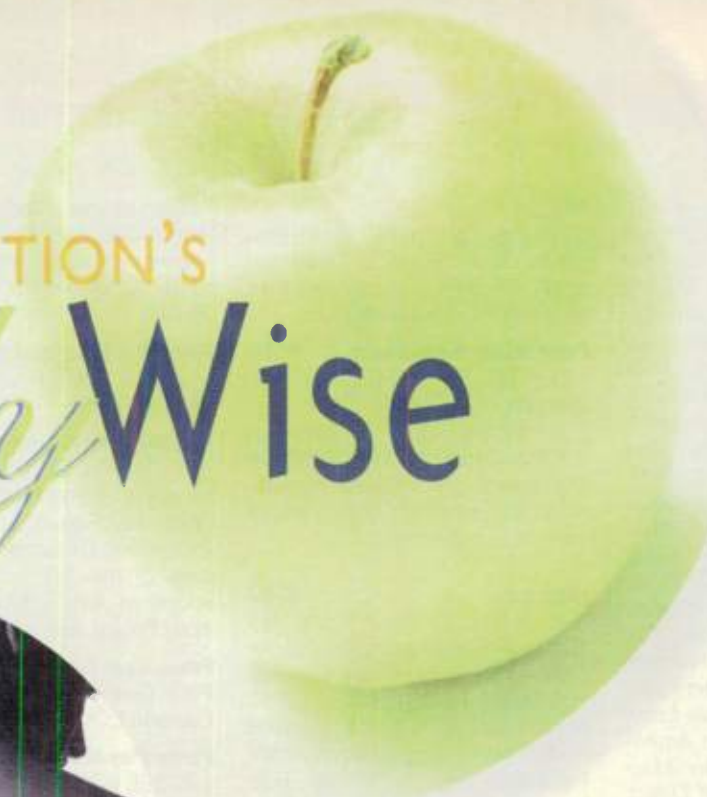
Staff: Kirstine Layfield, Ken Dubow, Shannon McCarthy, John Slan, Richard Borchiver. Programs: *Kratts' Creatures*; *Kissinger & Nixon*; *Jim's Gift*; *Debbie Travis Painted House*; *Hidden City*.

Paramount Television Group 1750
5555 Melrose Ave. Hollywood, CA 90038

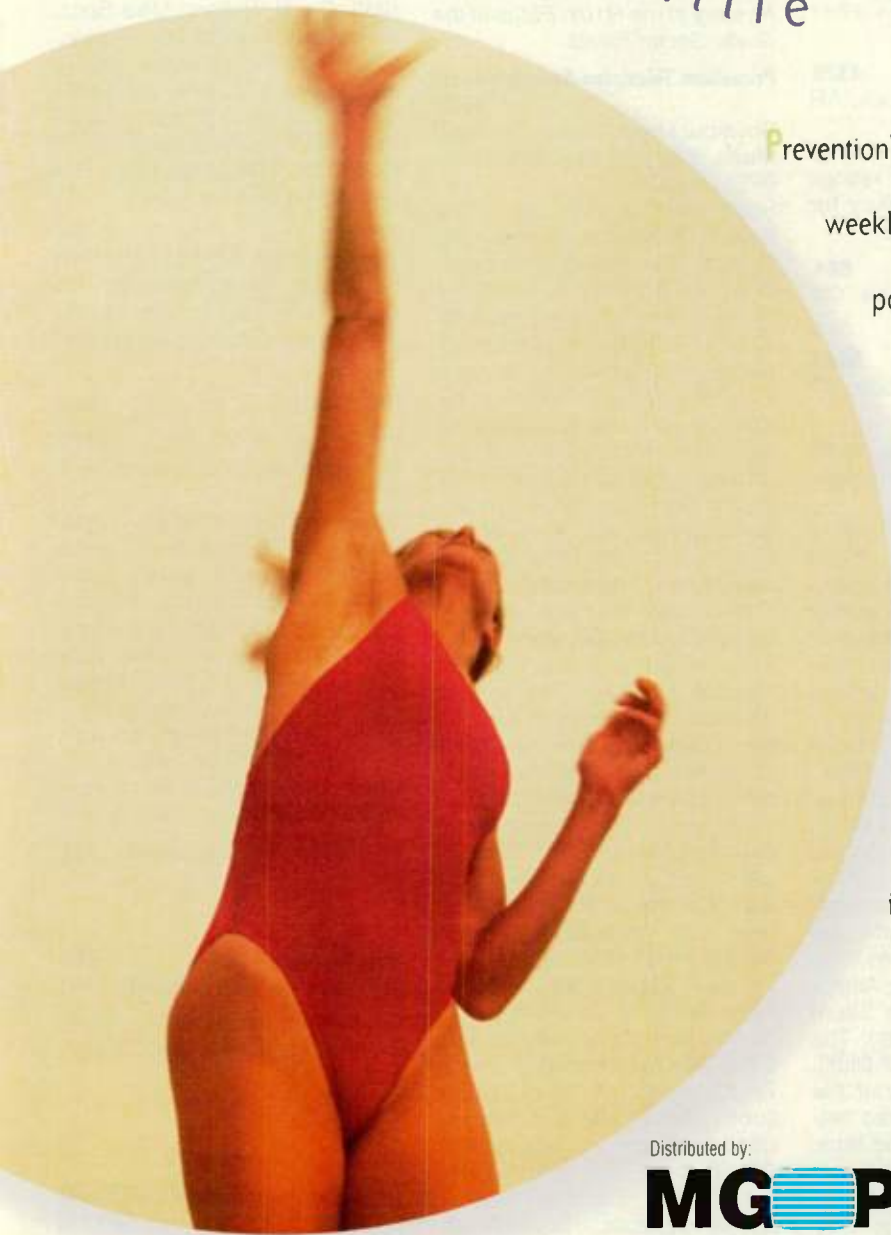
Staff: Kerry McCluggage, Steve Goldman, Dick Lindheim, Mike Mellon, John Wentworth, Trisha Drissi, Gary Hart, Tom Mazza. Domestic TV—Joel Berman, Nigal Cohen, Frank Kelly, John Murphy, Helen Nesbit, David Theodosopoulos. Sales: L.A.—Stan Justice, Rob Wussler, Dan Holton. N.Y. (1515 Broadway, 29th fl., New York, NY 10036)—Mike Kerans, Richard Golden, Dan McKimm, Scott Koondel, Keith Jon Kaplan, Scott Rome, Rob Friedman, Alex Fragen. Chicago (757 Michigan Ave., Ste. 1570, Chicago, IL 60611)—Maura McDonough Cope, Liz Ferialo, Carole Wells, Craig Smith, John Corthinos, Bill Webb. Fort Lauderdale (1 E. Broward Blvd., Ste. 1704, Fort Lauderdale, FL 33301)—Al Rothstein, John Morrow, Matt Aaron, Penny Haft, Mark Dvornik, Brooks Carroll, Stuart Marcus, Loretta Denison. International Sales: Bermuda (P.O. Box 704, 1 Parliament St., Hamilton 5, Bermuda)—Bruce Gordon. L.A. (as above)—Joseph K. Lucas, Susan Bender, Julie Weinberg, Eric Mueller. London (49 Charles St., London W1X 8LU)—Patrick Stambaugh, Stephen Tague, David Coombes. Australia (100 Miller St., Ste. 3501, Level 35 Northpoint, Sydney NSW 2060)—Stephen Carey. Canada (146 Bloor St. W., Toronto, ON M5S 1M4)—Alistair Banks, Malcolm Orme, Kevin Keeley. Pro-

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grams: Series/first-run—*Real-TV**; *Viper**; *Entertainment Tonight/Entertainment Tonight 60*; *Hard Copy*; *The Maury Povich Show*; *The Montel Williams Show*; *Sightings*; *Star Trek: Deep Space Nine*; *Nick News*; *This Morning's Business*. Series/off-network—*Frasier**; *The Andy Griffith Show*; *The Beverly Hillbillies*; *Bosom Buddies*; *Brady Bunch*; *Brothers*; *Cannon*; *Cheers*; *Dear John*; *Family Affair*; *Family Ties*; *Gomer Pyle U.S.M.C.*; *Gunsmoke*; *Happy Days*; *Hawaii Five-O*; *Hogan's Heroes*; *The Honeymooners*; *The Honeymooners, The Lost Episodes*; *Jake & The Fatman*; *I Love Lucy*; *Laverne & Shirley*; *Love American Style*; *The Lucy Show*; *MacGyver*; *Mannix*; *Marshall Dillon*; *Matlock*; *Mission Impossible*; *Mork & Mindy*; *My Three Sons*; *The Odd Couple*; *Perry Mason*; *Petticoat Junction*; *The Phil Silvers Show*; *Rawhide* starring Clint Eastwood; *Star Trek*; *Star Trek: The Next Generation*; *Taxi*; *The Twilight Zone*; *The Untouchables*; *Webster*; *The Wild, Wild West*. Features/Packages—Paramount Collector's Edition; Portfolio XIII, XV; Preview 5, 6; The Power Pak; Paramount Plus; Paramount Plus II; Paramount Family Theatre; Family Entertainment; *Black Magic*; *Guts and Glory*; The Perry Mason Features; *Thematics 2 (Stories for Men/Women)*. Holiday Specials—Paramount Holiday Specials; *Nicktoons*; *Family Festival*.

Park Entertainment 442

Parrot Production Ltd. 5878
8819 Longbeach Cir. Dunwoody, GA 30350

Partner Stations Network 5750

Pat & Billy Inc. NA
6651 Franklin Ave., Ste. 302 Hollywood, CA 90028

Pathe Television 8051
5, Boulevard Malesherbes Paris 75008, France

Pavilion International 9121
60-62 Margaret St. London W1N 7FJ, England
Programs: *Bugs*; *The Lion's Kingdom*; *The Big Five*.

Paxon Communications Corp. 625
601 Clearwater Park Rd. W. Palm Beach, FL 33401
Staff: Lowell "Bud" Paxson, Jim Bock, Dean Goodman, Glenn Wescott, Brooke Thomas, Sheila Dunbar, Nancy Wescott, Gene Thompson, Susan Patton. Program: inTV the Infomall Television Network*.

Peacock Films 5866
3439 Cahuenga Blvd. Hollywood, CA 90068
Staff: Moshe Bibiyan, Simon Bibiyan, Scott Paterra, Cathy Berry, Jefferson Edward Donald. Programs: *Capone's Lost Treasure*; *Killers*; *Beyond Danger*; *Lethal Justice*; *Dangerous Affairs*; *Bleeding Hearts*.

Pearson Television International 6300
Teddington Studios, Teddington Lock Middlesex, TW11 9NT, UK

Peter Rodgers Organization 3510
P.O. Box 2759 Beverly Hills, CA

90213
Staff: Stephen M. Rodgers, Gayle Oliver. Service: Television and film distribution consultants/representatives.

Peter Storer & Associates 4550
1361 W. Towne Square Rd. Mequon, WI 53092
Staff: Peter Storer, Jr., Douglas Knight. Product: The Program Manager System (Computer software for television broadcasters and cable networks).

Petry Inc. 8300
3 E. 54th St. New York, NY 10022 or Petry Latino Courvosier Centre 501 Brickell Key Dr., Ste. 106 Miami, FL 33131
Staff: Thomas F. Burchill, James R. Ganley, Harry Stecker, Jack Fentress, Dick Kurlander, Ron Martzwolf, Gail Healy, William Shaw, William Hahn, John Heise, Jerry Linehan, David Moore, Norm Potter. Petry Latino—Carlos Barba.

Pet Talk/The Corner Drugstore 6754
185 N. New Ballas Rd. St. Louis, MO 63141
Staff: Judy Leventhal, Chuck LeRoi. Programs: *Pet Talk** (vignettes); *The Corner Drugstore** (vignettes).

Phoenix Communications Group 451
3 Empire Blvd. S. Hackensack, NJ 07604
Staff: Joe Podesta, Rich Domich, Geoff Belinfante, Jim Scott, Laura Yafek, Angela Joyce. Programs: Syndicated sports programming.

Pioneer Entertainment 612
2265 E. 220th St. Long Beach, CA 90210

Planet Pictures 7250
4418 Gable Dr. Encino, CA 91316

Playboy Entertainment Group 4460
9242 Beverly Blvd. Beverly Hills, CA 90210
Staff: Tony Lynn, Jim English, Dick Rosetti, Mary Herne. Programs: *Women*; *The Best of Pamela Anderson*; *Playboy's Really Naked Truth*; *Women of Color*; *The Glass Cage*; *Playback*; *Cover Me*; *Watch Me*.

PM Entertainment 3680
9450 Chivers Ave. Sun Valley, CA 91352
Staff: George Shamieh, Chevonne O'Shaughnessy, Jim Stern. Programs: *City Heat III**—16 action-oriented features, incl. "Ice"; "Zero Tolerance"; "Deadly Target."

Polygram Television International 9800
10 Livonia St., 2nd fl. London W1V 3PH, England
Staff: David Ellender, Armando Nunez Snr, Chris Philip, Pim Van Collom, Robert Blair. Programs: *Beach Patrol**; *The Brit Awards 1996**; *The Thin Blue Line**; *The Price of Love**; *Coldblooded**; *Rickson Gracie*; *Battlefield I and II*; *Pavarotti & Friends Together for the Children of Bosnia*; *Torvill and Dean—Their Farewell Tour*; *Bon Jovi Live*; *Trevor*; "Chasing the Deer"; *Watch It*; "The Adventures of Priscilla: Queen of the Desert"; "Before the Rain";

"Jason's Lyric"; "Jack and Sarah"; *Turbo Charged Thunderbirds*; *A Woman of Independent Means*; "The Last Seduction"; *Past Tense*.

Porchlight Entertainment 513
11828 La Grange Ave. Los Angeles, CA 90025

Portfolio Film & Television 5859
344 Bloor St. W., Ste. 402 Toronto, ON, Canada M5S 3A7
Staff: Joy Rosen, Linda Olfman. Programs: *Groundling Marsh*; *On Top of the World*; *Travelling Alone in America*; *Camp Cariboo*; *Prince Albert National Park*.

Power Boat Television Show 6767
P.O. Box 106 Queensville, ON, Canada LOG 1R0

Power Play Music Video TV 428
223-225 Washington St. Newark, NJ 07102

Powersports American 7301
18226 Ventura Blvd., Ste. 102 Tarzana, CA 91356

PPM Multimedia S.L. 5400
c/Antonia Ruiz 4 28224 Pozuelo-Madrid, Spain
Staff: Paco Rodriguez, Maria Bonaria Fois. Programs: *The Perez Mouse Factory*; *The True Adventures of Prof. Thompson*; *The Four Musicians of Breiten*; *Tom Doniphan*; *The Troglonks*; *Torpedo*; *How to Be a Champion*; *Canal Ortográfico*; *Taller de Trapos*.

Praxinos 8051
1468, Avenue de Clapas, BP 27 Saint Gely Du L'Esc Cedex 34981, France

Press Promotions Inc. 4320
PO Box 15775 Little Rock, AR 72231-5775
Staff: Carl R. Evans, David King. Services: Direct mail for ratings and revenue done turnkey for television, radio and cable.

Prevue Networks 664
7140 S. Lewis Ave. Tulsa, OK 74136

Prime Time News Inc. 5873
4248 Ridge Lea Rd., Ste. 20 Amherst, NY 14226

Primetime Entertainment Inc. 9123
444 Madison Ave., 24th fl. New York, NY 10022
Staff: Richard Price, Christina Thomas, Lisa Honig, Kate Bourne. Programs: *Les Misérables—The 10th Anniversary Concert*; *Paths of the Gods with Peter Ustinov*; *The Famous Five*; *Age of Conspiracy*. Drama—*Dangerous Games*; *99-1*; *Finney*; *Firm Friends*; *A Country Practice*; *Power and the Passion*; *Othello*; *A Thousand Skies*; *Blood and Peaches*; *Good Vibrations*; *Hoover and the Kennedys*; *Correlli*; *Sara*; *Barracuda*; *First Circle*; *Trial of George Washington*; *Witness Against Hitler*, 66 classic B/W British movies. The Killiam Collection (Classic American B/W movies)—*The Silent Years—Series 1* (12 titles); *The Silent Years—Series 2* (7 titles); *Silents Please!*; *History of the Motion Picture*; 55 restored feature films; 41 restored short films; Movie Museum. General Interest Documentaries - *Living Body*; *Rap, Race & Equality*; *The Gamekeeper*; *Prince Philip—The*

War Years; *The Cause of Mary Mackillop*; *Blavatsky—Voice of the Sphinx*; *Gems*; *The World of Geo*; *Petai—The Man Who Shook Hands with the Devil*; *Foreign Legion*. Comedy - *Hey Dad*; *Colin Carpenter*; *Late for School*; *Comedy Company*; *Big Girls Blouses*; *Over The Hill*. Animation—*Children's Classical Collection*; *Captain Pugwash*; *Grimm Tales*; *The Dreaming*; *Junkyard*; *Norman's Ark*; *Plus Euroarts*; *Leo and Fred*; *Zeno*; Collection of Animated Shorts. Children/Family—*The Famous Five*; *Beyond Belief!!*; *How 2*; *Pen Pals*; *Playing Beattie Bow*; *Byker Grove*. Variety/Music—*Christmas Specials with Placido Domingo and others*; *Opera from Glyndebourne*; *Bolshoi Ballet*; *Royal Variety Performances*; *Porgy and Bess*; *Dusty Springfield*; *Full Circle*; *Help! War Child*; *Evelyn Glennie in Concert*; *Francis Ford Coppola Presents*. Travel - *Beneath Indian Skies*; *O Canada!*; *Big City Metro*; *Return Journey*; *Equa*; *The Edge*; *Great New Zealand River Journey*; *Inside Eton*. Wildlife—*African Explorer*; *Fauna*; *Great Bears of North America*; *Secrets of the Last Paradise*; *The Gamekeeper*; *Before It's Too Late 2: From the Brink of Eternity*; *Before It's Too Late 3: Long Distance Love*. History—*The World: A Television History*; *Sporting Years to Remember*; *A Year to Remember*; *Riding the Tiger*; *The Great Moghuls*; *The Mystery of the R101*; *Paths of the Gods*; *Secret Fleets*.

Primetime Television Associates Ltd. 9123

Seymour Mews House, Seymour Mews, Wigmore St. London W1H 9PE, England
Staff: Richard Price, Kate Bourne. Programs: Drama—*Big Freeze*; *Bodyguards*; *Correlli**; *Witness Against Hitler*; *99-1 series 2*; Avail. Spanish dubbed: *Always Afternoon*; *Jackaroo*; *Dangerous Games*; *Day After the Fair*; *99-1 series 1*; *Hoover v. the Kennedys*; Avail. with Spanish subtitles: *Mr Halpern*. & *Mr. Johnson*; *Trial of George Washington*; *Stage on Screen*; *American Playwrights*; *A Room of One's Own*; *In My Defence*; *Miss Nightingale*; *The Human Voice*; *The Deadly Game*; *Caesar & Cleopatra*; *The Hollywood Detective*. Children's drama - *Sweet*; *Famous 5**; *Byker Grove*; Avail. Sp. dub.: *Northwood*. Animated—*Crocadoo**; *Old Bear*; *White Christmas*; Avail. Sp. dub.: *Children's Classical Collection*. Documentaries - *East Meets West*; *Fauna*; *Paths of Gods**; *Planet of Life*; *World on a Plate*; Avail. Sp. dub.: *Brain Sex*; *Magic or Medicine*; *Life Revolution*; *Beyond Belief*; *Great Moghuls*; *Hole in the Sky*; *Virgin Earth*; *River of Light*; *World: A TV History*; *Fire on the Rim*; *Crater of the Rain God*; *Secret Leopard*; *In the Wild**; *Votes for the Girls*; Sp. subt.: *Sweet Home Chicago*; *Ustinov on the Orient Express*; *CIA*; *Blood & Belonging*; *Laughing Matters*; *Transformations*; *Durrell in Russia*; *Story of Islam*; *Lost Angels*; *Terror*.

Variety/Music - Help; *Royal Variety Performance*; Avail. Sp. subt.: *Porgy & Bess*; *Caribbean Hot*; The Euro-London Film Collection—over 400 titles.

Prism Pictures 450
1888 Century Park E., Ste. 350 Los Angeles, CA 90067

Staff: Barry Collier, Liz Mackiewicz, Gary Rubin. Programs: *Frankenstein*; *Romance Theatre*; *When the Bough Breaks*; *Dominion*; *Sleepstalker*.

Pro International Inc. 7853
11849 Olympic Blvd. Los Angeles, CA 90064

Produccion Y Distribucion 545
13040 SW 120th St. Miami, FL 33186

Professor Potto's Science Adventures 5857
3712 Westwood Blvd., #203 Los Angeles, CA 90034
Staff: Thomas Crowell, Natali Bradica. Program: *Professor Potto's Science Adventures*—children's educational program.

The Program Exchange 3481
375 Hudson St., 13th fl. New York, NY 10014
Staff: Allen Banks, Jack Irving, Chris Hallowell, Beth Kempner, Jane Meyerson, Esther Sloane, Maura Barry, Josephine Ho, Michelle Santangelo.

Promark Television Syndication 237

Promusic Inc. 4327
941-A Clint Moore Rd. Boca Raton, FL 33487
Staff: David Walters, Mike Spitz, Alain Leroux. Products: Production music—diversity of music styles. Sound Effects Library—Sound Ideas; Digifects; Audio Pro; The Big Whoush!; The FX Collection; The Mega Disc; The Multimedia SFX.

Pronet NA
Jupiterstraat 56 NL-2132 HD Hoofddorp The Netherlands
Staff: Tim Ellis, Louise Worth, Rosemary Churns, Katherine Tucci.

Protecrea 613

Protele Inc. 7370
666 5th Ave., 2nd fl. New York, NY 10103
Staff: Pedro Font, Silvia Garcia, Damaso Santana, Lenda Ramos-Carretero, Yolanda Jordana, Chris Zhang, Patrick Lafley, Almira Malyshev, Mario Dominguez, Carmen Recio, Jose Crousillat, Mario Castro, Miguel Rosenfeld, Oscar Belaich. Programs: *Empire*; *Acapulco Bay*; *The Shadow*; *Dual Fate*; *Azul**; *The Story of Maria*; *A Family Portrait*; *Poor Rich Girl*; *Ties of Love*.

Puerto Rico Film Commission 161

Qualitron Media Inc. 100
200 Ferry St. Lafayette, IN 47901

Quartier Latin/Arc-en-ciel 8051
37, rue Froidevaux Paris 75014, France

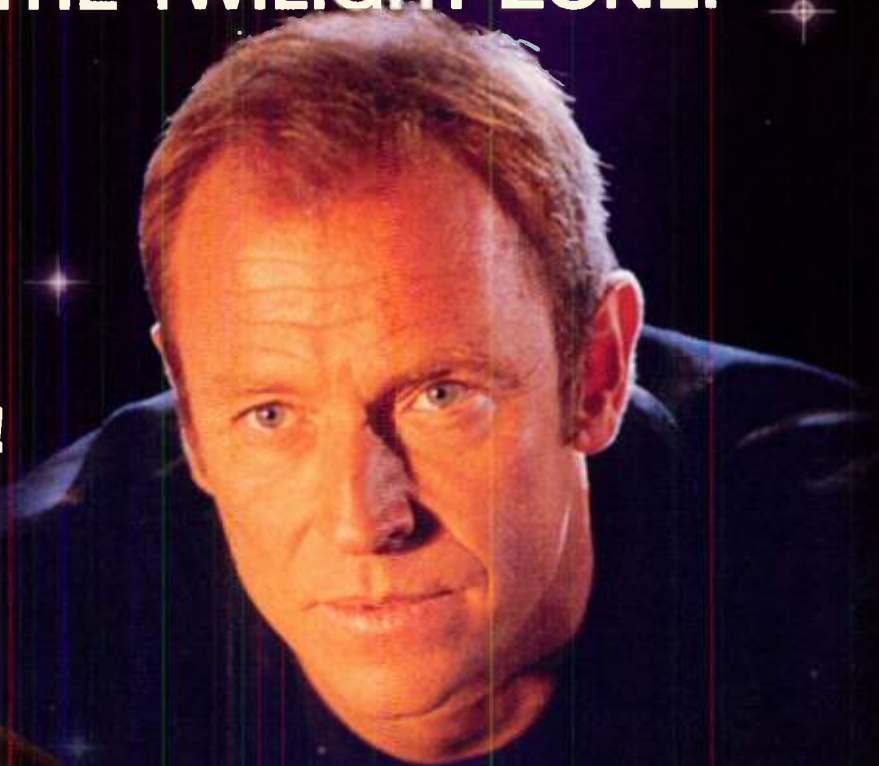
Radio Television Espanola/RTVE 530
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NATPE Booth 9700

RAI—Radio Televisione Italiano 3312
Viale Mazzini 14 Roma 00195, Italy

Raspail & Associates Productions 8051
29, Boulevard des Italiens Paris 75002, France

Staff: Rita Thorndahl. Programs: *My Two Men*; *Deadly Target*; *Aldo's World*.

Raycom Inc. 7550
412 East Blvd. Charlotte, NC 28203

RCN Television 5421
Avenida Americas #65-82 Bogotá, Colombia
Staff: Samuel Duque, Mauricio Umaña, Maria Lucia Hernández, Andres Agudelo. Program: *Eternamente Manuela*.

RDF Television 344
3 Elysium Gate 126-128 New King's Rd. London SWC 4LZ, England

Reel Movies International 4400
8235 Douglas Ave., Ste. 770 Dallas, TX 75225
Staff: Tom T. Moore, Dena Moore. Programs: Reel Diamond Catalog; Reel Platinum Catalog; Reel Gold Catalog; Reel TV Catalog; *Takedown*; *Tramps*; *In a Strange City*; *Repligator*; *Bio-Tech Warrior*; *Time Tracers*; *Lady Steel*; *Cyberstalker*.

Representaciones de Television 4255
Providencia 929 Casilla 7-9 Santiago 9, Chile

Republic Entertainment Inc. 2900
5700 Wilshire Blvd. Los Angeles, CA 90036
Staff: Robert Sigman, Michael Thornton.

The Richmond Martin Co. 163
Rigel Independent Distribution and Entertainment 7851

2338 San Marco Dr. Los Angeles, CA 90068
Staff: John Laing, Jay Firestone, Simon Walshaw, Marina Grasic, Jim Moyle, Ehud Bleiberg, Gil Dayan. Programs: Hour series—*Pacific Blue*; *Land's End*; *Universal Soldier: The Series*; *Robocop: The Series*. TV movies—*The Annette Funicello Story*. Half-hour series—*YoYo*. Features—"Picture Windows"; "The Sadness of Sex"; "The Laundromat."

Ritz-Carlton Hotel Co. 272

RNS Productions Inc. 274
Rose D'Or Festival 5872
c/o 1523 Harvard St., Ste. 4 Santa Monica, CA 90404

Rose Entertainment 8401
Corinth Gardens 2211 Corinth Ave., Ste. 305 Los Angeles, CA 90064

Staff: Rosamaria Gonzalez, Carlos E. Cruz. Programs: *Spellbinders*; *Uno Para Todas*; *The Big E*; *Hugo, A Funny Judo Champion*; *Paul's Wondering Adventures*; *Hurricane Polimar*; *Radio Detectives*; *Zoo Olympics*.

Rosnay International 7101
6, rue Rogbert Estienne Paris 75008, France

RTI-RETI Televisive Italiane 3312
Viale Europa 48 Cologno Monzese—Milano 200093, Italy

Rysher Entertainment 9501
3400 Riverside Dr., Ste. 600 Bur-

bank, CA 91505 or 1 Dag Hammarskjöld Plaza 885 Second Ave., 30th fl. New York, NY 10017 or 6311 N. O'Connor Blvd., Ste. N32 LB#121 Irving, TX 75039 or 625 N. Michigan Ave., Ste. 500 Chicago, IL 60611

Staff: Keith Samples, Tim Helfet, Rob Kenneally, Meggan Kimberley, Henry Urick, Paul Eagleton, George Gubert, Paul Danylik, Tim Mudd, Bonnie Buckner, Brigitte Shulze, Ira Bernstein, Rick Meril, Marc Brody, Jack Steng, Frank DiGraci, Carolyn Way, Chris Chico, Marc Solomon, Ken Kolb, Mark Lipps, Chris Weis, Cynthia Irving. Programs: Magazine/Talk—*Strange Universe Tonight*; *George & Alana*. First-run series—*F/X: The Series*; *Highlander: The Series*; *One West Waikiki*. Off-network series—*California Dreams*; *Saved by the Bell*; *HBO Comedy Showcase*; *The Hitchhiker*. Special—*Holiday Festival on Ice*. Features—*Rysher II* (12 films, incl. "Taking Liberty"; "River of Rage"; "Seventh Floor"). For international sales only - *Hiroshima*; *Bridges*; *Live Shot*; *Gunfighter's Moon*; *Citizen X*; *Body Language*; *The VR. 5 Series*; *Thunder in Paradise*; *Her Deadly Rival*; *Mr. Stitch*; *Chameleon*; *Widow's Kiss*; *Above Suspicion*; *Judicial Consent*; *Perfect Alibi*; *Bodily Harm*; *Siringo*; *Rules of Obsession*.

S4C NA
Parc Ty Glas—Llanishen Cardiff, CF4 5DU, Wales

Saban Entertainment 2400
4000 W. Alameda Ave. Burbank, CA 91505

Staff: Haim Saban, Peter Dang, Stan Golden, Lance H. Robbins, Michael Welter, Peter Schmidt, Joel Andryc, Elie Dekel, Mark Lieber, Eric Rollman, Cheryl McDermott, Mark Pinsker, Peter Schmid, Barry Stagg, Tim Newman, Adam Wolf, Rhonda Schulick, Jennifer Dingwall, Lou Borbone, Carol Holdsworth, Nicole Cerwin-Nichols, Jennifer Kissell. Programs: *Saban's Adventures of Oliver Twist*; *The WhyWhy Family*; *Samurai Pizza Cats*. Series—*Saban's VR Troopers*; *Francine Pascal's Sweet Valley High*; *Tenko and the Guardians of the Music*. Movies—"Just One of the Girls"; "Blind Vision"; "Dream Date"; "Guns of Honor"; "A Passion for Murder"; "Under Investigation"; "Unlawful Passage"; "Trigger Fast."

Sachs Family Entertainment 5300
12301 Wilshire Blvd., #611 Los Angeles, CA 90025
Staff: Jerome Sachs, Barbara Schwecke, Bill Vertin.

Sacis Spa 3312
Via Teulada 68 Roma 00195, Italy

Staff: Giampaolo Sodano, Antonio Ferraro, Sesto Cifola, Nicola Cona, Gianni Bellisario, Alfio Bastiancich. Programs: TV Movies—*Mummy, My Daddy's Depressed*; *The Price of Money*; *Jack Lassiter*. Miniseries—*We*

Are Angels; *The Octopus 7*. Animation—*The Animal Island*.

Salter Films International 7868
McCully House, 2507 Brunswick St. Halifax, NS, Canada B3K 2Z5
Staff: Deborah Carver, Lynn James, Michael Donovan, Michael Heller. Programs: *The Dark Zone*; *Works*; *This Hour Has 22 Minutes*; *Codco*; *Life with Billy*; *Paint Cans*; Various documentaries.

Samuel Goldwyn Television 7324
10203 Santa Monica Blvd. Los Angeles, CA 90067

Staff: Samuel Goldwyn, Jr., Meyer Gottlieb, Dick Askin, Steve Bickel, Cynthia Lieberman, Neil Dick, Casey Lankin, Adam Lloyd, Jeri Sacks, Kirk D'Amico, Mark Reinhart, Dan Smith. Programs: *Flipper*; *American Gladiators*; *Gladiators 2000*; Samuel Goldwyn Premiere Showcase (13 features, incl. "Wild at Heart" and "Nightmare on Elm Street"); Samuel Goldwyn Theatre II (13 titles, incl. "Babes in Toyland" and "The Bishop's Wife").

San Antonio Film Commission 4555
P.O. Box 2277 San Antonio, TX 78230

Sandra Carter Productions Inc. 7872
33 W. 60th St., 6th fl. New York, NY 10023

Staff: Thomas Salmon, Vanessa Wingate. Programs: *Today's Environment*; *Women of the World*; *Masterpieces of the Art World*; *Global Business*; *Today's Health*; *Discover Magazine*; *Placido Domingo/Life and Loves*.

Sandy Frank Entertainment 9200
954 Lexington Ave., Ste. 255 New York, NY 10021

SC Entertainment 7860
434 Queen St. E. Toronto, ON, Canada M5A 1T5

Staff: Nick Stiladis, Barbara Bernhard. Programs: Feature Films.

Scott Entertainment Inc. 8421
P.O. Box 554 Westbury, NY 11590

Staff: Scott Sobel. Programs: *When the Applause Died*; *Death in Hollywood*; *Dealers in Death*; *Drive-In Theatre*; *TV Facts*, and a Movie/TV Catalog of 800 films and 2000 1/2 hours respectively.

Scottish Television Enterprises 9118
Cowcaddens Glasgow G2 3PR, Scotland

Staff: Alistair Moffat, Darrel James, Sandy Ross, Anita Cox. Programs: *McCallum*; *Hot Rod Dogs*; *Doctor Finlay*; *Scotland—The Edge of the Land*; *The Strange Show*.

Seagull Entertainment Inc. 3900
345 Park Ave. S. New York, NY 10019

Staff: Henry Siegel, Donna Barrie, Paul Siegel, Tony Intelisano. Programs: *Sailor Moon*; *Dragon Ball*; *Celebrity Shopping Live*; *Boxcino*; *Crunch*.

SelecTV International 9104
45 Foubert's Pl. London W1V 2DN, England

Seltel 4350
40 W. 57th St. New York, NY 10019

Staff: L. Donaldson Robinson,

Raymond J. Johns, Carl Mathis, Michael Rix, Janeen Bjork, Lanie Richberger, Tom Bumbera, Betsy Brown, Michael Girocco, Frank DeMarco. Services: Television representation and program consulting services.

La Sept/Arte 8051
50, Avenue Théophile Gautier Paris 75016, France

SFP Production 8051
44/50, Avenue du Capitaine Glarner Saint Quen Cedex 93585, France

Showcase Entertainment 450
Shukovsky English Entertainment 8201

Silver Lake International Pictures 5864

719 N. Micheltorena St. Los Angeles, CA 90026

Staff: David Heavner, Diana Puentes. Programs: *Fugitive X—Innocent Target*; *Dragon Fury 2*; *Vendetta*; *Badge of Fear*; *Deadly Surrender*; *Desert Blues*; *Jurassic Women*; *Dragon Fury*; *Mission of Mercy*; *Bad Attitude*; *Eye of the Stranger*; *The Final Shutdown*; *Twisted Justice*; *Gypsy Angels*; *Boiler Room*; *Ragin' Cajun*; *Disturbing the Peace*; *The Bitter End*; *Kick Fighter*; *Mission Terminate*; *N.A.M.—Not Another Mistake*; *Skeleton Coast*.

Silverline Pictures 8408
11132 Ventura Blvd., Ste. 408 Studio City, CA 91604

Simitar Entertainment 9650
3850 Annapolis Lane Plymouth, MN 55447

Simulcast TV Network 159

Sjodin Communications 6756
P.O. Box 8998 Fountain Valley, CA 92728

Slot Serveis Audiovisuals, SL 540A
Londres 66-68 Bajos Barcelona 08036, Spain

SLP & Co. 2625
19 W. 36th St. New York, NY 10018

Staff: Shelton Leigh Palmer, Cindy Sadlowski, Kevin Fox, Alexandra Bowie, Jennifer Darnobid. Products/Services: Advertising agency; computer services; event producer/promoter; independent producer; infomercial company/producer; marketing/promotional services; production/post-production; syndication; News Music Station Image; music, both custom and syndicated.

Snapware 5370
3037 Grass Valley Hwy., Ste. 8172 Auburn, CA 95602

Staff: Rob Smith, Peter Chislett, John Willey, Brenda McMahon, Jim Nesbitt, Roger Cooper, Saul Rosenzweig, Peter Calmere, Patrick Meehan. Products: Snap/ON—Overnight Ratings Processor; Snapwin—Windows Snap Program.

Solomon International Enterprises 7801

440 N. Rodeo Dr. Penthouse Beverly Hills, CA 90210

Staff: Michael Jay Solomon, Steven Blume, Belinda Menendez, Francesca Lodigiani, Trish Gardner, Mary Ann Halford, Sabrina Gorham-Propper, Tony Cor-

nish, Katherine Kotkin, Pierre Weisbein, Sabrina Eleuteri. Programs: *Everything to Gain*; *Dangerous to Know*; *Saved by the Light*; *Supermodel of the World*; *Compromising Situations*; *Plain-song*; *Emerald Chain*; *Olympica*; *Out of the Blue*.

Soma Television 518

Sound Image Broadcast Sales 9119
Latimer Park Farm Latimer, Buckinghamshire HP5 1TT, UK

Spanish Television Services 245
8655 SW 74th Terrace Miami, FL 33143

Spelling Entertainment Group Inc. NA

5700 Wilshire Blvd. Los Angeles, CA 90036

Staff: Peter Bachmann, Barbara Rubin, Karen Miller.

SPFA 613

SPI International 9001
928 Broadway, Ste. 700 New York, NY 10010

Staff: Loni Farhi, Stacey Sobel, Monica Leal. Programs: *Radical Power*; *Ha-Ha!!!*; *Wild About Animals*; *Goal Show*; *Balls on the Run*; *Hit Squad*; *Classic Cartoons*; *Dive the World*. Blooper's Collection—*Funniest Pranks*; *Wacky World International*; *Sports Comedy Around the World*; *The Lighter Side of Sports*; *Bob Uecker's Wacky World of Sports*.

Spice/Penthouse TV International 276

536 Broadway, 7th fl. New York, NY 10012

Staff: Steven Saril. Products/Services—Spice provides domestic adult pay-per-view, pay-per-night, and subscription satellite-delivered networks. Spice also is an international provider of adult networks, films and programming packages.

Spin TV International Inc. 6324
2650 SW 27th Ave., Ste. 301 Miami, FL 33133

Sport International Ltd. Inc. 529
El Centro Bldg. 1, 15th fl. 500 Monoz Riviera Hato Rey 00918, Puerto Rico

Sportsworld Events & Entertainment 350

SSA Public Relations 218

Stallion Productions 275
301 N. Tampa Ave. Orlando, FL 33133

Starcom Entertainment 4250
10523 Burbank Blvd. N. Hollywood, CA 91601

Staff: Gary Worth, Stuart Duncan, Diana Foster, Jesse Weatherby, Mike Waxman, Rick Beman, Charlotte Sweet. Programs: *Selena: One Year Later*; *Academy Awards Preview*; *The Mickey Mantle Story*; *The Nixon Profile*; *Famous Comedy Teams*; *Aliens, UFO series*; *Olympic Preview & Review*; *Vampires*.

Starlight Films/Angel Television 518

Steve Rottfeld Productions Inc. 5866
The Dayton Bldg. Bryn Mar, PA 19010

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110 Davenport Rd. Toronto, ON, Canada M5R 3R3

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- Summit Media** 5850
1414 Ave. of the Americas, 3rd fl.
New York, NY 10019
Staff: Shelly Hirsch, Terry Berlin,
Tom Kenney, Susie Allaire, Terez
Kiely, Lance Beitler, Susan Tran,
Sid Freeman, Lillian LeBrou. Pro-
grams: *Megaman; Pillow People;*
Power Animals; WMAC Masters;
Ring Warriors; Cinderella on Ice.
- Sun & Fun Productions** 162
- Sun Studios** 336
1000 E. Tahquitz Palm Springs,
CA 92262
- Sunbow Entertainment** 500
100 Fifth Ave. New York, NY
10011
Staff: C.J. Kettler, Carol Weitz-
man, Jane Smith, Brenda Wood-
ing, Nina Hahn, Kerry Romeo.
Programs: *Littlest Pet Shop; Joe-*
Extreme; The Puzzle Place.
- Sweepsbook** 113
7469 Melrose Ave., Ste. 28 Los
Angeles, CA 90046
- Syigma TV-Plaisance Films** 8051
42, rue des Tilleuls Boulogne
92100, France
- System TV** 8051
121-123, rue du Vieux Pond de
Sèvres Boulogne 92100, France
- Szabo Associated** 7510
- Tanusfilm GmbH** 7200
Unter Den Eichen 5 D-65195
Weisbaden, Germany
Staff: Achim Apell. Programs:
Natalie—Endstation Babystrich;
Kurklinik Rosenau; Männer Sind
Was Wunderbares; Adolf Lanz;
Mein Krampf; RTL Hessen Live.
- Tapestry International Ltd.** 6760
920 Broadway New York, NY
10010
Staff: Nancy Walzog, Karen
Rothrock, Myriam Duteil, Antho-
ny La Torrella. Programs: *Nova*
Series—Anastasia; Lightning;
Hawaii Born of Fire; Serial Arson-
ist; Flood. Dr. Martin Luther King*
Jr. A Historical Perspective;*
Before You Go; Woof! A Guide*
to Dog Training; Under a Cres-*
cent Moon; The Germans; Por-*
trait of a New Nation; Rob Math-*
es: I Want to Hear the Bells;*
Edgar Allan Poe; America's
Wildlife; Strong Medicine; The*
Real Boys Town.*
- Tapscan** 4265
3000 Riverchase Galleria, Ste.
850 Birmingham, AL 35244
- Taylor/Foreman Productions** 5250
100 Congress Ste. 1010 Austin,
TX 78701-4042
Staff: Doug Foreman, Scott
Slaughter, Paul Krumins,
Stephanie Jordan, Lisa Beth
Schwenk, Tyrk Pipkin, Jeff Pryor,
Sandy Johnson, Rue Dwyer. Pro-
gram: *Nprint.*
- TBI—Television Business** 444
531-533 Kings Rd. London
SW10 OT2, England
- TCI's National Digital Television
Center** 7531
4100 Dry Creek Rd. Littleton, CO
80122
Staff: Peter Douglas, Dom Stasi,
Tom Edwards, Wendy Sloan.
Services: Studio production ser-
vices; post-production services.
- Technisonor** 8051
Tel-A-Cast Productions 251
1016 Everee Inn Rd. Griffin, GA
30223
Staff: Pat Simpson, Gary Con-
verse. Programs: *Backyard*
America; Fix-it-up!**
- Telcast International GmbH** 570
Osterwaldstrasse 10 München
D-80805, Germany
Staff: Thomas Hohenacker,
Andrea Kreuzhage, Anne Ovens.
Programs: *Hidden Camera in*
3D; 3-D Safari; 3-D Catalogue;
Dolphin Soldiers.
- Tele Arte** 245
- Tele Images** 8051
64, rue Pierre Charron Paris
75008, France
- Telecom Italia** 3312
Via Flaminia 189 Roma 00916,
Italy
- Telefe SA** 8651
Av. Rivadavia 2358 Piso 5 Cap'tl
Fed. Buenos Aires 1034, Argenti-
na
- Telefilm Canada** 2600
600 W. de la Gauchetiäre, 14th fl.
Montréal, PQ, Canada H3B 4L8
Staff: François Macerola, Debo-
rah Drisdell, Michelle Bischoff,
Yvonne Wolf-Price. Services:
Investment agency of the Cana-
dian Government, which sup-
ports the production, distribution
and marketing of independent
Canadian films and television
programming.
- Telefilms SA** 452
Paraguay 755, 6 fl. Buenos Aires
1057, Argentina
- Telemundo Network** 3450
2290 W. 8th Ave. Hialeah, FL
33010
- Telenoticias** 3450
2470 West 8th Ave. Hialeah, FL
33010
Staff: Loic Gosselin, Paola
Prado, Ana Paula Faisal. Pro-
grams: Telenoticias is a news
channel for the Spanish-speaking
world. Programming consists of
continuous news, business,
sports, international weather and
features in half-hour wheel format
segments.
- Telepictures Distribution** 9801
4001 N. Olive Ave. Burbank, CA
91522
Staff: L.A.—Vince Messina, John
Martinelli. N.Y.—Damian Riordan.
Chicago—Bill Hague, Matt
Wasserlauf. Programs: *Life-*
guard; Your Mind & Body.*
Series/Off-network—*Family Mat-*
ters; Full House; Mama's Family;
Night Court.
- Teleproductions International** 9250
4520 Daly Dr. Chantilly, VA
22021
- TeleRep Inc.** 9450
1 Dag Hammarskjöld Plaza New
York, NY 10017
Staff: Steve Herson, Jim Mona-
han, Jay Isabella, Tom Tilson,
Larry Goldberg, Andy Feinstein,
Alex Corteselli, Lisa Brown, John
DeWan, Rich Jacobs, Pam
Blake, Jim Hughes, Mary Jane
Kelly, Ed Kroninger.
- Telescene Communications Inc.**
2600
5510 Ferrier St. Montréal, PQ,
Canada H4P 1M2 or Telescene
- Entertainment Inc. 10 Rockefeller
Plaza, Ste. 1204 New York, NY
10020 or Telescene Film Group
Inc 13323 Washington Blvd., Ste.
205 Los Angeles, CA 90066 or
Telescene Europe #8, Eel Brook
Studios 125 Moore Park Rd. Lon-
don SW6 4PS, England
Staff: Robin Spry, Paul Painter,
Bruce Moccia, Michael Yudin,
Anita Simand, Micheline Garant.
Programs: Series—*Divided*
Waters; Voyage of the Star
Wolf; Sirens; Urban Angel.* Fea-
ture package—*"Witchboard"*;*
"The Myth of the Male Orgasm";
"Keeping Track"; "Obsessed".
Miniseries—*Hiroshima;* The Jack
Higgins Series (incl. *On Danger-*
ous Ground and Eye of the
Storm).
- Teleset S.A.** 5860
Diagonal 68 #12-37 Santafe de
Bogota, Colombia
Staff: Pabol Duran, Mariluz
Pardo. Programs: *Las Marias;*
Mujeres; Ordoñese de la Risa;
Higuita.
- Teletime Fernsehproduktion GmbH**
7200
- The Television Syndication Company
Inc.** 4420
501 Sabal Lake Dr., Ste. 105
Longwood, FL 32779
Staff: Cassie M. Yde, Robert E.
Yde. Programs: Miniseries—*The*
Summer of '45. First-run series—
The American Policeman; The*
Backroads of Europe; Carson's*
Law; Dare You*; Entertainment*
Time Out; Healthquest; Hiking
Adventures in America's Nation-
al Parks; Industry Report; Inside*
China; Kingdom of the Wolf; TVS
Presents; TVS World Travel
Showcase; Yoga with Priscilla
Patrick. Series—*Creative*
Expressions; Journey to Adven-
ture; Lifestyle; Ritmo Internation-
al; Your New House; Thai Box-*
ing. Specials—*Alice in Wonder-*
land; Animal ABCs; Animal*
Faces, Animal Places; Aussie*
Gold; Bangkok, Bali and Beyond;
Birds...Birds...Birds; Christina—*
14 years of Age and Sentenced
to Death; Countdown to the New
Year; Crucified for His Con-
science; The Dance to Souls
Departed; Dangerous Steps*;*
Daniel Boone's Final Frontier;*
Eye on Ecology: Saltwater Fish
Farming; The Flowering Desert;
A Harvest of Hope; Heaven or*
Hell; A Hopeful Heart; I Am*
Staying; The Incredible Camel;
International Dance Competition;
James Cagney—City Boy, Coun-
try Gentleman; The Key West*
Picture Show; Kids...Dreams...&
Courage; Kuwait—The Way It
Was; The 1996 Lou Rawls
Parade of Stars; The*
Mangyans; Miracle Alley; One
Year in Antarctica; Opus Florida;
Paraguay—The Silent & For-
gotten Country of Latin America;
Pay or Die; Placido Domingo—*
Live in Prague; The Primordial*
Forest; Ring of Water; Route
66—The Road That Built Amer-
ica; Tour de France Auto Race;*
Utah's Forests; Vietnam, Cam-
bodia & Laos Today; Asia's Last
Frontier. Features/Packages—
Canterbury Cinema Classics;
City in Panic; The Classic Collec-
tion; *Crossover; Departure; Dirty*
- Leather; Fantasy Man; Grave-*
yard Story; Hostage; Houseboat
Horror; Justice Without Pity; Leg-
end of Crossfire; The Long Line;*
Madness of Two; Mommy;*
Newsbusters; No Angel; Paral-
lels; Quick Time; The Shaman's
Source; Shock Rock; Shoes of
the Devil; Spook; The Surfer; To
Market to Market. Game
Shows—*Sportfreaks*.* Inserts—
About the House; Beauty in This*
World; Beneath Our Seas;
Countdown to the New Year; The
Everyday Gourmet; Industry
Report; Lighten Up; Money
Answers; The Money Minute;*
Natural Remedies; Today's Envi-
ronment. Educational - *Animal*
Profile Series; Cultures of the
World. Co-productions - *Dearly*
Beloved; Destiny without Dark-*
ness; Feet of Clay*; KidFlix*;*
Siesta Key; A Taste Of France*;*
The Thompsons; Travel Memo-*
ries...With Gunther Less; Zing*.*
- Televix International** 2575
449 S. Beverly Dr., 3rd fl. Beverly
Hills, 90212
- Telewizja Polska-Politel** 631
J.P. Woronicza 17 Warsaw 00-
999, Poland
- Temecula Valley Film Council** 265
43174 Business Park Dr. Temec-
ula, CA 92590
- 10 Francs Production** 8051
Tepuy Films 3401
Av. Libertador, Torre Exa Cara-
cas 1060, Venezuela
- Teula Television**
Eurolatinoamericana 285
Edif. Mohedano, piso 6, ofic. 6-
G, Parque Central, ap17580,
1015-A Caracas, Venezuela
Staff: Jose Antonio Mayobre,
Clemente Cohen, Francisco Mal-
donado, Alexandre Lippens. Pro-
grams: *300 of the Best European*
"Classics"; Garbage Pail Kids;
Cat City; L'Institut; Primetime
Fashion; The Great Days of the
Century; The Chart Show.
- Textital Ltd.** 460
- TF1 Enterprise** 8051
305, Avenue le jour se leve
Boulogne 92100, France
- Thames Television International**
8800
Teddington Studios Broom Road
Teddington Lock Middlesex
TW11 9NT, UK
Staff: Roger Miron, Kathleen
Donnan, Mike Phillips. Programs:
Animated—*Count Duckula.*
Comedy—*Dangermouse; The*
Benny Hill Show; Thames Com-
edy Originals. Documentaries—
Hollywood; The World at War;
Destination America. Specials—
The Benny Hill Special I; The
Benny Hill Specials II; The Benny
Hill Specials III; The Crazy World
of Benny Hill.
- Thomas Horton Associates Inc.**
6772
2020 Alameda Padre Serra,
#223 Santa Barbara, CA 93103
Staff: Thomas F. Horton, Jean H.
Garner, Kim R. Voyer. Programs:
Documentaries—*Mutual of*
Omaha's Wild Kingdom; The
Shark Files; Spirit of Adventure;
Stories Unlimited; Shadows in
the Forest; Water: The Source.
Children's - *The Adventures of*
the Little Prince.
- 3 Koma 93, SA** 5400
San Vicente, Edif. Albia Bilbao,
48001
- 3-D America** 4500
2514 N. Ontario St. Burbank, CA
91504
- Timberwolf Productions** 6765
P.O. Box 821 Cape Girardeau,
MO 63702
Staff: Buck McNeely, Bill Cumer,
Rich Roack. Programs: *The Out-*
doorsman with Buck McNeely;
The Buck McNeely Adventure
Series (Video).
- Time Rite** 7869
6350 W. Freeway Fort Worth, TX
76150
Staff: Steve J. Robertson, Darin
S. Davis, Robin S. Walls, Jerry
Stamps. Programs: *Homelife*
Television; Country Cross-*
roads; Sunshine Factory.*
- TK Productions** 7857
P.O. Box 661 Beaverton, OR
97075
- TMZ—The Music Zone** 366
- TNN—The Nashville Network** 9300
P.O. Box 10210, 250 Harbor Dr.
Stamford, CT 06904
- Toei Animation Co. Ltd.** 425
444 W. Ocean Blvd. Ste. 1000
Long Beach, CA 90802
Staff: Tsutomu Tomari, Hidenori
Oyama, Ken Ariga, Yasuo Mat-
suo, Yukio Hayashi, Mary Jo
Winchester. Programs: *Sailor*
Moon; Dragon Ball.
- Tokyo Movie Shinsha Co.** 4270
15760 Ventura Blvd., Ste. 700
Encino, CA 91436
- Tom Parker Motion Pictures** 261
3941 S. Bristol, Ste. 285 Santa
Ana, CA 92704
- Tradewinds Television** 544
1140 W. Olympic Blvd., 16th Los
Angeles, CA 90064
Staff: Mark Rafalowski, John M.
Mansfield, Chris Rovtar, Bette
Alofsin, Jon Ferro. Programs:
Bounty Hunters; Mystery Sci-
ence Theatre 3000; Holiday Col-
lection; Classic Collection III; The
World of Nature IV; Adventures
in Science/NOVA; Ghost Writer
Mysteries; The Enchanted Tales.
- Trans Atlantic Entertainment** 9520
10351 Santa Monica Blvd., Ste.
200 Los Angeles, CA 90025
Staff: Bob Bennett, Paul Rich,
Rena Ronson, Stephanie Den-
ton, Casey Bennett. Programs:
The Extremists; Destination*
Paradise; Little People*; Mary*
Pickford Library; RKO Library*;*
The Tale of Tillie's Dragon; Wild
Tales aka Les Contes Sauvages;
Wide World of Kids; Chuck Jones
Collection; more than 400 films.
- Transcontinental Films and
Television** 7856
650 N. Bronson Ave. Los Angles-
les, CA 90004
- TransTel GmbH** 9400
P.O. Box 10 36 35 D-50476
Cologne, Germany
Staff: Ana Maria Başolas, Gisela
Baumhauer. Programs: *Airport;*
The Investigator; Celebrating
Haydn; Rhythms That Speak;
Rock & Pop O'Clock; Circus
Lights; Great Moments in Sci-
ence and Technology; Geo;
Farming and Ecology; Stores
Management; Life on the Land;

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Tribune Entertainment Co. 4900
435 N. Michigan Ave., Ste. 1800
Chicago, IL 60611

Staff: Marcy Abelow, Michael Adinamia, Jim Corboy, Bill Lyall, Maureen Brennan, Megan Bueschel, Carrie King, Tim Peterman. Chicago—Will Allmendinger, Rick Marker, Cyndy Mills, Dick Bailey. N.Y. (712 Fifth Ave., 14th fl., New York, NY 10019)—Steve Mulderrig, Scott Gaulocher, Scott Lilly, Carol Forace, Erin Scanlon Manning, Marcy Abelow, Tim Davis, Mike Guariglla, Wanda Meyers. Atlanta (Five Piedmont Ctr., 3525 Piedmont Rd., Ste. 410, Atlanta, GA 30305)—Sam Fuller, Jeff Brooks. L.A. (5800 Sunset Blvd., Hollywood, CA 90028)—Karen Corbin, Patrick Jarvis, JoAnn Gabruk, Taylor Fuller, Jeff Brooks. Programs: *The Geraldo Rivera Show**; *The Charles Perez Show*; *Out of the Blue*; *Soul Train*; *U.S. Farm Report*; *In the Dark with Teddy Carpenter**; *Swaps**. Specials—*Live from the Academy Awards with Sam Rubin**; *Soul Train Music Awards*; *Soul Train Lady of Soul Awards*; *Hollywood Christmas Parade*; *Macy's Fourth of July Fireworks*. Advertiser sales—*Beyond Reality*; *L.A.P.D.*; *One West Waikiki*.

Trident Entertainment Inc. Mirage Hotel NA
4220 Lankershim Blvd. N. Hollywood, CA 91602

Staff: David Salzberg, Brian Stewart, William Harper. Program: *I-40: Highway to America*.

Trident Releasing 224
8401 Melrose Place, 2nd fl. Los Angeles, CA 90069

Trimark Television 5700
2544 30th St. Santa Monica, CA 90405

Staff: Sergio Aguero, Mimi Steinbauer, Andrew Reimer, Don Gold, Joseph Busch, Alia Yunis, Carrie Lyons. Programs: *A Kid in King Arthur's Court*; *Kicking and Screaming*; *...At First Sight*; *The Maddening*; *True Crime*; *Separate Lives*; *Frank & Jesse*.

Tristar Film + TV GmbH 7200
Rothenbaumchaussee 26 D-20148 Hamburg, Germany
Staff: Werner K. Kupper. Programs: *A Day at the Beach**; *Rondaies Mallorquines**; *La Voix des Genies**; *Blackjoy**; *Opera Compact**.

Troma Inc. 7870
733 Ninth Ave. New York, NY 10019

TSC Film Distribution Co. 518
4222 Manor St. Vancouver, Burnaby, BC, Canada V5G 1B2

Turner International 2700
One CNN Center, Box 105366
Atlanta, GA 30348-5366
Staff: Robert W. Ross, Mike Byrd, Carlos Diaz, Joseph Hogan, Ross Portugeis, Jean Viana, Saralo MacGregor, Tony Manton, Lillian Noriega, William Barry, Jim Samples, Margarita Nuding. Programs: *Lazarus Man*; *Jonny Quest*; *Lauren Hutton And...*;

"Dumb and Dumber"; "Seven"; "Mortal Kombat"; "City Hall"; "The Run of the Country"; "Beyond Rangoon"; *Andersonville*; *The Heidi Chronicles*.

Turner Program Services 2700
One CNN Center, Box 105366
Atlanta, GA 30348-5366

Staff: William Grumbles Jr., Russ Barry, Susan Grant, John Walden, Gary Anderson, Meade Camp, Jackie Jusko, Diane McCauley, Linda Fleisher, Pat Lindeman, Jack Womack, Adam Yapkowitz, Dan Lobel, Connie St. John, Bob Rierson, Fred Burrows, Sherry Weinman, Terry Dolan, Jeff Kurtz, Dabney Mann Hollis, Gary Butterfield, Steve Herlihy, Bob Morris, Susan Lucas, Joe Middelburg, Doug Jones, Diane Lasek. Programs: Children's Programming—*The New Adventures of Captain Planet*; *Feed Your Mind*; *The Flintstones*; *The Jetsons*; *Tom and Jerry*. Hanna-Barbera Specials—*Arabian Nights*; *YabbaDabba-Do*; *Tom & Jerry: The Movie*; *The Flintstones Christmas Carol*; *Yogi the Easter Bear*; *Jonny's Golden Quest*. Series/Off-network—*Chips*; *Gilligan's Island*; *The Wonder Years*. Features/Packages—Turner Pictures IV: *The Legends*; *New World I-IV*; *New World: TV Gold*; *New World: Pretty Smart*; *MGM Pre-48 Movie Library*; *RKO Pre-48 Movie Library*; *Warner Bros. Pre-48 Movie Library*. Series/First-run—*The Lazarus Man*; *Lauren Hutton And...*; *National Geographic on Assignment*; *WCW Wrestling*; *Wild! Life Adventures*. CNN Television—*Headline News Programs*; *Turner Entertainment Report*. Syndicated News Service: *CNN Newsource*; *CNN Newsource Live*; *CNN Newsbeam*; *CNN Excerpting*; *CNN Live Breaking Coverage*; *CNN Newsource on Demand*; *Headline News Excerpting*.

TV & Video Latinoamerica 676

TV Data 558
Northway Plaza Queensbury, NY 12804

Staff: Kenneth Carter, Robyn Di Phillips, Richard Guay. Services: Program Tracking Service; Competitive market schedules*; Cable System lineup information; Broadcaster information*; Television listings.

TV Executive/Video Age 4580
216 E. 75th St. New York, NY 10023

Staff: Dom Serafini, Ann Dinerman, Eileen Tasca, Eliza Gallo, Gerry Brahny, Gene Aretzki, Avra Ffiegelman, Jim Frees, Dianne Smollen.

TV France International 8051
64, Rue des Mathurins Paris 75008, France

Staff: Jean-Luis Guillaud, Alain Modot, Serge Ewencyk. Services: Trade association—offers information about French TV companies and programs.

TV Planet 6758
5401 Collins Ave. Miami Beach, FL 33140

Programs: *Banana**; *Incredible People of the World*.

TV & Video Latinoamerica 616
1680 SW Bayshore Blvd. Port St. Lucie, FL 34984

TVF International 342
375 City Rd. London EC1V 1NA, England

TVTV 8051
44-50, Avenue du Capitaine Glarner Saint Quen Cedex 93585, France

Twentieth Century Fox International Television 9401
P.O. Box 900 Beverly Hills, CA 90213

Staff: Mark Kaner, Marion G. Edwards, Ken Bettsteller, Peter Levinsjohn, Suzanne Krajewski. Australia (*National Mutual Centre*, 44 Market St., Ste. 2501, Sydney, NSW 2000)—Tom Warne, Richard Samuels. Brazil (*Fox Film do Brasil, Rua Dr. Costa Jr., 230, CEP 05002, Sao Paulo, Sp. Brazil*)—Elie Wahba, Maurice Aghion. Canada (33 Yonge St., Ste. 1020, Toronto, Ontario MSE 159)—Nat Abraham. France (8 rue Bellini, 75016 Paris)—Gerard Grant, Isabelle Wizen. Mexico (*Fox Interamericana S.A., Benito Juarez #1551 Oficina A, Metepec, Edo. De Mexico*)—Gustavo Montaudon. United Kingdom (31-32 Soho Square, London W1V 6AP)—Steve Cornish, Randall Broman. Programs: Series—*America's Most Wanted*; *Chicago Hope*; *Cleghornel**; *Cops*; *The Crew**; *Gabrielle*; *Gordon Elliott*; *The Last Frontier**; *Liar's*; *Murder One**; *Manhunter*; *NFL Films Presents*; *NYPD Blue*; *Picket Fences*; *The Preston Episodes*; *The Simpsons*; *Space: Above and Beyond**; *The X-Files*. Television movies—*Alien Nation: Millennium*; *Alien Nation: Dark Horizon*; *Americas Most Wanted*; *Born to Run*; *The Counterfeit Contessa*; *In the Name of Love: A Texas Tragedy*; *Madonna: Innocence Lost*; *The O.J. Simpson Story*; *On Seventh Avenue*; *Revenge of the Nerds IV: Nerds in Love*; *Rise and Walk: The Dennis Byrd Story*; *Tomorrow Man*. Miniseries—*Love and Betrayal: The Mia Farrow Story*. Specials—*Celebrity**; *Secrets of the X-Files*; *The Billboard Music Awards*; *Fox on Ice*; *Fox's Rock n'Roll Skating Championships*; *A Kid Called Troy*; *Look of the Year*; *Loyalty and Betrayal*; *The Royals: Dynasty or Disaster*; *Salute to the Clio Awards*; *Stuntwomen World Tour*; *Spring Break*; *Suzi's Story*; *Your Favorite Commercials*. Children's—*Baggy Pants and the Nitwits*; *Capitol Critters*; *Crusader Rabbit*; *Dr. Doolittle*; *Fantastic Voyage*; *Hardy Boys*; *Journey to the Center of the Earth*; *The Adventures of Muhammad Ali*; *Return of the Planet of the Apes*; *Voyages of Dr. Doolittle*. Theatrical Films—*"Broken Arrow"**; *"Waiting to Exhale"**; *"Nine Months"*; *"Braveheart"*; *"Mighty Morphin Power Rangers: The Movie"*; *"A Walk in the Clouds"*; *"Bushwacked"*; *"Bye Bye Love"*; *"Far from Home: The Adventures of Yellow Dog"*; *"The Scout"*; *"Speed"*; *"Mrs. Doubtfire."*

Two Oceans Entertainment Group 7858
15060 Ventura Blvd., Ste. 400
Sherman Oaks, CA 91403

Staff: Meryl Marshall, Eytan Keller, Eric Wirix, Peter Lories, Eric Dillens, Jan Vanderstaeten, Leena Deneroff, Jan Theys. Programs: *Funniest Comedy Duos*; *The 50th Anniversary Of The Bikini*; *Rhyme Is Money*; *The Rose Files*; *Best American Erotica*; *Cosmic Adventure*; *First and Last*; *Fate and Fortune*; *Crowbar*.

2M Group 624
3518 Cahuenga Blvd. W., Ste. 202 Los Angeles, CA 90068

UAV Entertainment Co. 3601
P.O. Box 7647 Charlotte, NC 28241

Staff: Jerry Pernis Jr. William A. Schwartz. Programs: Videos—*Christmas in Cartoontown*; *Kathy Ireland Exercise Videos*; *Rachel Hunter Exercise Video*. Videos and CD ROMs—*The Secret of the Hunchback*; *Young Pocahontas*.

Twentieth Television 9401
PO Box 900 Beverly Hills, CA

90035 or 10201 W. Pico Blvd.
Los Angeles, CA 90035

Staff: Rupert Murdoch, Chase Carey, David Evans, Rick Jacobson, Peter Faiman. Domestic Television—Jim Martz, Robert Cesa, Howard Green, Vance Van Petten, Paul Franklin, David LaFontaine, Peter Baca, Nadine Bell, Frank Cicha, John MacDonald, Elaine Mallon, Jodie Rea, Cheri Vincent. Sales: Western region—Jerry Jameson, Steve MacDonald. Southwestern region (5001 Spring Valley Rd., Ste. 1120E, Dallas, TX 74244-3910)—Jeff Stern, Tannya Evans. Eastern region (1211 Ave. of the Americas, 3rd floor, NY, NY 10036)—Ken Doyle, Ken Lawson, Perry Casciato. Central region (444 N. Michigan Ave., Ste. 3550, Chicago, IL 60611)—Steve Friedman, Eddie Seslowsky, Tara Carroll. Southeastern region (1100 Johnson Ferry Rd., Ste. 665, Atlanta, GA 30342)—Michael Newsom, Dan Menzel. Advertiser Sales (NY, as above)—Robert Cesa, Jon Barovick, Dave Barrington, Jodie Chisarick, Elizabeth Herbst. Programs: First-run Series—*A Current Affair Extra*; *Leslie Abramson*; *America's Most Wanted: Final Justice*; *The Gordon Elliott Show*; *NFL Films Presents*; *NFL Specials*; *Not Just News TV*; *This Is the NFL*; *Donna Willis*. Off-network half-hours—*The Simpsons*; *Cops*; *Doogie Howser, M.D.*S*H*; *Mr. Belvedere*; *9 to 5*; *Small Wonder*. Hours—*Fall Guy*; *NYPD Blue*; *X-Files*. Other—*The Ann Sothern Show*; *Expedition Danger*. Movie Packages—Century 13 (5 features); Century 14 (11 features); Century 16 (26 features); Century 17 (27 features); Fox 7 (25 features); Fox Hollywood Theatre II (34 features); Mark 2 (15 features); Mark 3 (24 features); MPC 20 (17 features); Premiere 3 (11 features); Premium Plus (20 features).

Two Oceans Entertainment Group 7858
15060 Ventura Blvd., Ste. 400
Sherman Oaks, CA 91403

Staff: Meryl Marshall, Eytan Keller, Eric Wirix, Peter Lories, Eric Dillens, Jan Vanderstaeten, Leena Deneroff, Jan Theys. Programs: *Funniest Comedy Duos*; *The 50th Anniversary Of The Bikini*; *Rhyme Is Money*; *The Rose Files*; *Best American Erotica*; *Cosmic Adventure*; *First and Last*; *Fate and Fortune*; *Crowbar*.

2M Group 624
3518 Cahuenga Blvd. W., Ste. 202 Los Angeles, CA 90068

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P.O. Box 7647 Charlotte, NC 28241

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UMI Unimedia International Film GmbH 7200

Bayerstrasse 15 80335 MAnich, Germany
Staff: Irene Vogt.

Unapix International 9500
4515 Van Nuys Blvd., #301
Sherman Oaks, CA 91403

Staff: David Fox, Scott A. Hanock, Lise Romanoff, Jules DesRoberts, Debbie Slavkin, Herbert Pearlman, David Lawi. Programs: *Hawaii's Humpbacks*; *New York on the Edge*; *Ushuaia: Adventures of Nicholas Hulot*; *History's Turning Points*; *Greek Fire*; *The Horse in Sport*; *The Unexplained*; *The Art of Illusion*. The Best of Burrud Productions: Wildlife & Adventure—*Treasure*; *Animal Odyssey*; *Wildlife Adventure*; *Adventure World*; *Big Cats*; *Sharks*; *Whales*; *Dolphins*; *Beyond Bizarre*; *Super Dave*; *Making Tracks*; *Weird TV*; *Voices and Visions*; *Smithsonian World*; *The New Explorers*; *Barcelona '92: 16 Days of Glory*; *Lillehammer '94: 16 days of Glory*; *Dreams of Flight*; *Fire*; *Ice*; *Sea*; *Library of congress Collection*; *Hollywood 26*; *Educational Catalog*; *Milner-Fenwick Health Library*; *Ama's Guide to the Healthy Heart*; Feature Films (65 titles); Classic Films (375 titles).

United Film Distributors 450

United States Telephone Assoc. 374

Universal Studios Hollywood & Florida 8901
100 Universal City Plaza Universal City CA 91608

Staff: Molly Miles, Chris D'Angelo, Craig J. Hoffman, Bob Campbell, Kenny Herring, Paul Meena. Services: Film and TV locations/productions services, and promotional partners.

US Army Reserves 208
1815 N Fort Myer Dr. Arlington, VA 22209

USA Networks 459
1230 Ave. of the Americas New York, NY 10020

USPA 8051
64, rue des Mathurins Paris 75008, France

Valentino Music Library 4300
500 Executive Blvd. Elmsford, NY 10523

Staff: F.T. Valentino, M.A. Valentino, L. Brandt. Programs: *Valentino Music Library*; *Valentino Sound Effects Library*.

Variety/Daily Variety 6550
249 W. 17th Street New York, NY 10011

VCI—Video Communications Inc. 566

P.O. Box 215 Feeding Hills, MA 01030-0215

Staff: Martha Freeman, Mary Tinker. Products: PC-based traffic system software; Accounts receivable; Sales assist software.

Venevision International 6600
550 Biltmore Way, 9th fl. Coral Gables, FL 33134

Staff: Rodolfo Rodriguez, Ben-

jamin F. Perez, Cesar Diaz. Programs: *Novelas—Kaina**; *Peligrosa (Dangerous Trap)**; *Maria Celeste**; *Como Tu Ninguna (No One Like You)**; *Dulce Enemiga (Sweet Enemy)**; *Pecado de Amor (Sinful Love)**; *La Mujer Prohibida (The Forbidden Woman)*; *Bellisima (Beautiful)*; *Mundo de Fieras (World of Fury)*; *Ines Duarte, Secretaria (Ines Duarte, Secretary)*; *Pasionara (Passionate)*; *Macarena*; *Por Amarte Tanto (All for Love)*; *Rosangelica*; *Amor de Papel (Paper Love)*; *Morena Clara*; *La Revancha*; *Niña Bonita (Pretty Girl)*; *Cara Sucia (Dirty Face)*. Documentaries—*The Flight of an Angel*; *Yanomami: Extincion de una Cultura (The Extinction of a Culture)*; *Odyssey*; *America, Death and Resurrection in Paradise*; *Heritage*. Musical Variety—*Paloma San Basilio in Concert*; *Rocio Durcal in Concert*; *Sabado Sensacional (Sensational Saturday)*; *Latin Salsa Especial (Latin Salsa Specials)*; *The Big Star Show*. Specials—*Miss Venezuela Beauty Pageant*. Children—*Muñeca (Dolly)*; *El Circo Complice (Zany Circus)*; *Pais de Carmelo (Candy World)*; *El Club de Los Tigrillos*. Comedies - *Bienvenido (Funny Jest!)*; *Cheverisimo (Laughter House)*; *Que Chicas (What Girls)*; *El Enviado (The Emissary)*; *Adda*.

Video/Media Distribution 370
1015 N. State St. Chicago, IL 60610-2855

VIP TV 601

Vista International 240
240 San Lorenzo Coral Gables, FL 33146

Vista Street Entertainment 7861
9911 W. Pico Blvd. Ph-P Los Angeles, CA 90035
Staff: Gerald Feifer, Michael Feifer. Programs: Action Package (12 features); *Divorce Law*; *Q.U.A.C.S.*; *Erotic Features* (10 features); *Witchcraft Package* (10 features).

Vital Signs Production 166

Wall Street Journal Television Group 5720
200 Liberty St. New York, NY 10821
Staff: Scott Goodfellow, Steve Blechman, Consuelo Mack, Peggy Belden, Margaret Agsteribbe, Ken Witty, Gloria Briggs. Program: *Wall Street Journal Report*.

Walt Disney World 1600
P.O. Box 1000 Lake Buena Vista, FL 32830-1000

Walter K. Gilbride & Associates 2675
30A Watertown Street Lexington, MA 02173
Staff: Walter Gilbride, Larry Fishbein, Frank Phillippi, Kerry Gilbride. Program: *Kiplinger's Personal Finance Report*.

Warner Bros. Domestic Pay-TV, Cable & Network Features 9801
75 Rockefeller Plaza New York, NY 10019
Staff: Edward Bleier, Eric

Frankel, Jeffrey Calman, Greg Brodsky. Programs: Off-network series: Dramas—*ER**; *Kung Fu: The Legend Continues**; *Dark Justice*; *Reasonable Doubts*; *Homefront: Our House**; *China Beach*; *Life Goes On: Freddy's Nightmares**. Comedies—*Night Court*; *The John Larroquette Show**; *Perfect Strangers*; *Head of the Class*; *Growing Pains*; *The Hogan Family*; *Roc*; *My Sister Sam*. Classic Hours—*The Dukes of Hazzard*; *Kung Fu*; *Dallas*; *Falcon Crest*; *The Colbys*; *Eight Is Enough*; *Wonder Woman*; *The FBI*; *Maverick**; *Tarzan*. Classic Half-Hours—*Chico and the Man*; *Welcome Back, Kotter*; *Laugh-In*; *Here's Lucy*; *The Days and Nights of Molly Dodd*; *Love Connection*; *People's Court*; *The New Dick Van Dyke Show*; *The Adventures of Superman*; *F-Troop*; *My Favorite Martian*; *Mayberry R.F.D.*

Warner Bros. Domestic Television Distribution 9801
4001 N. Olive Ave. Burbank CA 91522

Staff: L.A.—Dick Robertson, Scott Carlin, Dan Greenblatt, Leonard Bart, David Cooper, Dan McRae, Mark McRae, Mark O'Brien, Chris Smith. N.Y.—Andrew Weir, Bill Marcus, Eric Strong, Joel Lewin, Clark Morehouse, Julie Kantrowitz, Diane Rinaldo, Paul T. Montoya, Jean Goldberg, Clifford Brown, Roseann Cacciola. Chicago—Mark Robbins, Jeff Hufford, James Knopf, Jean Medd, Nicky Winski. Atlanta—Mary Voll, Marlynda Salas Lecate. Dallas—Jacqueline Hartley, James Kramer. Staff: Ernst "Etchie" Stroh; Yael Stroh. Programs: First-run - *Babylon 5*; *Extra*; *Jenny Jones*; *Kung Fu: The Legend Continues*; *Mad Max: The Road Warrior**; *Maureen**; *Rosie**. Series/off-network—*Living Single*; *Hangin' with Mr. Cooper*; *Family Matters*; *Fresh Prince of Bel-Air*; *Full House*; *Martin*; *Murphy Brown*; *Step by Step*; *Alf*; *Eight Is Enough*; *Growing Pains*; *Head of the Class*; *Hogan Family*; *Mama's Family*; *The New Dick Van Dyke/Mayberry R.F.D.*; *Night Court*; *Perfect Strangers*; *Alice*; *Batman/Superman/Aquaman*; *Chico and the Man*; *F-Troop*; *Here's Lucy*; *More Real People*; *My Favorite Martian*; *Private Benjamin*; *Superman*; *Welcome Back, Kotter*. Feature Packages—Volume 33*; Volume 32 (28 titles, incl. "The Fugitive" and "The Bodyguard"); Volume 31 (52 titles, incl. "JFK" and "Lethal Weapon 3"); Volume 30 (28 titles, incl. "Tango & Cash" and "New Jack City"); Volume 29 (20 titles, incl. "Batman" and "Lethal Weapon 2"); Volume 28 (28 titles, incl. "Beetlejuice" and "Gremlins"); Volume 27 (7 titles); Volume 26 (6 features); Volume 25 (3 features); Volume 22 (9 features); Volume 21 (26 features); Volume 20 (30 features); Volume 19 (29 features); Volume 18 (28 features); Volume 17 (20 features); Volume 14-15 (12 features); Premiere Edition Three (20 made-fors); Premiere Edition

Two (25 made-fors); Premiere Edition (15 titles); Encore Two (41 titles, incl. "Goonies" and "Dead Calm"); Encore One (53 titles, incl. "Body Heat" and "The Exorcist"); Power Package Two (19 action/adventure titles, incl. "American Cyborg"); Power Package One (13 action/adventure titles, incl. "The Hitman"); TV 4 (13 features); TV 3 (13 features); TV 2 (13 features); TV 1 (13 features); Telepictures 3 (24 titles); Telepictures 2 (27 titles); Telepictures 1 (11 titles); The FBI Story (4 features); Tarzan Features (31 features); Starlite 6 (23 features); Easy 8 (8 titles); Mint Edition (13 titles); Ultra 4 (8 action/adventure titles).

Warner Bros. International Television 9900
4000 Warner Blvd., Bldg. 118, 1st fl. Burbank, CA 91522

Staff: Jeffrey R. Schlesinger, Catherine Malatesta, Lisa Gregorian, Josh Berger, Annette Bouso, Donna Brett, Kevin Byles, Malcolm Dudley-Smith, Michael Lecourt, Richard Milnes, Jorge Sanchez, Rosario Ponzio, David Guerrero, Tim Horan, Scott Rowe, Sally Thoun, Florence Yue, Sergio Salcedo, Bruce Gamache, Susan Kroll. Programs: 1-hour series - *John Grisham's The Client**; *Mad TV**; *New York News**; *Bless This House**; *The Drew Carey Show**; *High Society**; *Kirk**; *Too Something**; *Babylon 5*; *ER*; *Kung Fu: The Legend Continues*; *Lois & Clark: The New Adventures of Superman*; *Renegade*; *Sisters*. Half-hour Series - *Local Heroes**; *Minor Adjustments**; *My Guys**; *Family Matters*; *The Fresh Prince of Bel-Air*; *Friends*; *Hangin' with Mr. Cooper*; *Hope & Gloria*; *In the House*; *The John Larroquette Show*; *Living Single*; *Martin*; *Murphy Brown*; *The Parent 'Hood*; *Step by Step*; *The Wayans Bros*. Animated series—*Adventure Man**; *The Fantastic Voyages of Sinbad the Sailor**; *Steven Spielberg Presents Freakazoid!*; *Steven Spielberg Presents Pinky & The Brain**; *The Sylvester & Tweety Mysteries**; *Free Willy*; *Steven Spielberg Presents Animaniacs*. Special Programming—*The Best of Will Vinton**; *Extra International**; *Fashion Week**; *Giovanni's World of Music**. Miniseries—*The Thorn Birds: The Missing Years**. Made-for-TV Movies—*Divas**; *It Was Him or Us**; *Kidz in the Wood**; *Prince For A Day**; *Radiant City**; *Sins of Silence**; *The Steal**; *The William Coit Jr. Story**. Made-for-pay HBO Movies—*The Affair**; *Indictment: The McMartin Trial**; *The Infiltrator**; *In Pursuit of Honour**; *Truman**; *The Tuskegee Airmen**; *Tyson**. HBO Entertainment Specials—*Danny Hoch: Some People**; *HBO Comedy Half-Hour: Bobcat Goldthwait**; *HBO Comedy Half-Hour: Carlos Mencia**; *HBO Comedy Half-Hour: Dana Gould**; *HBO Comedy Half-Hour: Janeane Garofalo**; *HBO Comedy Half-Hour: Jonathan Katz**; *HBO Comedy Half-Hour: Judy Gold**; *HBO Comedy Half-Hour: Marc*

*Maron**; *HBO Comedy Half-Hour: Steve Harvey**; *HBO Comedy Hour: Bill Maher: Stuff That Struck Me Funny**; *HBO Comedy Hour: Dana Carvey**; *HBO Comedy Hour: Women of the Night IV, hosted by Tracey Ullman**; *Midnight Mac**. Feature Films—over 1,700 titles.

Waycool Inc. 286

WDR-NDR International 7200
Appellhofplatz 1 D-50600 Kln, Germany or NDR International RAtersburg 46 22529 Hamburg, Germany
Staff: Horst Schering, Horst Benoit. Programs: *Nikolaikirche**; *Der Kleine EisbNr**; *Der Kleine Vampir**.

Western International Syndication 5500
8544 Sunset Blvd. Los Angeles, CA 90069 or 401 E. Illinois St., #430 Chicago, IL 60611 or 1270 Ave. of the Americas New York, NY 10020

Staff: Chris Lancey, Dan Zifkin, Michael McHugh, Bob Pargament, Karen Brooks, Danielle Medlock, Adrienne Oswald. Programs: *An Evening at the Improv**; *It's Showtime at the Apollo 200th Episode Special**; *Wings of Help**; *Apollo Kids**; *Field Trip**; *The Joan Embury Show**; *Ist & Ten*; *The Adventures of Ozzie and Harriet*; *Knights and Warriors*; *Magic Johnson's All Star Slam 'n' Jam*.

Westinghouse Broadcasting Intl. 4700

10877 Wilshire Boulevard, 9th fl. Los Angeles, CA 90024-4341
Staff: Ray Donahue, Teresa Real, Laura A. Law, Jackie Mastrolonardo, Barb Bocek, Carol Chauvin. Programs: *WildGuide** hosted by Margaux Hemingway; *Day & Date*; *Prince of Atlantis*; *Ninja Robots*; *Fearless Frieda and the Secret Spies*; *The Kid-songs*.

WGVU 364

WHAM0 Entertainment 325
1850 S. Sepulveda Blvd., #205 Los Angeles, CA 90025

Staff: Myles Spector, Joseph Szew, Ted King, David Field, Lindsay Flora. Programs: Animated—A New Library of Animated Video Treasures* (Six titles incl. "Pocahontas" and "Cinderella"); *Computer Kids**; *Voltron: Defender of the Universe**; *Animated Classic Tales** (6 stories incl. *Ali Baba*); *Denver the Last Dinosaur**; *The Adventures of the Little Prince**; *Saber Rider and the Star Sheriff**; *Animated Classics** (25 films incl. "Oliver Twist" and "Les Miserables"). Children's—*The Huggabug Club**; *Picture Pages**; *Shamu and You**; *Feature Films—Feature Films** (50 titles); *The Charlie Chaplin Film Library**; *Feature Films** (8 titles). Series—*The Falcons**; *A Year to Remember**; *America's Music**; *The Adventures of Skipper**; *The Wild World of Sports**; *Puppet Musical Classics**; *The 'Big' Series**; *Trailside**; *OK/Take It Outside**; *The Hermitage Museum of St. Petersburg**; *Crunch**; *Debbie & Mickey (Hollywood's Golden Era)**. Specials—*Ken*

*Uston's "How to Win at Black Jack"**; *Grand Museum Series**; *George Burns, His Wit and Wisdom**; *An Evening of Fourplay**; *Blue Suede Shoes**; *The Plays of Shakespeare**; *In Line, In Shape**.

Wild Films Inc. 531

Woman in Animation 506
P.O. Box 17706 Encino, CA 91416

Woman's Cable Network Productions 365

8721 Beverly Blvd. Los Angeles, CA 90048
Staff: Stephanie Lloyd, Adam Yaseen, Kathy Posner, Cherise Fields Goedhart, Vicki Hufnagel, Lori Bales. Programs/services: *Health Updates**; documentaries; *Herbody Bookstore Products*; educational tapes; production facilities and services; *Dr. Hufnagel*; *Woman's Lecture Series**; Children's programming; *Educational surgery tapes**; *Giveaways**.

World Screen News 120
1123 Broadway, Ste. 901 New York, NY 10010

World Wrestling Federation 8500
1241 E. Main St. Stamford, CT 06902

Staff: Vincent K. McMahon, Linda McMahon, Michael V. Ortman, Ausbert de Acre, Lisa Wolf, Jim Bell, Eduard de Lange, Jim Rotschild, Lee Barstow, Carl DeMarco. Programs: *WWF Superstars*; *WWF Challenge*; *WWF Mania*; *WWF Action Zone*; *WWF Monday Night Row*.

Worldvision Enterprises Inc. 2900
1700 Broadway New York, NY 10019-5992

Staff: John Ryan, Bert Cohen, Robert Raleigh, Gary Montanus, Bill Baffi, Rita Scarfone, Marybeth Strambi. Programs: *The Jim J and Tammy Faye Show*; *Swaps*; *Hot Bench**; *Night Stand*; *Worldvision 3* (26 features, incl. "Basic Instinct" and "Universal Soldier"); *Beverly Hills, 90210*; *The Streets of San Francisco*; *Little House on the Prairie*.

Worldwide Television News 2500
1995 Broadway New York, NY 10023

Staff: Terry O'Reilly, Scott Michaeloff, Luis Carlos St, Earl Adams, Gerry O'Reilly, Tim Sparke, David Weiss.

WTDT/Worldwide Target Demographic TV 528

The Wyland Group 6752
101 W. Cochran St. Simi Valley, CA 93065

Staff: Richard Winn, Lori Johnson, Chauncey Smith, Linda Walter, George Swanson. Programs: *Lifestyle Magazine*; *McDougall*.

Zedlar Transcription Co. 6751
428 W. Stocker St., Ste. 14 Glendale, CA 91202

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Andrew Heyward: CBS News's Mr. Fixit

Among the jobs facing the new president are returning the division to number one, identifying a line of succession for anchors and moving into cable

By Steve McClellan

Newly named CBS News President Andrew Heyward has a lot of near-term challenges on his plate. Among them: fixing *CBS This Morning*; boosting the ratings of third-place *CBS Evening News with Dan Rather*, and identifying the next generation of anchors for the flagship broadcast and other CBS News programs.

In addition, Heyward must develop options fairly quickly for entering the cable news business. And then there is prime time production: Westinghouse CEO Michael Jordan has stated publicly more than once that he expects more of it from CBS News.

"I'm excited and optimistic, but there's no quick fix or magic formula here," Heyward told BROADCASTING & CABLE last week. "It's going to be a difficult, long process, and I think a lot depends on the fortunes of the company. But I'm pretty excited about the idea of working with a new set of managers and with the nation's biggest station group."

There are all sorts of "potential ventures" to be explored with the CBS stations for numerous outlets, including syndication, Heyward says.

Despite the news division's problems, Heyward credits his predecessor Eric Ober with "leaving this place in much better shape than he's given credit for. He managed us through arguably the toughest period we ever had and got us through not only intact but strong." Indeed, the feeling throughout the indus-

try is that former CBS chairman Larry Tisch is to blame for the news division's current plight through his failure to invest in its future.

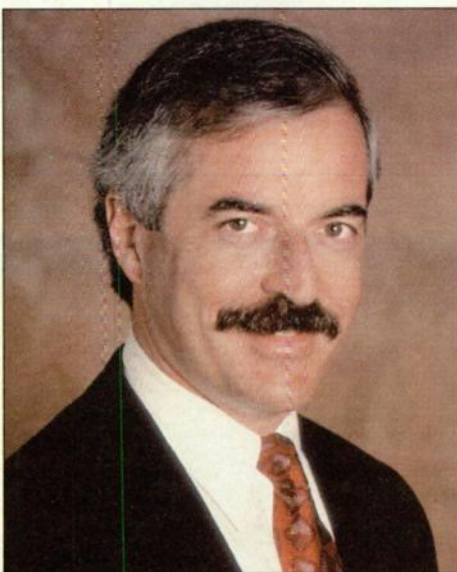
Generally speaking, Heyward says, the network's news coverage and the producers and correspondents who put it together are solid. "So the question is, how do we take those resources and make CBS news as important [as it once was]?"

"The first order of business," he says, "is to look at the broadcasts we're doing already"—*CBS This Morning* in particular. "That's a high priority. I'm going to sit down with [executive producer] Jim Murphy and see what we feel is and isn't working and then go to [CBS Inc. President] Peter Lund with some ideas. We can't stay with the broadcast in its current position—we know that. It has to be more competitive."

Some affiliates want to take back an hour of *CBS This Morning* for local use. Heyward says he rules out nothing at this point: "We'll look at every option."

As for the *Evening News*, which he has executive-produced since October 1994, Heyward insists there is "plenty of inherent strength there. We've been working a big-story/big-correspondent strategy—in other words, building the program around the very best of CBS News."

Heyward has not selected his successor at the broadcast. The two most talked-about candidates are Jeff



"The first order of business is to look at the broadcasts we're doing already."

Andrew Heyward

Fager, senior broadcast producer at *Evening News*, and Susan Zirinsky, executive producer, *Campaign '96*.

Heyward says a key priority in the coming months will be to identify the next generation of anchors for the *Evening News* and other news programs. Rather has anchored *Evening News* since 1981—and not without his critics, many of whom say he's a far better reporter than a news

reader.

"I know he's a controversial character that way," says Heyward of Rather, who turns 65 in October. "But he's a tremendous asset to us as both anchor and correspondent. Maybe that's the problem, that we haven't figured out exactly how to take advantage of his reporting skills when he is anchoring."

"Dan and I have discussed that for the future we need to do a better job of identifying the next generation of anchors," Heyward says. We're not going to do what NBC in effect did and name a successor [Brian Williams is the NBC heir apparent], but we will look aggressively inside and outside CBS for the next generation. I am not announcing that we're going to replace Dan. Quite the opposite. I'm telling you he's a tremendous asset. But we have to worry about the future too, and he understands and supports that."

Heyward wants to step up prime time development efforts—not just of potential magazines, but other programs as well: "News can be a major supplier, even on an occasional basis, to prime time."

Heyward acknowledges that there is competitive pressure to decide soon about cable news. "But we don't want to do it on a 'me too' basis; it has to make sense for us and, more important, the public."

Heyward suggests that recent criticisms of *60 Minutes* have been exaggerated: "It's doing very well considering the environment it's in." He says that Don Hewitt will be announcing plans for the show soon. But no "major tinkering" is involved, and the program will stand its ground at 7 p.m. Sunday to face likely competition later this year from NBC's *Dateline*. "Don is as fiery and feisty as ever and is anxious to meet new competition, especially from *Dateline*," Heyward says.

Heyward, 45, is a 20-year CBS news veteran who for the past 15 months executive-produced *CBS Evening News with Dan Rather*. He also was the creator and first executive producer of *48 Hours* (which launched in 1988), the network's most successful prime time magazine since the debut of *60 Minutes* 20 years earlier.

He also produced *Eye to Eye with Connie Chung*. Before joining the network's news division in 1981, Heyward was a news producer at WCBS-TV New York. ■

The double-run debate

By Cynthia Littleton

Do double runs give some talk shows an unfair advantage over others in the battle for ratings and rankings?

The answer from syndicators to that question seems to depend on the nature of a show's station lineup.

Big Three affiliates generally don't have the time periods available for a second run of a talk show in any daypart outside of the graveyard 2-6 a.m. shift. But many Fox, UPN, WB Network affiliates and independent stations are doing good business with second runs of top-rated talkers such as *Jenny Jones* and *Ricki Lake*.

Officials with Nielsen

Media Research say the rating points generated by second runs are factored in when the weekly average audience ratings for talk strips are computed. And that has some producers crying foul.

"We're not getting a fair reading in how we're compared to other shows," says Maurice Tunick, executive producer of Multimedia Entertainment's *Sally Jessy Raphael*. Eighty-three percent of *Sally's* clearances are on Big Three affiliates, and the show's lone second run is at 3 a.m. in the Washington, D.C., market.

"When you look at the metered market reports where they track the performance in each time period, [*Sally*] comes in second to

Oprah nine days out of 10," Tunick says. "But we drop when the national numbers are determined because they include the double runs."

Tunick and others argue that the strength of a show should be measured by the audience it draws with the original broadcasts of each week's episodes. But some say the second run can be an important factor when determining a show's overall performance.

"*Ricki Lake* is a very flexible program that works well in more than one time period," says Barry Thurston, president of Columbia TriStar Television Distribution. "Stations that double-run a program are looking to capitalize on success of a show in

'Bless' bows out

CBS has canceled its Wednesday 8 p.m. comedy, *Bless This House*, with the sitcom having its final airing on Jan. 17. *House*, which stars comedian Andrew Clay and Cathy Moriarty and is produced by Warner Bros. Television, averaged a 7.5 rating and 12 share in Nielsen season-to-date numbers.

The cancellation marks the fifth new CBS series to get the ax this season. It joins *If Not for You*, *New York News*, *Dweebs* and *Courthouse*. The network will use an episode of *The Nanny* in the time period on Wednesday, Jan. 24, and beginning Jan. 31 will schedule the midseason comedy *Louie* in the time slot. *Louie* stars comedian Louie Anderson and is produced by Shukovsky-English Entertainment. —SC

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Station	Day/Time		RA 18-49	RA 25-54
WTHR WRTV WISH	Eyewitness News M-F/6-7am M-F/6-7am M-F/6-7am		3.2 1.3 2.3	3.9 1.8 3.1
WTHR WRTV WISH	Today Show M-F/7-9am M-F/7-9am M-F/7-9am		3.1 1.5 1.8	3.4 1.8 2.5
WTHR WRTV WISH	Eyewitness News M-F/5-6pm M-F/5-6pm M-F/5-6pm		3.5 2.8 3.4	4.4 3.6 4.1
WTHR WRTV WISH	Eyewitness News M-F/6-6:30pm M-F/6-6:30pm M-F/6-6:30pm		4.1 3.0 3.7	5.2 3.8 4.5
WTHR WRTV WISH	NBC Nightly News M-F/6:30-7pm M-F/6:30-7pm M-F/6:30-7pm		3.7 2.7 3.2	4.8 3.5 3.8
WTHR WRTV WISH	NBC Primetime PRIME PRIME PRIME		8.5 7.6 5.3	8.6 8.1 6.4
WTHR WRTV WISH	Eyewitness News M-F/11-11:30pm M-F/11-11:30pm M-F/11-11:30pm		6.3 3.4 4.5	7.2 4.2 4.8

Source: NSI - Nov '95



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Dispatch Broadcast Group

World Radio History

another time period."

One station rep discounts the impact of double runs on talk show ratings, saying the issue boils down to a spat over "bragging rights" for rankings in an increasingly competitive market.

Even the undisputed queen of talk is warming to the idea of second runs. On Jan. 1, WLS-TV, the ABC O&O in Chicago, added a second run of *Oprah Winfrey* at 11 p.m., where it recently won the time slot with a 7.5/20.

"We'd love to see more stations take another look at us in latenight," says Tim Bennett, president of Winfrey's Harpo Productions. "Our performance in Chicago just reaffirms that the show's strength isn't dependent on any day-part. There are a lot of working women out there who can't watch us in the afternoons." ■

Bennett to head Pearson's U.S. charge

Appointment brings together Grundy, Thames, ACI distribution operations

By Cynthia Littleton

Britain's Pearson Television has taken another step toward establishing a presence in the U.S. market by appointing Jamie Bennett head of its new U.S. division and its new worldwide distribution operation.

Before the appointments last week, Bennett was president/chief executive officer of Los Angeles-based production and distribution company ACI, which Pearson acquired for more than \$40 million last November.

Bennett will serve as Pearson's senior U.S. executive, overseeing worldwide distribution for Pearson Television International, whose holdings include Thames Television, Financial Times Television and game show producer Grundy Worldwide.

With Bennett's appointment as head of worldwide distribution, the three separate distribution operations of Grundy, Thames and ACI will be consolidated under one roof.

ACI, formed by a group of top movie and TV producers in 1989, is a leading international supplier of TV movies and other long-form programming. Domestically, ACI syndicates the action hour *High Tide* and upcoming strip *Scoop with Sam and Dorothy*.

Before joining ACI in 1991, Bennett held senior executive positions in program development for Disney's Buena Vista Productions. He also spent 13 years working for CBS in its television stations division, including a five-year stint as general manager of KCBS-TV Los Angeles.

Pearson Television is a subsidiary of

the British media conglomerate Pearson PLC, whose holdings also include Penguin Books, software company Mindscape and the *Financial Times* of London.

Pearson Television has been rapidly expanding its presence in Europe in recent years and is eyeing the U.S. market as fertile territory for future growth under the ACI banner.

"With Pearson's various channels of distribution overseas, ACI now has the resources to become a bigger player in the domestic market," says Bennett, who will be based in Los Angeles and London.

Plans may include adapting programming owned by Grundy and Thames for American consumption, he says. The Carsey-Werner Co. already is at work on a U.S. version of Thames's hit sitcom *Men Behaving Badly*, to be distributed internationally by Pearson. ■

PEOPLE'S CHOICE: Ratings according to Nielsen, Jan. 1-7					
Week 16	abc	CBS	NBC	FOX	U/P/N
	13 8/21	11 5/18	12 5/19	8 0/12	3 1/5
MONDAY	8:00 (nr) <i>Rose Bowl</i> 22.6/35	90. <i>Or Bwl Pregame</i> 5.0/8	55. <i>Fresh Prince</i> 9.9/15	63. <i>Melrose Place</i> 8.6/13	92. <i>Star Trek: Voyager</i> 3.8/6
	8:30		53. <i>In the House</i> 10.0/15		
	9:00 28. <i>ABC Monday Night Movie—Sneakers</i> 12.1/19	25. <i>Orange Bowl—Notre Dame vs. Florida</i> 12.5/20	16. <i>NBC Monday Night Movie—Danielle Steel's No Greater Love</i> 13.8/22	73. <i>Ned and Stacey</i> 7.9/12	98. <i>Nowhere Man</i> 2.4/4
	9:30			80. <i>Partners</i> 7.0/11	
	10:00				
	10:30				
TUESDAY	13 1/19	19 9/30	10 6/16	6 6/10	1 6/2
	8:00 24. <i>Roseanne</i> 12.6/19	12. <i>Fie Bwl Pregam</i> 14.6/23	40. <i>Wings</i> 11.0/16		
	8:30 35. <i>Hudson Street</i> 11.5/17		45. <i>NewsRadio</i> 10.3/15	84. <i>Fox Tuesday Night Movie—Alien Nation: Millennium</i> 6.6/10	101. <i>Deadly Games</i> 2.0/3
	9:00 9. <i>Home Imprvmt</i> 15.6/22	5. <i>Fiesta Bowl—Nebraska vs. Florida</i> 18.8/31	32. <i>Frasier</i> 11.7/17		105. <i>Live Shot</i> 1.2/2
	9:30 15. <i>Coach</i> 14.0/20		45. <i>J Larroquette</i> 10.3/15		
	10:00 27. <i>Trouble with Lawyers</i> 12.3/20		50. <i>Dateline NBC</i> 10.1/16		
	10:30				
WEDNESDAY	12 2/19	8 4/13	12 7/20	9 0/13	2 7/4
	8:00 38. <i>Ellen</i> 11.2/17	63. <i>Dave's World</i> 8.6/13	34. <i>All-Star TV Censored Bloopers</i> 11.6/17	42. <i>Beverly Hills, 90210</i> 10.7/16	95. <i>Sister, Sister</i> 2.6/4
	8:30 45. <i>Drew Carey</i> 10.3/15	74. <i>Bless This House</i> 7.6/11			93. <i>The Parent 'Hood</i> 2.9/4
	9:00 16. <i>Grace Under Fire</i> 13.8/21	56. <i>Matt Waters</i> 9.8/15	22. <i>Dateline NBC</i> 13.2/20	76. <i>Party of Five</i> 7.3/11	94. <i>The Wayans Bros.</i> 2.7/4
	9:30 41. <i>Naked Truth</i> 10.9/17	78. <i>American Gothic</i> 7.2/12	19. <i>Law & Order</i> 13.3/22		97. <i>Unhap Ever After</i> 2.5/4
	10:00 18. <i>PrimeTime Live</i> 13.5/22				
	10:30				
THURSDAY	7 3/11	10 5/16	22 2/33	7 1/11	
	8:00 82. <i>Before They Were Stars</i> 6.8/10	39. <i>Murder, She Wrote</i> 11.1/16	3. <i>Friends</i> 21.0/31	76. <i>Living Single</i> 7.3/11	
	8:30		6. <i>The Single Guy</i> 18.3/27	83. <i>The Crew</i> 6.7/10	
	9:00 74. <i>ABC Thursday Night Movie—Falling Down</i> 7.6/12	49. <i>Grand Ole Opry 70th Anniversary</i> 10.2/16	2. <i>Seinfeld</i> 23.0/33	78. <i>New York Undercover</i> 7.2/11	
	9:30		4. <i>Caroline in/City</i> 19.5/29		
	10:00		1. <i>ER</i> 25.7/40		
	10:30				
FRIDAY	12 4/20	8 4/14	10 4/17	8 0/13	
	8:00 17. <i>Family Matters</i> 12.1/21	69. <i>Due South</i> 8.1/14	50. <i>Unsolved Mysteries</i> 10.1/17	87. <i>Strange Luck</i> 6.0/10	
	8:30 31. <i>Boy Meets Wrl</i> 11.9/20	60. <i>Diagnosis Murder</i> 9.2/15	32. <i>Dateline NBC</i> 11.7/19	50. <i>The X-Files</i> 10.1/16	
	9:00 35. <i>Step by Step</i> 11.5/18		59. <i>Homicide: Life on the Street</i> 9.3/16		
	9:30 42. <i>Hangin' w/Mr C</i> 10.7/17	71. <i>Picket Fences</i> 8.0/14			
	10:00 14. <i>20/20</i> 14.1/24				
	10:30				
SATURDAY	7 6/12	11 6/19	6 4/11	8 6/14	
	8:00 80. <i>Jeff Foxworthy</i> 7.0/12	44. <i>Dr. Quinn, Medicine Woman</i> 10.5/17	68. <i>JAG</i> 8.2/13	65. <i>Cops</i> 8.5/14	
	8:30 84. <i>Maybe This Time</i> 6.6/11	26. <i>Touched by an Angel</i> 12.4/20	89. <i>Hope & Gloria</i> 5.2/8	61. <i>Cops</i> 9.0/14	
	9:00 71. <i>Saturday Night at the Movies—Iron Will</i> 7.0/13	30. <i>Walker, Texas Ranger</i> 12.0/20	91. <i>Home Court</i> 4.9/8	66. <i>America's Most Wanted</i> 8.4/14	
	9:30		86. <i>Sisters</i> 6.1/10		
	10:00				
	10:30				
SUNDAY	12 5/18	12 0/17	16 8/25	7 9/11	2 1/3
	7:00 45. <i>Am Fun Hm Vid</i> 10.3/15	11. <i>60 Minutes</i> 14.9/22	8. <i>NFL Postgame</i> 18.3/28	88. <i>Space: Above and Beyond</i> 5.7/8	104. <i>Pinky & the Brain</i> 1.6/2
	7:30 13. <i>Am Fun Hm Vid</i> 14.4/21		64. <i>Nat'l Geographic</i> 9.0/13		103. <i>Simon</i> 1.8/3
	8:00 37. <i>Lois & Clark</i> 11.3/16	19. <i>Murder, She Wrote</i> 13.3/19	10. <i>Mad About You</i> 15.5/22	58. <i>The Simpsons</i> 9.4/13	95. <i>Sister, Sister</i> 2.6/4
	8:30		19. <i>NewsRadio</i> 13.3/19	66. <i>Martin</i> 8.4/12	100. <i>Kirk</i> 2.1/3
	9:00 23. <i>ABC Sunday Night Movie—Terminator 2: Judgement Day</i> 13.1/21	56. <i>CBS Sunday Movie—For Love Alone</i> 9.8/15	7. <i>NBC Sunday Night Movie—Jack Reed: A Killer Amongst Us</i> 17.3/26	53. <i>Married w/Chld</i> 10.0/14	101. <i>The Wayans Bros.</i> 2.0/3
	9:30			69. <i>Best of Mad-TV</i> 8.1/12	99. <i>The Wayans Bros.</i> 2.3/3
	10:00				
	10:30				
WEEK AVG	11.3/17	11.8/18	13.3/20	7.9/12	UPN: 2.4/3; WB: 2.3/3
STD AVG	11.3/19	9.5/16	11.7/19	7.4/12	UPN: 3.1/5; WB: 2.3/4

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

Syndicators search for elusive teens

No new hits have emerged in the genre this year, but producers keep trying

By Cynthia Littleton

Teenagers last year stayed true to their reputation as a tough audience to reach, but a handful of syndicators are still hoping to come up with the next *Saved by the Bell*.

None of 1995's high-profile new teen shows have caught fire with their intended targets. But TV observers say the genre still serves a purpose for advertisers eager to target a segment of the U.S. population whose numbers are projected to increase by 30% during the next decade.

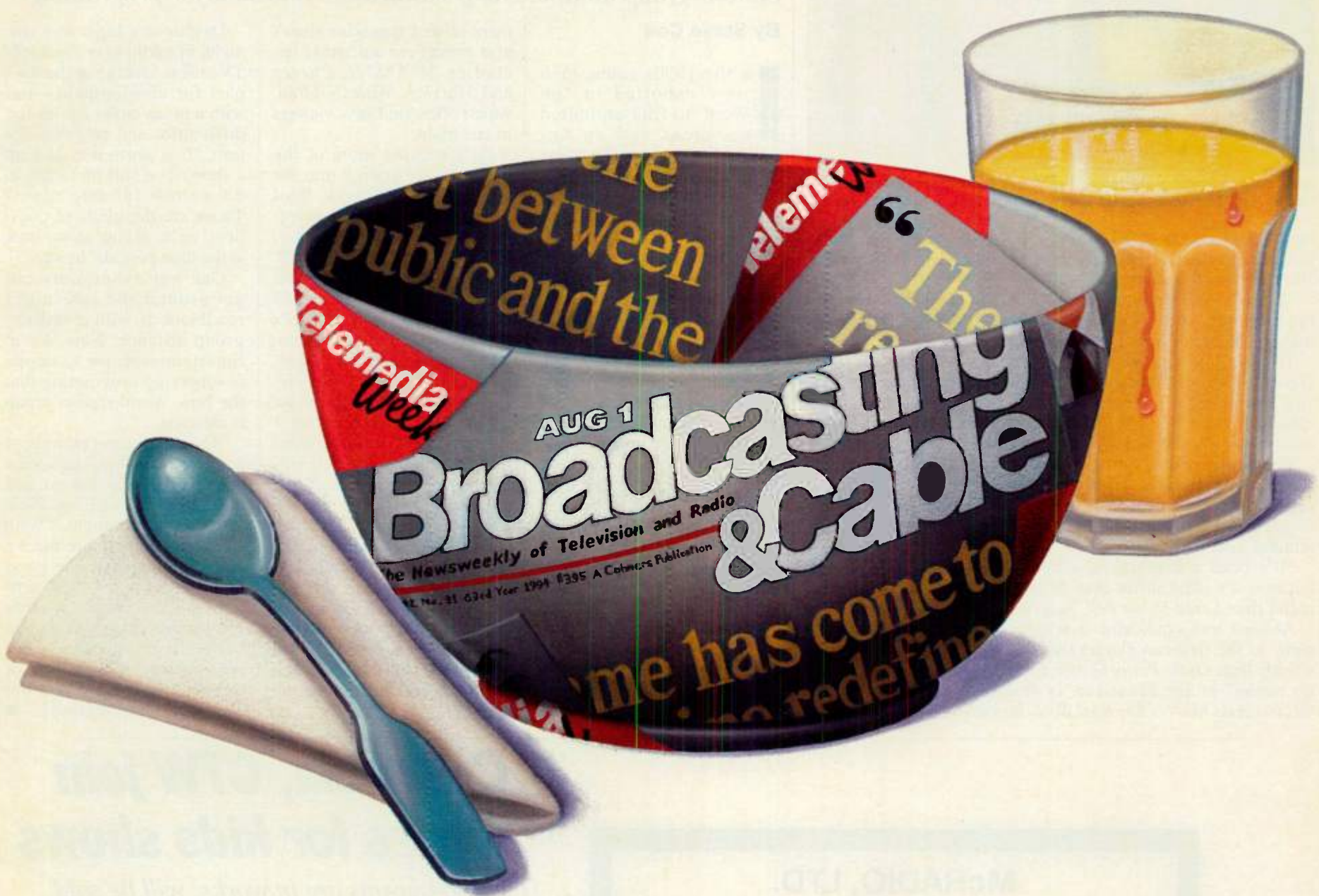
"There's definitely a niche out there for teen shows," says Bill Carroll, vice president and director of programming for station rep Katz Television. "There may be another hit along the lines of *Saved by the Bell* in the future, but it's not here in the present."

Aside from fickle adolescent tastes, syndicators blame the problem on the obstacles that most first-run weekend shows face: uneven scheduling, lack of promotion from stations and low viewer awareness. Also, off-network runs of *Saved by the Bell* and another show from NBC's powerhouse Saturday afternoon lineup, *California Dreams*, continue to perform well on weekends.

New Line Television last fall brought out two new half-hour dramas based loosely on the classic *Nancy Drew* and *Hardy Boys* mystery novels that were included among *TV Guide's* picks of the best new shows for kids.

In spite of promising signs in some metered markets, however, national Nielsen household ratings for *Nancy Drew* and *The*

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Broadcasting
The Newsweekly of Television and Radio
& Cable



Among programs targeted to teens are New Line's 'Nancy Drew' and Saban's 'Sweet Valley High,' both based on books.

Hardy Boys have hovered around a 1.3. Nonetheless, New Line is seeking renewals and upgrades for both shows, cleared in about 80% of the country.

"There's not much out there for young teens right now on the weekends, so it's going to be a slow build," says Bob Friedman, president of New Line Television.

Tribune Entertainment's half-hour comedy/adventure series *Out of the Blue* also has gotten off to a slow start in its first season, averaging a 1.1 national household rating. The show, cleared in 86% of the country, centers on a group of young adults who work at Sea World in Florida.

The weekend teen ratings champ remains Saban Entertainment's *Francine Pascal's Sweet Valley High*, also based on a popular series of novels. In its second season, the show has averaged a 1.6 national rating with teens 12-17 and a 2.4 with females 12-17.

"It's been a tremendous success with teens and stations because it's little softer than *Beverly Hills, 90210* but a little racier than *Saved by the Bell*," says producer Lance Robbins.

At least one syndicator is attempting to bring a new teen show to the first-run market this fall. Active Entertainment's weekly hour *Otaku Patrol Group*, centering on a group of "techno punks" in San Francisco, is described as "*Beverly Hills, 90210* meets *MTV's The Real World* meets *The Mod Squad*." ■

Networks among causes of late-night logjam

Station-group alliances help syndicators find slots for programming

By Steve Coe

In the 1800s young men were exhorted to "go West" to find unlimited resources and an untouched landscape. Just a few years ago, syndicators looked to late night for the same benefits, to avoid a crowded early fringe and access daypart. And much as the Old West was conquered quickly and eventually teemed with prospectors, so too with late night.

Just a few years after syndicators discovered there was big money to be made in late night, that time period has become overcrowded. In fact, it's now nearly impenetrable for companies seeking to place their shows in that daypart.

The causes for the logjam are many, including controversial talk shows that have found a more comfortable niche in the night-owl time slots. Also, reality shows that used to be cleared in early fringe and access have been displaced by more expensive off-net sitcoms, entertain-

ment-related magazine shows and evergreen sitcoms, including *M*A*S*H*, *Cheers* and *Married...With Children*, which often find new viewers in late night.

"It's because more of the networks are getting into the time period," says Paul Franklin, senior vice president/general sales manager, Twentieth Television. "A couple of years ago, you didn't have *Tom Snyder* and [*David*] *Letterman* [on CBS's late-night schedule]. Also, ABC is developing a project to expand beyond *Nightline*, and Fox is developing a show for Monday through Friday."

Franklin says the daypart has changed dramatically from the days when Paramount successfully launched *The Arsenio Hall Show* by clearing a large number of network affiliates. "There's less room now for an *Arsenio Hall*. Doing a show like that now is much more difficult. It had CBS affiliates, Fox affiliates and ABC affiliates. You couldn't get those stations now." ■

Despite the logjam in late night, Franklin says Twentieth TV still is looking at the daypart for development—but with a much closer eye on the difficulties and potential return. "Is it worth it to develop a show? Is it still profitable to do a show for late night? Those are the kinds of questions we're asking as we look at the time period," he says.

One way syndicators can get around the late-night roadblock is with a station-group alliance. New World Entertainment, for example, is supplying programming that the New World station group is clearing.

"In certain time periods, it has gotten tougher," says Rick Ungar, president, first-run and animated programming, New World Entertainment. "With so much competition, there's less opportunity. The good news for us is the joint ventures we have with our other companies, so we have a good head start [in clearances]. We start off with about a third of the country cleared [via the New World station group]." ■

Columbia, CTW join forces for kids shows

Two programs are in works; will be sold to cable or syndication after PBS run

By Cynthia Littleton

Columbia TriStar Television Distribution and Children's Television Workshop are teaming to produce two children's series for PBS, funded in part by a \$4.2 million grant from the Corporation for Public Broadcasting.

The partners will develop and produce 40 episodes of *Dragon Tales*, an animated series aimed at preschoolers, and 13 episodes of *Show and Tell Me*, a live-action weekly designed to teach parents how to take part in their children's education.

Both series are targeted to air in 1997-98. The joint venture marks CTTD's first productions for public television and the first project to come from its new programming unit focusing on non-syndication outlets.

"The Children's Television Workshop is a natural partner for us on this project," says CTTD President Barry Thurston. "We've been looking for quality children's projects to get involved with since we started doing *Beakman's World*."

Thurston says CTTD and the CTW will work together to enlist corporate sponsors to cover the remaining production costs on the series, which likely will be sold in syndication or to cable following their run on PBS. CTTD and the CTW will share international distribution, licensing and home video rights.

Separately, the Corporation for Public Broadcasting also awarded a \$4.2 million grant last week to Boston's WGBH-TV for the production of two children's series for 1998-99. *Between the Lions* is designed to teach reading skills to 4-7-year-olds, while *Kids and How to Grow Them* is a 13-part series on parenting. ■

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SYNDICATION MARKETPLACE

'Wheels' and 'Grimm'

Los Angeles-based distributor Unapix International will offer the six-part documentary series *Wheels* later this month at NATPE. Each hour is devoted to automotive innovators such as Dr. Ferdinand Porsche, inventor of the Volkswagen Beetle as well as the car that bears his name, and Henry Martyn Leland, better known as Mr. Cadillac. Unapix also will offer 10 *From the Brothers Grimm* specials. The live-action movies, which vary in length, presents contemporary versions of classic German folktales. Titles in the series include *Ashpet: An American Cinderella*, *Jack and the Dentist's Daughter* and *The Goose Girl*.

Laugh along

Partner Stations Network officials are happy to report that daytime viewers are laughing at Jim and Tammy Faye. PSN President Michael Lambert says the new talk strip *The Jim J. and Tammy Faye Show*, which debuted Dec. 26, 1995, on 35 PSN member stations, has averaged a 1.5 rating/6 share among nine PSN stations located in Nielsen's metered markets. The show, hosted by actor Jim J. Bullock and the ex-wife of TV evangelist Jim Bakker, also has been picked up in Chicago by non-PSN independent WCIU-TV. "The best thing about the show is people are laughing at it, and that's something that's been missing from daytime TV," Lambert says. "It's meant to be a wacky, fun show."

The doctor is in

MTM Television reports that CBS's homespun hit *Dr. Quinn, Medicine Woman* has been cleared for an off-net-

work launch this fall in 74% of the country. MTM is offering 125 episodes of *Dr. Quinn* on a barter basis for a two-year term. The distributor says sales of the hour drama were driven in part by stations looking to counterprogram talk shows. "It's part of the backlash to daytime talk," says Chuck Larsen, MTM's president of worldwide distribution. *Dr. Quinn* star Jane Seymour will be on hand later this month at NATPE to greet the crowd from MTM's replica of the show's Wild West saloon set.

Good 'Boy'

Buena Vista Television has cleared its latest off-network entry, ABC's TGIF Friday sitcom *Boy Meets World*, in more than 50% of the country, including 18 of the top 20 markets and all of the top 10. Buyers for the show, which bows in syndication in fall 1997, include stations in the Tribune, Chris Craft and Paramount groups.

MGM update

MGM Domestic Television reports that it has picked up more major market buyers for its upcoming weekly drama *Poltergeist: The Legacy*, already cleared on the Fox O&Os. New stations signing on for *Poltergeist* include Detroit's WXON-TV, Atlanta's WUPA-TV and Miami's WZLZ-TV, putting the show's total clearance level at 55%. The pace of sales has been slower for MGM's new talk strip *The Bradshaw Difference*, which stood at 25% clearance last week. MGM officials say they fully expect the show to launch in the fall and blame sluggish sales on the dismal performance of this season's new talk shows. On the renewal side, MGM's anthology series *The Outer*

Limits has been picked up for a second year in 44 markets covering 59% of the country. The reality strip *LAPD* has been renewed in 49% of country and won upgrades in several markets.

New 'Hook' for King World

It's official—King World Productions will unveil its new youth-oriented hour strip for fall 1996 later this month at NATPE. *Off the Hook*, created by pop music mogul Jellybean Benitez, is described as a fast-paced entertainment/lifestyle magazine set against the backdrop of young adults gyrating to the latest sounds. The show, aimed at early fringe time periods on independent stations, will be hosted by actor Damon Pampolina and model Nova Francis. "Music, dance and live performance, combined with the hottest entertainment news and lifestyle reports, is a format missing from television," says King World's programming chief, Andy Friendly. "Our research tells us a young audience wants it."

Third year for 'Entertainers'

Entertainers, the weekly celebrity interview show hosted by comedian Byron Allen, has been renewed for a third year in more than 62% of the country. CF Entertainment's late-night hour has featured one-on-one interviews with Mel Gibson, Harrison Ford, Tom Hanks, Demi Moore, Jim Carrey and other stars since its premiere in fall 1994. Stations on board for season three include Fox O&O WNYW-TV New York, Disney-owned KCAL-TV Los Angeles and ABC O&O WLS-TV Chicago. —CL

Principals own WTSV(AM)-WHDQ (FM) Claremont, N.H.; WNHV (AM)-WKXE(FM) White River Junction, Vt./Lebanon, N.H./Hanover, N.H.; WNCQ(FM) Morristown and WKRT(AM)-WIII(FM) Cortland/Ithaca, N.Y., and WCPV (FM) Essex, N.Y./Burlington, Vt. **Facilities:** AM: 1410 khz, 5 kw day, 1 kw night; FM: 97.5

Amplification

Brokers for the following deals reported in the Jan. 1 "Changing Hands" are:
 ■ KACY(AM)-KSMB(FM) Lafayette, La. (\$4.4 million)—Questcom Media Brokerage Inc.
 ■ KPCC(AM) Pasadena, Calif. (\$825,000 for stock)—W. John Grandy

mhz, 100 kw, ant. 285 ft. **Format:** AM: oldies; FM: AOR **Broker:** Richard A. Foreman Associates Inc.

Proposed station trades

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

- This week:
- TVs \$0 0
- Combos \$2,800,000 1
- FMs \$0 0
- AMs \$0 0
- Total \$2,800,000 1
- So far in 1996:
- TVs \$19,000,000 1
- Combos \$21,300,000 3
- FMs \$7,000,010 3
- AMs \$9,000 2
- Total \$47,309,010 9

World Radio History

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WRDW-TV, Augusta, Georgia, from Television Station Partners, L.P., I. Martin Pompadur, Chief Executive Officer, to Gray Communications Systems, Inc., John T. Williams, President, for \$34,000,000.

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Changing Hands

The week's tabulation of station sales

Note: No station transactions were released by the FCC last week because the federal government was closed.

COMBOS

WNCQ(AM)-WCIZ(FM) Watertown, N.Y., and LMA with WKGG(FM) Cape Vincent, N.Y.

Price: \$2.8 million
Buyer: Forever Broadcasting Inc., Rome, Ga. (Kristen Cantrell, president/GM, WTSH(AM) Rome, Ga.); also is buying WIBX(AM)-WLZW(FM) Utica, N.Y.
Seller: Watertown Radio Associates, Watertown (Jeffrey Shapiro, William Goddard, Bruce Danzinger, principals).

November advertising sluggish

National radio advertising revenue totals dropped in almost every regional market during November 1995, compared with revenue levels for November 1994, according to data compiled by the Radio Advertising Bureau. Revenue for local radio advertisers showed slight gains in November over the same period last year, but failed to boost a sluggish November for most broadcasters.

The chart below outlines regional revenue totals in markets surveyed for November 1995 and Jan. 1–Nov. 30, 1995. During the first 11 months of 1995, stations reported gains in national revenue, but RAB officials and other industry analysts attribute the increases to high revenue returns in early 1995.

	National Revenue		Local Revenue	
	% Change:	% Change:	% Change:	% Change:
	Nov. '95 vs. Nov. '94	1/95-11/95 vs. 1/94-11/94	Nov. '95 vs. Nov. '94	1/95-11/95 vs. 1/94-11/94
Avg. all markets	-7%	+5%	+5%	+9%
East	+2%	+10%	+6%	+7%
Southeast	-11%	+7%	+8%	+10%
Midwest	-8%	+5%	+2%	+10%
Southwest	-12%	+3%	+8%	+10%
West	-11%	+2%	+4%	+9%

Source: Radio Advertising Bureau, based on surveys by the independent accounting firms Miller Kaplan Arase & Co. and Hungerford Aldrin Nichols & Carter

Hip-hop lifts Emmis in N.Y.

Spanish leads in L.A.; Chicago sticks with contemporary

Radio

By Donna Petrozello

Hip-hop reigned in New York, while Spanish formats surged in Los Angeles and urban contemporary out-ranked competitors in Chicago, according to Arbitron's fall 1995 survey released last week.

In New York, Emmis Broadcasting's hip-hop WQHT(FM) earned a 6.1 rating, enough to put the station in first place. Still, that number was down slightly from last summer's 6.6.

In Los Angeles, Heftel Broadcasting's Spanish

KLVE(FM) led the market with a 6.9 rating, up from a 4.8 last summer. And in Chicago, Gannett's WGCI-FM ranked first in the fall survey with a 6.1.

All ratings are based on Arbitron's survey of listeners ages 12 and older who listen to radio Monday-Sunday between 6 a.m. and midnight. Following is a closer look at station ratings in the nation's top three markets:

New York

While WQHT maintained its market lead, Emmis's urban sister station WRKS-FM slipped from 6.1 last summer to 4.9 for fall, dropping the "smooth R&B and classic soul" station from second to third place.

Spanish stations WSKQ-FM and WADO(AM) showed the largest ratings gains in the market from summer to fall. WSKQ-FM jumped from 4.7 to 5.5, moving the station from fourth to second place in the market. Likewise, WADO climbed from a 1.3 rating last summer to 2.3 this past fall.

Other New York market leaders remained strong in the fall book. Oldies WCBS-FM tied WRKS-FM for third place with a 4.9, and adult contemporary WLTW(FM) ranked fifth with a 4.6.

Meanwhile, fall ratings for several stations improved. Talk WABC(AM) jumped from 3.6 to 4.5; news WCBS(AM) jumped from 3.3 to 3.7; sports talk WFAN(AM) went from 2.3 to 2.9, and WXRK(FM), which programed a classic rock format in fall 1995 before switching to alternative rock two weeks ago, jumped from 3.1 to 3.6.

Fall ratings dipped for several other stations. Contemporary hits WHTZ(FM) went from 4.2 to 3.8; jazz WQCD(FM) went from 3.5 to 3.1, and country WYNY(FM) dropped from 2.4 to 1.9.

Los Angeles

In Los Angeles, fall ratings varied for the market's Spanish formats. While KLVE's 6.9 edged out its competitors, ratings for Spanish KKHU(AM) improved from 2.8 last summer to 3.1 for fall. But ratings for other Spanish stations dipped slightly in the fall, with Spanish KLAX-FM dropping

from 3.3 to 3.2.

Los Angeles's top five stations in the fall were KLVE; contemporary hits KPWR(FM) with 5.5; talk KFI(AM), 4.8; urban contemporary KKBT (FM), 4.0, and KHS-AM-FM, 3.6.

Other Los Angeles stations saw big shifts in the fall ratings as compared with last summer. Talk KFI jumped from 3.9 to 4.8; adult contemporary KOST (FM) went from 3.2 to 3.6, and AC KYSR(FM) went from 2.2 to 2.8.

Meanwhile, modern rock KROQ-FM dropped from 4.5 to 3.6; oldies KRTH(FM) dropped from 3.9 to 3.5, and album rock KLOS(FM) dipped from 2.9 to 2.4.

Chicago

Although WGCI-FM maintained its first-place ranking in the market for the second consecutive survey, the fall book shuffled the order of the market's top five-rated stations.

With a 6.0 rating for fall, full-service WGN(AM) was a close second behind WGCI. Country WUSN (FM) was third with a 4.7; adult contemporary WLIT-FM was fourth with a 4.2, and contemporary hits WBBM-FM was fifth with a 4.0.

Urban contemporary WVZ(FM) was pushed out of the top five of Chicago stations as it fell from 4.1 to 3.9 for fall. Likewise, ratings for other Chicago stations dipped, with WEJM-AM-FM dropping from 2.4 to 2.1; album rock WRGX(FM) falling from 3.8 to 3.3; Spanish WOJO(FM) dropping from 3.4 to 3.0, and classic rock WCKG(FM) dropping from 2.5 to 2.0.

Several Chicago stations saw a significant ratings jump between summer and fall. Sports/talk WSCR(AM) went from 1.1 to 2.3; talk WLUP-FM went from 2.2 to 2.8; nostalgia WAIT(AM) went from 2.5 to 3.1, and urban oldies WGCI(AM) went from 1.4 to 1.9.

Other markets

In other major markets, long-time ratings leaders ruled. In San Francisco, news/talk KGO(AM) ranked first with an 8.0; news/talk KYW(AM) Philadelphia was first with an 8.2, and urban WJLB(FM) Detroit was first with a 10.2. ■

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Blizzard a boon to local cable news channels

Storm coverage boosts ratings as snow-covered Northeast looks for information

By Rich Brown

Regional cable news networks in the Northeast are enjoying a flurry of ratings gains, thanks to winter snowstorm coverage.

"Weather has always been one of our strong points," says Steve Paulus, vice president of New York 1, the Time Warner-owned news channel that is delivered to company-owned cable systems serving 1.2 million subscribers in the city. "It's the quintessential issue for a local news channel."

New York 1's coverage of the Blizzard of '96 last Monday boosted ratings as high as 1.4 in the DMA and 6.5 in the cable universe, according to A.C. Nielsen data supplied by the channel. New York 1 typically has ratings below 0.5, says Paulus.

One advantage the local news channel has over broadcast stations, Paulus says, is that New York 1 doesn't have to default to a prime time schedule. He says another advantage is its ability to provide specific bus and subway information to New York City viewers. Although local broadcasters do provide some bus and subway information, the stations also are busy covering the broad tri-state area



Storm coverage was the story for Washington's Newschannel 8

that surrounds the city.

The wide parameters of the New York ADI make it difficult for TV stations to provide extensive coverage of the region. Coverage of Connecticut by New York broadcasters appeared minimal during the blizzard as the stations focused on the two states that had declared emergencies—New York and New Jersey. That provided an opportunity for News12 Connecticut, a 12-year-old regional news channel serving some 197,000 cable subscribers in the southwestern part of the state. "The phone kept ringing off the hook to find out about school closings," says Tom Appleby,

news director, News12 Connecticut.

Newschannel 8's coverage of the blizzard in Washington, D.C., on the night of Jan. 7 resulted in a 3.5 rating in the DMA and a 0.7 rating in the cable universe, according to Wayne Lynch, vice president, news and programming. The ratings indicate that roughly 65,000 of the 920,000 households able to get the all-news channel tuned in that night to watch its coverage, he says. The ratings were comparable with those of such other major local events as the Clinton inauguration and the 1995 visit of Pope John Paul II, Lynch says.

New England Cable News

also is enjoying a healthy ratings boost this winter thanks to Mother Nature. The regional channel's typical 0.3 rating rose as high as 3.0 during last week's blizzard, according to Nielsen data supplied by NECN President Phil Balboni. It was the third major snowstorm since late December for the Boston-based all-news channel, which serves more than 1.5

million subscribers in snowy New England.

Meanwhile, TV stations covering the storms in the Northeast are also enjoying ratings gains. On Jan. 7, WNBC-TV New York set a new ratings high for its *Sunday Today in New York* broadcast at 9-10:30 a.m. with a 9.2/24, according to A.C. Nielsen data supplied by market sources. ■

Snow sets record for Weather Channel

Last week's record-breaking snowfall on the East Coast translated into record-breaking numbers for The Weather Channel.

The network's coverage peaked at 9 a.m. on Jan. 7, with a 2.9 rating representing 1.8 million households, according to A.C. Nielsen data supplied by the network. The rating is the highest ever for the all-weather network, which debuted in 1982 and has grown to reach 63% of the country with more than 60 million subscribers.

TWC outdelivered all TV networks, except NBC, from 6-9 a.m. ET on Jan. 7, averaging almost 1 million households during the time period, according to network data.

TWC also set a total-day delivery record on Jan. 7, averaging a 1.5 rating representing 953,000 households for 6 a.m.-midnight. TWC's previous total-day high came during the blizzard of 1993, when the network registered a 1.3 rating representing 685,000 households. —RB

Cable readying its NATPE shopping list

Networks attend not only to buy shows, but to arrange co-production and other joint deals

By Jim McConville

The annual NAPTE convention, TV's equivalent of a grocery store where stations stock their programming shelves with syndicated product, has taken on an added dimension. Cable network executives go to the show to find co-production partners and set the stage for future deals.

But buying, say executives, still remains NAPTE's *raison d'être*. Another thing on which cable network buyers agree is that the marketplace is more competitive than ever.

"Everyone is getting more aggressive in their own way," says Neil Hoffman, USA Network vice president of programming. "As basic [cable]

grows and as some of the newer channels have gotten better distribution and spend more money, everyone is going to be aggressive."

"Cable networks are in a hunt along with all the other distribution," says Trudy R. Jacobson, director of marketing, Nostalgia Television. "You've now got DBS, telco, cable and...more of an international front out there."

Hoffman says USA Network will be looking at virtually every studio exhibitor: "We're going to keep our eyes open for just about everything from off-network series to movies to animation." USA also uses NAPTE to keep open its dialogue with distributors, he says: "We know what they're going to be offering, so it's a case of

just feeling the pulse of the syndication marketplace for what's hot and what's not, because we're always competing with syndication anyway."

Nostalgia TV, after two years of heavy buying to replace almost 70% of its programming, this year will be shopping light, says Jacobson. The network is looking for a comedy program to complement its drama/police series and to stock up on movie inventory for its *'30s/'40s Movies Show* of classic films launched last fall, she says.

"Buying competition is now more fierce than ever," says Eileen Katz, vice president of programming at Comedy Central, who will be looking for new material—"shows that share a certain attitude and sensibility that reflect what's made and branded Comedy Central. But it's also really a case of what's available, what makes sense and what's right for the network."

Comedy Central's other NAPTE mission, Katz says, is to let exhibitors know that the network is open to co-production deals and is looking for partners with which to develop new programming.

Diane Robina, vice president of

acquisitions for Nickelodeon, says her network is hunting for select syndicated classic drama series to help fill out its planned Nick at Nite spin-off network (originally to have been called TV Land).

Robina says she brings a NAPTE wish list when visiting major studios but keeps an open mind about impulse buys, hoping to stumble across "that hidden gem" the network's not expecting to find.

Fran Shea, E! Entertainment Television's senior vice president of programming, says that in the past few years NAPTE has become a place to look for production partners. "We're seen as a producer of programs, so we do a number of meetings about what we could produce, what we should produce and whether we want to get into that business down the road."

Cable executives say they're likely to find at NAPTE kinder and gentler versions of talk shows, reality programs and relationship shows as well as clones of last year's syndicated hits.

"You've got things like *Lifeguard* and *Beach Patrol*, which are obviously trying to capitalize on the success of

Baywatch," says Hoffman. "For first-run syndication you're certainly going to see a lot of those to strip. You also may see some game shows being tried out; the pendulum may be swinging the other way again."

Not all deals are made on NAPTE's exhibit floor. "It's every which way now," says Jacobson. "Some deals are mostly in the works

and could be signed on the floor; some deals are a handshake and finished after. It depends on the environment and how much supply and demand there is for product."

Judy Girard, Lifetime Television's vice president of programming, says her network is looking to shorten the life cycle of syndicated product moving from broadcast to cable and to set

the table for future original-programming production deals.

"We're going into heavy dramatic series production in 1996 and hope to have one, if not two, dramatic series on the air by the end of the year," says Girard. "Going to NAPTE and talking to producers and packagers is key to us—more so this year than any other year."

Cable executives say they get a somewhat different reception from syndicators than they did a few years ago: "NAPTE now is a much friendlier environment," says Jacobson. "People are much more receptive; they feel more confident that Nostalgia TV is a stable network and have a more clear-cut view of what our brand is."

HEADLINES

Showtime and Rastar enter agreement

Showtime Networks has signed a first-look co-production deal with Rastar Productions. Under terms of the agreement, Rastar will submit at least 15 new motion picture projects for co-development with Showtime. Terms call for Showtime to accept at least three original movies during a two-year period. The films would air under Showtime's *Premium Attraction* banner. Showtime and Rastar already are developing *Blood and Wine*, a behind-the-scenes story about the Ernest and Julio Gallo wine dynasty, and *Prisoner of Woodstock*, based on former Crosby, Stills, Nash & Young drummer Dallas Taylor's autobiographical love story.

Lifetime makes Bowl bid

In keeping with its counterprogramming plans for Super Bowl Sunday, Lifetime Television plans to air *An Intimate Portrait: John F. Kennedy Jr.* on Jan. 28 at 8 p.m. *Intimate Portrait* is a Leeza Gibbons Enterprises production in association with Lifetime.

Cox buys Virginia system

Cox Communications Inc. has completed acquisition of Newport News Cablevision for an undisclosed

price. The system which has roughly 51,000 subscribers in Newport News, Va., is jointly owned by a series of limited public partnerships and operated by Tele-Communications Inc. It will be merged with Cox's adjacent Hampton Roads system. The combined systems will serve some 260,000 subscribers in Norfolk, Portsmouth, Virginia Beach and Newport News. In another deal, Cox has completed the sale of its 24,000-subscriber Texarkana, Tex., system to Post-Newsweek Cable for an undisclosed price.

Men at work

ESPN2 will air *The NFL Linemen Challenge: Battle of the Big Men* on Friday, Jan. 26, at 9 p.m., two days before Super Bowl XXX. The one-hour program, taped Jan. 21, will feature four AFC offensive and defensive linemen who will compete in strength, speed and endurance contests. The program also will air on ESPN at a later date.

USSB adds Sundance

DBS program provider USSB has added the independent film network the Sundance Channel to its Entertainment Plus programming package starting in February. USSB subscribers pay \$34.95 a month for the package. The Sundance Channel, a joint venture of

filmmaker Robert Redford and Showtime Networks, is a 24-hour premium movie service featuring independent films, documentaries and foreign and classic art films.

Comedy showcase

CBS, HBO and Comedy Central will use the U.S. Comedy Arts Festival in Aspen, Colo., as the venue for several new TV specials to air this year. CBS will shoot *Catch a Rising Star's 50th Anniversary—Give or Take 26 Years*. The hour-long special, to be taped at Aspen's Wheeler Opera House on Feb. 26, will be televised in May. Produced by CBS and HBO Independent Productions, the show will celebrate *Catch a Rising Star*, the New York comedy club. Comedy Central will shoot an hour-long comedians special to be hosted by the network's *Politically Incorrect* host, Bill Maher. The show will air this spring. Comedy Central also will shoot a late-night comedy special featuring up-and-coming comedians. The show, hosted by comedian Drew Carey, will air March 2.

Good sports

Actor Tony Danza will host ESPN's fourth annual 1996 ESPY Awards Feb. 12 at Radio City Music Hall in New York. The sports awards ceremony, to air live

on ESPN, honors the year's best performers and most memorable moments.

Promotional study

Turner Classic Movies will launch *Becoming Attractions*, a series of hour specials detailing how major Hollywood studios promoted the town's most glamorous stars to the public. The show, to premiere Jan. 22 at 9 p.m., will be hosted by TCM's Robert Osborne.

New faces at Comedy Central

Comedy Central has a new programming team. New hires include Gerri Bulion, most recently executive producer/creative director at Viacom Interactive Services, as vice president of production; Jim Sharp, producer of MTV's *The State*, as vice president of development; Deborah Lieblich, executive in charge of West Coast production for Nickelodeon, as vice president. West Coast development and production, and Michelle Ganeless, vice president of research and planning, MTV, as vice president of programming. All four will report to Laura Katz, Comedy Central's senior vice president of programming hired by Comedy Central President Doug Herzog last year.—JM

PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of Dec. 25-31, ranked by households tuning in. The cable network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 95.9 million households with TV sets. Source: Nielsen Media Research

Program	Network	Time (ET)	HHs (000)	Rating Cable U.S.
1. <i>Alamo Bowl</i>	ESPN	Thu 8:00p	4,257	6.3 4.4
2. <i>NBA Basketball</i>	TNT	Tue 7:58p	2,724	4.1 2.8
3. <i>Movie: 'Crocodile Dundee II'</i>	USA	Mon 10:32a	2,627	3.9 2.7
4. <i>Independence Bowl</i>	ESPN	Fri 5:30p	2,576	3.8 2.7
5. <i>Peach Bowl</i>	ESPN	Sat 8:00p	2,518	3.7 2.6
6. <i>Holiday Bowl</i>	ESPN	Fri 9:09p	2,485	3.7 2.6
7. <i>Movie: 'Indiana Jones/Temp of Doom'</i>	USA	Mon 12:32p	2,336	3.5 2.4
8. <i>Movie: 'Return of the Jedi'</i>	USA	Mon 8:11p	2,328	3.5 2.4
9. <i>Movie: 'Breach of Conduct'</i>	USA	Wed 9:00p	2,222	3.3 2.3
10. <i>Copper Bowl</i>	ESPN	Wed 8:00p	2,203	3.3 2.3
11. <i>Murder, She Wrote</i>	USA	Wed 8:00p	2,183	3.3 2.3
12. <i>NFL Gameday</i>	ESPN	Sun 12:00p	2,182	3.2 2.3
13. <i>Secret World of Alex Mack</i>	NICK	Sat 8:00p	2,170	3.3 2.3
14. <i>Movie: 'Star Wars'</i>	USA	Mon 3:02p	2,063	3.1 2.2
15. <i>Rugrats</i>	NICK	Sat 7:30p	2,049	3.2 2.1

Following are the top five pay cable programs for the week of Dec. 25-31, ranked by households tuning in. Source: Nielsen Media Research

1. <i>Movie: 'Cobb'</i>	HBO	Sat 8:00p	2,223	9.2 2.3
2. <i>R Simmons Def Comedy Jam</i>	HBO	Sun 1:00a	1,935	8.0 2.0
3. <i>R Simmons Def Comedy Jam</i>	HBO	Sun 1:30a	1,842	7.6 1.9
4. <i>Dream On</i>	HBO	Wed 10:00p	1,822	7.5 1.9
5. <i>20 Years of Comedy on HBO</i>	HBO	Sun 10:30p	1,791	7.4 1.9

PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of Jan. 1-7, ranked by households tuning in. The cable network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 95.9 million households with TV sets. Source: Nielsen Media Research

Program	Network	Time (ET)	HHs (000)	Rating Cable U.S.
1. <i>Outback Bowl</i>	ESPN	Mon 11:00a	3,399	5.0 3.5
2. <i>Movie: 'Stolen Memories/Garden'</i>	FAM	Sun 7:00p	3,261	5.0 3.4
3. <i>Rugrats</i>	NICK	Fri 6:30p	2,725	4.2 2.8
4. <i>Rugrats</i>	NICK	Wed 6:30p	2,653	4.0 2.8
5. <i>NFL Gameday</i>	ESPN	Sun 11:59a	2,552	3.8 2.7
6. <i>Doug</i>	NICK	Wed 7:00p	2,475	3.8 2.6
7. <i>Rugrats</i>	NICK	Tue 6:30p	2,342	3.6 2.4
8. <i>Rugrats</i>	NICK	Thu 6:30p	2,337	3.6 2.4
9. <i>Doug</i>	NICK	Fri 7:00p	2,307	3.5 2.4
10. <i>SportsCenter</i>	ESPN	Sun 11:00a	2,235	3.3 2.3
11. <i>Doug</i>	NICK	Tue 7:00p	2,227	3.4 2.3
12. <i>Ren & Stimpy</i>	NICK	Sun 11:00a	2,219	3.4 2.3
13. <i>Movie: 'Coming to America'</i>	USA	Sat 4:30p	2,166	3.2 2.3
14. <i>Rugrats</i>	NICK	Sun 10:00a	2,153	3.3 2.2
15. <i>Movie: 'My Bother and Me'</i>	NICK	Sun 7:00p	2,135	3.3 2.2

Following are the top five pay cable programs for the week of Dec. 25-31, ranked by households tuning in. Source: Nielsen Media Research

1. <i>Movie: 'Disclosure'</i>	HBO	Sat 8:00p	3,506	14.6 3.7
2. <i>Movie: 'Another 48 HRS'</i>	HBO	Sat 10:15p	2,332	9.7 2.4
3. <i>Movie: 'Serial Mom'</i>	HBO	Sat 11:55p	2,149	8.9 2.2
4. <i>Movie: 'The Last Seduction'</i>	HBO	Sun 8:00p	2,046	8.5 2.1
5. <i>R Simmons Def Comedy Jam</i>	HBO	Fri 12:30a	1,902	7.9 2.0



Tim Russert is one of CNBC's hosts getting a weekend slot.

CNBC: workin' for the weekend

Original talkers to fill time slots for first time

By Rich Brown

CNBC is shaking up its schedule to include two new weeknight shows and fewer reruns on weekends.

Beginning Feb. 3, CNBC will schedule the 6-8 p.m. weekend slots with original talk shows hosted by Tim Russert, Al Roker, Cal Thomas and Gerry Spence. The time slots now air reruns of *On Trial* and highlights from CNBC sister network America's Talking.

CNBC has never before aired original series on weekends. The current weekend schedule features infomercials throughout the day, with encore pro-

graming beginning at 6 p.m.

"We have felt that there's greater potential on the weekends for quite some time," says Chet Collier, newly promoted senior vice president of the network. Collier most recently served as executive producer at America's Talking, which will be transformed into the new NBC-Microsoft channel.

Russert, Thomas and Spence are moving into the new weekend slots from their current rotating host positions at 8-8:30 p.m. weeknights. Collier says CNBC hopes to build a more loyal audience at 8 p.m. with just one host in the slot. Details on a new, politically oriented 8 p.m. show are expected next week.

Next week, CNBC is expected to name a replacement show for *Real Personal*, which airs weeknights at 11 p.m. The replacement show will have a "light" tone that will complement *Charles Grodin's* 10-11 p.m. lead-in, Collier says. There are no plans to change the prime time slots now occupied by *Grodin*, *Geraldo Rivera* and *Mary Matalin's* and *DeeDee Meyers's Equal Time*.

CNBC's schedule changes come at a time of strong ratings growth for the network. Thanks in part to its coverage of the O.J. Simpson trial, the network doubled its prime time ratings from 0.2 in 1994 to 0.4 in 1995. That represents a rise in the average audience from 127,000 to 245,000 households, according to A.C. Nielsen data supplied by industry sources. ■

Primestar kicks off advertising campaign

Spots, placed heavily on prime time TV, will tout rental nature of service and target 'mainstream' rural America

By Jim McConville

Like a Norman Rockwell painting, satellite service Primestar's new TV commercials intend to touch the hearts of middle-class Americans living in rural areas without cable TV.

The satellite broadcasting service will spend nearly \$150 million on marketing this year—a 50% increase over last year—to give consumers a warm feeling about Primestar DBS ("Telemedia Week," Jan. 8). A large chunk of that money will go to local TV, radio and print media.

The national media budget of the Bala Cynwyd, Pa.-based company has doubled this year, from \$35 million to \$70 million, most of which will be spent on prime time network TV spots.

Primestar commercials are designed to be "more competitive, to communicate more directly what our proposition is and add a personality," says Dennis Wilkerson, the company's vice president of marketing.

"In essence, we have really defined who we are and who our [subscriber] prospects are: mainstream America—mainstream in value and mainstream in behavior; therefore, less affluent than the DIRECTV customer."

Primestar's middle-America campaign will not target the nation's approximately 60 million households wired for cable TV, but will use broadcast TV to reach its audience of unwired customers with a rural mailing address.

"Our customer base, for the most part, is coming from the unwired [cable] areas... where they haven't had much TV in the past," Wilkerson says.

Industry analysts estimate that some 8 million-9 million U.S. households are not wired for cable.

Primestar claims to have reached the 1 million subscriber-mark, signing approximately 785,000 subs in 1995. Its 1996 goal: 2 million subs by year end.

Also influencing the service's non-cable policy are its owners—a consortium of cable MSOs Comcast, Continental, Cox, TCI and Time Warner. Primestar likely wants to position itself as an ancillary business that does not compete directly with its own cable systems.

Primestar's national marketing campaign kicks into high gear on Super Bowl Sunday, Jan. 28, when its two new 30-second spots air before and during the game. (Last year, a 30-second Super Bowl spot typically cost \$975,000.) The spots focus on Primestar's rental approach, touting "There's nothing to buy." Unlike DBS companies DIRECTV and USSB, Primestar rents rather than sells DBS equipment, combining programming and the requisite 18-inch dish and set-top box in one monthly package starting at \$30.

But like its competitor DIRECTV, Primestar will go after the male viewer of TV sports by running commercials during NFL hockey and NBA basketball All-Star games this

winter and Major League Baseball All-Star and World Series games later this year.

However, only 20%-25% of Primestar ad money will be spent on sports programming, says Wilkerson, with 75%-80% earmarked for such prime time TV network shows as *Seinfeld* and *NYPD Blue*.

For the first time, Primestar will run ads on CBS, which, until now, had refused to air them because Primestar is owned by cable companies. "CBS has been reluctant to sell to us, but their ownership is changing [to Westinghouse] and they're now going to be part of our schedule."

Wilkerson says the company will increase the number of DBS digital channels offered from 90 to at least 140. Primestar also says it is considering bidding in the Jan. 24 FCC auction of DBS spectrum (reclaimed last year from Advanced Communications Corp.). Primestar had planned to use 28 of those channels to offer a high-power service. MCI reportedly will open the bidding at \$175 million.

DIRECTV also plans to spend roughly \$150 million this year to market its DBS programming packages. Ads will reinforce the DIRECTV brand name, which was brought to market

in late 1994.

Besides DIRECTV and USSB, Primestar also faces competition from Echostar, which launched its first satellite on Dec. 28 from China, and plans to roll out its DBS program package during the next two months.

Image and service, not product and price, says Wilkerson, will be the deciding factors in building DBS market share. "We [think] /that it's going to be driven more by what the customer wants, by who delivers the products and services to the customer in the most effective way and who builds the brand." ■

Group W dispute with Canada heats up

Programmer charges government with discriminatory practices

By Rich Brown

Group W Satellite Communications is mad as hell at the Canadian government and is not going to take it anymore.

GWSC President Don Mitzner last week fired off a letter to U.S. Trade Representative Mickey Kantor asking the government to take new action in the company's long-standing dispute with the Canadian government. GWSC charges that discriminatory practices by the Canadian Radio-television and Telecommunications Commission are working to squeeze its Country Music Television and other U.S. programmers out of the market.

This is the second time that GWSC has sought Kantor's help in the dispute. There appeared to be a resolution in the matter last year

when GWSC, backed by a threat of U.S. retaliation by Kantor, struck a deal to become a partner in Canadian-owned New Country Network.

But Mitzner says those negotiations are now dragging because one of the parties involved is not abiding by the letter of intent signed last summer. Mitzner would not offer specifics on the confidential agreement.

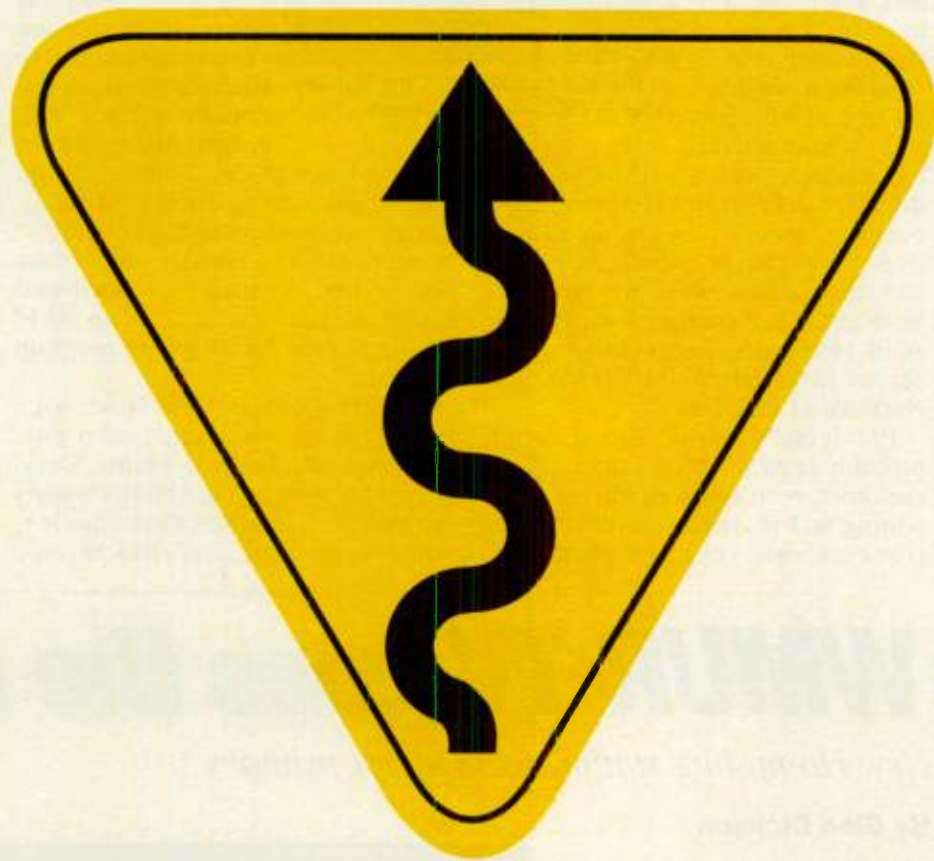
The statutory deadline for a final determination in the reopened case against the Canadian government is Feb. 6.

"We remain hopeful that an agreement can be reached and approved before that time," Mitzner wrote in his letter to Kantor. "Yet, there is no basis to be confident of such an outcome—and, of course, no answer at all at this point to the hundreds of millions of dollars in injury suffered annually by U.S. programmers other than CMT." ■

Technology

January 15, 1996

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Avid Technology makes a management edit

Board votes in new president; Rawley to remain as CEO/vice chairman

By Glen Dickson

Avid Technology co-founder Curt Rawley, who led the nonlinear editing company from \$7.4 million in sales in 1990 to an estimated \$400 million in 1995, will no longer be responsible for the day-to-day operations of the company. Avid announced last week that its board of directors has voted in Daniel Keshian, vice president/general manager of Avid's post-production division, as its new president.

Rawley, 46, will remain CEO and has been named to the new post of vice chairman of the board, where he will focus on "strategic direction and initiatives," according to Avid spokeswoman Julie O'Brien. William Kaiser will remain chairman.

Rawley was unavailable for comment at press time.

Keshian says the board's decision reflects Avid's growing pains—the company has gone from 30 employees in 1989 to more than 1,500 today—and is not a reaction to its recently lowered projections for fourth-quarter earnings, which caused Avid stock to plummet in heavy trading on Dec. 21, 1995. (Avid stock closed at \$18 in Nasdaq trading last Wednesday, compared with a 52-week high of \$49.25.) Avid attributed the lower fourth-quarter revenue to lower-than-expected sales of broadcast products, decisions by customers to delay the purchase of some post-production products and lagging sales of recently introduced desktop products.

"We've been thinking about [the move] for a while, considering the growth spurts we've undergone for the last few years," says Keshian, 39, who is a six-year veteran of the company. He emphasizes his 13-year working relationship with Rawley, dating back to Pixel Computer (now defunct) and Racal Electronics, and says the new management structure will be a team effort, with Rawley handling strategy while he deals with operations.

Although Avid's top management tier has been set in place, the next rung down the ladder remains in limbo. Since Tony Mark left Avid last May, the company has been without a permanent head for its broadcast division, which is where Avid stands potentially to make its biggest revenue gains—or losses—with its Camcutter disk-based ENG camera (co-developed with Ikegami), NewsCutter nonlinear editors and server products for news and spot playback. Now the post-production division, which accounts for the bulk of Avid's revenue, is looking for a new manager as well.

Mark Overington, Avid Broadcast's vice president of worldwide sales, has been filling in as acting VP/GM for the division. But Overington says that his strengths lie in marketing and

sales, not management. On the post-production side, Keshian says he will remain in his current spot and do double-duty as president until "we find the right person." He's very optimistic about Avid's new Spectrum high-end digital editing product, which is undergoing beta-testing and should be shipping by the end of first quarter 1996.

Keshian wouldn't go into depth about Avid's fourth-quarter earnings, which will be publicly disclosed in February. He says that the company doesn't plan any changes in its business plan or overall philosophy and that his first job as president will be to guarantee continued support for Avid customers, particularly recent server installations at CNNfn and Northwest Cable News.

Providence Journal Broadcasting probably is Avid's biggest broadcaster customer, with complete digital news editing and playback server installations at KHNL(TV) Honolulu and



In the Avid shakeup, Curt Rawley now is CEO/vice chairman.

Northwest Cable News in Seattle and Avid nonlinear editors at its TV stations. Jonathan Hayes, Providence Journal's vice president of television, was surprised by Rawley's departure as president.

"To say I am shocked is to put it mildly," Hayes says. "Rawley has been very effective for us, he's listened to our needs and been more than helpful. We've been a strategic development partner with Avid in the launch of

a digital newsroom, and he's been very frank and forthright with us. He's a customer-focus kind of guy."

Hayes says that Rawley was present for the Dec. 18 launch of Northwest Cable News, which uses an Avid Media Server for all of its program layout.

Don DeCesare, CBS News vice president of operations, who purchased multiple Avid Media Composers for work on the network's news magazines, guesses that Rawley, while "a brilliant guy," had become

overwhelmed by the responsibilities of running a rapidly growing Avid. "People have felt over the last year or so that support was an issue, and they were wondering what the mission was," DeCesare says. "But Curt assured me that they were doing everything to solve that."

DeCesare doesn't think that Avid's management shuffle will affect CBS's current nonlinear editor decision—the network is weighing both Avid and D-Vision systems for use in hard news. But he is curious about Keshian's upcoming role, particularly since Keshian comes from the post production side, and is surprised that the head jobs in Avid's post-production and broadcast divisions are now both open.

"Curt has always said that their mission was to make the broadcast division equal to or bigger than any other division they had," DeCesare says.

On the other hand, Brian Shepperd, chief engineer for New Hampshire Public Television (an early adopter of Avid's Airplay spot insertion server), isn't fazed by the changes at Avid: "Any company that keeps growing as fast as they do, they've got to change anyway. Since I've been working with them, all the people I've known have been promoted." ■

WMUR-TV goes the BTS route

New Hampshire station gears up for primary

By Glen Dickson

ABC affiliate WMUR-TV Manchester, N.H., has purchased \$750,000 worth of BTS switching equipment for its new 70,000-square-foot facility, which should be up and running just in time for the New Hampshire political primary in February.

As part of an overall transition to component digital hardware, the station has picked up a Venus master control routing switcher with LAN-based Jupiter facility control software, two Saturn master control switchers and two Diamond-digital serial component production switchers.

"We're split affiliation here: In the north country we run Fox, and that's running through one of the Saturn systems; at WMUR-TV we're also running a Saturn," says Joe Paciorkowski, WMUR-TV vice president of engineering.

The first Diamond-digital switcher will be installed in the main production studio, where it will serve general production needs as well as the station's CMUR cable channel. The



WMUR's new digital facility is aiming for a February debut, in time for the Presidential primary.



second will be used for the news operation, but not until after the primary.

"I'm using a 30-input Ross 630 [analog production switcher] through

the primary," says Paciorkowski. "The reason for that is there's going to be an incredible amount of analog feeds coming in for a short period of time. There may be 10 or 12 fibers coming in here from different locations. To take all those and make them distributable to all of the networks and affiliates in some sort of digital fashion, the transcoding equipment would have been enormous."

WMUR-TV, which is a Fox (through an LMA) and CNN affiliate, certainly will be a busy place come February. "In the next few weeks, the lower floor will be entirely occupied by ABC and ABC affiliates," says Paciorkowski. "We will be doing all the network news out of our Studio A, as well as things like *David Brinkley*, all of their election coverage, as well as bringing all of the remote feeds from the candidates' locations to our facility via fiber or microwave."

Fox News and Boston ABC affiliate WCVB-TV will share 8,900 square feet on the second floor, while CNN's

4,000 hours
of commercials.

It's either
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4,000 hours of miniature mariners navigating toilet bowls. Underwear salesmen dressed like fruit. Wimpy little pastry chefs made out of dough. If you think watching it sounds bad, imagine the rigors our Broadcast Video Server has been put through.


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New Hampshire coverage will be headquartered in WMUR-TV's old 24,000-square-foot facility.

Also on hold until after the primary is WMUR-TV's Digital

Equipment Corp. Alpha Studio video server, a RAID-based system that the station intends to use for all program and spot playback. Paciorowski says that the system,

which relies on a 24-hour staging cache and another server linked to a digital linear tape archive, will be ready to go once the archiving software is fine-tuned.

"The server is beta and running now," he says. "I've got to focus on the primary—that's number one. I haven't played to air yet, but I've been playing loops for months. I

can build a stack of 150 or 200 spots, and just push the button and let it play. It's not a problem. But it's the library application that's very important." ■

NBC uses Virtual Recorder as NFL 'sideline editor'

Nonlinear system to debut during Super Bowl

By Glen Dickson

NBC Sports has been using ASC Audio Video's digital disk recorder during its coverage of the National Football League playoffs to quickly produce highlight segments, which are rolled between plays or coming out of commercial breaks. The random-access system, called the Virtual Recorder NLE

(nonlinear editor), will also be incorporated into NBC's telecast of Super Bowl XXX on Jan. 28.

Freelance broadcast engineer R.D. Willis has been operating the Virtual Recorder in the NBC mobile production trucks for the AFC Divisional Playoff game in Kansas City, Mo., and the AFC Championship game in Pittsburgh. Working with a freelance "isolation producer" under the direction of NBC staff, Willis before the game selects several star players to highlight. He then relies on the truck's router to receive the input from cameras shadowing those players.

The incoming analog video is fed into the Virtual



Part of the ASC Virtual Recorder system.

Recorder, which digitizes and compresses the material as it records. In Willis's case, the VR is equipped with roughly three hours of random-access storage: one hour of storage on the standard hard drive and almost two more hours on two additional 9 gigabyte drives. According to Willis, the system can accommodate up to seven extra 9 gig drives; after that point, storage can be supplemented further with RAID arrays.

"We literally record every single play and type in what it was in very general terms, like down one, two or three," says Willis. "The system automatically logs timecode when I mark an inpoint and automatically records. Then I push a button and it logs it into the playlist."

Since the VR system continuously records, Willis can either press an "out" point after each play or cue breaks "on the fly."

The constantly updated playlist, displayed on a companion VGA monitor, can segment individual plays within an offensive or defensive series, says

Willis. If his producer calls for a highlight reel, Willis says he can turn around a segment of three big plays in roughly 30 seconds.

"I can cue up a particular timecode—it might be Derrick Thomas [of the now-eliminated Kansas City Chiefs] lunging in for a sack," he says. "So Derrick Thomas becomes a story, and I hunt down some other standout plays and put them in order on playlist. It will lay that information on the playlist and break it down play-by-play."

A push of a button starts playback, and the Virtual Recorder converts the compressed video to composite NTSC output. For the Kansas City-Indianapolis game, NBC aired three of the six packages that Willis produced.

Willis has used the VR before for NBC, in its coverage of last year's World Series. He's also used the system for ABC (under the aegis of The Baseball Network) and for ESPN's Sunday Night Baseball. He considers the ASC product a great improvement over the Pioneer laserdisc recorder he had been using for ESPN, not only in video and audio quality, but also in ease of use.

"The VR is 10 times easier," says Willis. "The main advantage is the VGA monitor with all these visual descriptions of what you laid down. The standard storage is also one hour compared to a 30-minute laserdisc, and if you add another drive it's seamless to the operator. With the laserdisc, you have to pull out a spinning disc and replace it with another—that's cumbersome."

Willis estimates that the ASC system is 40% the cost of a Pioneer system, with a base VR NLE system starting at \$17,000 and each additional 9 gig drive costing between \$3,000 and \$4,000. ■

S-A licenses encryption technology from RSA

To be used in new 'public key' conditional-access system

By Glen Dickson

Scientific-Atlanta has licensed advanced encryption technology from RSA Data Security for use in its PowerKEY digital conditional-access system, which is being developed for use in both hybrid and digital set-top terminals, headend components, cable modems and network element management software. Financial terms of the licensing agreement were not disclosed.

PowerKEY is being designed to handle the technical challenges of encryption, conditional access and secure electronic commerce over the interactive, two-way broadband networks of the future, says Bob Van Orden, S-A's product line director for digital subscriber systems.

The system will combine public key and secret key cryptographic methods and use patented RSA algorithms in S-A's future digital set-top boxes.

"The system will cover encryption of the service going downstream—

either broadcast or interactive—and back on the upstream," says Van Orden. "It has particular strengths with two-way services."

One of those strengths is public key technology, which is where the RSA algorithms come into play. As opposed to the private key conditional-access model, where a single "trusted party" (usually the cable operator) controls a database of private keys, two-way services will need to give consumers some encryption capability to protect sensitive information—like credit card numbers—going back upstream.

The PowerKEY aims to solve that problem by providing each user with both a public and a private key, which will be linked by the RSA algorithms.

"For example, a subscriber may want to buy something from home shopping channel A," says Van Orden. "He certainly doesn't want shopping service B to get that information. So the home user can look up a public key for shopping service A

and encrypt the message using their public key. When the customer orders something using PowerKEY, the only way for that message to get decrypted is by the designated recipient's private key. Let's say you order something from Eddie Bauer. With RSA algorithms, only Eddie Bauer can decrypt that message. So the benefit goes in both directions."

Content providers also will benefit from the public key technology, says Van Orden: "With the impact of digital, you'll have an environment with a number of different content providers in the same network. HBO might have a suite of 20 channels which it offers, Viacom might too. Of course, HBO doesn't want Viacom to know about their subscribers. Technically you can do it that way in a public key network, without the logistics of that trusted party."

Van Orden points out that in a private key system if someone breaks into the master database, an imposter can send out messages by copying the

private key. The same tactic can be used for cable theft. PowerKEY hopes to further combat cable piracy and electronic fraud with a "digital signature," unique information that verifies and authenticates where upstream messages come from.

"That makes it difficult for people to be imposters," says Van Orden. "The RSA algorithms provide that capability."

Van Orden says that public key services are designed to accommodate Internet services, which will be important with the advent of cable modems. He notes that Netscape is an RSA licensee.

Scientific-Atlanta also has signed an intellectual property licensing agreement with Cylink Corp. for the patents developed at Stanford University that cover the field of public key cryptography.

S-A plans to offer PowerKEY licenses to other set-top and headend equipment manufacturers in the future, says Van Orden. ■

Telemedia

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

Week

Online Services

WB Online to open virtual bar for night owls

Ad-supported site debuts in February; 'Cheers' on the Web

By Harry A. Jessell

Don't try to click into Warner Bros. Online's new virtual neighborhood bar during the day.

Insomniacs Asylum, which is to debut on America Online early next month, will be open only between 10 p.m. and 6 a.m., says Jim Moloshok, senior vice president, WB Online. "Hey bub, we've been up all night," the bartender will tell daytime drop-ins. "We're sleepy. Come back tonight."

The new made-for-online site is the first of several ad-supported sites that WB Online is developing for AOL under a year-long licensing agreement, worth more than \$1 million to WB Online.

The service does not yet have advertisers, Moloshok says. But he'll be selling at NATPE and expects to have some on board when the service appears. The asking price for hanging your ad with-

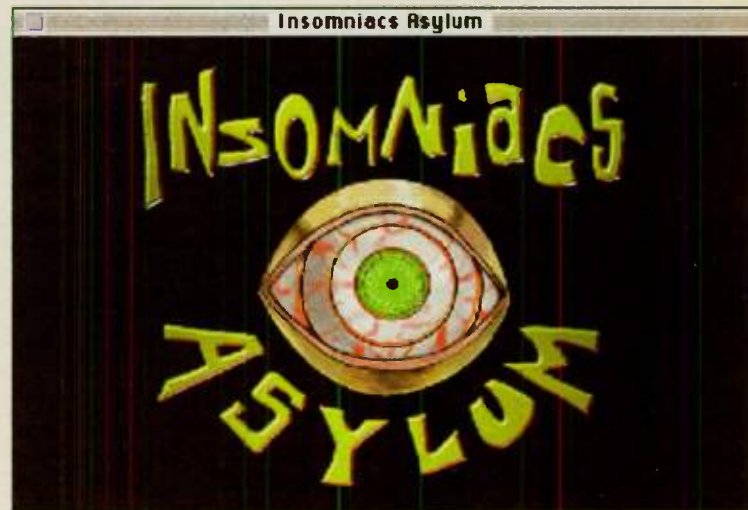
in the site: \$5,000 to \$50,000 per month, depending on the location of the ad.

The licensing fees AOL is paying should cover the cost of developing and operating the service, Moloshok says. The advertising revenue will go to defray "infrastructure costs," including more than 35 full-time employees and freelancers.

WB Online's incessant surveying of AOL users reveals that late night is prime time for many, especially men 18-34, says Moloshok. And the number-one reason the respondents say they log on to AOL is "because there is nothing good on TV late at night."

Populated by cartoon characters, Insomniacs Asylum is intended to be the late-night home for insomniacs and other computer-savvy night owls. "It's *Cheers* brought to the Web," says Moloshok.

When users first enter the area, they will be intro-



duced to the bar's regulars, cartoons ready to tell their stories to anyone who wants to listen. Doors will lead into other rooms for stand-up comedy (The Gonzo Comedy Shop), the paranormal (Club Dementia), the news (The News Room) and meeting other users (Club Rendez Vous).

Among the inhabitants of the bar is a scruffy, overworked online developer stuck for ideas about a new overnight service. He is, in essence, the Asylum's suggestion box, Moloshok says. "He is us." TMW

L.A. TV station putting itself on the Net

KWHY-TV is feeding its audio and video using video streaming technology

By Harry A. Jessell

For the past two decades, UHF TV stations have used cable to stretch coverage to the ends of their markets. Now, a Los Angeles station is planning to use the Internet to reach around the globe.

Harriscop's KWHY-TV (ch. 22) hopes to begin "airing" its daily financial news block via the Web by June, says operations manager David Bergen. "And hopefully we will be able to offer videoconferencing with guests and analysts from around the world."

The station broadcasts the financial block from 6 a.m. to 2:30 p.m. each weekday, filling the rest of its schedule with Spanish-language programming.

"We hope the service will gain enough exposure to attract new advertisers," Bergen says. "It also enhances the potential for our on-air advertisers."

KWHY-TV is developing the site in partnership with Digicom Multimedia Corp. of Santa Monica, Calif. (<http://www.digicom.com>), which specializes in Internet-based videoconferencing and other video services.

Making the Webcast possible

is Xing Technology Corp.'s (<http://www.xingtech.com>) StreamWorks video streaming technology. The software permits live real-time feeds of audio and video over telephone lines.

To receive the TV broadcast in nearly full-motion video

(20-30 frames per second), Bergen says, Internet users will need a two-way ISDN line. For stop-action video (two or three frames per second), they'll need a telephone line with 28.8 kilobit-per-second modem. Those with 14.4 kbps modems

—most home computer users—will have to settle for audio only, Bergen says. The StreamWorks video fills just about a quarter of the screen, he adds.

According to Digicom's Jimmy Chin, Digicom has been experimenting with dis-

tributing the KWHY-TV feed over its Web site for about a month. The service also may offer prerecorded video clips on demand, he says. Because the bandwidth requirements are less, full-motion on demand video could be received over a 28.8 modem.

Internet surfers may download the StreamWorks software from the the Xing Web site and call up any of several audio or video services there. TMW

FX gets a new look

After more than a year on the Internet, Fox's fX cable network has launched a redesign of its Web page, which it hopes will take advantage of technological advances and more accurately reflect the personality of the network.

The fX Web page renovation is the latest product of the MCI/News Corp. Internet Ventures partnership. The "Made Fresh Daily" Web page can be reached at <http://www.fxnetworks.com>.

FX, which launched the page in October 1994, claims that it was the first cable network to do so. Since then, several networks, including MTV, Court TV and ESPN, have built elaborate Web sites. "As the technology evolves, we hope to evolve with it," says an fX network spokesperson.

There are two full-time staffers at fX dedicated to updating and maintaining the page. The network is using two digital cameras to upload new photos to the site every day. In addition, contributions to the page are made by every department at the network. The network says it's not clear how many people have visited the redesigned Web page.

The redesigned page includes the following new areas:



- Personal fX**—Includes photos of guests and talent updated daily.
 - Around fX**—Press announcements, promotions and contests.
 - Thought of the Day**—Each morning, Bob Keshian, (Captain Kangaroo) will post a "Thought of the Day."
- Following is a list other cable network Web sites:

- Bravo! <http://www.bravo.ca/bravo.html>
- CNN <http://www.cnn.com/>
- Comedy Central <http://www.comcentral.com/>
- CourtTV <http://www.courtvtv.com/>
- C-SPAN <http://www.c-span.org/>
- Discovery Channel <http://www.discovery.com/>
- ESPN <http://espnet.sportzone.com/>
- Much Music <http://www.muchmusic.com/muchmusic.html>
- MTV <http://www.mtv.com>
- Nick at Nite <http://nick-at-nite.viacom.com/>
- Prevue Channel <http://www.uvsg.com/prevue.html>
- QVC <http://www.qvc.com/>
- Sci-Fi Channel <http://www.scifi.com/>
- Showtime <http://showtimeonline.com/>
- Travel Channel <http://www.travelchannel.com/>
- Turner Classic Movies <http://www.turner.com/tcm>
- VH1 <http://here.viacom.com/vh1/>
- Weather Channel <http://www.weather.com/> —CSS

Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

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

Northern Michigan GM/Sales Manager opportunity. KHQ/WMKT, Traverse City, Charlevoix, looking for dynamic leader. Must be an in-the-field, customer focused, sales driven manager. No desk jockeys. Group operator. Reply to KHQ/WMKT, Attn: Trish Garber, P.O. Box 286, Petoskey, MI 49770. MacDonald Broadcasting EOE.

HELP WANTED SALES

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

Experienced Account Executive for Texas FM. Salary, commission, benefits, opportunity for advancement in group operation. Fax resume and cover letter to President, CSRG, Inc., 903-885-6064. EOE.

Do you want warm weather and a hot income? Touchdown radio station in homerun South Florida market looking for Sports Sales specialist. If you love sports and have a proven sales record, fax me your resume today! 407-835-1295.

HELP WANTED NEWS

Radio Producer. New York-based leader in electronic public relations seeks a radio News Producer with strong writing and interviewing skills. Should have minimum 2 years newsroom experience, analog or digital editing knowledge, and familiarity with latest telephone technology, including ISDN and S56k lines. Salary range based on experience, 24 to 30k, plus top benefits. EOE. Reply to Box 00665.

Political Reporter Needed! Minnesota Public Radio, the nation's premier radio news operation seeks an experienced Reporter with street smarts, broadcast know-how and government savvy to join our respected Capitol reporting bureau. You will give listeners the "real story" behind significant policy debates, revealing the real-world effects of legislative action. You will use your writing ability, superior broadcast technique, and storytelling skills to explain and illuminate complex issues in a credible, listenable way. Compelling radio is our goal; clarity and insight are a must. The successful candidate will have a passion for quality journalism, dedication to imaginative, compelling radio, commitment to accuracy and a will to succeed. You must be prepared to work in the fishbowl atmosphere of a state capitol press corps and go beyond the "obvious" story. Ideal candidate will have 3+ years broadcast news experience; strong writing skills; demonstrated radio reporting and production skills; familiarity with public radio news; knowledge of state government issues and politics; digital production expertise desirable. Experience planning and executing special political coverage (conventions, elections, etc.) a plus. Send cover letter, resume and tape to: Minnesota Public Radio, C/O MCG Human Resources (261N), 445 Minnesota Street, Suite 500, St. Paul, MN 55101.

SITUATIONS WANTED ANNOUNCER

First-rate sports talk-show host, seeking bigger challenge, and stuck in a third-rate situation. Looking for an equally first-rate station, that's ready for a host who attracts listeners, not chases them away. Possesses the unique combination of broadcasting skills, knowledge and charisma. Call Bob 804-525-5269.

TELEVISION

HELP WANTED MANAGEMENT

WACH-TV FOX 57 has an immediate opening for a Local Sales Manager. This position oversees local sales staff, plans and executes sales strategies, pricing, packaging, and incentive programs. Prepare revenue budgets and maintain monthly and quarterly pacing. BS degree in Sales/Marketing preferred and previous television broadcast experience required. Resumes to Scott McBride, WACH-TV, 1221 Sunset Boulevard, West Columbia, SC 29169. WACH-TV is an Equal Opportunity Employer.

Vice President-Operations. America's fastest growing and most exciting news and information network is looking for a seasoned Executive Manager with strong technical experience in radio, TV and video engineering. Computer programming and management services is a plus. Successful management track record with strong people skills a must. Please fax resume and salary history to: Chuck Bortnick, Executive Vice President, Metro Networks, 713-840-7039. Equal Opportunity Employer.

News Director: KDLH-TV, the CBS affiliate in Duluth, MN has an immediate opening due to our current News Director resuming full-time anchoring. An excellent opportunity to oversee a complete studio/newsroom make-over, several major technical upgrades and staff additions. Must be dynamic, have a strong journalism background, news management experience, be a good coach, and be able to conceive, plan and implement short and long term strategies. Please send cover letter and resume to Mr. Terry Hurley, Vice President and General Manager, KDLH-TV, 425 West Superior Street, Duluth, MN 55802. EOE. Women and minorities encouraged to apply.

National Sales Manager - KIII-TV3, ABC, dominant South Texas News leader, offers an exceptional opportunity for a seasoned, strong performer. Experience counts and we are looking for a strong closer who knows how to work with major agencies and has a track record to prove it; is detail committed; travels well; has worked with or for a major rep firm; communicates persuasively and loves playing on a winning team. Resume to Jack Donahue, GSM, KIII-TV, 4750 South Padre Island Drive, Corpus Christi, TX 78411. No faxes. After your resume is received, we will be happy to talk by phone by appointment. Prehire drug screen. EOE. Women and minorities encouraged to apply.

National Sales Manager. NSM needed in Portland Market (#24). Requires proven track record including at least 3 years in the rep business and national sales management experience. Must be an innovative manager with ability to project and achieve aggressive national sales budget. Positive attitude and team-oriented leadership skills required. Send resume to: HR Manager, KGW Northwest NewsChannel 8, 1501 SW Jefferson, Portland, OR 97201. EOE. M/F/D/V.

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.

Local Sales Manager. Unique opportunity with the only tri-affiliate in the U.S. The LSM for KTEM-TV Ch. 10 will head up a sales team in Sherman and Denison, TX, as well as Ada and Ardmore OK. Just an hour north of Dallas. We carry NBC, ABC, and FOX. Send resume and letter to Tom Johnson, P.O. Box 1450, Denison, TX 75020. Equal Employment Opportunity. No phone calls please.

Brand new ABC affiliate in competitive marketplace is looking for an accomplished broadcast news professional to manage this young and growing news department. Applicants should have significant hands-on and news management experience in competitive markets and a track record of journalistic, creative and ratings success. We're looking for a pro who can combine the fundamentals of journalism with the ability to innovate, motivate and teach. Strategic thinking and marketing sensibility a must. Please send resume only to Mark Hoffman, KDNL-TV, 1215 Cole Street, St. Louis, Mo. 63106. Please, no calls. An Equal Opportunity Employer.

HELP WANTED SALES

NATIONAL SALES MANAGER

NorthWest Cable News, a division of King Broadcasting Company which is affiliated with the Providence Journal company, has recently launched a 24-hour regional news network in Seattle. We are seeking a National Sales Manager responsible for national and some regional sales while working closely with the rep firm to maximize revenue.

Successful candidate will have proven track record with minimum of three years national sales management and/or rep experience, ability to sell television without the benefit of ratings, creative packaging, research-based selling, excellent negotiation skills, and a team player.

If interested, "Run don't walk" to the nearest fax machine!

NORTHWEST CABLE NEWS
A DIVISION OF THE PROVIDENCE JOURNAL COMPANY
333 Dexter Ave. N
Seattle, WA 98109
Fax (206) 448-3196
An Equal Opportunity Employer M/F/D/V

WFSB, a Post-Newsweek Station, is seeking a National Sales Manager to direct the activities of its national sales rep. Candidates should have a minimum 3-5 years national sales rep experience and should possess a unique set of attributes that will be needed in a demanding leadership role. Send resume to David Murray, GSM, 3 Constitution Plaza, Hartford, CT 06103-1892. EOE.

UPN 57, Philadelphia, seeks an Account Executive. The person we're looking for should have three to five years sales experience, including a strong background in agency, developmental and non-traditional selling. Strong communication, organizational and presentation skills preferred. Forward letter of application and resume to "Account Executive," Department #578, WPSG, UPN 57, 420 North 20th Street, Philadelphia, PA 19130. We are an Equal Opportunity Employer.

Sales Account Executive: KDLH-TV, Duluth, MN, a Benedek Broadcasting Corporation owned station, is seeking a Sales Account Executive for its local sales department. Applicant must have at least two (2) years sales experience, preferably in broadcasting. We are looking for an enthusiastic self-starter to develop new business and handle some existing accounts. Send cover letter, resume and references to Sandra Christian, Human Resources Manager, KDLH-TV, 425 West Superior Street, Duluth, MN 55802. EOE. Minorities encouraged to apply.

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

Contracts Administrator/Application Engineer. Odetics Broadcast is seeking individual with 3+ years experience working in a technical sales department preparing proposals for computer based process control systems or similar products. Experience in the television broadcast industry either as a user or as a supplier of broadcast equipment is desirable. Position requires working with field sales team, customers and design engineers to prepare proposals and supporting documentation for tape and digital disk on-air presentation systems. Good communication and writing skills and working knowledge of computer software for letter writing and proposal spreadsheet organization and presentation are essential. Odetics' Broadcast Division is the leader in broadcast television On-Air Presentation Systems. Odetics, Inc., a public company listed on the Nasdaq stock exchange has been listed twice as "One of the 100 Best Companies in America to Work For." Please send resumes to: Linda Krumme, Odetics, Inc., 1515 South Manchester, Anaheim, CA 92802. EOE. M/F/H/V.

HELP WANTED TECHNICAL

TV Operator/Maintenance Technician: Must have at least 1 year experience in Master Control, including preventative maintenance of VTRs, LMS or Beta Cart machines, studio and EFP cameras. PC and newsroom computer experience a plus. Electronics training a must; SBE certification desired. Opportunity to grow in the Television Engineering field. Please send resume and references to Michael E. DeWire, Chief Engineer, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. Equal Opportunity Employer. No phone calls please.

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

Master Control Operator WXIN-TV Fox 59 has an immediate full time opening for a Master Control Operator. Selected candidates are required to have on-air experience, satellite recording experience, familiarity with 1", Beta, and 3/4" tape formats, and college degree preferred. Responsibilities will include on-air master control operations, satellite recording, and commercial call dubbing. The applicant must have the ability to work flexible hours, and overnights and weekends are a possibility. For consideration, send cover letter noting position desired and where learned of job, and resume by February 5, 1996 to: Personnel Manager, 1440 N. Meridian St. Indianapolis, IN 46202. Phone calls will result in disqualification. EOE. Job offer contingent upon results of substance abuse testing.

Field Service Engineer: Odetics, Inc. manufacturer of Broadcast Cart Machines, is looking for a Field Service Engineer. Responsibilities include installation and training of our cart machine products at the customers location. Position requires strong background in digital and analog electronics, solid mechanical aptitude, experience with PC AT type computer control systems and proven experience in the use and repair of broadcast quality video tape recorders. Position requires heavy travel, both domestic and international. If you meet the above qualifications and want to work in a dynamic working environment, please send your resume to: Linda Krumme, Odetics, Inc., 1515 South Manchester, Anaheim, CA 92802. EOE. M/F/H/V.

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

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

Assistant Chief Engineer Aggressive FOX station seeking candidate with strong UHF transmitter experience. Must be a team player, self motivated, with strong communications and studio maintenance skills. Prefer SVHS and 3/4" experience. Computer literacy a plus. Send resume and salary history to Chief Engineer, WTLH, 1203 Governors Square Blvd, Suite 501, Tallahassee, FL 32301.

HELP WANTED NEWS

Weekend Sports Anchor-Reporter - wanted for number one NBC affiliate on the Gulf Coast. Join our award-winning sportsteam. Send resume and non-returnable tape to Veronica Bilbo, EEO Officer, KPLC-TV, P.O. Box 1490, Lake Charles, LA 70602. EOE.

Weather Anchor. Our client one hundred plus market station is a network affiliate strategically located in a very attractive part of the country with a Kavouras Triton I-7 Weather System. Send a nonreturnable VHS tape, letter and resume to Weather Paradigm Communication, 1900 North 18th Street, Suite 410, Monroe, LA 71201. All replies in strictest confidence.

Weekend Anchor-Producer/Reporter-Photographer KOLN/KGIN-TV is looking for an individual to anchor the top-rated weekend newscast in the market. Applicants must be strong journalists, with the ability to communicate sincerely with the viewers. Candidates must also be able to tell stories by talking with "real people", not just officials. Please send resume with cover letter, and a non-returnable videotape sample of work to: Lori Lembrich; KOLN/KGIN-TV; PO Box 30350; Lincoln, NE 68503. Application deadline: 1/19/96. EOE.

We're going FOX and we're expanding our news! Looking for AM Anchor/Producer, AM Technical Director. Graphics/Audio person and 10PM Producer. Only those with experience in a commercial or cable newsroom need apply. Send resume and audition tape to News Manager Darcy Fauci, P.O. Box 40, Vestal, New York 13851. No phone calls please.

Reporter/Photographer KOLN/KGIN-TV is looking for a creative reporter/photographer who is able to talk to "real" people, not just officials. Must have excellent work ethic and a desire to be the best. If interested, please send resume with cover letter and a non-returnable videotape sample of work to: Lori Lembrich; KOLN/KGIN-TV; PO Box 30350, Lincoln, NE 68503. Application deadline: 1/19/96. EOE.

WFSB, a Post-Newsweek Station, is looking for an experienced and creative News Producer. Must be able to assume responsibility for content and appearance of the newscasts. Applicant should have an understanding of contemporary television news production techniques and state-of-the-art equipment. Should also have the ability to oversee and communicate with reporters and anchors, write well and work in conjunction with the news assignment desk. A college degree in Mass Communications preferred; prior producing experience in a commercial television news operation is essential. Good news judgement and high journalistic standards essential. Send resume and tape to Mark Efron, VP News, 3 Constitution Plaza, Hartford, CT 06103-1892. EOE.

Reporter. General Assignment/Weather Reporter. Excellent writing and reporting skills essential, also experience with news computers. Must be able to work well under pressure. Weather anchor or reporting and/or Meteorologist degree an excellent plus! Valid driver's license required. Minorities and women encouraged. Send resume/tape to Attn: Personnel Manager, P.O. Box 860, Erie, PA 16512. EOE.

Promotion Writer/Producer: If you thrive on news and want to take your shot in the 26th market, then here's your chance. Strong ABC affiliate in beautiful New England seeks a Promotion Producer with 2+ years experience to join our team. Primary duties include execution of Image, News Series, and Topical spots. Strong writing skills a must. Experience directing shoots a plus. Send demo tape and resume to: Paul Spingola, WTNH, 8 Elm Street, New Haven, CT 06510. No phone calls please. EOE.

Producer. WXII-TV in Winston-Salem, North Carolina is looking for a News Producer. Must be able to write compelling news copy that will grab our viewers. Must also be out-of-the-box thinker and possess impeccable news judgement. Preferably two years experience as a newscast producer. No beginners. No show-stackers! Here's your chance to move up to one of the most competitive markets in the country. Send non-returnable tape, resume, writing samples and news philosophy to: Human Resources Manager, WXII-TV, 700 Coliseum Drive, Winston-Salem, NC 27116. WXII-TV, a Pulitzer Broadcasting Station, is an Equal Opportunity Employer.

News Producer: Top 50 CBS affiliate seeking a highly motivated individual with 1-2 years experience to produce the news segments on our morning show. Successful candidate must be creative, accurate, a self starter and have excellent writing skills. Qualified candidates please forward non-returnable tape and resume to Lisa Stevens, Executive Producer, WFMY-TV, 1615 Phillips Avenue, Greensboro, NC 27405. EOE.

News Director: WHOA-TV, the ABC affiliate in Montgomery, Alabama is in search of a News Director. We are looking for someone with good organizational, management and people skills. The candidate should have prior experience as a news director. Send tape and resume to Mike Brooks, General Manager, WHOA-TV, P.O. Box 3236, Montgomery, AL 36109. EOE. No phone calls please.

News Director: WTVQ-TV, Lexington's ABC Affiliate is seeking a News Director to run an aggressive department. We need someone with strong journalistic and people skills with a good track record of previous news management experience. Ours is a very competitive market in one of the most beautiful places in the country. Send resume and statement of news management philosophy to Chris Aldridge, Vice President and General Manager, WTVQ-TV, P.O. Box 5590, Lexington, KY, 40555-5590. Park Broadcasting of Kentucky, Inc. is an EOE. No phone calls please.

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

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

Dominant news leader in a mid-size southwest TV station is accepting applications for a Monday through Friday morning Weathercaster/Reporter. Meteorologist preferred. Please send non-returnable tape and resume. EOE. Reply to Box 00664.

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.

News Director KARE 11, #1, NBC affiliate in the Twin Cities has an immediate opening for a news management leader. This successful candidate will have a proven track record of winning product development, excellent news judgement and be a strong team player. A minimum of 5 years news director or news management level experience is required. 4 year college degree is preferred. Please send confidential resume to: Hank Price, President & General Manager, 8811 Olson Memorial Hwy., Mpls., MN 55427. No phone calls please. We are an Equal Opportunity Employer and are committed to a diverse workforce.

Director: Sunbelt Top 50 market is looking for creative individual who loves to direct TV news! Applicants must have 3 years experience directing fast paced and intricate newscasts. Wimps need not apply. Reply to Box 00666 EOE.

Assignment Editor: The #1, ABC affiliate in Northern Nevada and The Sierra is looking for the perfect person to manage our daily news coverage. The ideal candidate will have strong organizational and writing skills plus the ability to handle many tasks at once. If you have two years experience planning news coverage for a strong television news department rush your resume and news philosophy to Jason Pasco, Executive Producer, KOLO-TV, P.O. Box 10,000, Reno, Nevada 89502. EOE.

Assignment Editor. Creative idea person needed to manage day to day. You need great news judgement, an ear for scanners, the ability to organize, make quick decisions and handle pressure. Must be able to motivate. Good people skills with degree and one year of experience. Send resume and news philosophy to: Human Resources Manager, WXII-TV, 700 Coliseum Drive, Winston-Salem, NC 27116. WXII-TV, a Pulitzer Broadcasting Station, is an Equal Opportunity Employer.

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

HELP WANTED PROMOTION

Writer/Producer-Assistant Promotion Manager: Can you produce compelling promos that cut through the clutter? Can you write, edit and shoot with the best. If so, this is the opportunity to combine your creative abilities with middle-management responsibilities. We offer state-of-the-art digital editing facilities, the opportunity for advancement and excellent salary/benefits. We require minimum two years experience writing, editing and shooting in a creative services environment, college degree preferred and Avid Media Composer experience helpful. Rush your resume and non-returnable tape to Kurt Bartolich, Director of Promotions, KAKE-TV, 1500 North West Street, Wichita, KS 67203. EOE.

Promotions Writer/Producer: WABU-TV in Boston has an immediate opening for a Writer/Producer to create, direct, produce and edit station promotional projects, including on-air and printed material. Other responsibilities include but are not limited to, the coordination of logging of all station and public service material and projects for the station. Successful candidate must possess 3+ years experience producing on-air promotional announcements, demonstrated writing and editing skills, and the ability to work well under pressure. Send a non-returnable demo tape and resume to: Manager of Human Relations, WABU-TV, 1660 Soldiers Field Road, Boston, MA 02135. An Equal Opportunity Employer.

Production/Promotion Manager. Southwest CBS affiliate needs key executive to manage production and oversee station promotion. This creative person will have a hands-on promotion assistant who can interact well with news. Salary in mid 30's. Resumes to Primo Newservice, 182 Sound Beach Avenue, Old Greenwich, CT 06870.

HELP WANTED FINANCIAL ACCOUNTING

Assistant Controller - QNI Broadcast Group seeks a qualified individual for its growing television/radio/newspaper group. Candidates must have a BS in Accounting, at least five years of accounting supervisory/management experience and strong background with PC's. AS400 computer experience a plus. An excellent growth opportunity with an aggressive privately held company. Send resume to: Quincy Newspapers, Inc. Attention: Ralph M. Oakley Vice President of Administration 130 S. Fifth Street, P.O. Box 909 Quincy, IL 62306

HELP WANTED RESEARCH

Research Director/WPSG, UPN57 has an immediate opening for a Research Director. Responsibilities include analyzing data, developing and preparing sales presentations, assisting sales representatives with accounts. The person we're looking for should have good computer skills, working knowledge of Nielsen TV ratings as well as some experience working with Donovan, Scarborough, TV Scan and Media Works. Forward letter of application and resume to "Research Director," Department #578, WPSG, UPN 57 420 North 20th Street, Philadelphia, PA 19130. We are an Equal Opportunity Employer.

HELP WANTED PRODUCTION

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Video and Live Broadcast Producer for LA-based video PR firm. Experience in field production and editing, connectivity, ENG/SNG, script writing, directing and setting up remotes a must. TV news and/or video PR background, and client relations required. Marketing experience a major plus. Salary plus benefits depending on experience. Reply to Box 00663 EOE.

Creative Services Writer/Producer: WABU-TV in Boston has an immediate opening for a top notch Writer/Producer to create, and produce station promotional, public service and commercial projects, including on-air, radio and print. Successful candidate must possess 3+ years experience producing on-air promotional announcements, demonstrated writing and creative skills, and the ability to work well under pressure. Send a non-returnable demo tape and resume to: Manager of Human Relations, WABU-TV, 1660 Soldiers Field Road, Boston, MA 02135. An Equal Opportunity Employer.

Senior Broadcast Designer. Video Network of growing global financial corporation seeking talented broadcast designer for its fast-paced facility. Work on exciting projects for live satellite television, teleconferences, product and documentary style video. Versatility and excellent conceptual skills needed for designing show formats, titles and opening sequences. Initiate concepts working closely with producers and analyze scripts for graphic needs. Broadcast experience in super busy environment of news or post-production a help. Knowledge of SGI-Matador, and Chyron desirable. This is an unusual opportunity to be involved in the entire production process from developing visual concepts, to follow through with post-production. Excellent salary and benefits will be provided to qualified candidate. Fax resume 212-604-9036 and send reel A.S.A.P. to Hands-On Broadcast, 124 West 24th Street, Suite 6B, NYC 10011.

Producer: The news leader in Northern Nevada and The Sierra is looking for a dynamic weekday news producer. The ideal candidate will have strong writing skills and news judgement plus a tape that demonstrates an understanding of fast-paced, high-energy, news-driven shows. If you have two years of producing experience, rush your resume and tape to Jason Pasco, Executive Producer, KOLO-TV, P.O. Box 10,000, Reno, Nevada 89502. EOE.

NYC based corporate broadcast production company seeks well organized, computer literate college graduate to assist in all aspects of television production. The right candidate is an energetic self-starter who can juggle many tasks as well as work under deadline pressure. Responsibilities include assisting producers and operations managers, booking crews and edits, screening, logging, and transcribing videotape, researching stories, and organizing our videotape library. Knowledge of satellite booking is helpful. Reply to: Equal Opportunity. Please fax resume to 212-474-5995.

Post Production Editor: Do you have CMX experience? Chicago's WGN-TV is looking for a Post Production Editor with 3 years experience operating a CMX 3600 editor. You'll work with our award-winning Creative Department on promotional spots as well as program elements. Familiarity with Abekas A-51 digital effects and A-62 digital recorder a plus. Send tape and resume to: Myrna Ramirez, Director Human Resources, WGN-TV, 2501 West Bradley Place, Chicago, IL 60618. No phone calls please! EOE/MF.

Graphic Artist/Designer: We're looking for a top notch, experienced Graphic Artist to work in a place that an artist will love! You'll have freedom to work on graphics and 3D animation for news, promotion, and commercial production. If you're a small person in a big department or a big person in a small department and want to be #1, we have the job waiting for you. You'll work on the Grass Valley Graphics Factory HALO System. (We have a lot of computers, so computer experience is helpful too.) If you want a chance to work for a great company with great benefits, send a resume and demo tape to: Human Resources Director, KFVS12, P.O. Box 100, Cape Girardeau, MO 63702. Equal Opportunity Employer. A pre-employment drug screen is required.

HELP WANTED PROGRAMMING

Director of Programming. WABU-TV - Home of the Boston Red Sox has an immediate opening for a Program Director. This individual will be responsible for program acquisitions, contract maintenance, ratings research, budgeting and scheduling. Qualified candidate should have solid television station experience, good command of the workings of the syndication market through knowledge of ratings, research, an understanding of program formatting, as well as scheduling. Prior work at a station carrying major league baseball a plus. Please send resume and cover letter to: Kathryn Barnicle, Manager of Human Relations, WABU-TV, 1660 Soldiers Field Road, Boston, MA 02135. An Equal Opportunity Employer.

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HELP WANTED PROGRAMMING

Director of Program Planning and Scheduling. Speedvision, a new cable network devoted to enthusiasts of automobiles, aircraft, boats and motorcycles is seeking an experienced programmer to join its "crew." The ideal candidate should have a minimum of 5 years programming experience at the network level, with significant interpretive knowledge of ratings data, audience research and counter-programming strategies. High motivation and the ability to produce results in short time frames are essential. Familiarity with historical vehicles and/or motorsports events is helpful. Speedvision network offers a competitive compensation and benefits package. Send resume in confidence to: Carol Wolf, Speedvision Network, 2 Stamford Plaza, 281 Tresser Boulevard, Stamford, CT 06901.

HELP WANTED TECHNICAL

TECHNICAL DIRECTOR

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

Please forward resume, references and salary requirements to:

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

No phone calls, please.

The University of Washington's cable channel, UWTV, seeks an experienced Video Engineer. The University is merging voice, data, and video communication technologies at the Seattle campus, and beyond. Working with the Chief Engineer this position provides technical assistance for these digital communication projects. This position conducts projects in design, construction and maintenance of: video production and post production facilities, microwave communication systems, CATV systems, broadcast systems, two-way radio systems, campus communication infrastructure. Bachelor's degree in E.E. or related field or 4 years equivalent training in television engineering. Seven years experience, at least four years must be in TV broadcasting. Experience should include cable TV and satellite, microwave, and digital video technologies. To apply, send a resume and letter describing relevant experience by Friday, January 26, 1996 to: Vivian Dias, Information Systems, 4545 15th Avenue, NE, Seattle, WA 98105. University of Washington, an EO/AA Employer. Call 543-2544 for additional requirements.

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

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HELP WANTED SALES

Advertising Account Executive. Looking for a dynamic Senior Account Executive to handle a top list at TCI Cable Advertising. Be a part of the fastest growing profession in the media industry. New business development is important. Will prepare proposals, assist with promotions, and work closely with existing clients and production staff. College degree preferred. Minimum of 1-3 years of electronic media sales required. Excellent work ethic and a can do attitude essential. Valid drivers license and satisfactory driving record required. Please apply to: TCI Cable Advertising, Attn: Local Ad Sales Manager, 5708 Odana Road, Madison, WI 53719. Applications accepted through January 22, 1996. Pre-Employment drug screen and background check required. Equal Opportunity Employer.

HELP WANTED PRODUCTION

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

ALLIED FIELDS

HELP WANTED INSTRUCTION

Creighton University in Omaha, Nebraska, seeks a professional journalist to teach broadcast news writing and reporting. Ph.D. and five years of professional experience preferred. Deadline for applications: February 15. Send letter of application, vita, transcripts, three letters of reference (directly from sources), evidence of teaching ability and statement of research interests to Jim Flanery, Chair, Department of Journalism and Mass Communication, Creighton University, 2500 California Plaza, Omaha, NE 68178. Equal Opportunity/Affirmative Action Employer.

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FACILITIES CHANGES

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St. Louis Park, Minn. (BPH-951113IC)—RH Park Broadcasting of Lake Country Inc. KMJZ(FM) 104.1 mhz: change ERP to 89 kw, ant. to 315 m., TL, class to C1. *Dec. 4*

Long Beach, Miss. (BPH-951120ID)—Beach Broadcasting Ltd. for WJZD(FM) 94.5 mhz: change ant. to 98 m., TL. *Dec. 4*

Poplar Bluff, Mo. (BPCT-951106KQ)—WSIL-TV Inc. for KPOB-TV ch. 15: change ERP to 772.7 kw. *Nov. 27*

Great Falls, Mont. (BPH-951103IB)—Oilers Broadcasting LLC for KODI-FM 106.1 mhz: change ant. to 113 m., TL to 1215 36th Ave. NW. *Dec. 8*

Atlantic City (BPED-951121-IB)—Atlantic City Board of Education for WJMJ(FM) 88.9 mhz: change ERP to .15 kw, ant. to 30.7 m., TL. *Dec. 4*

Berea, Ohio (951109ME)—Baldwin Wallace College for WBWC(FM) 88.3 mhz: change ERP to 4 kw, ant. to 78 m., TL, install directional ant. *Dec. 1*

Troy, Ohio (BPH-951113IE)—Vernon R. Baldwin for WTRJ(FM) 96.9 mhz: change ant. to 89 m.

Dec. 4

Eagle Point, Ore. (951109-MA)—School District 9 for KEPO(FM) 92.1 mhz: change frequency to 92.9. *Nov. 21*

Roseburg, Ore. (BP-951109-AD)—Markham Broadcasting Inc. for KQEN(AM) 1240 khz: change TL, ant. system. *Nov. 27*

Sweet Home, Ore. (BMP-951120AH)—Galaxy Broadcasting Corp. for KFIR(AM): change ant. system. *Dec. 1*

Marion, S.C. (BPH-951113-IA)—Winfas of Virginia Inc. for WCMG(FM) 94.3 mhz: change ERP to 10.5 kw, ant. to 153 m.,

TL, city of licence to Latta, S.C., class to C3. *Dec. 4*

Cleburne, Tex. (951124AB)—Texas Country Connection Inc. for KCLE(AM) 1120 khz: increase power to 1 kw, change frequency to 1140 khz. *Dec. 4*

Dimmitt, Tex. (BMPH-951113-ID)—James D. Peeler for FM at 100.5 mhz: change channel to 100.5. *Dec. 4*

Huntsville, Tex. (BPH-951025-IE)—Helen Marse Casey for KCEY(FM) 99.7 mhz: change channel to 259C3. *Nov. 27*

Mineral Wells, Tex. (951124-AA)—Jerry Snyder and Associates Inc. for KJSA(AM) 1140 khz:

change frequency to 1120 khz. *Dec. 4*

Lyndon, Vt. (BPH-950915IC)—Vermont Broadcast Associates Inc. for WGMT(FM) 98.3 mhz: change frequency from 97.7 mhz, channel to C3. *Dec. 4*

St. Croix, V.I. (BPCT-951204-KF)—Antilles Broadcasting Corp. for WSVI(TV) ch. 8: change ant. to 292 m., TL to Plot 549A, Estate Mon Bijou, 9.7 km W of Christiansted. *Dec. 13*

Dishman, Wash. (BMPH-951027IC)—John D. Toms DBA Vera Broadcasting for KWOL(FM) 106.5 mhz: change ERP to 2.55 kw, TL. *Dec. 8*

THIS WEEK

Jan. 15-16—"Introduction to Telephony," *Society of Cable Television Engineers* regional training seminar. Sheraton Hotel, Newport Beach, Calif. Contact: (610) 363-6888.

Jan. 17-19—"Introduction to Fiber Optics," *Society of Cable Television Engineers* regional training seminar. Sheraton Hotel, Newport Beach, Calif. Contact: (610) 363-6888.

Jan. 18—*International Radio & Television Society* Foundation newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

Jan. 18—*Federal Communications Bar Association* luncheon featuring John Curley. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

Jan. 18—Issues '96 workshop for journalists, presented by the *Poynter Institute for Media Studies* and the *University of Texas at Austin*. Lyndon Baines Johnson Presidential Library, Austin, Tex. Contact: (813) 821-9494.

Jan. 19—*The New York Festivals* 1995 International Television Programming and Promotion Awards presentation. Sheraton New York Hotel & Tower, New York City. Contact: Anne White, (914) 238-4481.

Jan. 19-21—"Follow the Money: Covering the 1996 Elections," workshop for journalists sponsored by the *Radio and Television News Directors Foundation*. The Talbott Hotel, Chicago. Contact: Cy Porter, (202) 467-5219.

Jan. 21-22—23rd annual *Association of Independent Television Stations Inc. (INTV)* convention. Mirage Hotel, Las Vegas. Contact: Angela Giroux, (202) 887-1970.

JANUARY

Jan. 22-23—"Telecommunications Competition and Deregulation," conference presented by *American Conference Institute*. Regency Hotel, New York City. Contact: (416) 926-8200.

Jan. 22-25—32nd annual *National Association of Television Programming Executives (NATPE)* program conference and exhibition. Sands Expo Center, Las Vegas. Contact: (310) 453-4440.

Jan. 23-27—South Pacific Region Satellite & Cable Show, presented by *SPACE Pacific Limited*. University of Auckland Tamaki Campus, New Zealand. Contact: 64-9-406-0651.

Jan. 24—*Nebraska Broadcasters Association* annual state legislative reception. Cornhusker Hotel, Lincoln, Neb. Contact: Dick Palmquist, (402) 333-3034.

Jan. 25—"Democracy and the News: Citizens, Journalists and Contemporary Politics," discussion presented by the *Alfred I. duPont Center for Broadcast Journalism*. Columbia University, New York City. Contact: (212) 854-5047.

Jan. 25-26—4th annual "Communications and Media Finance" conference, presented by the *Institute for International Research*. New York Helmsley Hotel, New York City. Contact: (800) 999-3123.

Jan. 29-30—*Midwest Broadcasters & Telecommunications* conference and trade show. Radisson Hotel South, Minneapolis. Contact: (612) 926-8123.

Jan. 30-31—"Exploring the Full Potential of Multimedia Over Radio," MMDS/MVDS conference presented by the *Institute for International Research*. Churchill Inter-Continental Hotel, London. Contact: +44 (0) 171 915 5055.

Jan. 31—*Hollywood Radio and Television Society* newsmaker luncheon, with featured speaker Bill Gates. Regent Beverly Wilshire Hotel, Beverly Hills, Calif. Contact: (818) 789-1182.

Jan. 31—Third annual *Federal Communications Bar Association* public policy forum. ANA Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

FEBRUARY

Feb. 2-4—"Follow the Money: Covering the 1996 Elections," workshop for journalists sponsored by

the *Radio and Television News Directors Foundation*. The Melrose Hotel, Dallas. Contact: Cy Porter, (202) 467-5219.

Feb. 3-5—2nd annual *Wireless Cable Technical Symposium*, presented by *Wireless Cable Association International*. San Antonio Marriott Riverwalk Hotel, San Antonio, Tex. Contact: (202) 452-7823.

Feb. 3-6—53rd annual *National Religious Broadcasters* convention. Indiana Convention Center, Indianapolis. Contact: (703) 330-7000.

Feb. 5-6—Radio Group Head Fly-In, hosted by the *National Association of Broadcasters*. ANA Hotel, Washington. Contact: Lori Long, (202) 429-5402.

Feb. 6—*West Virginia Broadcasters Association* sales seminar. Ramada Inn, South Charleston, W.Va. Contact: (304) 744-2143.

Feb. 6-9—Satellite '96, 15th annual international conference and exhibition, presented by *Phillips Business Information Inc.* Hyatt Regency Crystal City, Arlington, Va. Contact: (800) 777-5006.

Feb. 7—*West Virginia Broadcasters Association* sales seminar. Ramada Inn, Morgantown, W.Va. Contact: (304) 744-2143.

Feb. 8—"Inside FCC Form Processing," *Society of Cable Television Engineers* satellite teleseminar. Galaxy 1R, Transponder 14, 2:30-3:30 p.m. EST. Contact: (610) 363-6888.

Feb. 9—*International Radio & Television Society* Foundation newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

Feb. 9-11—"Follow the Money: Covering the 1996 Elections," workshop for journalists sponsored by the *Radio and Television News Directors Foundation*. The Mayflower Park Hotel, Seattle. Contact: Cy Porter, (202) 467-5219.

Feb. 9-15—36th annual *Monte Carlo Television Festival*. Loews Hotel, Monte Carlo. Contact: Liliane Vitale, (201) 869-4022.

Feb. 12-13—"Introduction to Telephony," *Society of Cable Television Engineers* regional training seminar. Olympia Resort, Oconomowoc, Wis. Contact: (610) 363-6888.

Feb. 12-15—*International Engineering Consortium* Western Communications Forum. Grand Kempinski Hotel, Dallas. Contact: Mike Vogt, (312) 938-8787.

Feb. 14-16—"Light the Credit Torch," seminar presented by *Broadcast Cable Credit Association*. J.W. Marriott at Lenox, Atlanta. Contact: (708) 296-0200.

Feb. 14-16—"Marketing Strategies for Cable TV Companies," conference presented by *Global Business Research Ltd.* Le Meridien, Coronado, Calif. Contact: Rich Manhardt, (212) 366-3249.

Feb. 14-16—"Introduction to Fiber Optics," *Society of Cable Television Engineers* regional training seminar. Olympia Resort, Oconomowoc, Wis. Contact: (610) 363-6888.

Feb. 15—"DBS: The Five Burning Questions," seminar presented by *The Carmel Group*. Warner Center Marriott, Woodland Hills, Calif. Contact: (408) 626-6222.

Feb. 15-17—*Oklahoma Association of Broadcasters* winter convention. Oklahoma City. Contact: (405) 848-0771.

Feb. 15-18—*Radio Advertising Bureau* marketing leadership conference. Wyndham Anatole Hotel, Dallas. Contact: (214) 753-6700.

Feb. 21-22—"Convergence: Partners in Progress," course presented by *Women in Cable & Telecommunications*. Lake San Marcos Resort, San Diego. Contact: Molly Coyle, (312) 634-2353.

Feb. 21-23—Texas Show '96, presented by the *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex. Contact: (512) 474-2082.

Feb. 22—*Federal Communications Bar Association* luncheon featuring Robert Iger. Capital Hilton

Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

Feb. 22-25—*R&R* Talk Radio Seminar. Grand Hyatt Hotel, Washington. Contact: (310) 553-4330.

Feb. 23-25—"Follow the Money: Covering the 1996 Elections," workshop for journalists sponsored by the *Radio and Television News Directors Foundation*. The Warwick Regis Hotel, San Francisco. Contact: Cy Porter, (202) 467-5219.

Feb. 26-28—Great Lakes Broadcasting Conference and Expo, presented by the *Michigan Association of Broadcasters*. Lansing Center, Lansing, Mich. Contact: Karole White, (517) 484-7444.

Feb. 27-28—Wireless Cable Europe conference, presented by *IBC Technical Services Ltd.* Copthorne Tara Hotel, London. Contact: +44 (0) 171 637 4383.

Feb. 28-29—*North Carolina Cable Telecommunications Association* winter meeting. Washington Duke Hotel, Durham, N.C. Contact: (919) 834-7113.

MARCH

March 1-3—55th annual *Intercollegiate Broadcasting System* international convention of educational broadcasters. Roosevelt Hotel, New York City. Contact: Fritz Kass, (914) 565-0003.

March 7—"Satellite Imagery and the News Media," conference presented by *American University School of Communication*. American University, Washington. Contact: (202) 885-2037.

March 7-8—"Telco 101: Cable Meets Telephony," course presented by *Women in Cable & Telecommunications*. Continental Cablevision offices, Pompano Beach, Fla. Contact: Molly Coyle, (312) 634-2353.

March 13-15—*NIMA International* spring meeting/product distribution day. Stouffer Mayflower Hotel, Washington. Contact: David Savage, (202) 962-8342.

March 14—*International Radio & Television Society* Foundation newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

March 14—*Federal Communications Bar Association* luncheon featuring Richard Notebaert. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 938-8640.

March 14-15—"Telco 101: Cable Meets Telephony," course presented by *Women in Cable & Telecommunications*. Scientific-Atlanta offices, Norcross, Ga. Contact: Molly Coyle, (312) 634-2353.

March 14-15—Cable television law 1996 seminar presented by the *Practising Law Institute*. PLI Training Center, New York City. Contact: Christine Garcia, (212) 824-5700.

March 17—*West Virginia Broadcasters Association* spring meeting. Holiday Inn, Martinsburg, W.Va. Contact: (304) 744-2143.

March 20-23—*National Broadcasting Society (Alpha Epsilon Rho)* annual convention. Sheraton LAX, Los Angeles. Contact: Jamie Byrne, (717) 872-3996.

March 24-26—*Cabletelevision Advertising Bureau* cable advertising conference. New York Marriott Marquis, New York City. Contact: Nancy Lagos, (212) 751-7770.

March 25-27—Wireless '96, presented by the *Cellular Telecommunications Industry Association*. Dallas Convention Center, Dallas. Contact: (202) 785-0081.

March 27-29—"From Virtual to Reality," national pay-per-view/interactive conference presented by *Cable Television Administration and Marketing Society*. Orlando Marriott World Center, Orlando, Fla. Contact: Bonnie Boyle, (703) 549-4200.

March 28-30—*Louisiana Association of Broadcasters* annual convention. Hilton Hotel, Baton Rouge. Contact: Louise Lowman, (504) 295-1110.

APRIL

April 1—*American Women in Radio and Television* 21st annual Commendation Awards presentation and gala. Waldorf-Astoria, New York. Contact: Kris Weiland, (703) 506-3290.

April 2—"The Business of Entertainment: The Big Picture," sixth annual conference on media and entertainment sponsored by *Variety* and *Schroeder Wertheim & Co.* Pierre Hotel, New York City. Contact: (212) 492-6082.

April 12-15—*Broadcast Education Association* 41st annual convention. Las Vegas Convention Center, Las Vegas. Contact: Lara Sulimenko, (202) 429-5354.

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

April 15-17—*Kentucky Cable Telecommunications Association* spring convention. Marriott Resort, Lexington, Ky. Contact: Randa Wright, (502) 864-5352.

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

April 20—*Federal Communications Bar Association* 60th anniversary dinner/dance. The National Building Museum, Washington. Contact: Paula Friedman, (202) 736-8640.

April 21-23—*Midcom Midcab Midsat '96* Middle East international communications exhibition and conference. Abu Dhabi International Exhibition Centre, Abu Dhabi, U.A.E. Contact: (+9714) 310551.

April 22-28—"Imaging the Future II: Storytelling for the New Millennium" technical and hands-on training workshops and international conference, presented by *Kaui Institute for Communications Media*. Kauai Marriott Resort and Beach Club, Kauai, Hawaii. Contact: (800) 999-4234.

April 23—*Federal Communications Bar Association* luncheon featuring Howard Stringer. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

April 28-May 1—Cable '96. *National Cable Television Association* annual convention and exposition. Los Angeles Convention Center, Los Angeles. Contact: (202) 775-3669.

MAY

May 19-22—36th annual *Broadcast Cable Financial Management Association Broadcast Cable Credit Association* conference. Buena Vista Palace Hotel, Orlando (Disney World), Fla. Contact: Mary Teister, (708) 296-0200.

May 23-25—"CES Orlando...The Digital Destination," multimedia trade show presented by the *Electronic Industries Association*. Orange County Convention Center, Orlando, Fla. Contact: Cynthia Upson, (703) 907-7674.

JUNE

June 9-15—17th annual *Banff Television Festival*. Banff Springs Hotel, Banff, Alberta, Canada. Contact: (403) 678-9260.

June 19-22—Promax & BDA '95 conference & exposition, presented by *Promax International* and *BDA International*. Los Angeles Convention Center, Los Angeles. Contact: (213) 465-3777.

OCTOBER

Oct. 9-12—World Media Expo, comprising the *National Association of Broadcasters Radio Show* (contact: [800] 342-2460); *Radio Television News Directors Association* international conference (contact: Rick Osanski, [202] 467-5200); *Society of Broadcast Engineers* annual conference (contact: John Poray, [317] 253-1640), and *Society of Motion Picture and Television Engineers* 138th technical conference (contact: [914] 761-1100). Los Angeles Convention Center, Los Angeles. Contact: Lynn McReynolds, (202) 429-5350.

Major Meeting dates in red

—Compiled by Kenneth Ray
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BROADCAST TV

Lisa Parker, weekend anchor/reporter, WAVY-TV Portsmouth, Va., joins WMAQ-TV Chicago as consumer reporter.

Karen Frankola, news director, WKJG-TV Fort Wayne, Ind., joins WXII-TV Winston-Salem, N.C., in same capacity.



Lippoff

David Lippoff, VP/GM, WHIO-TV Dayton, Ohio, named VP/GM, WFTV-TV Orlando, Fla.

David Rosch, director, creative services, WATE-TV Knoxville, Tenn., named operations manager.

Appointments at KCBS-TV Los Angeles: **Kim Philo**, account executive, named sales manager; **Ann Galicia**, producer, WSCV-TV Fort Lauderdale, Fla., joins as writer/producer.

Joe Fishleigh, national sales manager, WJW-TV Cleveland, named GSM.

Kevin Hartzell, local account executive, KSTP-TV St. Paul, named NSM.

Dave Herman, senior VP/director, sales, Blair Television, joins BUCI Television Group, Boston, as sales manager, WABU-TV/WNBU-TV/WZBU-TV there.

Walt DeHaven, GM, KTXA-TV Fort Worth, joins WPSG-TV Philadelphia as VP/GM.

Andre Trevigne, anchor, *Ceasefire*, WGNO-TV, and host, radio call-in show on WWL-AM, both New Orleans, named primary anchor, WGNO.

Roseann St. Aubin, anchor/reporter, WITI-TV Milwaukee, named coordinating producer.



Diercks

Ardyth Diercks, president/GM, KVUE-TV Austin, Tex., joins KSDK-TV St. Louis (both Gannett Co. stations) in same capacity.

Appointments at WAGA-TV Atlanta: **David Jones**, chief engineer, WCPX-TV Orlando, Fla., joins

as director, broadcast operations; **Michele Brown**, producer, KPRC-TV Houston, joins as weekend producer, *Eyewitness News Prime Time*; **Dana Fowle**, reporter, WMAQ-TV Chicago, joins in same capacity.

Bill Ballard, VP/GM, WGBS-TV Philadelphia, joins WBFS-TV Miami in same capacity.

Anne Schieber, weekend evening news anchor, WWMY-TV Kalamazoo, Mich., joins WZZM-TV Grand Rapids, Mich., as weekend anchor.

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

Mike Patterson, tape editor/uplink operator, WITF-TV Harrisonburg, Pa., named operations supervisor.

Vladimir Zelezny, co-founder/general director, Nova Television, Czechoslovakia, joins Central European Media Enterprises Ltd. (CME) Television Station Group, London, as president.

Roberto Vizcon, executive producer, news, WSCV-TV Fort Lauderdale, Fla., named

news director.

David Roberts, news director, WBAL-TV Baltimore, joins WXIA-TV Atlanta in same capacity.

Bruce Binenfeld, program director, WABU-TV Boston, joins WGN-TV Chicago as director, programming.

PROGRAMING



Henderson

Bonneville International Corp. has recently formed Bonneville Worldwide Entertainment. The new division will be part of the KSL/Television Group and will be headquartered in Salt Lake City, but will soon open

offices in Los Angeles and Chicago. Reassignments and appointments include: **Allan Henderson**, VP/GM, KSL-TV and Video West Productions, named president, KSL Television Group; **Steven Lindsey**, VP/station manager, KSL-TV, named VP/GM; **James Yorgason**, VP/division manager, Video West Productions, named VP/GM; **Chris Harding**, executive producer/director, development, Video West Productions, named VP/GM, Bonneville Worldwide Entertainment.



Gallishaw

Stacey Gallishaw, production supervisor, DIC Entertainment, Burbank, Calif., named VP/head, animation production.

Appointments at Alliance Communications, Toronto: **Todd Leavitt**, chairman, Alliance International, adds chairman of Alliance Television, to his responsibilities; **Steven DeNure** appointed president, Alliance Multimedia; **Andras Hamori**, co-chairman, Accent Entertainment, joins as president, Alliance Pictures.

David Juris, GSM, KOSI(FM) Denver and KEZW-TV Aurora, both Colorado, named VP/GM.

John Bergen, president/CEO, Grey Advertising's GCI Group, a public relations/government relations firm, joins Westinghouse Electric Corp., Pittsburgh, as senior VP, corporate relations.



Relick

Kim Relick, international media consultant, joins American Program Service, Boston, as VP, business development.

Don Golden, VP, Western division, MGM Domestic Television Distribution, Santa Monica, Calif., named VP/Western regional manager.

Appointments at National Geographic Television, Washington: **Barry Nye**, series supervising editor/film editor, adds supervising producer to his responsibilities; **Teresa Koenig**, supervising producer, named senior producer; **Katrina Domig** named manager, development.

Ron Ulloa, VP, business affairs, Hearst Entertainment Inc., Los Angeles, named senior VP.

Keith Turner, VP, Olympic and sport sales, NBC Television Network, New York, named senior VP.

Appointments at Fox News: **Mike Schneider**, anchor, weekend edition of *Today* show, NBC, New York, joins as national political correspondent, New York; **Bob Reid**, producer, named Los Angeles bureau chief.

RADIO

Brenda Pennell, GM, WMRA(FM) Harrisonburg, Va., joins WGUC(FM) Cincinnati in same capacity.

Appointments at WWRL(AM) New York: **Bob Law**, host, *Night Talk*, American Urban Radio Networks, joins as VP, programming; **Paul Stephens**, host/on-air personality, *Midday Praise*, joins as program director; **Donna Wilson**, host/on-air personality, *Drivetime Dialog*, named music director.

Ed Goldman, VP/GM, WBZ(AM) and WBZ-TV Boston, named VP, CBS AM Stations, CBS Radio Station Group there.



McKernan

Jim McKernan, VP/station manager and director, sales, KPXM-TV and KXVO-TV Omaha, joins KEZO-AM-FM and KKCD(FM) there as VP/GM.

William Hogan, head, international sales, Metromedia International Inc., Dallas, named executive VP.

Robert Steinberg, VP, finance and administration, Engles Communications, Cape Girardeau, Mo., joins Zimmer Broadcasting there as CFO.

Andrea Starace, news director, WXVA-FM Charles Town, W. Va., joins WAGE(AM) Leesburg, Va., in same capacity.

CABLE

Jeffrey Mahl, senior VP, sales and marketing, OCC Sports Inc. (subsidiary of ESPN), named senior VP, advertising sales, ESPN, Bristol, Conn.

Chet Collier, executive producer, America's Talking, Fort Lee, N.J., named senior VP, CNBC.

Appointments at News 12 Westchester, Yonkers, N.Y.:

Mary Calvi, anchor-reporter, named producer/anchor;

Annette Falwell, network correspondent, *Nightly Business Report* and *Morning Business Report*, joins as news anchor; **Matt Sampson**, sports reporter/anchor, named co-host/anchor, *Daytime Edition*; **Dinah Swain**, anchor/reporter, WHSE-TV Newark, N.J., joins as morning anchor; **Brian Conybeare**, anchor/reporter, KTVO-TV Kirksville, Mo., joins as weekend anchor.

Catherine Smith, marketing coordinator, Cartoon Network, Atlanta, named manager, online services.

Lisa Franklin, attorney, legal and business

affairs, Walt Disney Motion Pictures Group, joins Turner Pictures, Los Angeles, as VP, business affairs, animation division.

ADVERTISING/MARKETING

Appointments at Blue Marble Advanced Communications Group Ltd., New York: **Barbara Davies**, director, creative technologies, FCB/Leber Katz, joins as GM/director, new business development; **Kevin Davis**, interactive services manager, The Richards Group, joins as director, interactive development; **Judith Laughren**, executive account director/senior partner, N.W. Ayer & Partners, joins as director, account services; **Joe Pizzimenti**, VP, information technology, N.W. Ayer & Partners, joins as director, advanced technology.

Appointments at Williams Television Time, Santa Monica, Calif.: **Peter Smaha**, senior VP/management director, BSB Worldwide, New York, joins as executive creative director; **Ellen Barre**, product manager, online services, The Weather Channel, joins as director, interactive services.

ASSOCIATIONS

Michael Bienstock, senior VP/associate media director, BBDO, New York, joins the Cabletelevision Advertising Bureau there as director, national spot advertising.

Colony Brown, project director, Radio and Television News Directors Foundation, Washington, named senior project director.

Appointments at Television Bureau of Advertising's sales advisory committee, New York: **Nancy Dodson**, VP, West Coast sales, Blair Television, Los Angeles, appointed chairman; **William Spell**, director, sales, WSB-TV Atlanta, appointed vice chair; **Samuel Curcuro**, senior VP/director, sales and marketing, Federal Broadcasting, Syracuse, N.Y., named to the executive committee; **C.E. Cooney**, president, KPNX Broadcasting Co., Phoenix, and senior VP, Gannett Television Group, elected to board of directors.

Marvin Nelson, director, certification programs, the Society of Cable Telecommunications Engineers, Exton, Pa., named VP, technical programs.

Mark Altschuler, manager, sales and marketing, New World Sales and Marketing Inc., joins the Television Bureau of Advertising, New York, as chairman, National Sales Target Committee.

TECHNOLOGY

Skip Sawyer, manager, client relations, Columbine JDS, joins Enterprise Systems Group Inc., Colorado Springs, as regional sales manager.

Matt Jacobson, agent, Creative Artists Agency, joins News Technology Group, Los Angeles, as executive VP, marketing.

Appointments at Comark, Colmar, Pa.: **Navrose Mehta**, senior VP, operations, named executive VP/GM; **Patrick Desproges**, chairman, named president/CEO.

Peter Volanakis, managing director/GM, European automotive emission control, Corning Inc., Wiesbaden, Germany, joins Siecor Corp., Hickory, N.C., as executive VP, operations.

Taking the lead on the spectrum

Children's television may be a hot subject at the FCC these days, but Susan Ness's agenda stretches far beyond the broadcast channels.

The FCC commissioner has her eye on the entire electromagnetic spectrum and how it is divided and managed. Last fall Ness participated in U.S. efforts at the World Radio Conference; in the weeks ahead she will be asking more questions at a spectrum-management hearing that the commission is conducting at her behest.

"I'm leading the charge on spectrum management," Ness says. She cites the issue as one of the most important the FCC is tackling and adds that decisions on broadcast digital spectrum will have a profound impact on society. The spectrum-management challenge is to determine how to protect entrepreneurs while rendering spectrum use more efficient, she says.

"That is a critical issue that really goes to the heart of what this commission does," Ness says. She points to the commission's decisions on one spectrum-management issue—auctioning personal communications services frequencies—as one of the actions of which she is most proud since joining the commission in spring 1994. Ness met with some 40 groups during her first two weeks at the FCC in preparation for a commission vote on implementing its new auction authority.

Her appointment by President Clinton to the commission followed a career that covered an array of communications and business disciplines. Although her most recent job (before the Clinton presidential campaign) was as a lender to communications ventures for American Security Bank, her interest in communications dates back to her college days, when she produced programming for WRSU-FM New Brunswick, N.J.

"I've always loved communications," says Ness, who read news, provided political coverage and aired a weekly French-language program while serving on the station's board of directors. She also was exposed to other countries during her college years, spending summers abroad and living in Geneva, Switzerland, during her junior year.

Ness worked in Holland and Switzerland after college while earning money to attend Boston College Law School. She added Dutch and some fundamental German to her French skills.

Her early career after law school took her to the world of consumer law, where she worked for the Consumer Product Safety Commission and later with the House Banking, Currency and Housing Committee staff.

With the Carter administration, Ness shifted her focus to boosting the number of women judges. She has written several articles on the subject and worked to found and direct the Judicial Appointments Project of the National



"Our system of broadcasting has been founded on the concept of a commitment to serve the public"

Susan Paula Ness

FCC commissioner, Washington; b. Aug. 11, 1948, Elizabeth, N.J.; BA, Douglass College, Rutgers University, N.J., 1970; JD, Boston College Law School, 1974; MBA, Wharton Graduate School, University of Pennsylvania, 1983; Washington: attorney adviser, Consumer Product Safety Commission, 1974-75; assistant counsel, House Committee on Banking, Currency and Housing, 1975-77; consultant, consumer credit and government relations, 1978-81; director, Judicial Appointments Project, National Women's Political Caucus, 1978-81; American Security Bank, Washington: corporate banking representative, 1983-84; assistant treasurer, 1984; assistant vice president, 1986-90; vice president, 1988-92; group head, Communications Industries Division, 1988-92; Clinton presidential campaign volunteer, Montgomery County, Md., 1992. Current position since May 1994; m. Lawrence Schneider, Oct. 13, 1974; children: Elisabeth, 11; David, 7.

Women's Political Caucus. "I still take great joy in seeing women and minorities really reach the pinnacle in the judicial society," Ness says.

She turned her attention to learning more about finance and accounting after the Carter administration, commuting to Philadelphia to attend classes at Wharton's graduate school. She earned her MBA in 1983.

"One of the things I wanted very much to do was combine my background in finance with communications," Ness says. She was able to do so at American Security Bank, where for 10 years she oversaw loans to TV, radio, cable and other communications companies.

Communications lawyers applaud Ness's familiarity with the economics of the industry. "She understands the business of telecommunications in addition to the regulatory process," says Brian Fontes, senior vice president, policy, Cellular Telecommunications Industry Association.

"She is supported by a staff that really knows the intricacies," says Washington communications lawyer Philip Verveer. "She's a person with quite acute intelligence."

Ness plans to stay on the commission through June 1999—some speculate that she could become chairman if Clinton is reelected. She hopes to continue her work on spectrum management and participate in the 1997 World Radio Conference, an event for which the commission already has begun preparations.

"She really is involved in this," says Fontes, who led the U.S. delegation at last fall's radio conference. Fontes says it is important that commissioners understand the international spectrum allocation process in order to implement the decision. "She is the first commissioner who has said she would work."

Aside from the industry, Ness cites several areas of interest at the FCC, including

the public service model, such as spectrum and

"Our system of broadcasting is based on the concept of a commitment to serve the public,"

Ness says, adding that she favors the public interest concept. "To the extent that broadcasters themselves cast the industry as any other industry, they diminish themselves."

She avoids generalizations about the industry's programming performance, however, maintaining that many broadcasters are spending time to develop quality programming while others look at the bottom line.

"I do see broadcasting as a fundamental piece of our democratic society," Ness says. "But broadcasters have to undertake certain responsibilities." —CM

TELEMEDIA

Dan Adler, motion picture agent, Creative Artists Agency, joins Disney Interactive, Burbank, Calif., as VP, talent and entertainment development.

Patrice Listfield, president, SNET Publishing, New Haven, Conn., accepts additional responsibilities as head, SNET Multimedia Services.

Charles Martin Jr., publisher, *Interactive Age*, Long Island, N.Y., joins IBM, White Plains, N.Y., as VP, publishing and advertising, telecommunications and media industry solution unit.

Appointments at Prodigy Services Co., New York: **Josh Grotstein**, VP/GM, NBC OnLine Ventures, joins as senior VP, content line services, director, business

development, NBC News, joins as VP, strategic business alliances.

Jonathan Rubin, senior VP, residential services division, Trans National Communications Inc., Boston, joins Southern New England Telecommunications Corp., New Haven, Conn., as VP, integrated marketing.

Appointments at PR Newswire, New York: **Shari Ford**, regional VP, Mid-Atlantic territory, named VP, special market sales; **David Haapaoja**, regional VP, Northeast, adds Mid-Atlantic to his responsibilities.

ALLIED FIELDS

W. Paterson Ferns, independent producer, joins the Banff Television Foundation, Alberta, Canada, as executive VP,

Appointments at DLS Entertainment Group, Los Angeles: **Melissa Wohl**, VP, co-production and distribution, Cine Musica Inc., joins as VP, worldwide sales; **Hadley Wood**, head, international contracts and creative services, named director, sales and acquisitions.

Richard Neuman, director, marketing and sales, Times Square Studios, New York, joins Metropolis Studios there in same capacity.

Robert Crooke, VP, communications, Reuters NewMedia Inc., New York, named VP, media relations, Reuters America Holdings Inc.

Paul Madden, VP, core engineering, Avid Technology Inc., Tewksbury, Mass., named VP, engineering, broadcast divi-

Appointments at 20th Century Fox Licensing and Merchandising, Los Angeles: **Bonnie Foley**, senior manager, international licensing, Viacom Consumer Products, joins as director, international sales; **Susan Sherman**, product placement, named VP.

Tre Mischka, CFO, Dow Electronics, joins Communications Equity Associates, Tampa, Fla., as VP, entertainment and new media.

Appointments at Disney MGM Studios, Orlando, Fla.: **Tom Barham**, director/designer, Image Design and R. Greenberg Associates, New York, joins as director, creative services; **Beth Fraikorn**, producer, joins as GM.

—Compiled by Denise Smith
e-mail: dsmith@bbs.cablecom

Warner Bros. Domestic Television Distribution confirmed last week that **the launch of its first-run action hour *Mad Max: The Road Warrior* will be delayed until fall 1997** at the request of series creator/director George Miller (BROADCASTING & CABLE, Jan. 8). WBTD officials say Miller needs more time to develop the series, based on Mel Gibson's hit theatrical franchise. The show had been cleared for a fall start on six Chris Craft stations, but WBTD officials say there's no need to rush out the high-profile project this year.

In ratings released last week in Arbitron's fall 1995 survey (see page 126), Group W's news/talk WBZ(AM) Boston outranked its competition with an 8.1 rating and Infinity Broadcasting's contemporary hits WPGC-FM Washington ranked first in its market with a 7.2.

Anything due at the FCC government last week's is now

once a year to reflect inflation and changes in external costs and number of channels.

DBS proponent EchoStar last week said its DBS satellite has reached its orbital slot at 119 degrees west. The satellite was launched Dec. 28 on a Chinese Long March rocket. EchoStar hopes to begin its DBS service in February or March.

Last Friday (Jan. 12), **PanAmSat was planning to launch its PAS-3R satellite on an Ariane-space rocket.** The original PAS-3 was destroyed in a launch failure in December 1994. PanAmSat will use the replacement bird to deliver service to Latin America. The satellite also will deliver direct-to-home satellite signals for a planned joint venture of

News Corp., Globo Organization and TCI.

ESPN will distribute a telecast of this year's National Hockey League All-Star Game to more than 130 countries worldwide via ESPN International. The game, scheduled to air Friday, Jan. 19, will be distributed through ESPN's 15 international networks to Latin America, the Caribbean, the Middle East, the Pacific Rim, Africa, Asia and Australia.

CBS has contracted with GE Americom to provide for full-time satellite newsgathering services on GE's GSTAR 4. CBS

NSS POCKETPIECE	
(Nielsen's top ranked syndicated shows for the week ending Dec. 31. Numbers represent average audience/stations % coverage.)	
1. Wheel of Fortune	12.9/225/99
2. Jeopardy!	10.5/216/98
3. Home Improvement	8.8/209/96
4. Oprah Winfrey Show	7.6/219/97
5. Seinfeld	6.8/208/96
6. Entertainment Tonight	6.5/171/94
7. Wheel of Fortune-wknd	6.1/153/67
8. Home Improvement-wknd	6.0/193/90
9. Inside Edition	5.9/161/92
9. Nat'l Geo On Assignment	5.9/182/96
11. Simpsons	5.5/181/95
12. Xena: Warrior Princess	5.3/188/95
13. Hercules, Journeys of	5.1/212/97
14. Jenny Jones	5.0/205/96
14. Roseanne	5.0/162/90

News will use the satellite to transmit domestic and global news, special events and breaking stories to more than 200 affil-

ates. Under the agreement, GE Americom also will provide CBS News with occasional-use time on the GSTAR 1, 2 and 3 satellites, as well as satellite access and voice communication services.

HBO Sports will launch *HBO Boxing After Dark*, a periodic late-night boxing show to run four Saturday evenings over the next six months. The show, scheduled for 11:30 p.m. ET, will premiere Saturday, Feb. 3, with a live doubleheader match from the Great Western Forum in Los Angeles. If the series does well in the ratings, it may be given a regular slot. The fight cards

generally will feature up-and-coming young fighters who may eventually be moved over to HBO's *World Championship Boxing*. HBO has international marketing and distribution rights.

Religious cable channel Trinity Broadcasting Network has signed an affiliation agreement with DBS provider EchoStar Communications Inc. to carry TBN on EchoStar's soon-to-be-launched DISH Network. EchoStar, which last Dec. 28 successfully launched its first satellite from China, plans to debut its DISH network of 65 channels of digital video programming in late February.

Closed Circuit

WASHINGTON

New merger timetable at FCC

FCC commissioners may yet approve Disney's acquisition of CapCities/ABC by month's end. Digging out last week from three weeks of budget-related shutdowns and four more days of blizzard-related closings, the commission tentatively tentatively course for resolving issues that had been pending since a Jan. 18 meeting. A series of meetings and Feb. 8 meeting. Disney, and Florida for have no with that prospect in on the FCC's eighth floor are pressing to see the bureau's recommendation a week before the 31st so that its prospects for making the meeting will be improved, sources add. If the merger does not make the January meeting, commissioners plan to consider it at the Feb. 8 meeting or in a private "circulation" vote.

NEW YORK

Change in works at WYNY

Evergreen Media Corp. executives are expected to change the low-rated country format of their recently acquired WYNY(FM) New York to either a rhythmic music- or rock-based format by mid-February. Between the latest summer and fall Arbitron radio listenership surveys, WYNY's rating dropped .5 point, from a 2.4 to a 1.9.

Industry insiders say Evergreen may tailor WYNY's new format as a sister to

the contemporary hits format of its WHTZ(FM) New York, which ranked eighth in the fall book. In addition, Evergreen officials are said to have discussed moving a talk personality from Evergreen's WLUP-FM Chicago to New York, which may result in restructuring WHTZ's weekday morning show.

BALTIMORE

Ostroff to Sinclair

Former Comark president/CEO Nat Ostroff, who resigned from the company on Dec. 31, 1995, will soon be joining Baltimore-based TV group owner Sinclair Broadcasting. Ostroff says his responsibilities will be to study and develop systems and services that will allow local stations to get involved in the "digital transmission of data, Internet access and interactive television." Since he remains on Comark's board of directors and will continue to consult for the transmitter manufacturer, Ostroff says that "Comark will get an inside view" of how station owners are



Drawn for BROADCASTING & CABLE by Jack Schmidt
"That new engineer has a serious vision problem... he doesn't see things my way."

gearing up for HDTV and other future digital services.

ATLANTA

Olympic deal for Panasonic

NBC is close to signing a large purchase/lease agreement with Panasonic for broadcast production equipment to be used at the 1996 Olympic Games in Atlanta, according to an industry insider. Panasonic is already outfitting host broadcaster Atlanta Olympic Broadcasting as the official broadcast systems supplier for the Atlanta games.

NEW YORK

'Katz' is back

Comedy Central has renewed its prime time cartoon series *Dr. Katz, Professional Therapist* for another 13 episodes through 1996, says a Comedy Central spokesperson. The half-hour show, carried by the network since 1994, features the voice of comedian Jonathan Katz playing a psychiatrist who interviews a variety of odd patients.

WASHINGTON

Busy day

With one day last week to work on clearing a backlog of pending license transfers, transmitter relocation requests and other applications, FCC commissioners were voting on the more routine "circulation" issues last Thursday. Commission Rachele Chong, who said she had been reading up on the pending "circulate" votes during the furlough, said she voted on about 30 such items before the commission shut down again for another snowfall. "I think we're all trying to clear the decks," Chong said.

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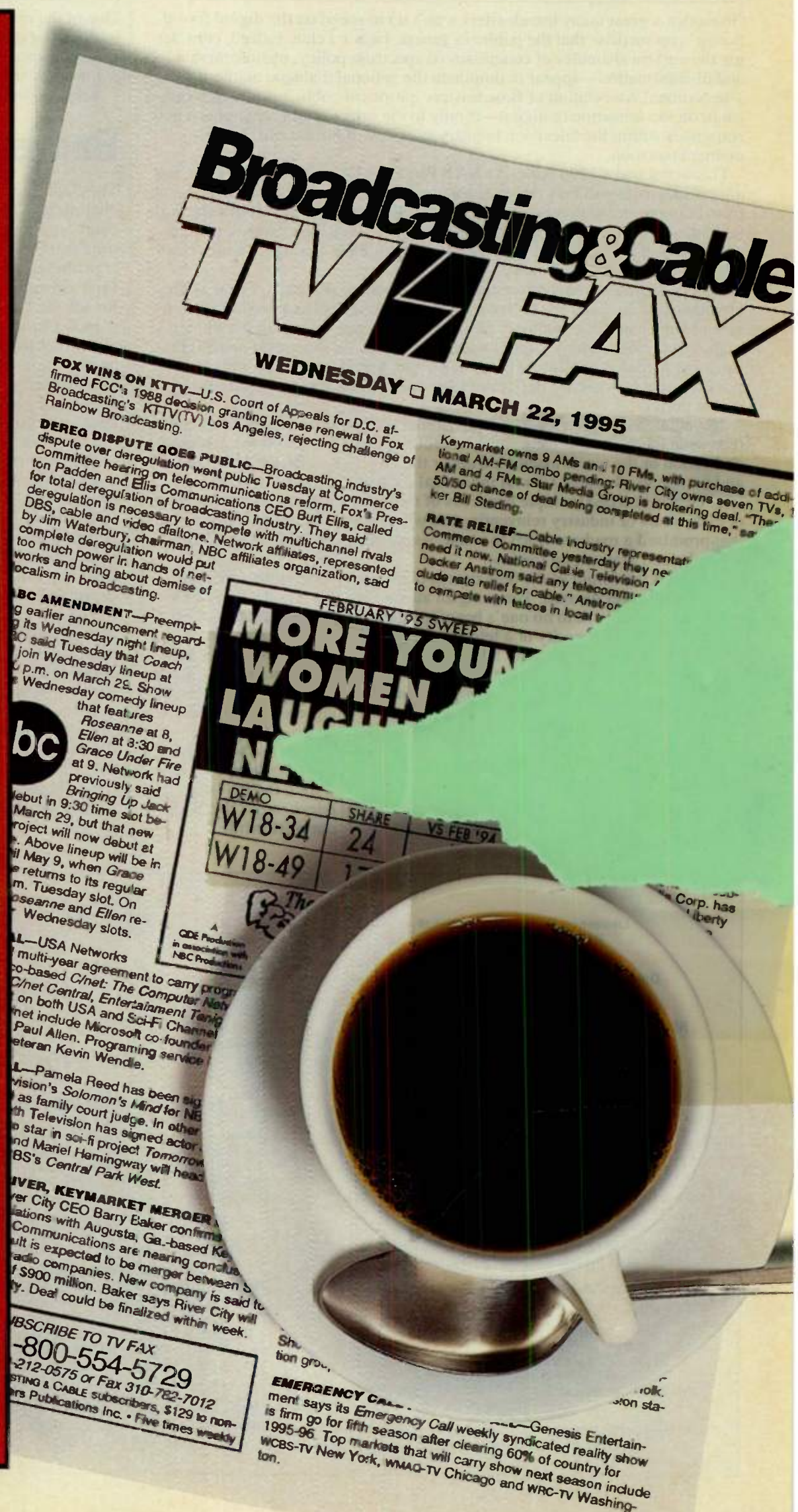
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COMMITTED TO THE FIRST AMENDMENT AND THE FIFTH ESTATE

Priority one

Given that a great many broadcasters aren't up to speed on the digital revolution, it's no surprise that the public in general hasn't a clue. Indeed, considering the current shambles of congressional spectrum policy, misinformation—and disinformation—appear to dominate the national dialogue on the subject. The National Association of Broadcasters' proposed public information campaign on the transition to digital—if only to the extent that it represents a new consensus within the television industry itself—will not have arrived a moment too soon.

This is not just a 1996 issue. As NAB President Eddie Fritts points out, the digital spectrum will be a target of congressional budget balancers every year from here on. Broadcasters, consequently, will remain in the thick of the digital battle—either defensively or offensively. The \$2 million campaign being cranked up at this week's joint board meeting in Palm Springs is a minimal investment in a maximal cause.

It's our argument that consumers have as much to gain from digital as do broadcasters. So believed the Federal Communications Commission when it assembled a handful of industry patriots and charged them with developing a high-definition standard. Digital wasn't even a factor; the government at that time was prepared to allocate new *analog* spectrum to make the transition possible; that would have been even less spectrum-efficient, but still sound public policy.

Not enough has been made of the fact that the entire development of digital television has been at private expense. One can't put a price on the genius and dedication of the teams assembled under the direction of Richard E. Wiley, and no one was keeping tabs on individual company expenditures, but the total clearly reached multiple hundreds of millions. That was over the course of years of industry reinventing the wheel at the request of a government that had a road on which to run it. As we see it, the full faith and credit of the United States is on the line.

The future of the best system of broadcast television—free and over-the-air—has never devised. Throwing an auction wrench into the digital TV market works to no one's benefit, least of all the government's. First, the industry has spent a fortune on a television superstructure built up over 60 years. Second, the industry is transitioning to a new medium—digital—confined to a narrow spectrum—confined to broadcast frequencies in mind.

The industry has spent a fortune on technology that it can't use. The industry has spent a fortune on technology that it can't use. The industry has spent a fortune on technology that it can't use. If the NAB has been worthwhile.

Sleaze out, taste in

One of the most interesting responses to our annual pre-NATPE survey of television station general managers came in answer to this question:

"Talk shows are being criticized more and more for sleazy, tasteless subject matter with little if any redeeming value. Do you agree with that view?"

Yes, said 83% of our sample. Sounds like an industry consensus to us.

Bad getting worse

The Supreme Court let loose more mischief than it may have anticipated in declining to review the Act III indecency case. Its action upheld an appeals court finding that a restriction of such programming to the 10 p.m.-6 a.m. time frame was constitutional, on the ground that the government has a legitimate interest in protecting children. Not only did the court again deny First Amendment standing to the broadcasting industry, it opened a breach for others.

FCC Chairman Reed Hundt was quick to take advantage. Not only did he claim that the decision validated the commission's indecency policy, but he said it opened the door to a similar safe harbor in the area of violent programming, and cleared the way for the FCC to require that broadcasters program a given amount of children's programming. It does neither, of course, although there is a certain habit-formingness in so often trimming the First Amendment rights of the broadcast medium.

They say that hard cases make bad law, and it's never been comfortable to defend indecency. Except, of course, from a legal point of view. Obscene programming has long been held to be unprotected by the First Amendment. By contrast, indecent speech is protected, although less so now. Happily—if that word may be used in this context—the court has granted expedited review to an indecency case on the cable side of the medium, giving at least hope that its censorious inclinations may not extend to all electronic communications.

The Act III case did not deal with the definitional issue—that is, determining what is indecent speech in the first place. There remains ample legal room to bring the vagueness of that definition up through the court system and—as the long arm of the Act III decision reaches to other broadcasters—ample opportunity.

One of the basics is that you have to protect the extremes on both flanks in order to protect those in the middle. The fact that most broadcasters neither desire nor intend to broadcast borderline speech does not lessen the overall harm done to the medium—and to its audience—by being denied the right to constitutional speech. There is no doubt on this page that the battleground of free speech will inevitably move from Howard Stern to *Seinfeld*.

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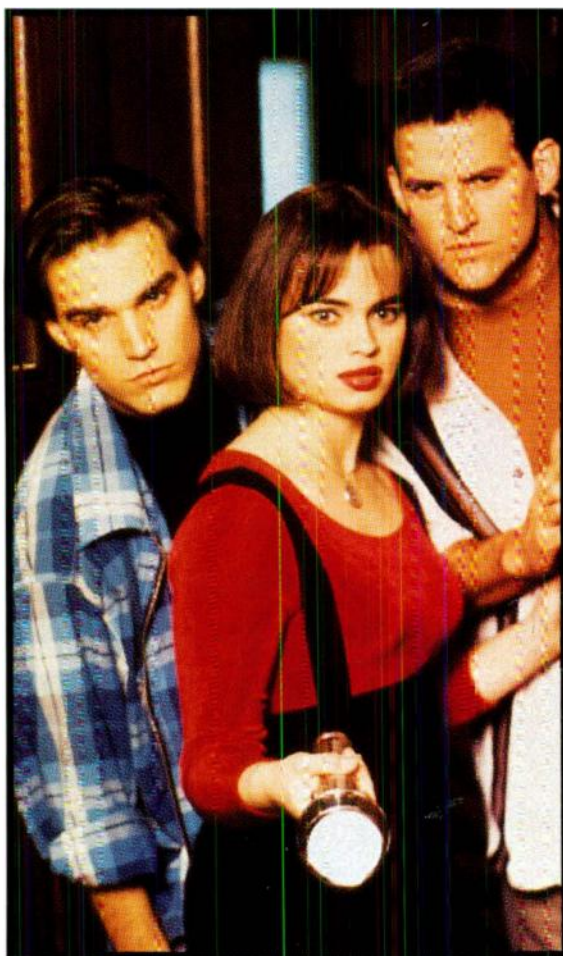
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L.A. Times

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Time Out New York



Great reviews like these sent chills up and down our spines! No wonder Nancy Drew and The Hardy Boys are thrilling audiences of all ages.

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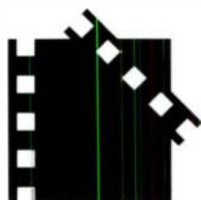
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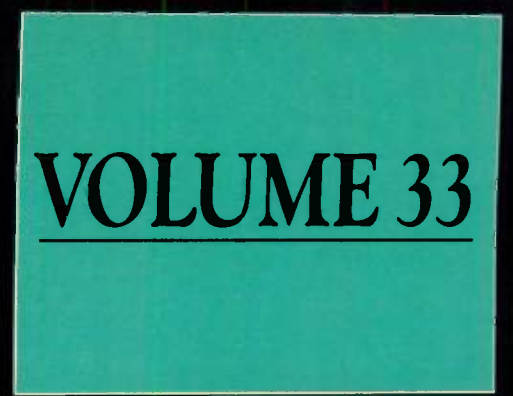
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