The Man in the Middle

Nielsen's John Dimling is trying to keep up with an exploding TV universe, a developing technology, restless clients and the threat of competition

Page 20
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TOP OF THE WEEK / 8

Networks prepare for spring sweeping The networks are gearing up for the May sweeps with plans for high-profile programming. ABC especially is going all out in an attempt not to repeat its dismal February performance. / 8

FCC to offer digital TV standard The FCC next month plans to propose the Grand Alliance's digital broadcasting system as the new television broadcasting standard. / 10

Names surface for Barrett seat Among the names of those suggested to fill Andrew Barrett's seat on the FCC are FCC Common Carrier Bureau Chief Regina Keeney and Senate aides Donald McClellan and Earl Comstock. / 14

Valenti pledges government-free ratings The TV ratings system is an industry effort that must be completely free of government influence, says Jack Valenti, president of the Motion Picture Association of America and chairman of the intra-industry V-chip implementation committee. / 14

Open video systems open to debate Cable companies are looking for regulatory safeguards in the FCC's proposed open-video-system rules, while telcos want as few rules as possible. / 18

BROADCASTING / 27

Syndicating home improvement A handful of newcomers is hammering together syndicated how-to and fix-it shows for fall. They hope to build on the success of Martha Stewart Living and Bob Vila's Home Again. / 33

Networks take breather from station buying While the radio-station market is booming, TV sales are slow, even though broadcasters now can buy enough stations to cover 35% of the nation's homes. Brokers say the networks are eying deals, but not acting—yet. / 41

CABLE / 45

USA reshapes Saturday USA has taken Brandon Tartikoff's Weekly World News off its Saturday night schedule, along with Jon Landis's Campus Cops. Despite the big names attached to the shows, they failed to catch on with viewers. / 46

At long last set-tops? After years of delays in the much-hyped rollout of digital set-top boxes, most MSOs and vendors now are promising that the technology will be in homes before the end of this year. / 48

Telemedia A kinder, gentler PC Microsoft is wooing hardware makers to join its vision of simple PC devices that interact with consumer electronic equipment. / 56

TECHNOLOGY / 59

Server progress: Slow but steady The move to disk-based video servers for news production and spot playback has been more evolution than revolution. / 60

Telcos consider server options Telcos are in uncharted territory as they conduct trials of video services and select video file servers. Tele-TV recently selected the Silicon Graphics Challenge server for near-video-on-demand movies. / 88

Cover story: The ratings dilemma Man in the middle It's not easy for Nielsen Media Research President John Dimling. As the sole arbiter of TV audience measurement, his company oversees an industry with $35 billion worth of advertising. All four major networks have problems with Nielsen. / 20

The SMART alternative A New Jersey firm is testing an alternative ratings system. The project, dubbed SMART, is aiming for improvement through competition. / 25

Nielsen's Dimling talks about his company's plans. / 22

Cover photo by Steve Winter/Black Star

The Center for Media Education objects to some Web sites geared to children. / 58

Server progress: Slow but steady The move to disk-based video servers for news production and spot playback has been more evolution than revolution. / 60

Telcos consider server options Telcos are in uncharted territory as they conduct trials of video services and select video file servers. Tele-TV recently selected the Silicon Graphics Challenge server for near-video-on-demand movies. / 88

Changing Hands......43 Datebook...........84 In Brief..............88

Classified............70 Editorials.............90 Network Ratings........40

Closed Circuit.......89 Fates & Fortunes.......86 Washington Watch.........19

April 8 1996 Broadcasting & Cable
Montel’s
Not Just The Fastest Growing Talk Show In The U.S.
TALKED OUT: Some daytime talk shows took it on the chin, ratings-wise, during the February ratings sweeps. Montel Williams posted the biggest gain over February 1995's ratings, Oprah Winfrey managed a slight increase, and Maury Povich stayed even. But other talkers were down. Remember Ricki Lake, once the fastest growing talk show in history? Down 22% from last year.
Looking for the scoop on daytime's hottest talk show? It's MONTEL. Fact is, this February
THE MONTEL WILLIAMS SHOW showed more growth than any other talk show among W18-49 and 25-54. More than Jenny Jones. More than Ricki Lake. Even more than Oprah!
So if your station could use some good news, turn to MONTEL. And watch your ratings make the front page.
Nets in rare long-form for May

Marks first May sweeps to fall in prime-time regular season

By Steve Coe

The May sweeps could be one of the most hotly contested in some time, with all the networks rolling out high-profile, long-form programming. The Big Three networks will present four-hour, two-part miniseries with CBS scheduling two of them.

Fanning the competitive fire is the fact that this will mark the first May sweeps to fall within the prime-time regular season. The four networks decided earlier this year to extend the season through the month. In years past, the network prime-time winner had been declared in April.

The extended season is not expected to affect the order of finish for the networks, however, given NBC's formidable lead over second-place ABC and third-place CBS. Through April 3, NBC's season-to-date average was an 11.8 rating/19 share in Nielsen numbers, followed by ABC's 10.9/18, CBS's 9.7/16 and Fox's 7.5/12.

ABC will schedule four movie nights and, overall, is scheduling more specialty programs in May than it did in February. It will preempt its 9-11 p.m. Monday lineup to make room for movies (it already has three scheduled movie nights on Sundays, Thursdays and Saturdays).

CBS, which stunted heavily in February, will present as much and possibly "a couple half-hours more," said Kelly Kahl, vice president, scheduling, CBS Entertainment. "We'll rely on our proven series in May, and in the time slots where the series are not doing very well we'll look to specials," he said. Kahl said the series lineups on Mondays, Fridays and Saturdays will "stay pretty much intact," with the network's stunting primarily on the remaining nights, which include its three movie nights: Sundays, Tuesdays and Wednesdays. Like ABC, CBS also will look to four movie nights during May, but only for two weeks, with movies scheduled on two Thursdays and specials set for the other two.

CBS is also juggling some series and will move Murder, She Wrote to its traditional Sunday 8-9 slot for its four final original broadcasts. The move displaces Cybill and Almost Perfect, with the former moving to Mondays. The latter may also be put elsewhere on the schedule for a couple of airings.

NBC is betting viewers will watch 'The Beast,' which the network has been heavily promoting since February.

Due to its series strength, NBC is expected to do the least stunting. In keeping with recent sweeps strategy, the network will heavily front-load the month with sweeps-type programing and rely on its series for the remainder of the period. "We're fortunate in that our schedule is doing well enough to rely on," said Preston Beckman, senior vice president, program planning and scheduling, NBC Entertainment.

As in February (Gulliver's Travels), the network kicks off the month with a heavily promoted four-hour miniseries, A Season in Purgatory, starring Brian Dennehy, Bonnie Bedelia and Blair Brown and based on the best-selling novel by Dominic Dunne, will air Sunday, May 5, and conclude on Tuesday, May 7 (9-11 both nights). Every Knee Shall Bow: The Siege at Ruby Ridge, starring Randy Quaid, Laura

NBC prepared early for the May sweeps by airing its first promotion for The Beast during Gulliver's Travels.

Beckman predicts that NBC will win the sweeps, "but anything can happen... I think CBS has a shot at overtaking ABC in households and will fend off Fox among adults 18-49."

NBC has six theatricals scheduled: "The Fugitive" (Sunday, May 5, 8:30-11 p.m.); "Pretty Woman" (Saturday, May 11, 8:30-11 p.m.); "A Few Good Men" (Sunday, May 12, 8-11 p.m.); "Hard Target" (Saturday, May 11, 9-11 p.m.); "Cop and a Half" (Saturday, May 18, 8-10 p.m.), and "Undercover Blues" (Sunday, May 26, 9-11 p.m.).

Among the specials scheduled are The All New All-Star Censored Mega-Bloopers (Monday, April 29, 8-9 p.m.) and Arctic Kingdom: Life at the Edge (Wednesday, May 15, 8-9 p.m.).

CBS's May programming slate features two four-hour miniseries, A Season in Purgatory, starring Brian Dennehy, Bonnie Bedelia and Blair Brown and based on the best-selling novel by Dominic Dunne, will air Sunday, May 5, and conclude on Tuesday, May 7 (9-11 both nights). Every Knee Shall Bow: The Siege at Ruby Ridge, starring Randy Quaid, Laura

CBS's two-part 'A Season in Purgatory,' based on the Dominic Dunne best-seller, will air on two nights.
Dern and Diane Ladd, debuts Sunday, May 19, 9-11 p.m., and concludes on Tuesday, May 21, also 9-11 p.m.

Theatricals includes “Grumpy Old Men” (Sunday, April 28, 9-11 p.m.) and “Sleepless in Seattle” (Sunday, May 12, 9-11:08 p.m.).

CBS also has a heavy lineup of specials, including the Smithsian Fantastic Journey (Thursday, May 2, 8-9 p.m.): The Wizard of Oz: 40 Years on TV (Friday, May 10, 8-11 p.m.): The Miss Universe Pageant (Friday, May 17, 9-11 p.m.), and The 23rd Annual Daytime Emmy Awards (Wednesday, May 22, 9-11 p.m.). The network has scheduled four Tuesday specials (8-9 p.m.) under the Wild Tuesday banner beginning with Wild Tuesday: Forces of Nature on April 30.

The anchor of ABC’s sweeps programming is the five-hour miniseries Dead Man’s Walk from Larry McMurtry’s prequel to Lonesome Dove. Part one airs Sunday, May 12, 9-11 p.m., with part two scheduled for Monday, May 13, 8-11 p.m. The miniseries stars F. Murray Abraham, Keith Carradine, Brian Dennehy, Edward James Olmos and Harry Dean Stanton.

Among theatricals getting broadcast network premiers: “The Firm” (Sunday, May 5, 8-11 p.m.): “The Air Up There” (Saturday, May 11, 8-10 p.m.), and “Scent of a Woman” (Monday, May 20, 8-11 p.m.) Other theatricals include “Lethal Weapon 3” (Thursday, April 25, 8:30-11 p.m.), “White Men Can’t Jump” (Thursday, May 9, 9-11 p.m.), and “Passenger 57” (Thursday, May 16, 9-11 p.m.).

Among the ABC specials: The Comedy Club All-Stars (Saturday, April 27, 10-11 p.m.). Barbara Walters 20th Anniversary Special (Wednesday, May 1, 9-11 p.m.) and Comic Relief’s American Comedy Festival (Saturday, May 4, 10-11 p.m.).

As is its tradition, Fox will rely heavily on regular series featuring guest stars and cliff-hanger, season-ending episodes. The network is featuring one big-name long-form movie, Doctor Who, based on the long-running BBC series. The film, which will have its world premiere on Fox on Tuesday, May 14, 8-10 p.m., stars Paul McGann as the time traveler and Eric Roberts as his nemesis.

Other Fox highlights include an appearance by Priscilla Presley on Melrose Place (Monday, May 6, 8-9 p.m.) and a follow-up spot on the two-hour season finale (Monday, May 20, 8-10 p.m.). Gabriele Carteris returns to Beverly Hills, 90210 for its two-hour season finale (Wednesday, May 22, 8-10 p.m.). Among theatricals scheduled are the broadcast debuts of “What’s Love Got to Do With It?” (Thursday, May 16, 8-10 p.m.) and “Addams Family Values” (Tuesday, May 21, 8-10 p.m.).

Still no contract for CBS—WGA

The threat of a Writers Guild strike at CBS network and owned-stations news operations in New York, Los Angeles, Washington and Chicago grew last week as negotiations went into overtime after the current contract expired on April 1. At press time, the two sides were still talking, and the new deadline for a resolution was 12 a.m. April 5.

WGA negotiators charge that the network is trying to get changes in the work rules to make it easier to lay off some of the more than 350 news and promotion writers, editors and graphic artists covered by the contract.

"That is presumptuous of them, to know what we intend to do, since we’ve made no decisions yet,” says CBS Television Stations President Jonathan Klein.

But the guild cited comments from company negotiators who are trying to lift seniority layoff protections for the next contract. "They argued strenuously that the company should be free to decide which member in a shop was relatively less competent than another member," the union said, in summing up one negotiating session. The WGA also cited a comment by company negotiator Leon Schulzinger that "some areas are looking hard at the possibility of layoffs."

But Klein said: "I’ve been in my job for about 90 days, and we are just starting the process of asking the right questions,” with respect to appropriate staffing levels at the CBS-owned stations acquired by Westinghouse. Klein noted that the Group W stations’ news operations were not represented by WGA. "We have no experience with them.” As for the CBS Group, he said, "every station is different, and the staffing levels are dictated by what they do."

Also on the bargaining table are so-called multitasking issues. CBS wants the flexibility to assign union members multiple chores (having writers edit or desk assistants write copy). The union again says the company is positioning for a series of job cutbacks in the newsrooms.

The guild also filed a complaint last week with the National Labor Relations Board, alleging unfair labor practices on the part of CBS executives who went directly to employees (and around the union negotiating committee) to urge them to agree to the company’s demands.

—SM

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HDTV advances in Washington

FCC proposing ATV standard May 9

The FCC plans to propose a new television broadcasting standard at its May 9 meeting.

Commissioners will be inviting comments on the standard recommendation made last November by the Advisory Committee on Advanced Television Service (ACATS). The committee recommended that the commission adopt the digital broadcasting system designed by the seven-company Grand Alliance consortium.

“It’s an important step toward the digital television age,” ACATS Chairman Richard Wiley says of the planned FCC action. “The most important thing is for equipment manufacturers to start gearing up,” adds Mark Richer, executive director of the Advanced Television Systems Committee, which prepared the document that describes the Grand Alliance technology.

The document, which the FCC will use in proposing the standard, describes the Grand Alliance technology for delivering high-definition pictures, as well as how the technology can be used to deliver multiple streams of “standard-definition” pictures within a 6 MHz channel.

The FCC’s decision to propose the standard follows mounting pressure to act on the advisory committee recommendation. Late last month, Representative Billy Tauzin (R-La.) asked FCC Chairman Reed Hundt when the commission would issue a proposal for the standard. Earlier in March the Grand Alliance companies and other organizations announced a “Citizens for HDTV” coalition to push for speedy implementation of high-definition TV technology. FCC officials say that Commissioner Susan Ness in recent weeks has pushed for action on the advanced-TV proceedings.

FCC officials say they have had government shutdowns, blizzards and the 1996 Telecommunications Act to contend with since receiving the ACATS recommendation last November. Saul Shapiro of the FCC’s Mass Media Bureau says that the commission this summer hopes to propose a plan for allotting and assigning advanced-TV channels.

MSTV/EIA to build HDTV station

Broadcasters and manufacturers of broadcast equipment and consumer electronics said last week that they will spend $6 million to equip a Washington TV station for HDTV and use it as a model for other stations.

The Association for Maximum Service Television and the Electronic Industries Association formed the Model HDTV Station Project to manage the three-year project and named former Advanced Television Systems Committee head James McKinney as its director.

The goal is to show broadcasters precisely what it will take to produce programming in the digital HDTV format and broadcast it while continuing to broadcast conventional NTSC signals, says MSTV President Margita White.

Two weeks ago, noncommercial WETA-TV Washington announced plans for a $10 million—$14 million upgrade for HDTV by mid-1998 (Broadcasting & Cable, April 1).

Several Washington stations have indicated an interest in serving as “host station,” McKinney says. He and the eight other members of the Project board will decide on the host by June.

The selection of Washington as the trial site was politically calculated, McKinney says. Broadcasters have been pressuring lawmakers for free use of a second channel so that they can make a smooth transition to the new service.

MSTV and broadcast equipment manufacturers have each pledged $1.5 million for the project, McKinney says. The EIA has promised to match those contributions, for a total $6 million.

The manufacturers also will loan the host station “huge amounts of equipment,” McKinney says. According to industry estimates, it will cost $10 million—$12 million to fully equip a station for HDTV production, but only about $1 million to rebroadcast an HDTV network feed.

MSTV soon will begin raising funds by offering memberships to broadcasters, White says.

Ron Brown death shocks country

Commerce Secretary Ron Brown’s death last Wednesday shocked the telecommunications community in Washington, many of whom had worked closely with Brown, a former lawyer, lobbyist and Democratic National Committee chairman.

Brown and 32 others died in a plane crash while on a trade mission to Croatia. During his three years in office, Brown played an active role in promoting the interests of U.S. programers overseas and the interests of minorities, women and small businesses domestically, according to National Telecommunications and Information Agency Chief Larry Irving.

“People were shell-shocked,” said FCC Wireless Bureau Chief Michele Farquhar, upon returning from small gathering held at the White House Thursday in honor of Brown. “It was good to hear [President Clinton’s] words of comfort.”

Brown was a particularly effective advocate on behalf of the Commerce Department, which faced attacks from some Republican members of Congress who proposed abolishing the cabinet post. “He always had a plan, always had a smile, always had a purpose,” said Irving.

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SBC/PacTel deal could unify telco TV

Move seen as possibly leading to cooperation between Tele-TV and Americast

By Richard Tedesco

The mega-merger between SBC Communications and Pacific Telesis could quickly foster a unified front between the Tele-TV and Americast telco TV ventures.

Principals directing the respective ventures and observers see real opportunity for interaction in the merger. "There's definitely a potential for cooperation," says Patrick Campbell, Ameritech Corp.'s executive vice president, corporate strategy and business development. "We have always said that we never felt that we competed with Tele-TV."

Campbell, who chairs the management committee for the Ameritech/SBC/Bellsouth venture, says joint hardware purchases, program development and cross-licensing of intellectual properties are all potential points of cooperation with Tele-TV. "I'm very hopeful that we'll see maximum cooperation, and I'll work as hard as I can to make sure that happens."

Tele-TV CEO Howard Stringer says the deal will more likely foster cooperation than splinter the Tele-TV alliance: "Everyone's being cautious, but I'm optimistic about it."

Stringer cites Tele-TV's set-top box development as a draw to keep PacTel in the venture and bond the two groups: "We are setting the global standard for set-top boxes. They can't just walk away from that." He also points to the more than $700 million commitment PacTel has made to the Tele-TV venture.

Observers also perceive a clear logic in cooperation between the telco camps. "The reality is that telco TV is really one movement, and they're equally inept across all of the companies. They can only succeed, even marginally, by pooling and coordinating their efforts," says Berge Ayvazian, analyst for the Boston-based Yankee Group.

Although Ayvazian says that a Tele-TV/Americast merger might be in the future, he sees hardware technology as an area for immediate collaboration.

SBC Chairman Edward Whitacre indicated a disposition to deal with the Tele-TV partners during the press conference announcing the merger, saying: "We would look forward to cooperating with each other."

Whitacre says PacTel's deployment for MMDS video services in California will continue, calling it a "strategic and economic imperative."

The difference in technical strategies—MMDS for Tele-TV versus Ameritech's hard-wired approach—militates against an outright merger, according to Campbell, who also cites Americast's association with The Disney Co. as another strategic distinction between the two camps.

SBC, PacTel going in different video directions

SBC and Pacific Telesis have taken distinctly different tack in entering the telco TV business.

SBC was an early telco entrant to the video business, purchasing cable systems in Arlington, Va., and Montgomery County, Md., from Hauser Communications three years ago. SBC Media Ventures serves 240,000 subscribers in those markets.

Southwestern Bell Video Services is conducting a market trial in Richardson, Tex., offering 60 analog and 50 digital channels to 1,800 homes passed. SBVS plans to roll out video service in the market in early 1997.

Meanwhile, PacTel has moved into MMDS. It acquired three Bay Area companies—Cross County Wireless, Videotron Bay Area and Wireless Holdings Inc.—in separate transactions for approximately $350 million. It plans to spend an additional $40 million to convert those operations from analog to digital.

Cross County serves 44,000 subscribers in Riverside, Calif. Wireless Holdings has 6,300 subs in both the Seattle and the Tampa-St. Petersburg, Fla., markets.

PacTel originally was interested in video dialtone, and is proceeding with construction of a hybrid fiber/coax (HFC) system in San Jose, Calif., under a VDT application at the FCC. It must apply for FCC permission to operate that network when the current 600-household test is ready to segue into commercial deployment.

It's also building HFC networks in Orange County, Calif., and San Diego, and may initiate a technical trial in San Diego later this year for both cable and telephony services, according to a PacTel spokesperson. —RT
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Names surface for Barrett seat

Chair expected to be vacant until after presidential elections

By Chris McConnell

Speculating on who may fill former FCC commissioner Andrew Barrett’s seat on the FCC yields a long list of candidates and scenarios.

Most in and out of the FCC predict that the seat will remain vacant until after the November presidential election. But they also list several government officials and attorneys who may contend for the job once the elections are over.

Names suggested by industry sources and FCC officials: Wisconsin Public Service Commission Chairman Cheryl Parrino; Senator Ted Stevens (R-Alaska) aide Earl Constock; Senator Larry Pressler (R-S.D.) aide Donald McClellan; FCC Common Carrier Bureau Chief Regina Keeney; communications lawyers Diane Killory and Riley Temple, and Columbia University professor Eli Noam.

Barrett’s replacement could emerge sooner than November if an interim commissioner is chosen. Rules allow President Clinton to name a “recess appointment” to the FCC during a Senate break. Although such an appointee could serve through the end of the next congressional session without receiving Senate confirmation, few in Washington think that will happen.

Some say that Senate Republicans will not allow Clinton a sufficient break to use the recess appointment powers to name an FCC commissioner or any other government official that would otherwise require Senate confirmation.

Others speculate that race will factor into the selection of a new commissioner. Barrett’s departure leaves no blacks at a commission that has long had minority representation. Although the FCC has an Asian American in Commissioner Rachelle Chong, many predict that the administration will nominate a black or Hispanic.

Washington lawyer Temple represents one potential black nominee, but says he does not want to give up his present job.

A minority could also eventually fill the seat of Commissioner James Quello, sources say. Quello’s term expires in June, although rules allow him to stay on at the FCC until the end of the 1997 congressional session unless the Senate first confirms a new commissioner. Quello has said he plans to stay.

Most FCC observers agree that both seats likely will be filled in tandem after the election. Possible candidates for Quello’s seat include Senator James Exon aide Christopher McLean and Commissioner Lynn Butler of the Ohio Public Utilities Commission.

Sources say that administration officials earlier had proposed a plan to fill the Quello and Barrett seats this summer. The proposal called for Democrats and Republicans to each choose a new commissioner for the two slots. Sources say Senate Republicans rejected the idea.

Valenti pledges government-free ratings

By Christopher Stern

If the White House, Congress or the FCC calls Jack Valenti with a suggestion about implementing the TV ratings system, they shouldn’t wait by the phone for a return call.

“I don’t want anything from government; I don’t want any suggestions from them,” says Valenti, president of the Motion Picture Association of America and chairman of the intra-industry V-chip implementation committee.

Valenti insisted last week that if the TV ratings system is an industry effort, it must be completely free of government influence. “Once [the government] step[s] over that line, we will see them in court,” said Valenti.

One proposal under consideration would give a program a general rating for a season. But the rating could be changed for a particularly controversial episode, Valenti said.

Broadcasters said last year they would fight the V-chip provision as soon as it became law. But they have since backed off the threat, and the National Association of Broadcasters is now officially participating in the industrywide effort to complete ratings system by January. The system is being designed to work in conjunction with television sets equipped with the so-called V-chip.

The implementation committee has agreed that neither news nor sports will be rated. The committee is still struggling, however, with “a general definition of news,” said Valenti. The committee has not agreed on general categories, guidelines or symbols, he said.

Valenti also said that the committee has no plans to rate unedited movies on premium cable that already have an MPAA rating. Even so, the V-chip might still allow parents to block programs based on the MPAA rating.

Ex-anchors advocate free time for candidates

A campaign to convince broadcasters to give presidential candidates free airtime in the final weeks of the general election has picked up support from several former network news anchors. Last week former NBC anchor John Chancellor, ABC anchor Howard K. Smith and MacNeil/Lehrer NewsHour executive editor Robert MacNeil endorsed the proposal, according to the Free TV for Straight Talk Coalition.

“With the candidates appearing on alternating nights, these brief speeches could play out as a running debate. They—and not the soundbites, attack ads or photo ops—could drive campaign strategy, journalistic coverage and issue discussion,” states an early version of the full-page ad the group hopes to purchase in the New York Times.

Also supporting the effort are former NBC and PBS president Lawrence Grossman, former FCC chairman Newton Minow and PBS President Ervin Duggan. —CS
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DBS at top of Murdoch wish list

News Corp./MCI looking for partner to get it into DTH before late next year

By Jim McConville

News Corp. is back in the DBS hunt. Chairman Rupert Murdoch confirmed reports that his company and partner MCI have been courting a number of DBS suitors and entertaining a scenario that would involve cable giant Tele-Communications Inc.

"We've been talking to all the players—Primestar, EchoStar, AlphaStar," said Murdoch after his keynote speech at the Variety/Schroder Wertheim fourth annual Big Picture media conference in New York.

Murdoch hinted that News Corp./MCI, which is not slated to roll out its own DBS service until late 1997 at the earliest, might consider a deal with TCI (one-fifth owner of DBS operator Primestar) or another DBS company, if the move would get it into DBS sooner.

But if any deal involves an active DBS operator, that operator isn't talking.

DBS executives attending the Satellite Broadcasting and Communication Association (SBCA) SkyForum Conference last week were mum on the topic of strategic alliances, other than to say that there certainly will be more of them. "While I wouldn't say the issue of strategic investors is on the back burner, it's not the primary area of interest for us right now," says Murray Klippenstein, president of AlphaStar, which is scheduled to launch later this spring.

 Amid merger rumors, forecasts for the size of the overall direct-to-home industry again have been upgraded, with both SBCA and DBS operators predicting that subscribers could reach 15 million–20 million by 2000.

DBS operators, not surprisingly, offer generous projections. Eddy W. Hartenstein, DIRECTV president, says that DBS alone could reach 13 million–15 million households if cable and telcos don't build digital infrastructure to deliver new services.

Charlie Ergen, president of EchoStar Communications Corp., says that with falling prices, investment by telcos and more DBS brands, industry estimates of DBS growth are too small: "I'm starting to feel that 20 million is a little too conservative."

Stanley E. Hubbard, president of United States Satellite Broadcasting, says that since DTH has gone from a virtually nonexistent market with little growth expectations 12 years ago to 3 million subscribers today, "all of these estimates—10, 12, 15 million homes—are reasonable."

Mallardi leaving CapCities

Michael Mallardi, Capital Cities/ABC senior vice president, and president of Capital Cities/ABC Broadcast Group, is retiring on June 1 after 30 years with the company.

There's no word on a replacement, and it's possible there may not be one, sources say. No decisions have been made, but one option being mulled is that the two senior executives reporting to Mallardi—Jim Arcara, who heads the company's radio operations, and Larry Pollock, who heads the owned TV stations and in-house sales rep—would report directly to company president Robert Iger.

Mallardi joined the company in 1956 in the internal auditing department. He left in 1961, returning 10 years later as VP of planning and financial analysis. In 1974 he was named president, ABC Record and Tape Sales. A year later he was named executive VP/CFO of ABC Inc. He has held his current post since 1986. —SM

55th annual Peabody Awards

Peabody Awards honoring broadcasting and cable excellence were announced last week by the University of Georgia. They will be awarded on May 6 at a ceremony in New York.


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Bob Wiatr, Post Effects, Chicago

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Open video systems open to debate

Comments on FCC plans for service pit cable against telcos

By Chris McConnell

Cable and telephone companies are dueling over the FCC's proposal for open video system (OVS) rules. Cable companies are looking for a series of regulatory safeguards, while telephone companies are pushing for as few rules as possible. "For open video systems to become a viable business alternative to cable systems, the commission must minimize rules and maximize business flexibility for open video system operators," a group of telcos including Bell Atlantic, BellSouth, Pacific Bell and SBC Communications told the FCC last week.

The proposal issued by the commission last month asked a series of questions regarding how the OVS rules should look. Established by the 1996 Telecommunications Act as an alternative to operating traditional cable systems, the OVS model allows telephone companies to deliver video without incurring common carrier regulations. The OVS model also allows the phone companies to avoid some cable regulation in exchange for a guarantee that they will carry unaffiliated program providers, charge "reasonable" rates and meet other requirements.

Phone companies say the commission should do as little as possible in writing OVS rules, then take up disputes on a case-by-case basis. "The commission should not stifle this potential competition by adopting a wide variety of rules in anticipation of every conceivable harm that could befall video programming providers, users and competitors," US West said.

Cable companies counter, saying that the commission should lay down a series of ground rules, particularly in the area of cross-subsidization. "[Local exchange carriers (LEC)] have the incentive and ability to cross-subsidize their entry into the video business," Time Warner Cable said, adding that the FCC should require the telcos to offer OVS though a separate subsidiary.

"An integral part of the [OVS] framework is the development of rules and policies that prevent a local exchange carrier from constructing or operating open video systems in a manner that harms telephone ratepayers," Tele-Communications Inc. said.

The National Cable Television Association added that the commission should adopt cost allocation rules—to prevent cross-subsidies—as well as additional rules to prevent discrimination against unaffiliated programers, and prohibit joint marketing of OVS and telephone services. NCTA and cable operators also asked the FCC to establish rules that will allow cable operators as well as the phone companies to operate OVS systems.

"If there is something desirable about the OVS option to LECs that causes them to pursue this option, there may be some similar benefit to their non-LEC competitors," NCTA said.

Cable operators and broadcasters agreed with the commission's proposal to apply must-carry and PEG (public educational and government-channel) rules to the OVS providers. The act prevents OVS operators from selecting more than one-third of a system's channel capacity for the operator's use in cases where demand exceeds capacity. The FCC has proposed a system in which the system operator would be able to use one-third of its system's capacity that remains once any must-carry/PEG obligations are met.

Constraints on digital copying proposed

MPAA, CEMA tell Congress that copyright holders need protection from consumer copying

By Christopher Stern

Two trade groups plan to present Congress with proposed legislation that would prevent consumers from making more than one copy of a digital broadcast or digital cable signal.

The Motion Picture Association of America and the Consumer Electronics Manufacturers Association say their recommendation would allow consumers to use digital video recorders while protecting copyright holders.

Hollywood studios and other copyright holders are concerned that digital technology will allow someone to make numerous copies of near-perfect quality. Unlike analog technology, digital copies do not degrade as multiple generations are made.

The MPAA/CEMA proposal would require manufacturers of recording devices to follow industrywide technical standards. Although CEMA and MPAA have reached an agreement in principle, they have not decided on a final standard. CEMA and MPAA said in a March 29 release that they are "aggressively seeking input from other industries" on the proposal.

Once the standard is established, the MPAA/CEMA legislative proposal would block the "importation, manufacture and distribution" of recording or playback devices that do not follow the industry specifications.

In addition to an equipment standard, the proposal would require distributors of information to transmit encoded "copy control" information.

Although the proposal would allow viewers to make a single copy of a broadcast signal or a "basic cable" television signal, it also would allow copyright holders of pay-per-view and video-on-demand programming to block any recording of their material, according to a CEMA spokesperson. The technological standard also would block consumers from making copies of prerecorded media such as rental movies.

The proposal would allow the Librarian of Congress to amend the technological standard if a superior technology were to emerge. The librarian could adjust the standard only if it was determined to be in the public interest.
**Attack record**

ABC's *NYPD Blue* and NBC's *Friends* made People for the American Way’s annual list of artistic endeavors under attack for their controversial content. WTOK-TV Meridian, Miss., canceled *NYPD Blue* in response to complaints by Donald Wildmon's American Family Association, according to People for the American Way's fourth annual report on "Artistic Freedom Under Attack." Wildmon also conducted a national campaign against an episode of *Friends* that featured a lesbian couple.

The report notes that WAFF-TV Huntsville, Ala., edited a kissing between two women from NBC's Emmy Award-winning *Serving in Silence: The Margarethe Cammermeyer Story.* Augusta, Ga.'s WAGT received complaints about *Serving in Silence,* but aired an unedited version of it after NBC notified the station that altering the made-for-TV movie would violate the station's contract with the network. Also, according to the report, county commissioners in Keystone Heights, Fla., opposed the transfer of the local cable system to Time Warner on the grounds that TW's Interscope Records produces rap music. The commissioners argued that the Interscope label promotes music that degrades women and promotes violence against police officers, according to the report.

**South of the border football question**

The North American Free Trade Agreement (NAFTA) cannot be used to justify the FCC's decision to allow Fox to deliver live programming to a Tijuana station for rebroadcast to San Diego, the U.S. Court of Appeals in Washington has determined. The commission in 1994 granted Fox permission to transmit NFL coverage to KETV Tijuana for rebroadcast into the U.S. The court said the FCC misinterpreted NAFTA, then the court invalidated Fox's permit and sent the case back to the commission for consideration.

**Minor matter**

The FCC is proposing to loosen its rules on minor adjustments to broadcast facilities. Current rules set a two-step process in which broadcasters must obtain a construction permit before making modifications to their stations. The FCC's proposal would allow stations instead to file a form and make some changes without prior authorization. Changes covered by the proposal include FM stations seeking to boost their power to the maximum level for their class of stations, FM and TV stations looking to replace a directional antenna, and FM stations planning to use formerly licensed main transmission facilities as auxiliary broadcast facilities. Comments on the proposal are due May 16.

**Diversity difficulty**

Outlet and source diversity in the media do not necessarily lead to diversity in programming, says FCC Chairman Reed Hundt. Speaking on March 28 to the American Bar Association, Hundt listed other forms of diversity—such as Outlet and source diversity—and said that diversity in programming may be the most complicated and most important. "For example, it may be well to have that a network could own two stations in a given market, it would be more inclined to program children’s TV on one of them, since counterprogramming seems to work well for cable channels," Hundt said, adding that vertical integration between networks can create tremendous efficiencies between networks and program producers. "In this context, vertical integration can spread the risk of program development and reduces transaction costs." Hundt said.

Speaking at the Variety/Schroeder Wertheim Big Picture Media Conference in New York last week, Hunt also voiced concerns about the potential impact of budget shortfalls, litigation and election-year politics on the commission's implementation of the 1996 Telecommunications Act. "It's ridiculous that I have to worry about whether I can pay for air conditioning for public servants who are putting in 15-hour days in our airless, cramped, tumbledown building."

**One meter matters**

The United States Conference of Mayors does not like the FCC's preemption of local restrictions on home satellite dishes one meter or less in diameter. Representatives of the group last week assembled outside the commission building to protest the rule. "This rule vests the Federal Communications Commission...with the power to decide when, if and where it will permit traditional local powers over zoning and building in communities," said Knoxville, Tenn., Mayor Victor Ashe.

**Silence not golden**

The FCC's Mass Media Bureau has ordered a group of AM radio stations not now broadcasting to show why their licenses should not be revoked. Stations covered by the "Orders to Show Cause" issued by the commission last week are KMOA(AM) Kennett, KGPL(AM) Dermott and KCC(AM) Paris, all Arkansas; KRDG(AM) Redding, Calif., and KUHD(AM) Port Neches, Tex. The commission also said it will hold hearings on the license renewal applications of WHSI(AM) Kokomo, Ind., and KDLB(AM) Henrietta, Okla. Both stations are currently silent.

**FCC levels EEO fines**

The FCC has issued a series of EEO fines. Price Broadcasting Co. was fined $16,500 as part of a decision to renew the licenses of KCTR(AM)-KCPX(AM) Salt Lake City. The commission also renewed the licenses of WADK(AM) Newport and WOTB(AM) Middleton, both Rhode Island, but fined the owner of the two stations $3,500. And Stephens County Broadcasting Co. received a $6,000 fine as part of its license renewal for WNEG-TV Toccoa, Ga.

Commissioners also have decided to reduce an EEO fine assessed against Lotus Communications' KFSD-FM San Diego. The commission had fined the station $18,750 after ruling that the station’s minority recruitment efforts were deficient. After reviewing the case, the commission determined that the station had made some recruitment efforts resulting in applications from minorities, but also found that the broadcaster could not show the efforts were related to any particular job opening. The revised fine calls for a $15,000 payment.
Nobody loves the umpire

The life and hard times of Nielsen Media Research

By Steve McClellan

Last month, when Nielsen Media Research President John Dimling stood at a forum to update media types on his company’s Internet measurement activities, his first comment was, “It’s nice to get some applause for a change.”

Indeed, most of the cheers directed toward NMR in recent months have been of the Bronx variety.

It’s not easy being the sole arbiter of TV audience measurement in an industry where some $35 billion in advertising is at stake. People get mad if the numbers don’t go their way, and they get really mad if they think it’s because the ratings aren’t accurate. And many executives at broadcast and cable networks, as well as syndicators and local stations, think NMR’s numbers are suspect.

Advertising agency executives for the most part say they are relatively satisfied with Nielsen’s service. They suggest, as do Nielsen executives, that many of the broadcast and cable complaints are tied specifically to ratings shortfalls at those networks or stations. The exhibitors deny that, insisting they are merely looking for accurate, reliable and useful data.

All four major networks have problems with Nielsen, including NBC, whose ratings have gone up—not down—this season. And recently, the volume and intensity of the complaints have increased—particularly from broadcasters, who pay the bulk of the fees that enabled NMR last year to generate about $85 million in operating profit on revenue of more than $250 million.

Some broadcasters, including David Poltrack, CBS executive vice president, research and marketing, wonder if the planned spin-off of NMR as a core asset of publicly traded Cognizant Corp. will put even more pressure on the ratings company to raise rates. “It’s not a healthy situation,” says Poltrack. “I think now more than ever there is a need for competition.”

Most of the recent complaints were reported in the national press, including the Wall Street Journal, New York Times and Business Week. Fox Television Chairman Chase Carey has threatened legal action if Nielsen doesn’t do something about ratings inaccuracies in some markets. CBS’s owned station in Pittsburgh canceled its ratings contract over a dispute concerning contests in the February sweeps.

NBC has taken the lead in getting prospective Nielsen competitor, Westfield, N.J.-based Strategic Research Inc., to draw up a business plan to move forward. NBC Television Network President Neil Braun cited a “ubiquitous sense of dissatisfaction” on the part of NMR customers as a key factor in trying to drum up an independent competitor to Nielsen.

Two weeks ago, NMR announced a major initiative, costing millions, to expand the diary base of all local markets by up to 50%, or 1 million diaries. The move was applauded by broadcasters including Pulitzer Broadcasting and WCBS-TV New York General Manager Bud Carey, who suggested that it is a step in the right direction toward getting more consistent and reliable ratings in local markets.

Wayne Godsey, executive vice president, Pulitzer Broadcasting, characterizes the diary expansion as a “small first step,” but stresses that many other issues remain to be dealt with. Among the most important is the fact that usable data (the so-called in-tab rate) within Nielsen local samples “has been declining steadily across our markets.”

Godsey also says that Nielsen seems to have a particularly tough time measuring hyphenated markets. “News viewing is driven to a significant degree by geographical considerations,” he says. “If the diary distribution is inconsistent with the geographic distribution of the population, the numbers bounce around from
THE RATINGS DILEMMA

book to book to a degree that they are not credible.” Godsey, calling it a longtime issue, says that Nielsen’s response has “not been adequate.”

Like many others in the industry, Godsey wonders “whether Nielsen’s response would be more prompt and more effective” if NRM had competition. Some minor incentives Pulitzer has negotiated into its new Nielsen contracts are clauses that call for “financial penalties” if NMR’s in-tab rates fall below minimum targets during the course of a year. “We’d rather pay the full freight, because the penalties are insignificant compared [with] the damage an inaccurate ratings book can do,” Godsey says.

The diary expansion also is virtually dismissed by two of NMR’s biggest critics: Fox and NBC. “Bad data based on larger samples is still bad data,” says Fox President of Distribution Preston Padden. NBC’s Braun is equally underwhelmed: “Their own commitment is 10%” by May, which Braun says is “almost statistically insignificant.”

NMR says it will pay for an additional 5% of the sample expansion next fall, but will ask broadcasters to help with the balance of the expansion during the following year. “I’ll do lots of things with other people’s money too, but that’s not showing a commitment to customers or a quality service,” says Braun.

Braun has emerged as one of Nielsen’s toughest critics, a job that he does not relish: “I’d rather spend my time doing other things. I have numerous meetings with John Dimling and tell him, ‘I want you to be the best you can be. Make me go away,’ “ by providing a better service.

Syndicators and cable networks also have problems with Nielsen. “One of the biggest frustrations of my career has been that company,” says one advertising executive at a major syndication company. Underreporting of children has been an issue ever since the peoplemeter was introduced a decade ago. Since then, overall kids viewing has dropped by about a third, researchers say.

But Barry Cook, Nielsen’s head of methodological research, says there was a big drop in kids viewing (about three percentage points) the year before the peoplemeter was introduced, and that there has been a steady drop in kids viewing during the past several years.

Cook acknowledges that the change in methodology affected the kids numbers—making them smaller, but in his view more accurate. “The decline is really more a function of the way we credit kids programs in adult-only homes,” he says. “I think if you really look at that piece of it, you’ll find that’s where most of that one-third difference comes from.”

Local ratings overstate kids viewing, he says: “If the truth be known, we need to fix the way we do the local ratings. We used to do the national ratings pretty much like that, but the local ratings overstated kids viewing.”

One of the biggest complaints from cable operators has been Nielsen’s foot-dragging at accounting for viewing to cable networks from alternative distribution services (ADS). Only a short time ago, says USA Network research vice president Tim Brooks, “Nielsen’s total estimate for that ADS universe was about 50% less than the paid subscriptions we were getting from it.” That underestimation has cost the cable industry millions in lost advertising, he says.

Recently, says Brooks, “Nielsen has finally figured out how to wire those viewing sources and is adding more of those households to the universe. If they keep it up, they should get to within shouting distance of reality in six months or so.”

Brooks also says cable networks are baffled by the half a percentage point decline in basic cable homes (to 62.1 million) in 1994, when cable operators across the country were documenting subscription growth in the 3% range.

Most of those interviewed for this story say that NMR’s Dimling is a smart and capable executive who has put together a competent team of managers, including Cook and Rusty Tara gan, executive vice president, marketing. Taragan, in turn, has hired several former clients, including Buzz Moschetto, a former CBS research vice president, to oversee the national peoplemeter system, and Joanne Burns, who came on board from Disney to run the Nielsen Syndication Service.

But despite the high caliber of individuals at NRM, dealing with Nielsen as a monopoly service provider is frustrating, clients say. “They’re like Sluggos,” laments Nicholas Schiavone, NBC’s VP, media and marketing research, and Committee on Nationwide Television Audience Measurement chairman. “You have to keep hitting them over the head every five minutes to keep their attention.”

But as frustrating as some clients find dealing with Nielsen, executives at the company are just as frustrated dealing with their clients’ myriad political agendas, which frequently conflict.

One example: Fox outlined an action plan for Nielsen to deal with its problems that included “oversampling heavy young-adult households with kid/teen ZIP code areas.” According to a Nielsen source, “when NBC heard that, Neil Braun shot us a letter basically saying NBC would nail us to a wall if we dared oversample young-adult households,” which make up Fox’s core audience.

“We are in a very rare business where anything that we do for a customer impacts all of our other customers directly,” says Taragan. “And all of our customers don’t have the same needs and desires. If we respond, one customer is happy and the rest aren’t. If we don’t, we’re a monopolist.”

Despite all the complaints, and perhaps in part because of them, Nielsen is upgrading its service and preparing for the future in a number of ways.

Two critical advancements: the development of a new generation of Windows-based software and a reporting system that make all the national ratings (network, syndication and cable) accessible from the package. Known as the Galaxy system, it’s the first time Nielsen has offered a Windows program for accessing ratings and put all the national numbers on a single platform, something that its
clients have been clamoring for some time.

Another element of that new package is what Nielsen calls its Client Server Technology, in which the data is stored in a huge server, eliminating the need for each network to create and maintain a separate database, as they do now.

The second big advancement is the development of a new meter that Nielsen says will make its ratings-gathering system viable in the 500-channel world of video on demand and other new delivery systems. The so-called A/P meter will read program codes directly off the set instead of at the transmission source, as the current meter does.

Program code technology also is being developed by SRI, which has developed a Windows-based software program at its Philadelphia-based ratings laboratory (see page 26).

Although most clients want a competitor to give Nielsen a new challenge in the ratings business, virtually no one wants or expects Nielsen to go away. "The ball is in their court," says NBC's Braun. Adds another NMR customer: "It's their game to lose."

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**Defender of the Faith**

In the fishbowl that is the media business, Nielsen Media Research is under a microscope—and subject to constant scrutiny and criticism from clients. In the following interview with Broadcasting & Cable's Steve McClellan, NMR President John Dimling responds to the critics and outlines the company's strategy for positioning itself as the measurement service of record in the age of the information superhighway.

**What is Nielsen doing, and what does it need to do, to remain an effective supplier of television audience measurements now and in the future?**

What we have to do right now is continue the things we are doing to improve the system, such as the diary-sample-size expansion we announced two weeks ago. Nationally, we are in the process of rolling out the "membership" [Nielsen family recruitment] technique that has substantially improved cooperation rates and the quality of the service we are offering. We also are improving the way we deliver data to clients with our Client Server Technology and Galaxy [Windows-based] systems. That will make the data much more accessible and useful to clients.

**How about at the local level?**

In addition to the diary-sample expansion, we are working on improving the cooperation rate for the diary-sample base by looking at possible new incentives, revised [telephone pitch] scripts and redesigning the diary itself. We are rolling out the membership technique in the local metered markets. There's also a Galaxy system for local services.

**And going forward?**

We need to be in a position of dealing with how the medium of television will change, both in its delivery systems and in its overall structure. That's why we're making a substantial investment in the A/P meter, which we think will be necessary to measure the environment in which we will be operating down the road—an environment in which where the program comes from will be of no consequence to the viewer, and where we'll have to identify the program directly from the TV screen as opposed to the transmission source.

**How big a breakthrough is the A/P meter, and Is It the next generation of peoplemeter?**

It is definitely the next generation of set meter, which we will combine with the peoplemeter [which measures audience composition and demographics]. And it is a substantial breakthrough; it is really changing the paradigm for how to
Instead of promising the moon

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is it fair to say that SRI's work perhaps sped up some of your efforts?

Not really. With respect to SRI, we hope that everybody can learn from the things they’re doing. We are prepared to work with them, and if we can learn something from them, we’ll be delighted. I’ve been told by some members of CONTAM [Committee on Television Audience Measurement, a group formed by ABC, CBS, NBC and the NAB that is sponsoring the SMART initiative] that that’s consistent with their goals for the SRI work.

To what extent are you involved in SRI’s work?

We get the same information everyone else does that SRI is sending out. We had an early meeting with SRI in which I thought we might work a little more closely in terms of issues to be examined, but Gale [Metzger, SRI’s president] said that as far as he was concerned they were going to pursue their own vision of what a ratings service should be. So to the extent that they come up with better ways of doing things, if we can learn, we have no shame. We’re prepared to improve in whatever way we can.

You’ve taken your lumps in the press lately. When I asked NBC’s Neil Braun why he was seeking a business plan from SRI, he cited a ubiquitous sense of dissatisfaction on the part of clients toward Nielsen. Comments like that must drive you up the wall. How do you respond?

Obviously they concern me. I think there are several things going on here. Nielsen is not perfect. We clearly need to do a better job. One of our goals this year is to rebuild client confidence in what we’re doing. But some of the dynamics really are not within Nielsen’s control. The stakes are getting higher for customers. The competition is getting fiercer. Individual ratings are getting smaller as audiences fragment, which means the numbers for a given sample size are much less reliable. With the target audiences getting smaller, we have a situation where the numbers being looked at are getting smaller. Clients have different interests.

Such as contests?

Right. Some stations want us to delist stations that conduct contests during the sweeps; other stations are adamant that it is none of Nielsen’s business to do anything more than make a simple notation in the ratings book about a contest.

Many broadcasters say that the sweeps process is antiquated, and everybody seems to agree that measuring audiences throughout the year—or more frequently than four times a year, anyway—would better reflect who’s watching what. And while some might argue against that, many others think it’s part of your job to set the rules and say, in effect: “We’re going to do it differently because it will make for better ratings.” Comment?

Not everyone agrees. You can make a very good case for why that ought to be done, and we’re fully prepared to do that. I don’t think it’s quite as clear in terms of what our cus-

determine what’s on the set. Right now, we determine that in a two-step process: The set meter determines the local station being watched, and our AMOL [Automated Measurement of Lineup] system tells you what network or program is being carried on that station. Down the road, with things like video on demand, you won’t be able to tell what’s on that local channel because any one of 500 programs could be on it. By putting a code in the program we will be able to determine what’s on the set with the A/P meter.

What else sets this meter apart?

From an operating standpoint it should be a much easier installation, so we anticipate that the cost of metering a home will be less than the cost now. It will be simpler to do because you won’t have to open up the set [to install the meter].

What is the timetable for implementing the new meters?

We’re doing testing right now. I can’t give you a firm rollout date. The sequence is to get a good prototype working, take it to our clients and then roll it out.

The client server technology you’ve developed, coupled with the Galaxy software program, is an upgraded delivery package that enables customers to access and analyze the numbers?

Right. One of the fundamental ideas is that all of the national data would be in one place. Now, we have separate systems for delivering cable, network and syndication data.

What is the server part of this technology?

The notion of the client server is that the information is stored at our server so that clients don’t have to maintain huge databases. And the ability to access our server is part of the service to the clients.

Will the server give clients access to individual household data so they can do customized audience reports?

The first version will not, but the next step will be to allow them to do that.

A number of your clients think that competition would make you a more responsive and innovative service supplier. They even suggest that some of the work SRI has done has spurred you to make improvements, such as the A/P meter and developing Windows-based software. Comment?

It’s hard to argue against competition. We’re not against it, and we recognize that some of our clients are interested in doing something to create competition. I do take exception to the notion that some of the improvements we’ve made are being done simply in response to competition. The A/P meter and the research that led to the membership techniques began before [the networks] announced that they were going to support the ratings laboratory in Philadelphia [known as Systems for Measuring and Reporting Television, which is being developed and managed by Westfield, N.J.-based Statistical
I think Nielsen has an absolutely firm obligation to produce the most accurate numbers we can. If a client came to us and said: "We want you to do something" and we thought that would bias the numbers, we wouldn't do it. Clients make decisions about how much they will pay us to do research, and I suppose at the end of the day the more money we have, the higher the quality of numbers we can produce. That doesn't have much to do with what clients want or don't want. The numbers are what they are.

**When is client input useful?**

There is a whole range of other issues where it is critical that we listen to our clients because we want to make the data not only accurate but useful. The concept of sweeps has been useful to broadcasters and agencies for a while. I don't think it would be appropriate or even fair to our customers to say unilaterally that we're going to measure year-round.

**Going forward, the industry will be developing new distribution vehicles, such as video on demand—via cable or telco or some combination—to complement the existing media, including broadcast TV, cable, wireless cable, DBS, home video and backyard satellite. And they may all be linked to computers. Will the A/P technology enable you to measure all those accurately?**

That technology is definitely part of the way we're looking at the future, to the extent that programing is coming into the television set—to the extent that we can have people put codes on that programing. Presumably, people will be motivated to do that if they want to know who is using the programing. Whether the program comes from cable, wireless cable, over-the-air broadcast, DBS, whatever, the code allows us to identify the program.

**And the link to computers?**

The other part of what we're doing has to do with measuring the Internet. I'm not sure whether or when the television set will converge with the PC. You get varying opinions about that. But we think it is important to be measuring what's going on at the PC so that if a convergence does take place we'll be able to deal with it. Our venture with I/Pro, for example, enables us to measure what's going on at Web sites, looking toward a convergence. That's already an active commercial service for which we have 100 or more customers.

**Where do you stand on the passive meter, which eliminates the need for Nielsen sample viewers to log in and out every time they watch television?**

The passive meter is still a research-and-development project. We have a ways to go to make it work in a natural setting and have a system that is affordable. We are learning, but I can't give a timetable for implementing it.

**You've spent almost $100 million during the past six years to upgrade the Nielsen system. Will spending continue at that rate?**

The major expenditures are for things like the client server system, the A/P meter. I really can't predict what the capital expenditures will be going forward. I think we have support from [parent company] Dun & Bradstreet to do whatever we need to do.

**What impact does the planned D&B spin-off have on Nielsen Media Research, which will go from kind of a small cog in a conglomerate to a core asset in a smaller company?**

We think it will be positive because we will be part of a smaller company where the emphasis will be on growth and new-product development. We're happy to be a part of Cognizant [one of the three spin-off companies].

**But will your clients be?**

I think they should be.

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**Broadcasters hope they're SMART**

Advertisers, stations eagerly await test results of commissioned alternative ratings system

By Cynthia Littleton

What began as an industry-backed experiment to improve the accuracy and accessibility of TV ratings has evolved into an insurgent force that likely will significantly affect the way Nielsen Media Research does business.

Westfield, N.J.-based Statistical Research Inc. has been testing the framework of an alternative ratings system in hundreds of Philadelphia homes for more than six months. The $30 million experiment was commissioned in early 1994 by the Committee on Nationwide Television Audience Measurement, a group comprising ABC, CBS, NBC and the National Association of Broadcasters.

Interest in the project, dubbed SMART (Systems for Measuring and Reporting Television), grew as frustration with Nielsen mounted on several fronts. When the SMART concept made the leap from SRI's research laboratory to Philadelphia homes last summer, more than one of TV's major players quietly asked SRI President Gale Metzger when the project would be ready to serve as a full-fledged national competitor to Nielsen.

But as far as Metzger is concerned, SRI already is competing with Nielsen: "We are competing with Nielsen in the market for better ideas," Metzger says. "The concept [behind SMART] has been improvement through competition. Without competition, there's a tendency to stay with the old methods. The question now is whether we can really energize Nielsen to move toward improvements and whether they can be moved—short of having real competition."

Metzger and the network executives working closely with SRI on the project have kept a tight lid on the specifics of their plans for SMART. "We're now focused on making the Philadelphia laboratory a state-of-the-
art ratings system,” says Neil Braun, president of NBC Television Network. “When that’s achieved, it won’t be hard to attract subscribers and then financing.”

Veteran observers speculate that the networks are using the SMART threat as a bargaining chip to force Nielsen to upgrade its services, much like the short-lived threat from AGB Television Research in the mid-1980s spurred Nielsen’s introduction of the peoplemeter. Cable industry researchers also note that the recent spate of Nielsen-bashing comes at a time when the networks’ share of the national TV audience has dropped to historic lows.

But sources close to the project say there have been serious discussions about unveiling a plan for an alternative national service by the end of this year. SRI officials have made presentations to ABC, CBS and NBC during the past month, and momentum for rolling out the Philadelphia model nationally appears to be building. Although funding and other issues still are being debated, sources say key players estimate that it would take about three years and $50 million-$100 million to create a national service based on the Philadelphia model, which is expected to reach SRI’s target of 500 homes by the end of this month.

Although SRI could emerge as a direct competitor to Nielsen, some observers say it is more likely that the company will license its technology to a third party that would take on Nielsen. “That could well be,” says NBC Television Network President Neil Braun. “SRI doesn’t have the funding right now,” although that could change when the bugs are worked out of the Philadelphia test.

But Braun also says he has had extensive conversations with a handful of “top ratings companies very adept at measuring various industries,” with pockets deep enough to launch a competing ratings service with the SRI technology. He declined to identify the companies.

In Philadelphia, SRI has all the pieces of SMART in place except for the one vital element required to generate program ratings: the Universal Television Program Guide.

The SMART revolution hinges on the industry’s cooperation in developing a universal coding system for all programming, to be installed at the point of transmission. Set-top boxes in the sample homes track the codes to monitor viewing habits. NBC’s Philadelphia WCAU-TV, began running tests of the UTPC last month, and SRI hopes to have the decoder boxes in place to generate program ratings by the end of the year.

By contrast, Nielsen’s peoplemeters monitor the channels tuned in TVs, VCRs and cable boxes. Researchers later match the channel data with specific programs to determine ratings, although Nielsen is at work on a similar encoding technology.

To determine who’s watching what in SMART homes, each family member is assigned a symbol that is registered in the set-top box via remote control. Metzger says the SMART hardware will make recruiting easier because it does not require special wiring in the home or the dismantling of TVs and other delivery devices to install meters.

All told, broadcasters and cable industry leaders say they welcome the idea of new competition on the information-gathering side of the ratings game. But that support is contingent on the advertising community’s accepting SMART ratings as a viable Nielsen alternative.

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firm go for fall 1996
1/2 hour first-run strip
advertiser supported
from mgm television

source: nielsen (vnap) show, fri. 9/6 vs. fri. 9/5, 9-11 pm, to midnight original clearances.
with a break of 15 minutes in the time period, weighted average.
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See you at the Sands!
Broadcasting

Boomers offered new weekend homes

Syndicated lifestyle shows on everything from grout to gardens are heating up on weekend mornings

By Cynthia Littleton

Judging by the syndicated offerings headed for weekend morning slots this fall, early-rising baby boomers around the country are yearning for practical advice on everything from plumbing snafus to place settings.

Borrowing a phrase from lifestyle doyenne Martha Stewart, broadcasters say that’s a good thing, because advertisers are anxious to spend money on narrowly targeted shows that command an upscale mix of homeowners and parents.

“Advertisers like the environment,” says Bud Carey, vice president and general manager of WCBS(TV) New York, where Martha Stewart Living averaged a 5 Nielsen household rating and 16 share in its 8:30 a.m. Sunday slot in the February sweeps. “They know they’re going to get a very specific audience with a show that also has a lot of broad-based appeal.”

This fall, a handful of newcomers are hoping to snare a piece of the audience for weekly how-to and fix-it half-hours from Stewart, now in her third season, and the other established leader, Bob Vila’s Home Again.

Semel heads East Coast programs for CBS

CBS has hired former Comedy Central senior vice president of programming Mitchell Semel to head its East Coast programing operation, which oversees production of the new Bill Cosby series. He will also have some involvement in Late Show with David Letterman. Semel will report directly to Leslie Moonves, president, CBS Entertainment.

This marks the second former cable executive to be appointed to such a position in the past two months—NBC hired former HBO executive Bridget Potter as senior vice president, programming, to oversee its East Coast programing activities.

CBS will have at least two East Coast–based series on the schedule next year. The network has given the Cosby project a 44-episode order and has ordered six episodes of Firehouse, an hour series from Rysher Entertainment starring Richard Dean Anderson. The number of CBS shows produced back East may grow once the network announces its fall schedule next month.

CBS has not decided how much involvement Semel will have with Letterman’s show. There has not been a network executive assigned to oversee the show since John Pike, senior vice president, late-night and non-network programing, CBS Entertainment, resigned in late January.

But Semel brings late-night credentials to the post. Most recently, he worked under a production deal at NBC Productions, where he served as executive producer of Later with Greg Kinnear and consulting producer on Late Night with Conan O’Brien. Prior to that assignment, Semel was senior vice president, programing, for Comedy Central, where his credits included developing Politically Incorrect and Dr. Katz: Professional Therapist and acquiring Absolutely Fabulous.

Semel’s other credits include executive in charge of production for Family Ties while at UBU Productions and, as director of comedy programs at NBC, overseeing Cheers and Golden Girls, among others. —SC
run entry last fall.
As of last month, *Your New House* was cleared in 123 markets covering about 70% of the country. The show has already won major upgrades for its second season, when it will move from weak independents in the top three markets to the NBC O&Os in New York and Chicago and the ABC-owned station in Los Angeles.
*Your New House* aims to serve as a troubleshooter's guide for first-time homeowners, with hosts Michael Holigan and Al "Super Handyman" Carrell walking and talking viewers through simple renovation and repair projects.
In many markets, programers intend to pair *Your New House* with reruns of *This Old House*, the long-running PBS series offered in syndication for the first time this year by Telepictures Distribution. *This Old House*, which focuses on renovating classic homes, has been cleared as a weekly entry in more than 77% of the country.
"It's a sure winner for stations looking to attract blue-chip advertisers," says Damian Riordan, senior vice president of Telepictures Distribution.
Moving to the outdoors, Hearst Broadcasting Productions' *Rebecca's Garden* is targeting the nation’s estimated 72 million home-gardening enthusiasts. The show, distributed by Kelly News & Entertainment, is hosted by Rebecca Kolis, meteorologist for WCCO(TV) Minneapolis.
Taking another cue from Stewart's success in many media, franchise building is a key goal for producers of the niche-oriented shows. Hearst intends to tap its magazine, newspaper and publishing resources to cross-promote *Rebecca's Garden*. News inserts also will be offered to stations carrying the show, now cleared in about 55% of the country.
*Your New House* provides stations with a daily *About the House* news insert and launched a monthly newsletter last year. *This Old House*'s off-network debut via Warner Bros.' Telepictures Distribution coincided with a deal on the Time Inc. side of the Time Warner empire to launch the bimonthly *This Old House* magazine.
Industry veterans note that the nature of the shows competing for viewers on weekend mornings underscores how much lifestyles have changed for the targeted baby boomer audience during the past decade. And that audience is watching more TV on weekend mornings than ever before. Between February 1986 and February 1996, PUT (people using television) levels for the 7-9 a.m. period soared 72% for women 18-54 on Saturday and 81% on Sunday. In the same time frame, PUT levels for men 18-54 climbed 61% on Saturday and 75% on Sunday.
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Source: 1996 Cable Systems General Managers Readership Study

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ABC pulls 'Buddies,' for now

Disney show—from Wind Dancer—failed to hold lead-in audience

By Steve Coe

ABC continues to struggle with its midseason efforts, announcing last week that Buddies has been put on hiatus. That word comes a week after the network announced that Aliens in the Family was being jetisoned, at least for now.

Buddies, produced by Wind Dancer Productions in association with Disney Television, averaged a 9.1 rating/15 share in Nielsen household numbers for its three telecasts in the Wednesday 9:30-10 p.m. slot following Grace Under Fire.

The show had a special debut, airing in the Tuesday 9:30 time period following Home Improvement—which is produced under the same auspices—before moving to Wednesday night. An obvious weakness of Buddies was its inability to hold its Ellen lead-in. On Wednesday, March 20, for example, the comedy dropped a full 3 ratings points and 4 share points from its lead-in audience. Although the show has been dropped from its current time slot, the network says it will bring it back somewhere else on the schedule.

For the short term, ABC will air a repeat episode of Ellen in the Wednes-

day time slot until it decides on a permanent replacement.

Two weeks ago, ABC put Aliens in the Family on hiatus after two low-rated telecasts. The network aired a repeat episode of Hangin' with Mr. Cooper in the 9 p.m. slot on Friday, March 29, and was scheduled to air a special one-hour telecast of America's Funniest Home Videos: Kids and Animals from 9-10 on April 5. As with the Wednesday 9:30 slot, ABC has yet to decide what will replace Aliens, which is produced by Jim Henson Productions, on a permanent basis.

ABC may need to make further moves on Friday night, since the Muppets Tonight! series also is pulling less than satisfactory numbers at 8:30 on an evening that has been an uncontested powerhouse for the network in years past. Muppets is averaging less than an 8 rating since its debut a month ago and is dropping significantly from its Full House lead-in.

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February 29, 1996

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<table>
<thead>
<tr>
<th>Market</th>
<th>Station</th>
<th>City</th>
<th>Format</th>
<th>Acquisition Date</th>
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<tr>
<td>San Luis</td>
<td>KSTT</td>
<td>Los Osos-Baywood Park</td>
<td>KSLY San Luis Obispo</td>
<td>September 1989</td>
</tr>
<tr>
<td>Fresno</td>
<td>KFRR</td>
<td>Woodlake</td>
<td>KJFX Fresno</td>
<td>November 1992</td>
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<tr>
<td>Fresno</td>
<td>KUKO</td>
<td>Fresno</td>
<td>KJXX Fresno</td>
<td>November 1995</td>
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<tr>
<td>Bakersfield</td>
<td>KRAB</td>
<td>Greenacres</td>
<td>KDiK Delano</td>
<td>February 1990</td>
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<tr>
<td>Stockton</td>
<td>KABO</td>
<td>Oakdale</td>
<td>KDJK</td>
<td>April 1994</td>
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During the NAB Convention, contact Howard M. Liberman at the Las Vegas Hilton

Bertelsmann ups CLT stake

Two of Europe's major publishing and broadcast monoliths, Germany's Bertelsmann and Luxembourg's CLT, strengthened their ties April 2 when Bertelsmann substantially increased its stake in Luxembourg-based media combine CLT. Bertelsmann now shares a 97% controlling interest in CLT with Audiofina, an investment holding group in which Bertelsmann had had only a token 4% interest. The move will consolidate CLT's position as Europe's leading audiovisual group and undoubtedly will strengthen the development of digital TV in Europe in light of the digital alliance formed last month between News Corp., Bertelsmann, French pay-TV provider Canal+ and France's Havas. CLT has shares in more than 13 broadcast channels in northern and central Europe, including the RTL channel chain. —DJ
Homeritic portions

Twentieth Television is offering stations a second run of The Simpsons starting April 15. The terms for the second run will be cash plus one minute of barter, the same as Twentieth's original deal with stations that signed on last season for the off-network launch of Fox's enduring animated hit. Among those already committed to a second run between 7 and 8 p.m. are KBHK(TV) San Francisco, WATL(TV) Atlanta, KQCA(TV) Sacramento and WFTC(TV) Minneapolis.

In line for 'Love'

New World/Genesis Distribution has 110 stations waiting by the phone for Loveline, the late-night call-in show that features a physician and a comic dispensing advice to the lovelorn. New stations on board for the hour strip include WZZL(TV) Miami, WBFF(TV) Baltimore, KDPM(TV) Portland, Ore., and WCCB(TV) Charlotte, N.C. New World says Loveline, patterned after a long-running Los Angeles radio show of the same name, is cleared for a fall start in 81% of the country, including 29 of the top 30 markets.

First Lady boosts Litton

First Lady Hillary Rodham Clinton is indirectly helping Litton/Syndications sign new stations for its weekly half-hour magazine Working Woman. As an incentive, Litton is offering new sign-ons a barter-free airing of a one-on-one interview that Working Woman host Kathleen Mathews conducted with the First Lady in February. The half-hour special drew a 6.5 Nielsen rating and 10 share in its original telecast on WJLA(TV) Washington earlier this year. Stations taking Litton up on the offer include KTUL(TV) Tulsa, Okla.; WGNM(TV) Macon, Ga., and KROZ(TV) Eugene, Ore.

'Kwik' clears

Kwik Witz, a weekly comedy/game show from Cleveland-based start-up Beau & Arrow Productions, has been cleared for a fall start in nearly 25% of the country, including the NBC O&Os in the top three markets. Kwik Witz, described as a "comedy Rorschach test," had an 18-week late night run on ABC affiliate WISN(TV) Milwaukee last year. Recent stations on board for the show, targeted for weekend late night, include KDF(TV) Dallas, KPBC(TV) Houston, KSTP(TV) Minneapolis and WTVI(TV) Miami. The show, which bears some resemblance to the British hit Whose Line Is It Anyway?, features a revolving lineup of comedians competing for the biggest laughs while acting out a wide-ranging series of impromptu situations and setups. The audience scores each performance at the end of each round.

Slow-speed 'Crook & Chase'

Multimedia Entertainment is moving ahead with its slow national rollout of Crook & Chase, the Nashville-based talk/variety strip hosted by TNN veterans Lorianne Crook and Charlie Chase. The show, now airing in more than 60 markets, recently landed its first top 10 berth on WINK (TV) Detroit.

Wolfgang's clothing

The controversy surrounding the re-introduction of wolves in Yellowstone National Park will be the focus of the November installment of Turner Program Services' upcoming monthly Wild! Life Adventures series. Actor Matthew Fox, one of the stars of Fox's acclaimed drama Party of Five, will host the episode, Survival of Yellowstone Wolves, scheduled to run between Nov. 3 and Dec. 1. Wild! Life Adventures, which also has a concurrent cable window on TBS, bows this fall with actress Bridget Fonda leading an expedition from Alaska to the Amazon to document man-made hazards to the natural world. —CL
Some changes made at ‘Extra’

Stolley returns to Time; New York bureau chief named

By Cynthia Littleton

 Warner Bros.’ Extra underwent some staffing changes last week as part of the news magazine’s ongoing effort to broaden its coverage of pop culture beyond Hollywood and celebrities.

Executive producer Richard Stolley is leaving his post with the Burbank-based show to resume his editorial duties with the Time Inc. magazine group in New York, a decision that had been expected after Extra veteran David Friend was named co-executive producer in February.

Stolley will continue to act as liaison between Extra and Time Inc.’s magazine group. The show’s close working relationship with the print arm of the Time Warner empire is frequently cited as an example of corporate synergy within the media giant.

“By expanding its coverage to include stories outside Hollywood, Extra will be able to tap into more of the resources of the Time Inc. magazines and become even more compelling,” says Stolley.

Also last week, Extra moved to beef up its New York newsgathering operations, naming Jerry Schmetterer to the newly created position of New York bureau chief. Formerly deputy metropolitan editor for the New York Daily News, Schmetterer’s background in TV news includes stints with wpix(tv) and two years as managing editor of CNN’s Northeast bureau.

In Los Angeles, supervising producer Gloria McDonogh-Taub was named senior supervising producer, news and features, while supervising producer Eugene Young was upped to senior supervising producer, broadcasts.

Warner Bros.’ push to broaden the scope of the show comes as Extra prepares to pair in key markets this fall with the new entertainment magazine Access Hollywood, a joint venture of NBC and New World Entertainment.

In order to hold on to its prime access berths this fall on the NBC-owned stations, Warner Bros. struck a deal last year with NBC that called for Extra to evolve from entertainment into a news magazine more compatible with Access Hollywood. NBC also took an equity stake in Extra.

Outside of the NBC markets, many programmers say the shift in focus was a wise move for Extra, launched in 1994 as a challenger to Paramount’s venerable Entertainment Tonight. Extra’s household numbers have remained flat in its second year, with a 3.7 national Nielsen rating for the season to date. In the February sweeps, Extra’s national household average climbed 5%, to a 3.9.

---

NCAA proves big bounce for CBS

By Steve Coe

It was no April Fool’s joke: CBS won Monday, April 1, with its coverage of the NCAA basketball championship game between the University of Kentucky and Syracuse University. The game, at 9:15-11:33 p.m.,
Broadcasting is such a dynamic industry that it’s tough to know who’s doing what.

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pulled in an 18.3 rating/29 share in Nielsen national numbers, winning every half-hour in which it aired.

In getting its highest-rated Monday of the season, CBS finished number one in households and among men and women 25-54. CBS research estimates that nearly 55 million viewers watched all or part of the championship game, which was won by Kentucky. The game ranks as the second-highest-rated CBS telecast of the season, behind only the network’s airing of the Fiesta Bowl, which pulled in an 18.8/31.

For CBS’s entire tournament coverage, this year’s numbers topped last year’s—households were up 3%, and men 18-49 and 25-54 also posted gains. The numbers for men 18-49 were even with last year’s.

PEOPLE’S CHOICE: Ratings according to Nielsen, March 25-31

<table>
<thead>
<tr>
<th>Day</th>
<th>Program</th>
<th>Ratings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday</td>
<td>CBS Tuesday Movie—The Wrong Woman</td>
<td>9.8/16</td>
</tr>
<tr>
<td>Wednesday</td>
<td>DateLine NBC</td>
<td>11.9/21</td>
</tr>
<tr>
<td>Thursday</td>
<td>Home &amp; Family: My Very Best Friend</td>
<td>10.1/17</td>
</tr>
<tr>
<td>Friday</td>
<td>CBS Tuesday Movie—My Very Best Friend</td>
<td>10.1/17</td>
</tr>
<tr>
<td>Saturday</td>
<td>CBS Sunday Night Movie—Abducted: A Father’s Love</td>
<td>13.7/23</td>
</tr>
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KEY: RATING/SHOW (PROGRAM RATING/SHARE) • TELEVISION UNIVERSE ESTIMATED AT 95.9 MILLION HOUSEHOLD• ONE RATING POINT=95,000 TV HOUSES • SOURCES: Nielsen Media Research. CBS Research Top Ten Shows of the Week are Numbered in Red.
Networks take station-buying breather

By Elizabeth A. Rathbun

The networks may be eying the new, looser cap on the percentage of television households they can reach, but they’re not buying stations to hit that limit.

Brokers say that although the networks are well aware that the Telecommunications Act of 1996 raises their coverage limit from 25% of the nation’s TV homes to 35%, they are not acting—yet.

“I promise you it will happen,” says Steven Pruett of Communications Equity Associates, New York. “If you’re in the network business, there’s no better investment for you than a station. It’s a producing asset that can produce for you forever.”

The Big Three networks are particularly interested in buying up to 35%, Pruett says, but both ABC and CBS are immersed in their mergers with Walt Disney Co. and Westinghouse Broadcasting Co., respectively. “NBC has been looking at things,” he says. Fox, meanwhile, recently denied rumors that it was negotiating to increase its 20% stake in New World Communications Group.

UPN and the WB Network each have substantial corporate backing to buy more stations. WB-backer Tribune Co., for example, last summer decided that the network needed a beachhead in San Diego and paid $70.5 million for KTTV(TV) there, outbidding UPN co-parent United Television.

Some brokers say it doesn’t make sense for a network to own a station with which it already is strongly affiliated, such as Fox buying the New World stations. But, Pruett says, “the station business is very profitable, and it’s considered better to own [stations] than to affiliate with them.”

It’s because the station business is so good that the TV-station-sale market has slowed during the past six to seven weeks, says broker Brian Cobb of Media Venture Partners, McLean, Va.: “Not a lot of stations are for sale right now.”

“It’s a great year to be a television station owner,” says Elliot B. Evers of Media Venture Partners’ San Francisco office. “They’re not particularly inclined to sell.”

There are several other reasons for the slowdown, Cobb says. “The market’s catching its breath to see if multiples will go higher,” he says. And broadcasters are waiting to see if Congress reduces capital gains taxes. But President Clinton last month issued a budget plan that would raise taxes on capital gains.

The market is taking a breather from recent year-end activity, Pruett says. Companies are restructuring and seeking new financing to get ready to buy more TV stations, he says.

When the market “lull” ends, broadcasters will start buying. It’s in a network’s best interest to own stations in all the major markets it can, Cobb says: “The more they own, the less they have to be vulnerable.”

Evers disagrees: “[Networks] don’t need to buy a lot of hardware to get a good distribution of their software.”

In the case of a Big Three affiliate that was for sale in a market ranked in the mid-60s, “we didn’t hear from the network as a prospective buyer,” Evers says.

No one but a network knows a network’s distribution plan, Pruett says. But it’s safe to say that “all three of the networks want to own as many top 10 or top 15 markets as they can” (see chart, page 42). Pruett figures that under the new coverage rule, each network could own a station in each of the top 13 markets. Under the former 20% limit, a network could own only four or five stations in those markets.

Pruett predicts that there will be three network approaches to consolidation in the future:

- Buying stations outright, as NBC did last August when it paid $402.5 million for WNCN-TV Raleigh-Durham, N.C.; WCMH-TV Columbus, Ohio, and WJAR-TV Providence, R.I.
- Creating joint ventures with other group owners, such as Group W’s with CBS, which blossomed into ownership.
- Investing in groups, such as ABC’s $25 million investment in Young Broadcasting Inc., and Fox in New World and Blackstar Communications.

The current activity in the TV market pales in comparison with the frenzy in radio, says Larry Wood of Wood & Co., Cincinnati. The TV market is “fairly busy, but compared to radio, nothing’s busy,” he says. Or, as Evers puts it, "There are many reasons for the slowdown, but in the end, it's all about money."
To own or not to own...
That is the question for the networks, which now can buy as many stations as they want—as long as they don't cover more than 35% of the nation's homes. By the estimate of broker Steven Pruett, under the new law, each network could own a station in every major market from 1-13. Listed below are the networks, their O&O stations (networks in parentheses indicate a second network affiliation), and (in italics) the Top 13 market where that network has no O&O (market rank):

ABC/Disney—KFSN-TV Fresno, KABC-TV and KEAL-TV (being sold) L.A. and KGO-TV San Francisco, all Calif.; WLS-TV Chicago, WJRT-TV Flint, Mich., WABC-TV New York, WTVK-TV Raleigh-Durham, N.C., WPVI-TV Philadelphia, KTRK-TV Houston, Boston (6), Washington (7), Dallas (8), Detroit (9), Atlanta (10), Seattle (12), Cleveland (13)

CBS/Group W—KCBS-TV L.A. and WIM-XTV San Francisco, KCCO-TV Denver, WCIX-TV Miami, WBEM-TV Chicago, WJZ-TV Baltimore, WBZ-TV Boston, WUPG-TV Pittsburgh, WPVI-TV Philadelphia, KSDK-TV St. Louis, KSDK-TV Green Bay, Wis. Washington, Dallas, Atlanta, Houston (11), Seattle, Cleveland

For now, the greatest action seems to be among broadcasters with stations in midsize markets who are taking advantage of a companion element of the new law that lifts the 12-station ownership cap.

Sinclair Broadcast Group recently followed Benedek Broadcasting Corp. in owning more than 12 stations (BROADCASTING & CABLE, March 18). With 13 stations, Sinclair covers about 9 1/2% of the nation's homes: Benedek's 22 stations give it coverage of just 3.4% of the U.S.

The law allows such midsize groups to "grow faster," Wood says. "Any group that has three, five, or seven or nine stations...is a candidate to explore some sort of merger."

FCC approval of TV duopolies would jump-start the market, brokers say. "I do think we will see [duopolies OK'd], but I'm not sure quite when," Evers says. When it happens, expect "an avalanche of television deals," he says.

Malrite enters Toledo
Cleveland-based Malrite Communications Group Inc. reportedly will pay $40 million for WNOO-TV Toledo, Ohio. The ABC affiliate on ch. 24 is being sold by a limited partnership that includes Ralph E. Becker, says WNOO-TV General Manager Brett Conwell. "The time had come to liquidate the assets." Conwell said last week, declining to confirm the name of the buyer. "The station is doing very well."

The partnership bought WNOO-TV for $1986 for $19.3 million. Becker also works with I. Martin Pompadur's Television Station Partners. Malrite, meanwhile, owns WFLX-TV West Palm Beach. Fla.; WXIX-TV Newport, Ky.; Cincinnati; WOIO-TV Shaker Heights/Cleveland, Ohio, and WLII-TV Caguas and WSUR-TV Ponce, P.R.
**Proposed station trades**

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

**THIS WEEK:**
- **TVs** $9,500,000
- **Combos** $18,600,000
- **FM's** $123,200,000
- **AM's** $50,000
- **Total** $151,300,000

**SO FAR IN 1996:**
- **TVs** $462,225,510
- **Combos** $51,549,779
- **FM's** $628,713,150
- **AM's** $37,326,129
- **Total** $2,678,044,523

**SAME PERIOD IN 1995:**
- **TVs** $1,092,312,000
- **Combos** $472,690,800
- **FM's** $246,426,221
- **AM's** $34,930,500
- **Total** $1,846,359,521

**COMBOS**

- **KWLO(AM)-KFMW-FM** Waterloo/Cedar Rapids, Iowa, and **WDEF-AM-FM** Chattanooga, Tenn.
  - **Prices:** $11.2 million ($7.7 million for Chattanooga stations; $3.5 million for Iowa stations)
  - **Buyer:** Bahakel Communications Ltd., Charlotte, N.C. (Cy N. Bahakel, CEO); owns **KXEL(AM)-KOKZ(FM)** Waterloo/Cedar Rapids; **WOOD-AM-FM** Chattanooga; **WCEB(FM)** Charlotte and **WPET(AM)-WKS(FM)** Greensboro, N.C.; **KFMW-FM** 107.9 mhz, 22.5 kw, day; **WDEF(AM)** 1,805 ft.

**Big deal**

This station-sale application was made public last week by the FCC: $91.2 million (total value of deal) for **WAXQ(FM)** New York. **Buyer:** Entertainment Communications Inc. **Seller:** GAF Properties Inc. Entercom simultaneously will assign waxq license to Viacom International Inc., and pay Viacom $1.2 million, while Viacom will assign kndd(FM) Seattle and kbsg-AM Auburn/Federal Way-kksg-FM Tacoma, Wash., to Entercom's ECI License Co.
Radio on the Internet: Study pinpoints heavy users

Noncommercial and educational formats, followed by AOR, have most home pages

By Donna Petrozello

Educational and noncommercial radio stations constitute the largest single program format to establish home pages on the Internet's World Wide Web, say Eastman Radio Representatives.

In a recent survey of radio's use of the Web, Eastman reported that 25% of an estimated 900 stations with home pages have an educational or noncommercial format. College radio stations were among the first to go on the Web, say Eastman researchers. The market with the most local stations to establish Web sites is Detroit.

The second-largest format represented on the Web is album-oriented rock stations. Eastman reported, which account for nearly 11% of radio Web sites. Country, news/talk and alternative rock-formatted stations also have a strong showing, Eastman found.

Among those stations with Web sites, Eastman found that most non-commercial stations use the site to inform listeners about the station and community or campus events.

Others, particularly commercial stations, use the site to sell merchandise with the station logo or announce programming lineups and features. Stations also use sites to promote concerts and other community events, Eastman found. Many stations have built an interactive component into their sites by taking song requests, comments or questions to talk show hosts from Web browsers.

"Virtually any radio station can benefit from having a site on the Web," said Eastman market research specialist Risa Weledniger. "Web sites give stations the opportunity to communicate directly with listeners and allow the listener to interact with the station."

Weledniger points out the selling points for stations to establish home pages. The majority of the country's estimated 9 million Web browsers are ages 25-34—a key segment for advertisers—with slightly heavier use by men than women, according to Eastman research. Also, Web users are fairly affluent. Eastman found that 65% of Internet users report an annual household income above $50,000.

At the moment, most radio Web sites incorporate only visual components, but an increasing number are expected to take advantage of Real Audio technology that melds sound and image for audio-equipped personal computers as innovations continue in home and office computers.
Power Book

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USA cuts and reshapes Saturday
Adds ‘Renegade,’ cuts ‘Campus Cops,’ ponders fate of Tartikoff’s ‘Weekly World News’

By Rich Brown

USA Network is retooling its schedule to include exclusive new episodes of action-hour Renegade, the cancellation of rookie sitcom Campus Cops and a possible reworking of its campy Weekly World News series.

Renegade, the Stephen J. Cannell action hour airing in first-run syndication and on USA, will air exclusively on the cable network beginning this fall. As part of the deal, USA will televise 22 original episodes on Sunday nights during 1996-97.

USA is said to be paying New World Entertainment $100,000 per episode for the four seasons of existing Renegade reruns plus licensing fees of $350,000 apiece for the new episodes. The arrangement is comparable to the Sightings deal struck last month by USA’s Sci-Fi Channel. USA Networks programing chief Rod Perth says that whether there will be similar future deals will be handled on a case-by-case basis.

“There’s no strategy for us to target syndicated shows and bring them to USA necessarily,” says Perth.

Renegade, a police drama starring Lorenzo Lamas, is averaging a 2.0 rating in its Sunday night slot on USA, according to A.C. Nielsen data supplied by the cable network. The show also is averaging a 1.3 rating in a 6-7 p.m. NYT weeknight strip on USA, which began carrying Renegade last fall.

Meanwhile, the network has reworked its Saturday night lineup to adjust to the removal of Jon Landis’s Campus Cops and Brandon Tartikoff’s Weekly World News from the schedule. Campus Cops has been canceled; Weekly World News is under consideration for a possible reworking.

USA had added Campus Cops and Weekly World News to the Saturday night schedule in January under the banner “Saturday Night Is Something Else.” The series were designed to build on a Saturday night comedy franchise that included existing USA originals Weird Science and Duckman. But despite the big names attached to the series, the two new shows failed to catch on with viewers.

“We knew going in that there was a high degree of difficulty and there was inevitably going to be failure,” says Perth. “Part of the schedule is back in the garage a little at this point. We hope to have a restored comedy block by January.”

USA’s new Saturday prime time schedule, which went into effect last weekend, continues to kick off at 8 with Pacific Blue, an original action drama that joined the schedule in March. Weird Science stays in the 9 p.m. slot, while Duckman moves up a half-hour to the 9:30 slot.

The major change in USA’s Saturday night lineup is the addition of USA Network Pictures Original movies beginning at 10 (technically 9:59). USA is scheduling encore movies that previously have run in its premiere original movie slot on Wednesday nights. Perth says the network expects to keep its “Saturday Night Is Something Special” banner with the new lineup of original programing.

In other original programing developments at USA, the network has cast Tony Crane, Susan Walters and Barry Corbin to star in a series based on the 1987 movie “The Big Easy.” USA has placed an initial 13-episode order for the weekly hour drama, which begins production in New Orleans this month and debuts on the network in August 1996.

Ovation prepares for unveiling
Arts channel will have one in-house production at launch later this month

By Rich Brown

Although Ovation expects to produce about 10% of its programing within the first year of operation, only one show will be produced in-house by the arts network when it debuts full-time on April 21.

In-house production will grow as the subscriber and advertiser bases build, says Patricia MacEwan, vice president of marketing. At launch, however, virtually all of the programing on the network will be acquired or co-produced, with many of the shows making their U.S. debut on Ovation.

The network’s first in-house production, a special on opera called Modern Painters, will air as part of the network’s opening-night schedule at 11:30. Other opening-night programs will include a documentary, Yo-Yo Ma and the Kalahari Bushmen; a special on Irish music called A River of Sound, and a profile of painter James Whistler.

In other Ovation developments, the network is closing in on a deal to subcontract its “dark” hours (3-7 a.m. ET) to paid programers.

Ovation officials are planning a press briefing at New York’s Museum of Modern Art during the week of April 15 to reveal further launch plans. No word yet on whether Ovation part-owner Time Warner plans to roll out the network on any of its cable systems at launch.
C-SPAN's nerdy look hides raw, journalistic horsepower

By Tim Goodman
Knight-Ridder Newspapers

Nobody wants to hang out with C-SPAN. It's the cable network with the geeky glasses, plaid pants and runny nose.

For cable operators across the country, it's the blind date from hell that you're stuck with for life. Behind C-SPAN's back, mean things are said. Little or no effort is put into its appearance. It has few true friends willing to stand up for it. And it hangs out in all the really uncool places.

Of course, the more enlightened among us see the beauty in C-SPAN. This is no ugly duckling network. What C-SPAN represents is power and truth. But know what Jack Nicholson said about the truth in "A Few Good Men" — that "you can't handle the truth." You want to see what's going on in this country? Do you really want to see the people you elected?

Unedited, unbiased

C-SPAN is our window on our own little world. C-SPAN is power because it's one of the last bastions of completely unedited, unbiased news. So many people complain about the news media distorting reality to the left or the right, relying on sound bites and mangling quotes and content. You want purity? Then stop channel surfing over to E! Entertainment Television and settle in with stodgy C-SPAN.

The beauty of C-SPAN is that it's the only place you can see someone turn on a camera, focus and go home. The C-SPAN camera does not blink. It does not get talked over. It simply watches: Whether it's President Bill Clinton talking about Cuba or health care, Louis Farrakhan talking about black power, or some policy wonk in Washington talking about the long-term effects of the Fed tinkering with interest rates.

C-SPAN is the oddity channel. How else can you explain excursions to the Kentucky Derby museum to talk about historic black jockeys and then, without a commercial interruption or a nice segue from a blow-dried anchor, it's on to the Barrister's Ball, featuring keynote speaker Clarence Thomas. Or, hey, from Clinton to the Rock and Roll Hall of Fame. Seamless transition? What's that?

Addictive channel

Nevertheless, C-SPAN, because it's the ultimate in public service television, can get you hooked.

That's right. Hooked on C-SPAN. You have to be brave to admit your increasing addiction. From long moments with the White House Leadership Council to a sprightly session with the Senate Commerce, Science and Technology Committee, what you're doing is gaining knowledge. All together now — knowledge is power.

But it doesn't end there. C-SPAN's "America in the Courts" is surprisingly palatable. "Booknotes" is fascinating. And the various lectures across the country, while not MTV-like eye candy, are nonetheless fulfilling.

Pretty soon you'll find yourself thinking: "I wonder where those two C-SPAN school buses are going today?" Maybe, as you take in the House of Representatives talking about the Debt Ceiling Extension Act, you begin to make a mental note: "I better tape 'Seinfeld.' This is too good." See, C-SPAN flies by the seat of its starched pants. It goes everywhere. Face it: C-SPAN is unstoppable.

Valuable in election year

There's a real genius to the network. And now, in an election year, it's more valuable than ever. You need spend only 20 minutes watching representatives from across the country waddle up to the microphone and debate before you know it's time to clean house. When C-SPAN follows a presidential candidate, you don't get Dan Rather or some campaign manager giving you a spin. You get that quiet camera, focused, unrelenting, critically objective. That's your eye. And the microphone, that's your ear.

What you see and hear may surprise you.

AlphaStar is ready to roll out
Will begin selling its DBS hardware this month

By Jim McConville

Direct broadcast satellite company AlphaStar Digital Television says it is quietly moving forward with rollout plans that will have it selling consumers its DBS hardware and programming by the end of April.

AlphaStar, owned by Canadian telecommunication giant Tele-Communications, last week started DBS hardware shipments to satellite vendors in anticipation of starting to sell its DBS service this month.

“We will be feeding our key distribution channels first: in fact we’ve got more orders than we can fill right now,” notes AlphaStar President Murray Klippenstein.

AlphaStar has 40,000 units per month coming from an IBM subsidiary. This summer, Samsung Electronics is to start manufacturing AlphaStar set-top receivers and 24-inch satellite dishes to be distributed through consumer electronics retailers this fall.

Until then, AlphaStar will rely on TVRO, satellite and Amway distributors to sell both hardware and programming.

AlphaStar at launch will be delivering 52 digital channels, with plans to expand to 100 by summer. Klippenstein says AlphaStar hardware will have a $699 suggested retail price, “but we are leaving ultimate retail pricing up to the marketplace.”

Klippenstein says AlphaStar is still talking with telcos and wireless cable companies about investing in the service, but hasn’t signed any deals. The CEO says that while talks continue, the company’s main focus is getting hardware shipped and its DBS service up and running.

“While I wouldn’t say the issue of strategic investors is on the back burner, it’s not the primary area of interest right now,” he says. “Our first objective is to get the system up and configured as quickly as possible. There’s no sense parceling off a piece of the company before you’ve got some real subscribers.”

But Klippenstein would still welcome a deep-pocketed partner. “The whole issue of DBS delivery has gotten an awful lot of credibility since MCI’s involvement and the huge investment they’ve made in a [DBS] parking space, and AT&T’s involvement with DIRECTV at a very large number as well,” he says.

Set-top boxes ready to roll, almost
GI says October; others say by late 1996

By Michael Katz

After years of disappointing delays in the much-ballyhooed rollout of digital set-top boxes, most MSOs and vendors are promising that the technology will be in homes before the end of the year.

General Instrument is making the most ambitious projection: October 1996. Although that may sound like the proverbial check in the mail, GI is confident this time. “The pieces are finally coming together,” says Geoff Roman, senior vice president. “Our confidence is based on the fact that we have real boxes in our test labs that you can touch and watch display real video.”

Tele-Communications had placed an order with General Instrument for 1 million set-top boxes back in 1992, to be delivered in 1993. The reason for the delays was fundamental changes in the design of the boxes, according to GI.

“It was a very complicated project when it was conceived, and it has gotten even more complicated,” says Jeffrey Hamilton, GI’s director of technology and new business.

With the rollout plans finally stabilized, GI has several hundred unfinished boxes undergoing lab tests. The company plans to conduct beta tests in the second quarter of this year and to begin shipping them in the third. The boxes are expected to cost $350-$400.

If GI does its part, TCI expects to begin putting the boxes in homes in the fourth quarter, says TCI spokeswoman LaRae Marsik. But TCI is in no rush, she says. “We are focused on doing it right.”

The first units probably will go into homes in TCI’s system in Hartford, Conn., Marsik says. Systems in the Bay Area and the Chicago suburb of Arlington Heights also may get some early boxes.

Aside from TCI, General Instrument has letters of intent to supply the digital set-tops to Cox Communications, Comcast, Adelphia, Century Communications and Jones Intercable. GI says delivery to those MSOs will follow the delivery to TCI.

The boxes are eagerly anticipated because they will greatly increase channel capacity, giving operators hun-
Broadcasting & Cable  April 8, 1996

NCTA outlines L.A. meeting

Turner will become first chairman from programming side

By Michael Katz

The National Cable Television Association's 45th annual convention in Los Angeles, April 28-May 1, will focus on "advancing our goal of superior customer service, continuing to build on our long-standing support of Cable in the Classroom, and working with over-air broadcasters concerning the V-chip," says Ted Turner, CEO of Turner Broadcasting and convention chairman.

The NCTA is expecting its largest convention to date with approximately 26,000 attendees and 316,000 square feet of exhibition space, up from last year's 25,227 attendees and 301,000 square feet.

Of the four general sessions and 47 others, the largest number of sessions will be devoted to public policy and technical sessions. Some of the sessions featured:
- "The Family and Community Critical Viewing Project," which will address violence on television.
- A public policy breakfast with FCC Commissioner Reed Hundt, who will talk about implementation of the Telecommunications Act.
- "To Catch a Cable Thief," a panel of security experts revealing their secrets on combating cable piracy.
- "Creating a Hit Show," which will address how to sell a show and get it aired, as well as the future of original cable programming.
- The Internet also will be a hot topic at the convention. One session, "The Internet for Dummies," is a primer that will demonstrate cable modems.
- "There will be a heavy presence of the Internet at the convention," says Barbara York, NCTA's vice president of industry affairs, and executive director of the National Academy of Cable Programmers. "A lot of exhibitors will have the Internet hooked up to the booths."

The convention will mark the beginning of Turner's tenure as chairman of the NCTA. He is the association's first chairman from the programming side of the industry.

"It shows how far the NCTA has come," says Turner. "I remember when cable programers could not become full members; it's like women getting into the service academy."

NCTA has announced the 1996 winners of the Vanguard Awards, which will be presented at a special ceremony May 1 at the convention. CTAM President Char Beales and Cox Communications President James Robbins are among the winners; both will receive the distinguished leadership award.

The NCTA's Office of Cable Security has tapped Time Warner Cable of New York City and Jones Inter Cable as the winners of its ninth annual Signal Security Ideas Competition. Each winner will discuss its program in a session at the conference.

Comedian Rita Rudner will host the 18th annual CableACE Awards, which will be held April 30 during the convention.
SportsChannel plans play for Lightning

Florida sports network will offer team an interest in channel in hopes of wrestling it from rightsholder Sunshine

By Michael Katz

SportsChannel Florida has the Storm; now they want the Lightning too.

The Rainbow Programming and Front Row-owned sports channel hopes to wrest the rights to NHL franchise Tampa Bay Lightning from rival Florida sports channel Sunshine Network. SportsChannel Florida holds the rights to University of Miami sports, arena football’s Tampa Bay Storm and Major League Baseball expansion team Tampa Bay Devil Rays, which begins play in 1998. Although SportsChannel recently lost the rights to the University of Florida to Sunshine, the channel denies that it badly needs a pro sports franchise to be competitive.

“For the past three years SportsChannel has not had professional products, and we’ve been able to keep our head above water,” says Richard Bradley, general manager of SportsChannel Florida, adding that “we had the rights to the University of Florida for eight years and it did not push our distribution, so the loss does not have much of an impact.”

Nevertheless, SportsChannel Florida wants the Lightning. So much so that it will offer the team a stake in the channel. “It would give them better control over their destiny,” says Bradley, “and it would give us a certain understanding of what the needs of a team are.”

The Lightning still have a year left on their contract with Sunshine and under their agreement can’t negotiate with anyone else until the contract expires. However, while the Lightning can’t talk to SportsChannel Florida, the team can listen to its offers.

Sunshine has been with the hockey team since its birth, but SportsChannel may be able to capitalize on the fact that the Lightning are looking to break with the status quo. “The Lightning want some different things than four years ago,” says Jim Liberatore, general manager for Sunshine, which sells the merchandise for the team. “They are looking to take representation of their own inventory, and they want to revert some of the control back to the team.”

Stealing the Lightning will be a formidable task for SportsChannel, considering the strength of the competition. The Sunshine Network dominates sports coverage in Florida with the rights to NBA franchises Orlando Magic and Miami Heat, MLB franchise Florida Marlins and NHL franchise Florida Panthers. SportsChannel, however, has an advantage with Wayne Huizenga, who started Front Row and owns the Marlins, Panthers and the NFL’s Miami Dolphins.

“It’s a sign of credibility and clout that we have a major backer,” says Bradley. Bradley hopes that in future contracts Huizenga will use SportsChannel for his teams, but careful to say that Huizenga’s stake in the channel is no guarantee.

Liberatore says he is not concerned about SportsChannel or its desire to win the rights to the Lightning. “We grew up with the Lightning, and we’ve had our ups and downs,” says Liberatore. “We have solidified our relationship over the past several months, and I am confident we are going to get something done.”

Everybody wants to get into game

Sports-rights appetite will grow, particularly with addition of international markets

By Jim McConville

The feeding frenzy for sports broadcast rights will continue through the ’90s, fueled in part by the increasing global demand for sports programming.

That was the word from a panel of TV sports experts on “The Business of Sports: The Real Game” at the fourth annual Schroder Wertheim & Co./Variety Big Picture Conference last week in New York.

Sports TV rights remain at a premium. The Major League Baseball (MLB) rights package last year, for example, topped the $1.5 billion mark in a multinetworkeal deal that includes NBC, Fox Sports and cable networks ESPN and FX.

Last summer, NBC nearly broke the bank when it agreed to pay $1.27 billion for an Olympics TV rights package that gives it six of the next seven Olympics through 2008.

The thirst for TV sports rights remains unsatiated, says James A. Harmon, chairman, Schroder Wertheim, adding that bidding on sports broadcast rights has increased 10%-20% in only the past two years.

Sports executives say that thirst will continue to grow during the next few years as satellite technology opens more international markets.

“As long as there are new technolo-
Liberty Cable gets full-service boost

New York wireless company is bought by RCN Corp., which says it will make it centerpiece of video, telephone, Internet network

By Jim McConville

Ewing-based wireless cable company Liberty Cable will serve as the flagship for Midwestern construction company Peter Kiewit & Sons’ plans to build a national full-service network offering video, telephone and Internet services.

RCN Corp., a telephone service provider and subsidiary of Omaha-based Kiewit & Sons, last week acquired an 80% interest in Liberty, an MMDS company that serves 40,000 subscribers in New York City.

Industry sources say Kiewit & Sons reportedly will pay an initial $60 million for Liberty, as well as additional considerations that could bring the total to $100 million.

Liberty, started in 1991, broadcasts programming to New York buildings equipped with MMDS antennas. It has been in an ongoing “David and Goliath” battle with Time Warner Cable of New York for Manhattan’s cable subscribers.

Liberty will serve as the nucleus for Kiewit’s proposed nationwide telecommunications system, which the company says will provide enhanced video, voice and data services. “The object is to give RCN Corp. a keystone for a national deployment plan of a full-service fiber-optic network,” says Peter O. Price, president of Liberty Media.

Price says that, for Liberty, the deal means financial clout and technical expertise. “We can introduce a full-service network rather than just cable service—a full fiber, interactive, full-service network.”

“Our purpose is to make this work in New York in the short term,” says Price. “The plan is to take the base Liberty has established in New York and make it grow regionally, then nationally.”

Richard Jaros, executive vice president, Peter Kiewit & Sons, says RCN’s rollout plans will be “to make sure that we have the approach right and are successful in one or two markets. If that goes fine, we’ll see what goes from there.”

Price and other Liberty staff will continue to manage Liberty. “Liberty will continue to do its thing with bigger and better resources,” says Price.

Liberty had been the center of industry takeover rumors, including reports last month that it would be taken over by C-TEC Corp., the Princeton, N.J.-based telecommunications company.

Two weeks ago, RCN acquired a piece of C-TEC for approximately $123 million. Assets include C-TEC International, which holds a 40% interest in Mexican MSO Megicable; Commonwealth Long Distance, and Residential Communications Network. C-TEC’s domestic cable holdings were not part of the deal.

Although Price says there will be “zero” connection between Liberty and C-TEC, Jaros says that C-TEC owns a small cable operation in New York. “Urban Net,” that will be “a component of what we’re doing with Liberty.”

Liberty subscribers will start to see service upgrades beginning next year, says Price. “We’ve informed all Liberty buildings that over the course of the next year their service will be substantially upgraded, in both the number of video channels and the choice of telecommunication services.”

Emmy Award-winning actors Mariette Hartley and Michael Moriarty will host two new weekly documentary series on the Faith & Values Channel beginning this spring. Hartley’s show, Heroes of the Heart, will profile terminally ill patients and others coping with obstacles. Moriarty’s show, Crisis Points, will address major social and spiritual dilemmas such as homelessness and war crimes. Heroes of the Heart will air Sunday, 8-9 p.m. ET, with repeats Wednesday at 10 p.m.; Crisis Points will air Thursday, 10-11 p.m., with repeats Sunday at 1 a.m. F&V, which is owned by the National Interfaith Cable Coalition and Tele-Communications Inc., programming arm Liberty Media Corp., reaches more than 25 million households nationally.
Robbins asks Hollywood for break

Says PPV industry needs to get closer to home video window, pricing

By Michael Katz

Cox Communications President Jim Robbins, in his keynote address at CTAM’s pay-per-view and interactive conference, called on Hollywood to help a PPV industry that cable operators and Hollywood have “not been really satisfied with to date.”

Robbins said Hollywood has benefited from the cable industry and now needs to return the favor.

“The studios receive nearly $500 million in programing revenue from the cable industry, and that’s all incremental revenue on a stale product that Hollywood is not spending many dollars to promote,” said Robbins. “Cable operators have stepped up to the plate to hit a home run for Hollywood, and now it’s the studios to do their part.”

What the studios need to do, he said, is give the PPV industry a level playing field with video stores, which are taking away industry business. “Right now, we get movies 45 to 60 days after the video release,” said Robbins. “We need a window that is at least simultaneous to video.”

PPV needs a more competitive pricing structure to compete with the video stores. The PPV industry now must charge at least $3.95 to generate a sufficient return, which is about 75 cents more per title than the leading video chain in a major market, Robbins said.

“We need the wholesale price lowered so we can drive the volume even further, and if we increase volume, the studios increase their return on investment with no incremental costs.”

The cable industry, for its part, needs to give Hollywood the increased shelf space Hollywood has been asking for, said Robbins. This should entice Hollywood to give PPV a higher priority. Robbins said the problem will be resolved with digital technology. “Digital compression will give us a huge leap in shelf space, creating a near-video-on-demand environment that will give consumers the convenience and control they want,” said Robbins. “This will open up more revenue for us and the studios. It’s time to make this little business grow up; the technology is here; the time is now.”

The computer that ate television

Microsoft executive says PC will be linchpin in entertainment future

By Michael Katz

Craig Mundie, Microsoft’s senior vice president, consumer platform division, told a CTAM pay-per-view crowd in Orlando that personal computers will be the centerpiece of the evolution of interactive communication as it makes the transition from telephone lines to fully interactive broadband communications.

“The personal computer has achieved such a high penetration level in U.S. homes that the combination of that plus the Internet phenomenon will be the vehicle by which content emerges,” said Mundie. “And as the networks become more capable, we will be able to add more classes of devices like set-top boxes for television.”

Microsoft already has turned on its first interactive television system—March 21 outside Tokyo—and is conducting tests in Richardson, Tex., and Seattle.

The problem with interactive media, Mundie said, is that for it to be a compelling business there must be a lot of content—and until recently, no one knew where that content would come from. The answer, he said, is the Internet. Although set-top boxes for televisions eventually may be used for Internet service, “the problem now is that the content on the Internet is designed for the high-resolution, non-interlaced display of the computer,” said Mundie.

“When you try to put that up on a low-resolution interlaced display like a television, it basically becomes unusable.”

Mundie predicts that the PC will begin to displace the television as the center for family entertainment. He pointed to computer company Gateway’s multimedia PC, which has a 31-inch display, a wireless keyboard and a TV-like remote control. “This presumes that this is more a family room-type setting than a desktop-type setting,” said Mundie. “There is a real blurring of the distinction between these two environments.”

Cohen moves to CNBC

Bruno Cohen is leaving his post as vice president and news director of NBC flagship WNBC-TV New York to become senior vice president of programming for co-owned CNBC. Cohen takes on CNBC programming responsibilities previously held by Chet Collier, who resigned as senior vice president of the network. Collier was named to the post less than three months ago by former CNBC chief Roger Ailes, who now heads Fox Broadcasting’s news operations. Cohen’s background includes a five-year stint as vice president of programming and executive director of programming for Buena Vista Productions/The Walt Disney Company. Replacing Cohen at WNBC-TV is Paula Walker, who has been assistant news director at the station since 1989.
X marks the spot for ESPN

Extreme sports competition has lined up over a dozen sponsors

By Rich Brown

ESPN has lined up more than a dozen sponsors for its upcoming 1996 X Games, a seven-day daredevil competition featuring skydiving, street luge racing and other “extreme” sports.

ESPN executives say they have sold out sponsorship positions for the second annual competition, despite less than Olympic-size ratings for the games last summer. Advertiser-ratings guarantees for the games this year will be a 1 on ESPN and a .5 on ESPN2, based on 1995 X Games Nielsen ratings supplied by the sports network. ESPN says last year’s games performed well among males 12-34.

Primary sponsors on board for the games are Coors, AT&T, Mountain Dew, Taco Bell, Nike, Chevy Trucks and Pontiac. Additional sponsors include 20th Century Fox, Fruit a Burst, Bell Helmets, Snickers, Advil and Sam Goody. For primary sponsors, X Games packages this year include positioning within ESPN’s online and radio programming.

Also new to the X Games advertising package is participation in a 12-market road show leading up to the competition. The tour, which includes one-day stops in key markets, kicks off March 30 in Miami. “We weren’t in the event-staging business until we got into it last year,” says Tom Hagel, vice president, integrated sales and marketing. “We saw an opportunity to integrate the package further this year.”

More than 400 athletes are expected to participate at this year’s competition in Rhode Island (June 24-30). ESPN will air 21 original hours and ESPN2 16.5.

Charter buy

St. Louis-based multiple system operator Charter Communications has acquired additional systems serving about 100,000 customers in eight states for $211 million. The systems were purchased from Cencom Cable Income Partners, a Charter affiliate whose properties already are managed by the MSO.

American Airlines, ABC deal bumps CNN

ABC has signed a long-term agreement with American Airlines to provide in-flight news, sports and entertainment programming on American flights. That means the air carrier will be jetlining Turner’s Cable News Network (CNN) to make room. ABC’s two-year deal, signed last week and effective May 1, calls for the network to provide 1.5 hours of programming to air on American planes before or in lieu of in-flight movies.

Wireless growth

Baton Rouge-based wireless cable company Wireless One says its subscriber base grew 63% in first quarter 1996, increasing from 7,525 to 12,289 as of March 31. The company launched three wireless systems during the quarter—in Brenham, Tex.; Gainesville, Fla., and Macon/Jefferson, Ga.—giving it a total 14 systems. On April 1, the company launched a 20-channel system in Bucks, Ala., which passes approximately 113,000 line-of-sight households. Wireless One plans to launch three systems during the second quarter: Fort Walton Beach, Fla.; Houma, La., and Chattanooga, Tenn.

Outdoor campaign

Outdoor Life Network will be the presenting sponsor of the American Oceans Campaign (AOC) 1996 Partners Award Dinner, which is slated to honor actor Christopher Reeve for his past efforts to help protect the world’s oceans. The AOC, a non-profit group founded in 1987 by actor Ted Danson, will honor Reeve at its annual dinner April 30. Outdoor Life also plans to schedule a week of environmental programming starting Earth Day, April 22. Programming will include Good Green Earth, Environmental Forum and Fighting Extinction.

PrimeSports

Regional sports cable network PrimeSports and several St. Louis-area cable operators have agreed to distribute pay-per-view first- and second-round St. Louis Blues National Hockey League playoff games.

SportsChannel reaches 3 million mark

SportsChannel New York passed the 3 million—subscriber mark after Adelphia Cable repositioned the sports network to basic carriage on its Toms River, N.J., system. Adelphia made SportsChannel available to 101,000 households effective April 1, to coincide with coverage of the opening-day game of the New York Mets.

Stage to screen

On April 5, American Movie Classics was scheduled to add to its lineup Stage to Screen with Rita Moreno, a new weekly series that highlights movies that have been adapted from Broadway shows. Best known for her role in “West Side Story,” a high-profile example of that adaptation, Moreno will introduce films each Friday at 8 p.m.

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RBJM
Graf cites write-down for loss

Troubled adult programer Graf Pay-Per-View says a previously announced $10.5 million write-down is largely responsible for the company’s just-reported net loss of $15.1 million in 1995.

Company executives say they are feeling the sting of lower than expected revenue from the C-band backyard-dish market; the costs tied to closing its CPV adult-programing production facility, and the loss of contracts with Time Warner New York City Cable systems representing more than 1.1 million subscribers (which now carry Play-boy-owned AdultVision). Graf’s stock price dropped to $3.50 on Tuesday from a high of $12 last April.

Graf’s 1995 earnings were considerably lower than in 1994, when the company posted net income of $3.2 million. Revenue was essentially flat, climbing from $50.7 million in 1994 to $51.1 million last year.

The onetime, post-tax $10.5 million write-down includes the costs of its library of movies, TV programs, CD-ROMs and various charges tied to company staff reductions. Graf reported a 1995 operating loss of about $2.7 million before the charge, versus a $5.5 million profit in 1994.

Graf expects the streamlining of its business to reduce operating costs by approximately $6 million in 1996, according to chairman and CEO J. Roger Faherty.

Graf also reported fourth quarter 1995 revenue of $11.9 million compared with revenue of $14.0 million for the same period in 1994. The company had fourth quarter 1995 operating losses of $3.9 million before the charge versus a $2.5 million profit in 1994.

—RB

The Kirch Group joined the competition for multichannel dominance in Germany April 2 when the German media concern launched a trial package of 12 digital channels called DF 1 (Digital Television 1), which it is delivering to 100 TV households. In May, another 50 channels will be added to the trial. The package will consist of nine thematic film channels sourced largely from the library of Kirch subsidiary Taurus Film. Channels include Starkino, Filmplast, Cine Royal, Cine Thriller, Cine Action, Cine Comedy, Romantic Movie and Western Movie. Other channels to be offered in the package will be kids, sports, documentary, classical music and three sports channels—DSF Plus, DSF Golf and DSF Action—in conjunction with German sports channel DSF. The quick market entry could give Kirch the upper hand over the much-heralded News Corp./Bertelsmann/Canal+ rival alliance, announced last month.

Sci-Fi Channel this month expands its international reach through a deal with Southern Africa’s MultiChoice DStv. The direct-to-home satellite company provides service to South Africa, Swaziland, Lesotho, Namibia, Botswana, Zimbabwe and Mozambique. Sci-Fi already has deals in place in Latin America and Europe. Germany will have its own dedicated weather service, Der Weltterkanal, beginning April 15. The channel has an annual budget of DM37 million ($25 million) and is backed 45% by U.S.-owned Weather Channel.

Revenue was up 85%, to $98.9 million, in 1995 for U.S.-backed broadcast investor Central European Media Enterprises (CME), despite its launching two services in Slovenia and Romania. Cash flow jumped 266% at CME’s successful flagship channel Nova TV in the Czech Republic, which helped reduce CME’s net loss to $6.8 million. Nova TV declared a dividend of $12,406,000, and CME will receive $8.7 million in 1996.

AB Sat, the broadcasting division of French producer AB Productions, launched six digital channels, including existing analog family entertainment service AB1, off Eutelsat II-F1 April 2. The other five channels will focus on classical music, pets and wildlife, “edutainment,” police/detective series and cartoons. A comedy service and an adult channel are expected to bow mid-April; by mid-May, between 17-19 digital channels should be broadcasting. AB Sat also signed a decoder agreement with France Telecom and will deliver some of the channels to its 150,000 cable subscribers.

—By Debra Johnson

Sales, losses up for People’s Choice

Continuing to spend capital to roll out wireless cable systems, People’s Choice TV, the nation’s third-largest MMDS operator, with 81,300 subscribers, saw its cash flow continue to drop in 1995. For the fourth quarter, ended Dec. 31, the company reported negative cash flow (earnings before interest, taxes, depreciation and amortization) of $5.75 million, a 25% greater loss than its $4.26 million negative cash flow for fourth quarter 1994. The wireless company also saw its net loss for the quarter increase 159%, from $8.4 million to $21.0 million. Sales, meanwhile, increased 83%, from $4.47 million to $8.18 million. For fiscal year 1995, People’s Choice TV reported negative cash flow of $17.6 million, compared with a negative $13.9 million for 1994. The company’s net loss increased 173%, from $19.5 million to $53.2 million, while 1996 sales increased 107%, from $12.6 million to $26 million. Company officials attribute the net loss to costs connected with adding new MMDS systems and the additional interest expense incurred on the company’s senior discount notes issued in 1995.

—JM
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Microsoft pushes simple PCs

By Richard Tiden

Microsoft Corp. is putting its considerable presence behind its vision of simple PC devices for interaction with consumer electronics devices.

At a West Coast Windows conference last week, Microsoft Chairman Bill Gates demonstrated several different applications of low-function PC boxes, including enhanced audio driven by PC, audio/video DVD playback, and functions between TV and PC. But the company is positioning its Simply Interactive PC (SIPC) technology as a "framework" of hardware technologies for machines that would utilize its Windows operating system.

Compaq Computer Corp., Hewlett-Packard Co., Intel Corp. and Toshiba America Information Systems are endorsing the hardware framework, indicating the prospect of a development alliance with the software giant.

Statements of support for technological innovations aren't necessarily an indication of anything concrete these days, but the momentum the low-function PC strategy has been generating is a clear indicator that computer people think there's money in the concept.

"[Although] the PC is easier to use today, we should not be satisfied," Gates told the Windows hardware engineering meeting. Emphasizing how PCs would become "more interactive and fun," he evoked a picture of PCs paired with consumer electronics units in American living rooms.

It's all part of a larger initiative to make PCs more user-friendly and more like readily functional consumer electronics components. So last week, also in the context of Gates's simple-PC vision, Microsoft, Compaq, HP, Intel and Toshiba joined in supporting OnNow, a computer industry effort to create PCs that turn on instantly like TVs or VCRs, without the interval required for booting up.

"Anything that will make the PC simpler and more engaging is something we're interested in," an Intel spokesperson said.

Another aspect of recasting PC technology is the Advanced Configuration and Power Initiative (ACPI). The abstract hardware interface, also endorsed last week by Microsoft, Intel and Toshiba, would enable PCs to connect peripheral devices (such as CD-ROMs or TVs) on and off automatically.

It's aimed at sparking interest among PC makers to produce lower-cost machines that can accommodate video from TV or enable Web surfing via TV. Microsoft hasn't supported the impetus toward so-called Internet-access PCs, stripped-down devices that would support that functionality alone. Microsoft's SIPC concept calls for something more sophisticated, with technologies that enable easier functionality and are built for a higher-speed data connection.

Microsoft doesn't intend to build the device; it wants the software end. Both Apple Computer and Sony are working on designs that are similar in concept.

Tele-TV, Tribune get Dodgers

In its first strategic maneuver, Tele-TV has scored local non-broadcast rights to Dodgers baseball games and has helped Tribune Broadcasting keep the Dodgers baseball rights for KTLA(TV) Los Angeles through the 2001 season.

In a separate but related pact, Tele-TV also has secured retransmission rights for Tribune station programming in its nine markets, including New York, Boston, Washington, Philadelphia, San Diego and Los Angeles.

It was the joint pitch that enabled Tribune to keep 52 Los Angeles Dodgers games each season on KTLA, with Tele-TV getting a 42-game-per-season package of mostly home games. The Dodgers had been one of only six big-league ball clubs without non-broadcasting TV deals. With WPIX New York programming in the mix, Tele-TV also will carry Yankees games.

"We have to be creative and opportunistic. We saw this as a real opportunity to act on very swiftly," says David Grant, Tele-TV Media COO, who declined to discuss the dollars involved. The retransmission deal lasts a minimum six years. "Unlike DBS, a critical component of our service is local programming," Grant says.

So when Tele-TV launches MMDS service in Southern California late this year, KTLA will be part of its 120-channel menu. — RT
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The Internet

CME says Web promos for kids don’t play fair

Will ask FTC to move against companies soliciting information on the Internet

By Richard Tedesco

The Center for Media Education thinks that many Web site promotions at young Internet surfers aren’t child’s play, and it’s taking its case to the FTC.

The CME plans to ask the Federal Trade Commission to act on the findings in the report the CME recently issued, alleging unfair and deceptive marketing practices aimed at children as well as violations of their privacy. It points to online environments where children are invited to play with product cartoon characters such as Tony the Tiger and sites where prizes are offered if children fill out survey forms about themselves.

The CME wants to nip this activity in the bud, according to executive director Jeffrey Chester. “It’s going to get much worse on the Internet. This is an early warning,” he says of the report. “It’s the tip of the iceberg.”

Chester is particularly concerned about the promotional ploys that casting and cable networks may, in turn, adapt to address younger viewers when interactivity becomes a staple in those media.

Among the worst offenders, the CME cites the Splash Kids area on Microsoft Network (www.splash.com), where children are offered a Sony Discman as a prize for giving information about themselves, and Batman Forever (www.batmanforever.com), where kids are urged to indicate their purchasing habits and video preferences as “good citizens of the Web.” After filling the information, they become objects of “micro-targeting.”

In the Nabisco Neighborhood (www.nabisco.com), kids can play a game in which they search for “The Nabisco Thing.” On the Kellogg’s Web home page (www.kelloggs.com), hosted by the Rice Krispies elves, Snap, Crackle and Pop, all kinds of merchandise sporting product characters is sold in the Kellogg’s General Store.

The CME says that no personal information should be collected from children or sold to third parties. It also inveighs against direct links between children’s areas and advertising sites and direct interaction with product “spokescharacters.” Finally, it says that no micro-targeting of children should be permitted online.

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Turner, PBS hold class in Cyberspace

Students across the country will spend two days in the Costa Rican rain forest this month on an electronic field trip, courtesy of Turner Education Services and PBS.

Science in the Rain Forest, on April 16 and 17, will transport students by TV and the Internet to the La Selva Biological Station in Costa Rica to examine the ecosystem there. The experience will include two hours of live TV coverage supplemented by online interaction during and after the telecasts with scientists on location.

More than 100 cable operators are providing the programing to schools, and PBS is distributing the content to 345 member stations. Online forums will be held on the World Wide Web (www.turner.com/tesi) and America Online (keyword: CNN), and PBS maintains a Turner Adventure Learning area on its Web site (www.pbs.org).

“It gives teachers an opportunity to teach a different way, using a variety of media,” says Lucy Levy, director of education for Turner Educational Services. “We pull together an integrated learning unit.”

This is the eighth adventure Turner has conducted this way, at a cost of $295 per school per event. On May 16 and 17, the scene will be the Charlotte (N.C.) Motor Speedway, where they will experience the science and math of auto racing. Other upcoming events include a behind-the-scenes look at the presidential election in October, an examination of creativity in animation at the Hanna-Barbera studios in November and the science and math of baseball next February.

AOL moves into mutuals

America Online last week became the first commercial online service to conduct mutual fund trading in cyberspace, but it won’t be alone for long.

CompuServe plans to launch a mutual fund service by late spring, and Prodigy also is contemplating entrance into the latest online marketplace. But they will play follow the leader to AOL, which lined up several major players to take part in its new Mutual Fund Center (key words: mutual funds, MFC or AOLMFC). The Berger Funds, Founders Funds and The Royce Funds are offering a range of functions on a 24-hour basis via AOL, including sales and redemptions, and T. Rowe Price soon will follow suit. Prospectus, investment and product information is available from several other mutual fund firms, including The Dreyfus Corp., Fidelity Investments, The Kaufmann Fund, Twentieth Century Funds and The Vanguard Group.

Apart from trading and accessing information about specific funds, AOL users can get reference and background information about mutual funds. AOL plans to conduct live events featuring mutual fund managers in chat sessions.

AOL is working with Kansas City, Mo.-based DST Systems Inc. to provide the transactional services its mutual fund center offers. Online trading will be protected by a password security system.

PBS Web site tied to Internet series

The Public Broadcasting Service launched an interactive Web site last week to support its 13-part Life on the Internet series, which debuts this month.

Through the use of VDOnet’s VDOLive technology, each half-hour segment of the series will be available for users to view on the site (www.pbs.org/internet). Background information about the Internet is available on the site, along with hyperlinks to sites discussed during the series. —RT
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Broadcast servers: Slow but steady progress

Avid and HP systems are up and running; Sony enters market

By Glen Dickson

For all the buzz about video servers in the broadcast marketplace, one would think that hundreds of stations are snapping up disk-based systems and converting to tapeless operation overnight.

In fact, the movement to servers for news production and spot playback has been more an evolution than a revolution, as broadcasters cautiously beta-test systems and manufacturers fine-tune control software.

Hewlett-Packard has several of its first-generation HP Broadcast Video Servers up and running in the field, including at KOLD-TV Tucson, Ariz.; KOLN-TV Lincoln and KPTM-TV Omaha, Neb.; and KMPT-TV Fresno, Calif. (see page 61).

HP just released a second generation of the server that uses MPEG-2 compression, which HP product manager Chris Bennett views as a big selling point: “One of the key things that we’re targeting with cable networks and stations broadcasting multiple channels is the high quality. Most of our customers are running at 10 mbps, MPEG-2, and they’ve been very happy with that quality. Our servers actually run up to 15 mbps. It’s different than the cable market, which is interested at running down at 4 mbps.”

Sony also is trumpeting MPEG-2 quality with its new Broadcast VideoStore, which NBC affiliate KCBD-TV Lubbock, Tex., and PBS station WGBH-TV Boston have purchased. As opposed to Sony’s production servers, which are sold as part of systems with Sony software, VideoStore is a stand-alone product with an open architecture for use with “a multitude of automation vendors,” says Sony’s Jerry Berger, manager of video server technology.

The VideoStore uses a 10 mbps encoding rate with Sony’s “interpretation” of the MPEG-2 main level, main profile compression algorithm. “We’ve raised the bar in terms of picture quality,” says Berger. The VideoStore also has an advanced motion estimation option board that “makes compression more dynamic” by expanding the motion vector range in the picture’s horizontal and vertical pixels, he says.

The VideoStore system includes a Sony bitstream encoder, a Media Control Unit and a Media Unit, which stores the video in six RAID-3 drives. Each Media Unit can be scaled to provide up to four hours and 20 minutes of storage (equal to 500 30-second commercials).

Avid has had success selling its server-based DNG (digital newsgathering) systems to start-up news operations like Northwest Cable News, KHNL-TV Honolulu and CNNfn. Its first DNG deal for an existing facility came last month, when CNN Headline News decided to replace tape systems in Atlanta with Avid nonlinear editors and servers.

The company also has sold close to 300 of its JPEG-compressed Airplay playback systems worldwide for both spot and news playback, according to Roland Boucher, senior product marketing manager for Avid Broadcast.

Most of those systems are stand-alone units for spot insertion, like the one used by Fox affiliate WACH-TV Columbia, S.C., for the past year and a half.

WACH Chief Engineer Rick Sprott says that his station uses the Airplay instead of a cart machine for fully tapeless commercial insertion. According to Sprott, Avid’s software upgrade for the Power Macintosh platform has vastly improved the Airplay’s performance. “Between the system with the Quadra platform and the older software, versus the new software and the Power Mac, there is no comparison,” he says.

Another JPEG-based system is the BTS Media Pool, which is being used successfully for spot playback by Home & Garden Television in Knoxville, Tenn. BTS’s progress on the broadcast side has been slowed by some incompatibility issues with Louth automation software, but BTS’s Michael Wolschon, marketing manager for storage and retrieval products, says that new version 2.0 software has solved the problem and that the Media Pool now fully complies with the Louth automation protocol.

Wolschon says that BTS is committed to JPEG compression because of its compatibility with nonlinear editors. “JPEG streams can get as low [in bit rate] as MPEG streams, but MPEG files can’t be edited,” he says. “The problem is still out there even with MPEG 4:2:2—it still requires going to baseband analog video before it can be redigitized and fed into an editing system.”

BTS plans this year to release NewsWave, a news editing interface for the Media Pool that will support A/B roll and simple cuts editing, says Wolschon.

Quantel’s Clipbox (which offers both uncompressed 601 or compressed video storage) will be simultaneously interfacing with three different software providers at the NAB convention: Louth in a transmission demonstration; the Newswire-2000 newsroom system in an editing application, and the Ibis Landscape Automation System in a spot playback demonstration.

“The functionality is there to do cuts editing,” says Mifflin. “Our philosophy is to make that functionality available to news automation software as well as for transmission and spot playback.”

Quantel’s Clipbox offers uncompressed digital video storage.
HP pumps out spots for Pappas
KPTM and KMPH begin broadcasting from new digital servers

By Glen Dickson

KPTM(TV), the Fox affiliate in Omaha, went on-air with its Hewlett-Packard Broadcast Server last Monday. The Pappas Telecasting station is using the unit to play multiple channels of spots for KPTM and KXVO, the Warner Bros. station it runs under an LMA, as well as to store all of its commercials and promotional material.

The server is HP's first-generation system and is configured with a main storage server and an on-air buffer. According to KPTM Chief Engineer Dale Scherbring, at an encoding rate of 8 megabits per second there are 35 hours of storage on the main server and 12 hours on the buffer. KPTM plans to upgrade to HP's second-generation server when it becomes available later this year.

Since signing the LMA last June, KPTM had been compiling spot reels for the two stations and playing them off its Betacam. Now, tapes simply are encoded into the server and then thrown on the backup shelf, says Scherbring. "The backup will be saved, but the actual copy will always be in the HP," he says.

The HP server runs under the station's existing Louth ADC 100 automation software—the TurboMedia upgrade allows the Louth software to talk to the disk-based unit. Compressed files are transferred via fiber from the main server to the playback buffer according to the Louth playlist's instructions.

"Moving from the Louth into the HP, the learning curve was about 10 minutes for my [master control] operators because they were already familiar with Louth," says Scherbring. "It took my prep people 45 minutes to get used to it, then they were on their own inputting spots."

Scherbring is content with the picture quality of the HP's video output, which is MPEG compressed and then

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transcoded back to analog composite for air. “I don’t see any difference [in] what was playing out of the Betacart compared with the HP,” he says. “It’s seamless—minus the tape problems that occur as the tape gets old. What you see the first time, you’ll see the 100th time.”

Pappas sister station KMPH, the Fox affiliate in Fresno, Calif., went online with a third channel of spots off its HP server last Monday (April 1). KMPH started playing its spots off the HP on March 22, then launched spots for LMA station KGMC-TV (Warner Bros.) on March 28, followed by low-power KMPH-LP on April 1.

KMPH’s server system, which is configured with 36 hours of total storage, replaced an aging Panasonic MVP100 16-deck cart machine. When the HP unit arrived, the cart machine had only seven decks operational and KMPH couldn’t find parts to fix it, says chief engineer Steve Dresser.

“The other machine was dying, and we had to do something,” he says. So KMPH rushed to get the new server on air, which Dresser says took about two days from the time it left the crate.

“When it arrived, we had four HP people here,” says Dresser. “They took half a day to get it ready, and that night we started loading spots into it.”

Cable ad servers move to central architecture

New systems offer more storage, greater PPV capability

By Glen Dickson

Manufacturers of cable ad insertion equipment are moving away from “single-channel integrity” architecture, with dedicated PCs for each insertion channel, to large mainframe servers with robust storage and multiple channel outputs. The new systems not only facilitate the quick delivery of spots to targeted geographic zones but also provide the capability to play back longer-form material such as news inserts, infomercials and even pay-per-view movies.

Texscan MSI’s new 3200DS digital ad insertion system is an example of the new thinking in cable server architecture. The system, which in its smallest configuration can store up to 250 minutes of video at 8.3 mbps, consists of a 3200DS server, an intelligent PRIZM matrix switch controller and a system control computer. Central control software updates schedules, retrieves logs and monitors the entire system’s status on a zone- and channel-specific basis. The 3200DS’s ability to play back spots of unlimited length makes it suitable for near-video-on-demand applications, says John Boland, Texscan general manager.

“Our old system had a PC-per-channel architecture,” says Boland. “It would pull down 30-second spots into a break buffer in the order they were to play, downloading three or four commercials at a time by cuetone signals. But there were inherent limitations in that kind of architecture—you had to prestige everything for the break buffer, and each PC could hold only 12 30-second spots. With the new system, you can scale it to play entire movies.”

Boland says the 3200DS can store up to 50 hours (252 gigabytes) of MPEG-2 compressed video. Texscan uses Vela Research encoders to digitize material and also is testing encoders from Optivision for future use. Spot transfer is accomplished under the TCP/IP protocol using frame relay, dedicated T1 or FDDI networking.

Although he admits that there is “some comfort factor” with single-channel-integrity systems—if one PC goes down, you lose only one channel of ad insertion—Boland says that sentiment “is more of a holdover from the analog days [of dedicated VTRs]. There’s no single point of failure on our decoder card.”

Cable Advertising of San Antonio has installed the 3200DS to provide 36 channels of insertion from a single headend, while Oceanic Cablevision in Hawaii is using the system for pay per view, says Boland. He adds that Continental Cablevision in Chicago just ordered the new system “for the sole purpose of infomercials and feature-length playback.”

Texscan will be showing a server at this year’s NAB convention for the first time. “We’re definitely looking at the broadcast market,” says Boland. “When you’re used to doing automation systems for 10 or 12 insertion channels, putting in a system for one or two channels is going to be much easier.”

Channelmatic still is committed to single-channel-integrity systems for smaller operators with its new Digital LITE MPEG-2 system (BROADCASTING & CABLE, April 1). But president Tom Walsh says that central servers are the future for large interconnect operations, which is why Channelmatic has paired with Sony to market its MVP (Managed Video Playback) software with Sony’s VideoStore file server. Channelmatic and Sony are competing with SeaChange International on a system bid for the Chicago Cable Interconnect, which plans to deliver targeted ads to five zones.

“MVP essentially is a Windows NT database approach,” says Walsh. “It’s a network server manager, with a central database and file manager, that talks to other servers. It talks to insertion control units [ICUs], which directly communicate with the VideoStore.”

Since Sony’s VideoStore is a 12-channel device, Walsh says, the MVP...
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software allows a system to be grown in 12-channel chunks. The software works in conjunction with Channelmatic’s Netmate, a “smart switching” product that handles audio and video switching by cue tone decoding.

“Store and forward is the general application in an interconnect,” says Walsh. “In our system, all video would be stored in a main file server, which connects over a WAN with VideoStores at the headends. The remote site would include an ICU, a VideoStore and Netmate switching.”

Walsh says that while all video for interconnect spots would be played initially from the central server, the headends would keep their existing ad insertion equipment to play local spots. Netmate would provide remote switching between interconnect and local spots.

Channelmatic also is pushing into the broadcast ad insertion market, both on its own and with its parent company IndeNet, which is seeking to replace the “dub and ship” method of spot delivery with a digital satellite network (BROADCASTING & CABLE, March 25). Channelmatic is supplying IndeNet with Digital SpotServers, PC-based units derived from Channelmatic’s single-channel-integrity products for cable ad insertion. Walsh says that Channelmatic also is developing a broadcast version of its MVP software to work with Sony’s new Broadcast VideoStore.

SeaChange International (formerly SeaChange Technology) is taking the central server approach a step further with its new MediaCluster networking software, which it will show at NAB. According to Ed McGrath, SeaChange vice president of engineering, MediaCluster allows five SeaChange Video Server 100 units to act as a common storage unit via Fast Ethernet connections, providing extensive distributed storage capacity (up to 50 movies or 6,000 spots).

“Anyone can put together a network like that and use it to transfer files in a store-and-forward way,” says McGrath. “What’s particularly challenging is being able to move video at committed bit rates without gaps in the delivery of video streams. We’re running a proprietary protocol over those internal networks, and then we have standard TCP/IP networking to get in and out of the system.”

SeaChange will demonstrate MediaCluster in both spot- and movie-playback applications at NAB. One NVOD demonstration of MediaCluster will show a movie stored on one server playing out of another server’s decoder.

“If somebody wanted to do 40 channels of PPV movies, they could just spread those movies across four servers, spread the decoders across four servers, and any decoder could play any movie,” says McGrath. “With most other systems, you would have to move the movies around to make sure they were on the right server for playback. As you move into video on demand, that’s not practical anymore.”

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ASC serves it up in Miami

**Hero Productions uses 14 Virtual Recorders for playback**

*By Glen Dickson*

**H** ero Productions, a Miami-based teleport and production facility, is using a server system based on ASC Audio Video’s digital disk recorder to perform spot playback, program playback and time-shifting for the cable networks it originates, including Travel Channel Latin America, HTV and GEMS Television.

“We originate 16 different network feeds, so we decided to go with server technology,” says Hero President Robert Behar. “It’s easier to play spots out of the server [than off tape machines].”

Hero’s server configuration consists of 14 ASC Virtual Recorder units with accompanying RAID disk arrays. Three of the VR systems have extended RAID storage capacities—48 hours, 24 hours and 20 hours—while the rest are six-hour systems, says Behar. Hero uses an average JPEG compression ratio of 7:1.

Behar says that Hero “investigated the marketplace thoroughly” before picking the VR at last year’s NAB convention. After looking at servers and disk recorders from BTS, Tektronix, Sony and ASC, he says, Hero picked the VR system for the flexibility of its software and its price. Behar estimates that Hero spent slightly more than $1 million on its ASC units, including $250,000 on the 48-hour system that provides both program and spot playback for HTV, a 24-hour music channel.

“The first system came in a month after NAB, and it went on air two weeks later as a spot player,” says Behar. “They’ve been very reliable... We’ve lost only two disk drives, and with the RAID system, we haven’t lost any airtime.”

Hero’s 24-hour system handles both spot playback and time delay for GEMS, which has 7 million subscribers in the U.S. and Latin America. Three GEMS feeds run off VRs—Latin America, U.S./Mexico and Argentina—with three different packages of targeted commercials.

“Before, we couldn’t [target ads],” says Phil Dubs, GEMS director of operations and engineering. “We used to build one-hour integrated air reels, which come out to one-and-a-half times the air time. Twenty-four hours of airtime equals a 36-hour block, so we’d be building more than 100 hours of programming a day to run three networks. Beyond the one network, integrated tapes became an enormous administrative challenge. We didn’t want to spend the money for a Sony LMS, then we found [that] the server had gotten to an economic and reliability point where we could do it.”
Allow us to clarify.

Utah Scientific, known briefly as Dynatech, re-asserts itself as the top name in routing technology.

Please make a note of it.
Telcos searching for the server

By Richard Tedesco

Telcos are still in uncharted territory as they conduct trials of video services, and they're still in the process of selecting video file servers best suited to that purpose.

The most recent development was Tele-TV's selection of the Silicon Graphics Challenge server for the near-video-on-demand movies it plans to deliver in its launch of MMDS service this fall. Tele-TV had been using nCube machines in the trial Bell Atlantic has been conducting in Fairfax County, Va. With a limited field of players to choose from, it really wasn't a difficult choice.

"The technology isn't quite there yet," says Ed Grebow, Tele-TV president. "They each have their problems. Some companies are better at the hardware, some are better at the software."

And some major technology companies that promised to come to market with products never delivered, including Sony, AT&T and IBM.

One prominent entrant in the market last year is now being put through its paces in suburban Atlanta, where BellSouth has begun a technical trial in what will be a 12,000-household test in Chamblee, Ga. The Hewlett-Packard MediaStream Server is the unit BellSouth selected, largely for its versatile functionality, according to Tom Danner, director of architecture for BellSouth Interactive Media.

The HP MediaStream Server can be used for near-VOD or VOD, according to Danner, who says it will be operating in a SONET video interface environment in Chamblee.

At this point, the MediaStream is being used for a production environment where it supports 300 video streams and handles 200 hours of online storage. The other distribution system, for transmitting video, is much less demanding, Danner says. Several other entertainment-related applications, including other interactive services, are contemplated.

BellSouth has its own estimates on the support capacity of the MediaStream units, but declines to discuss just what sort of configuration it will employ in delivering video streams to Chamblee subscribers.

Pacific Telesis also is using the MediaStream unit—one at the moment to deliver VOD to one household in a 600-household test in San Jose, Calif. It's also being "tweaked" in lab tests by PacTel before using it more widely as the San Jose test proceeds, according to a PacTel spokesman.

A prime asset the telcos seek in servers is scalability. That's a principal quality of the AlphaServer units Digital Equipment Corp. is supplying to Ameritech, Nynex and US West. The DEC AlphaServer 8400, powered by a 64-bit 21164 Alpha chip, can be configured for a memory capacity of 14 GB.

"The name of the game in ITV is cost per stream," says Stephen George, DEC marketing manager. And ultimately, one might add, the revenue return on each of those streams. At this stage, those numbers remain largely undetermined, since there is no business for the telco TV ventures. And the respective players are still waiting for the ideal video file server to arrive on the scene.

"There is still room for someone to dominate," says Ed Grebow. "There will be someone who will come up with the machine."

CityCable launches new SeaChange server

SeaChange International's new Video Server 100 is up and running at Time Warner CityCable in New York, allowing the Manhattan operator to expand its digital ad insertion channels by working in conjunction with an existing SeaChange system.

CityCable had been using SeaChange's first-generation "single-channel integrity" system to distribute 18 hours of spots daily on 16 channels over a fiber ring through Manhattan, Brooklyn and Queens (Broadcasting & Cable, Nov. 13, 1995). Last Monday (April 1), the system's VideoServer 100 went online in its Manhattan headend, expanding the hours of insertion to 21.

"We added CNNfn, which we’re running in conjunction with MSG, and we switched a couple of networks in zone 5 (lower Manhattan)," says Tom Walsh, CityCable vice president of finance and operations. Walsh says that CityCable now is able to run 21 channels of spots in both Queens and Manhattan, and eight in Brooklyn. The Video Server eventually will add 24 digital ad channels, allowing CityCable to achieve distribution parity in its three zones.

Walsh says that the final configuration will have to wait until demodulators for CityCable's fiber nodes are installed. But Time Warner is committed to geographical targeted advertising and has been steadily upgrading its fiber infrastructure in Manhattan.

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Warner Cable sends out 18 hours of spots each day over SeaChange 100s.
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Sales Manager- Chicago/Western Suburbs is looking for a proven leader with dynamic sales and communication abilities. General knowledge in radio/media industry, minimum of five years major market experience. This is a great opportunity for an experienced sales manager who wants to be a part of a great team. Must be hands-on. Attractive bonus for performance. Send resume and salary history to Box 00754 EOE.

HELP WANTED SALES

Westwood One Radio Networks has an outstanding opportunity for a unique broadcasting professional. Wanted: Radio Station Manager of Sales and Programming. Experience with superior communication and people management skills. Needed: VP Affiliate Sales and Service for Network and Format products and services. If interested, please send resume and previous 5 years of income history to: Bob Dunn, Sr. VP Affiliate Relations, Westwood One Radio Networks, 1675 Broadway, 17th Floor, New York, NY 10019.

Top Rated, resort market radio station needs a top rated account executive. If you are looking for above average compensation and an opportunity to grow with a growing group, this position might be your ticket to success. If you have what it takes, this position comes complete with a significant active list. Send resume to Don Bailey, WOHQ. P.O. Box U, Salisbury, Md. 21802. E.O.E.

HELP WANTED TECHNICAL

Consulting engineering firm in Washington, D.C. area is looking for an engineer to help primarily with the firm's radio and television related work, with some exposure to other communications technologies. Applicants should be familiar with the preparation of broadcast engineering exhibits in support of FCC applications and filings. BSEE or equivalent preferred. Send resume to Box 00708 EOE.

Chief Engineer WMAZ/WAYS, Macon, Georgia. 50KW, 5 tower DA; Class C FM. We are looking for an experienced RF and studio engineer who is a motivated self starter with a proven track record to maintain and fine tune our 1st class technical plant and our #1 stations. General Class FCC License. Prefer SBE certification. Resume and references to Jim McLendon, General Manager, P.O. Box 5008, Macon, GA 31213. WMAZ/WAYS is an Equal Opportunity Employer.

HELP WANTED NEWS

Sports Director: KDLR/KDVL, Devils Lake. ND interviewing for a sports/news person. Requires play by play in football, basketball, hockey. Resume and tape to: General Manager, Box 190, Devils Lake, ND 58301. EOE.

Newstalk Radio Station needs experienced hardworking News Reporter. If you have strong writing and reporting skills and are a committed journalist apply now. Send air-check tape and resume to: Mark Swartzell, News Director, WDAY-AM, P.O. Box 2466, Fargo, N.D. 58108. EOE.

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Help Lead America's #1 Ranked Sports Station

WKNR, Flagship of the American League Champion Cleveland Indians, is looking for an Executive Producer to lead America's top ranked All Sports Radio Station. If you are an experienced radio Sports or Talk producer with strong management skills, who knows how to book great guests and build winning shows, send your resume to: Debbie Williams, Human Resources, WKNR, SportsRADIO, 9446 Broadview Rd., Cleveland OH 44147. No phone calls.

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HELP WANTED PROGRAMMING

Director of Programming and Operations, WKSU Radio, Ohio's leading public radio service, is seeking a talented person to work closely with management in the development of short and long-range programming and operations objectives for the station. Responsibilities include program acquisition and scheduling; the development, implementation, and supervision of all programming and operation staff; insuring compliance with all rules, regulations, and contracts related to programming and operations; assisting with fund raising and promotion initiatives. Other duties as required. The successful candidate will have an excellent working knowledge and/or appreciation of classical music as well as news and public affairs, and at least three years experience in public or commercial radio management or supervision. Must be knowledgeable in audience building techniques, audience research, promotion, operations, and national audio production/distribution. TOM experience helpful. Applications accepted until April 26, 1996 or until the position is filled. Submit resume and three letters of reference to: PD Search Committee, WKSU Radio, Kent State University, P.O. Box 5190, Kent, OH 44242-0001. Equal Opportunity /Affirmative Action Employer.

HELP WANTED HOST

Daily Talk Show on Newstalk Radio Station. WDAY-AM, needs a knowledgeable and articulate Host. Ability to schedule and work with guests a must. This position may include additional on-air shifts. Send air-check and resume to: Dave Edwards, Operations Manager, WDAY-TV6, P.O. Box 2466, Fargo, N.D. 58108. EOE.

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World Class CEO/General Manager available to lead group or megopoly to next level. Success in all size markets. Just completed contract with foreign government restructuring entire industry. Can bring full management team if required. Consider longer or short term projects.

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General Manager- Exceptional credentials, outstanding performance record in small/mid size market development. Have led two operations to record revenues and audience levels. Seeking new challenge with stable, successful committed ownership. 603-239-7247.

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April 8 1996
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Vice President - Operations

Tele-TV Systems, an industry-leading provider of linear and interactive digital entertainment systems, is seeking a VP of Operations to manage our operations nationwide. The incumbent will be responsible for building, maintaining and expanding the national operations center for our linear and interactive television systems in the northeast, mid-Atlantic and western states, with expansion likely over time.

Headquartered in Northern Virginia, the incumbent will report to the Senior Vice President of Operations, with an initial staff of 15 and responsibility for recruiting a large number of additional staff to meet the rapid expansion of the business.

To qualify, you must have strong television and computer technical operations experience to include managing large systems, administering technical support functions, recruiting and maintaining technical staff, and all the traditional day-to-day operational functions of television and computer network systems. A BA degree in a technical discipline is preferred and a Masters is a decided plus.

Tele-TV offers an attractive salary and benefits package and an opportunity to make your mark with a pioneering enterprise. For consideration, forward your resume to: Jeff Bryan, Director of Human Resources, Tele-TV, 1880 Campus Commons Drive, Reston, VA 22091; Fax: 703-810-1748; e-mail: jbryan@tele-tv.com. Equal Opportunity Employer.

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National Sales Manager: CBS affiliate in desirable 40th market seeks experienced individual to manage sales to national advertisers. NSW works with Katz Television, WTFR’s national rep firm, advertising agencies, and the local contacts of national retailers, franchises, and distributors. Fax resumes to Ann Good, GSM, WTFR NewsChannel 3, 804-446-1385. No phone calls. EOE.

Local Sales Manager: KABB-FOX29, and our new LMA station KRRT-UPN53, have 48 hours each day of the best programs on TV to sell if you are up to the challenge and would like to live in beautiful, sunny San Antonio (the 9th largest city in the US). Fax your resume to: Don Locke, GSM, (210)442-6381. An Equal Opportunity Employer.

Local Account Executive, WTTV, a River City Broadcasting station, is seeking an experienced Account Executive. WTTV, Indiana’s Sports Station, is the broadcast home of Indiana, Purdue, Big Ten and Pacers basketball. TTV4 is a UPN affiliate and owns syndication rights to several programming such as: Home Improvement, Sainfeld, Mad About You, Frasier and The X-Files. The ideal candidate will provide a proven track record with a minimum of four years successful TV sales experience. This person will have complete knowledge of the Nielsen Rating Service and possess excellent research and negotiation skills. This is a tremendous opportunity for a highly motivated individual to join a growing, progressive company. Pre-employment drug testing required. Women and minorities are encouraged to apply. EOE. Please send resume and cover letter to: WTVY-4, Human Resources, 3480 Bluff Road, Indianapolis, IN 46217.

Broadcast Equipment Sales Manager, Asia Region. Minimum 5 years experience in television broadcast equipment sales with 3 years selling in Asia. Experience should include management of a distributor/agent/representative network and residence, past or present in the Asia Pacific region. Position is based in our Singapore office and will require extensive travel within the Asia Pacific Region working with a network of reps to promote and sell Tele-Television On-Air Presentation Equipment to broadcast facilities. If you are interested in this opportunity please forward your resume to Mr. Jimmy Kato by fax at (714)780-7999 or mail to: Linda Krume, Odetics Inc., 1515 S. Manchester, Anaheim, CA 92802 EOE M/F/H/V.
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Marketing/Research Manager. Top 30 Southeast Market WRAL-WRAZ-TV. Strong sales orientation to work with sales, programming, and promotions with qualitative research and specialized analyses. Design selling pieces and work daily with sales personnel to develop new business and increase market share. Knowledge of Scarborough, TVScan, NSI, CMR, Qualitas, Microsoft Excel, Microsoft Word, and PowerPoint preferred. Resume and work samples to Quin Koontz, GSM, WRAL-TV, 2619 Western Boulevard, Raleigh, NC 27605.

HELP WANTED FINANCIAL & ACCOUNTING

Business Manager - WFXI-TV Morehead City is looking for a Business Manager. A solid background in accounting and management is required. Flexibility, time management, strong communication skills, and an ability to interact with all levels of staff and management are necessary. Must be computer literate with Excel/ Lotus spreadsheet experience. Duties include supervision of station financial and personnel functions, preparation of annual budgets and financial analysis. Women and minorities are encouraged to apply. WFXI-TV is an Equal Opportunity Employer. Send resume and cover letter to: General Manager, WFXI-TV, P.O. Box 2069, Morehead City, NC 28557.

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Send resume/tape to: Box 245
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Galaxy Latin America™ (GLA™) will deliver the first all digital direct-to-home satellite broadcast service to Latin America. This service, DIRECTV™, will provide over 200 channels of movies, sports and entertainment programming in Spanish, Portuguese and English to Mexico, Central and South America and the Caribbean. GLA currently has several openings for its Network Management Centers.

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Will supervise the Network Controllers, handle special network management projects and act as a primary point of contact between the regional broadcast centers in Latin America and the California Broadcast Center in Long Beach, CA. Will also assist in establishing Standard Operating Procedures for monitoring the Network. Three to five years experience in the satellite or broadcast TV industries is highly desirable. Proficiency with computers and previous supervisory experience are imperative.

Job code: NCS

NETWORK CONTROLLERS

Will monitor and troubleshoot video, audio and data components as well as coordinate with the regional broadcast centers in Latin America and Long Beach, CA to improve Network Quality. One to three years experience in the satellite or TV broadcast industries and strong computer skills are required. Job code: NC

A/B/B/S in Telecommunications or Broadcast TV or equivalent experience is highly desired. Fluency in either Portuguese or Spanish, and a willingness to work on shift rotation, including nights, weekends and holidays required.

In return for your professional abilities, we offer an attractive compensation and benefits package. For immediate consideration, please fax your resume to: [954] 351-7112, indicating appropriate job code. No phone calls, please.

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Videographer: Full time videographer/editor in Santa Barbara news bureau. Applicant should have videography and editing experience. Send non-returnable tape and resume to Kelly Teel/Chief Photographer/M, KSBY-TV, 467 Hill Street, San Luis Obispo, CA 93405. No phone calls please. EOE.

Systems Operator and Computer Service Provider Comus Communications is looking for an applicant that has experience administrating a Novell Network with DOS, Windows, and Macintosh workstations and providing user support in a multi-platform environment. Experience with light Mac and PC maintenance as well as good working knowledge of PC and Mac hardware architecture, experience in training or in the maintenance of broadcast equipment. The person who fills this position will assist all Comus departments with the use of individual computer software applications as well as maintaining the underlying network hardware and software of the Comus Information System. Submit resume and references to: Comus Communications, Amy J. Stedman, Job #63-96, 3415 University Ave., St.Paul, MN 55114. No Telephone Calls Please. EOE.

Research Specialist: New World Sales and Marketing NY offers a unique opportunity within its Research and Technology Department. Incumbent will participate in program analysis as well as the production of targeted sales and marketing materials for both national spot and syndication ad sales. This position requires a creative individual with experience in related functions and the ability to produce effective sales/marketing campaigns using both quantitative and qualitative audience/consumer measurement systems. Proficiency with PC-based software required. Mail resume to: New World Sales and Marketing, 625 Madison Avenue, NY, NY 10022, Attn: Joe Mazze. No phone calls.

Studio Engineer: Gulf Coast UHF station. Immediate opening for qualified Studio Engineer. Strong technical and production maintenance background required. Should be proficient in the following: PC and Newsroom computers, Betacam SP and other broadcast equipment. Position is based out of Long Beach, CA. Position is highly desirable. Fluency in Spanish, Portuguese and English is imperative. Send resume and salary history to: Jack Dillon, WBSV-TV, 2065 Cantu Street, St.Paul, MN 55114. No Telephone Calls Please. EOE.

Field Service Engineer -Broadcast Service. Responsibilities include installation and training of Odetics Cart Machines and associated products at the customer's location. Position requires a strong background in digital and analog electronics, solid mechanical aptitude, experience with current technology and proven experience working with broadcast quality video and audio equipment. A good working knowledge of Novel 2 X4 X4 products and Microsoft NT are highly desirable. Requires travel both domestic and international. Position is based out of Anaheim, California. If your skills and experience meet the requirements above, please forward your resume to: E-mail address:tjk@odetics.com, Fax:(714)780-7999 or mail to:Linda Krumme, Odetics Inc., 1515 S. Manchester, Anaheim, CA 92802. EOE M/F/H/V.
**Classifieds**

**KTVI - FOX 2 St. Louis, Missouri**
FOX 2, a New World station, is looking for a Director of Engineering and Operations. This Department Head position is responsible for directing and managing all engineering, maintenance and technical operations of KTVI. Qualifications require a minimum of 7-8 years experience in all facets of technical operations of a television station. Specialized training and experience in meeting FCC rules and regulations and in negotiating union contracts are desirable. Send resume to: Spencer Koch, President and General Manager, KTVI-TV, 5915 Berthold Avenue, St. Louis, Missouri 63110. A non-technical position is also available. We are an Equal Opportunity Employer.

**Immediate opening for Full-Time Engineer in Washington, D.C. metro area.** Primary responsibilities are operating Ku-band uplink trucks. Must be able to read schematics, perform light maintenance and in-house teleport duties. Must also be experienced with portable microwave set-up and field production. Fax resumes to: Nelson Crumling, Vice-President 202-775-4363.

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**Engineer. Roscor Corporation, a world leader in communication systems engineering and integration, has unique opportunities for engineers with a solid background in television systems, transmission systems and satellite communication systems design. Some opportunities may require applicants to travel and/or live abroad. A minimum of 3 years experience is required. Send resume to Roscor Corporation, 1961 Freehaville Drive, Mt. Prospect, IL 60056, or fax them 708-299-4206, to the attention of V. Schwanke.**

**Chief Engineer: Accepting applications for the position of Chief Engineer. Responsibilities will include the management of operations and maintenance technicians of an ABC affiliate. Will ensure compliance with broadcast standards, FCC, FAA and EBS regulations. The correct candidate should have 3 to 5 years experience as Chief or Assistant Chief Engineer. Strong studio maintenance and computer experience is needed. Send resume to: T.J. Vaughan, WAND-TV, 904 Southside Drive, Decatur, IL 62521. EOE.**

**Chief Engineer: Progressive group owned station in the Southeast is in search of Engineering/Operations Manager to join team of professionals. We are looking for a "can-do" person who is at home in a fast paced, news oriented atmosphere. The ideal candidate will have at least 3 years experience in broadcasting as a technical manager. SBE certified and will possess an FCC General Class License. Demonstrable competence in personnel, budgeting, strategic planning and performance standards are essential along with a solid understanding of computer, studio and RF transmission systems. Send resume to: Human Resources Manager, WYFF-TV, P.O. Box 786, Greenville, SC 29602. EOE.**

**Chief Engineer**
KUHT Television, an auxiliary enterprise of the University of Houston, is seeking a Chief Engineer to lead its Engineering Department through technical and operational challenges into the future. This position requires a working knowledge of VHF and UHF transmission systems, digital multi-channel automation, studio and overall technical operations. The ideal candidate will have previous supervisory experience. Including: personnel, budgetary, and strategic planning. A BSEE or BSEET is required (Equivalent professional experience and education experience may substitute.) as well as a General Class FCC Radio Telephone Certificate and knowledge of current FCC rules and regulations applicable to a network television broadcasting environment. Also required: SBE certification or equivalent professional recognition of technical accomplishment. Technical facility design and construction experience is a plus. This is a full time position with a good benefits package which is currently open. Interested candidates should send a letter of application, including resume and three professional references to: Ms. Flor Schwantje, KUHT-TV, 4513 Cullen Boulevard, Houston, Texas 77004, postmarked by April 26, 1996. Minorities and women are encouraged to apply. The University of Houston in an equal opportunity employer.

**SPORTS REPORTER/PRODUCER**
WDTN-TV, a division of the Hearst Corporation, seeks an experienced Sports Reporter/Producer. Person should have the ability to gather, write, produce and present stories for the sports department. We are looking for someone with experience in才华横溢的说话和写作能力, and the ability to shoot and edit sports stories. Send resume and references to Personnel Adm., WDTN-TV, P.O. Box 741, Dayton, OH 45401.

No phone calls please.

EEO M/F/V/D

**Hearst Broadcasting**

**HELP WANTED NEWS**

**Hearst Broadcasting METEROLOGIST**
WDTN-TV, a division of the Hearst Corporation, has an opening for a full-time staff position as a Weekend Meteorologist. Degree Meteorologist preferred. Applicant should have a minimum of two years experience in television broadcasting. He/she should have experience on weather computer graphics systems (we have the Kavara Triton 17) and should be able to do forecasting. The position also requires the candidate to report three days a week. This reporting could include science, environmental, health or arts topics. Candidate should also be able to do live shots.

Please send non-returnable tape, resume and references to Personnel Adm., WDTN-TV, P.O. Box 741, Dayton, OH 45401.

No phone calls please.

EEO M/F/V/D

**Corus Communications**
Corus Communications in Washington DC is looking for a Reporter that has extensive experience in DC and with the Political scene. If you're not a beginner and you bring fire and desire to everything you do, don’t hesitate to apply! Excellent writing, packaging skills and on air demeanor. Experience with live SNG or ENG reporting. Computer literacy a plus. Submit resumes and non returnable tapes to:

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[Link: www.americanradiohistory.com]
Staff Meteorologist: Weekends with weekday community service duties. Broadcast position in state-of-art operation with Nexrad, Earthstation and Earthwatch. Meteorology degree required. Entry level positions considered. EOE. Tape and resume to Paul Hagar, Chief Meteorologist, KMEG-TX, Box 657, Sioux City, IA 51102.

Reporter: We are searching for a digger who knows how to work a beat, develop sources, produce focused, unique packages and loves "live." College degree and two years of experience. Send tape/Resume to Human Resources Manager, WYFF-TV, P.O. Box 788, 505 Rutherford Street, Greenville, SC 29602. WYFF-TV, a division of Pulitzer Broadcasting Company, is an Equal Opportunity Employer.

Reporter - Richmond's #1 news organization, WSBT, is looking for an outstanding broadcast reporter. Live experience a must. 2 years experience required. Send non-returnable demo tape and resume to Ms. Nancy Kent, News Manager, WSBT, P.O. Box 12, Richmond, VA 23218. No phone calls please. EOE. MFD.

Producer, if you are a producer looking for a new challenge - a great Midwest television station has the opportunity of a lifetime for you. We're looking for an experienced producer for an award winning investigative unit. "Contact 16" takes calls from viewers and helps solve their problems. The stories range from intensely investigatory pieces to emotional, light hearted packages. We need a producer who is organized, creative and self-motivated. The producer should be a great writer and have interview-ing experience. This is a key Human Resources position for a producer to put his/her creativity to use! Please submit resume and non-returnable tape to: The WNDU Stations. Attn: Human Resources, Position #00136, P.O. Box 1616, South Bend, IN 46637. No Calls!

News Reporters: Full and Part Time Reporters sought for aggressive California station KFTV. 50 miles north of San Francisco. We've got all the tools in a very competitive news market. You should have one to three years experience in a shop where you are a live shot master, edit and write everything from packages to VO's. If you're a team player with a "can do" attitude send a non-returnable tape, cover letter and resume to John Burgess, General Manager, KFTV-TV, P.O. Box 1150, Santa Rosa, CA 95402. No phone calls please. Applications accepted until 4/17/96. EOE/MEF.

News Photographer/Editor: Primarily a shooting position, with some editing required. This person will videotape news and sports events using broadcast quality video and audio equipment. Candidates must have good eye for visuals and able to capture the events as they unfold. Candidates must have working knowledge of NPPA-style or equivalent shooting techniques. No beginners, please. Minimum of two (2) years experience shooting and editing with BETA-U-MATIC and/or SVHS tape formats with commercial news operations. Live microwave and/or satellite truck experience helpful. College degree in TV or Journalism a plus. Clean driving record a must. Resume and tape to: Dave Mathews, ENG Supervisor, KOAT-TV 3801 Carlisle Blvd NE Albuquerque, NM 87107. Drug free workplace "Equal Opportunity Employer".

News Director: Are you a manager of paperwork as well as a motivator of news hounds? Do you read the paper or lead the paper? If you're ready to lead a strong #2 to domination, I want to talk to you. Prior news directing experience required. We're 100+ market. On the coast. Reply to Box 00749 EOE.

News Photographer/Editor wanted by Mid-Atlantic ABC affiliate using H-8, 3/4" and Betacam. One year experience required-live unit experience plus. Avid and non-returnable tape to Chris Ciftate, WMCT-TV, 202 Downtown Plaza, Salisbury, MD 21801. Minorities and women encouraged to apply. EOE/M-F.

News Director: Fox affiliate in small NE market seeks News Director to oversee entire news operation. We need someone with strong journalistic background and "take the bull and non-returnable tape to Chris Ciftate, WMCT-TV, 202 Downtown Plaza, Salisbury, MD 21801. Minorities and women encouraged to apply. EOE/M-F.

News Director: Are you an experienced news professional with the drive to aggressively lead our news department to the next level? If so, then you're ready to be the next great news director at KFTV-TV in California's beautiful wine country. You'll join a growing company doing battle 50 miles north of San Francisco in a very competitive news market. If you're second in command or a producer in a major to medium market shop, this may be the opportunity you've been looking for. Rush news philosophy, resume and non-returnable tape of your current newscast to John Burgess, General Manager, KFTV-TV, P.O. Box 1150, Santa Rosa, CA 95402. Applications will be accepted until 4/25/96. No phone calls please. EOE/MF.

Managing Editor: Hot FOX O&O looking for aggressive, planning-oriented M.E. to lead reporters and assignment editors. Must have experience as a news reporter and ready to critique the work of our talented staff. If you know how to teach, write, recruit and lead, we want to talk to you. Resumes to: Tom Loebig, VP/News, WGHP-TV, HP-8, High Point, NC 27261. E-mail: loebig@wgph.com. EOE/MF.

Meteorologist: Top southeastern station is looking for a Meteorologist for the early morning newscasts. Individual will also be responsible for handling all severe weather alerts. AMS Seal preferred but not required. Send resume and tape to Box 00751 EOE.

Help Wanted: WBKN TV has an immediate opening for an 11 p.m. News Producer. Applicants must have excellent news writing skills and previous news production experience. Send video tape and resume to Gary Hanson, News Director, WBKN TV, 3930 Sunset Boulevard, Youngstown, Ohio 44512. EOE. No calls please.

Full-Time Position Open/Sports Department. Television Sports Weekend Anchor and Reporter position open to someone with experience that is willing to be part of an aggressive sports team on the news leader WDAY-TV6. Must have proven previous experience. Send videotape and resume to: Dana Mogck, Sports Director, WDAY-TV6, P.O. Box 2466, Fargo, N.D. 58108. EOE.

Producer/Editor Immediate opening for sports-oriented Producer/Editor in South Florida. International sports production group seeks a multifaceted, creative, sports Producer/Editor with a minimum of five years experience and non-linear planning, writing and editing skills. News packages and home videos. Some live production and travel required. Avid and non-linear experience a plus. Send resumes and resume to Marty Corin, Don King Productions, Inc, 871 W. Oakland Park Blvd., Ft. Lauderdale, FL 33311. No phone calls please.
HELP WANTED PROMOTION

NBC

WRITER/PRODUCERS

America's #1 Network is looking for the best promo writer/producers in the country.

If you feel you can make the cut, send tape and resume to:

NBC, Room 235
3000 West Alameda Avenue
Burbank, CA 91523

NBC is an Equal Opportunity Employer
No Phone Calls Please

HELP WANTED ADMINISTRATION

Contracts Administrator Seeking individual with 3+ years experience working in a technical sales department preparing proposals for computer based process control systems or similar products in our Anaheim, CA location. 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. If your skills and experience meet the requirements above, please forward your resume to: E-mail address: skilled@odetics.com, Fax: (714)780-7999 or mail to: Linda Krumme, Odetics Inc., 1518 S. Manchester, Anaheim, CA 92802. EOE M/F/H/V.

RESEARCH ANALYST

Fox Broadcasting Company has an excellent opportunity available for a Research Analyst in our New York Research and Marketing Department

In this position, you will be responsible for processing ratings data, working with both national and local ratings, computer databases, as well as assisting in the production of sales and marketing pieces.

The selected candidate will have computer proficiency and excellent written and verbal communication skills. Requires 1-2 years research experience, and working knowledge of Nielsen MicroNode, Dailies Plus, Lotus 1-2-3 and/or Excel.


HELP WANTED RESEARCH

**HELP WANTED PRODUCTION**

**News Producer**

WCVB-TV, New England's number one television news operation, is looking for a dynamic television journalist to take the reins of one of our main evening newscasts. This person must excel in both the areas of newscast production and newscasts. The ideal candidate must have a proven track record of producing compelling newscasts. If you're up to the challenge of working in the nation's sixth largest market, then come join our team of talented individuals.

To be considered send your resume and a brief description of your news philosophy to: Willie Chrisman, Assistant News Director, WCBB-TV, 5 TV Place, Needham, MA 02194.

Fax: (617) 433-4544. No phone calls, please. WCBB is an equal opportunity employer. Minorities are encouraged to apply.

**VIDEOGRAPHER**

Conus Communications in Washington DC is looking for a qualified individual with experience in shooting and editing for TV or video programs. Experience in Washington, DC is not required but a plus. Must be proficient in beta off-line editing, shooting news conferences, hearings, interviews, stakeouts, live shots and setting up IFB. Experience in working in cooperative news operations involving more than one company. Excellent communications skills, knowledge of news gathering and processing techniques. Ability to set priorities and work well with others. Submit resumes to:

Conus Communications
Amy Stedman, Job #52-96
3415 University Avenue
St. Paul, MN 55114

No phone calls please. Equal Opportunity Employer.

Promotion Producer - NEWS12 has a great opportunity for a creative individual in the Westchester/Connecticut area. The successful candidate will have 2 years of TV promotion experience, excellent writing, producing and editing skills and a love for news. Experience in a start-up and re-launch operation helpful. Send non-returnable tape and resume to: PO Box 999-PM, Woodbury, NY 11797. EOE. No phone calls please.

Production Manager: Production Manager for all News Channel - a 24 hour national news channel distributed on Direct Broadcast Satellite. Three to five year experience directing television news programs. Previous production management experience desired. Must be able to call and switch news programs. College degree preferred. Proficient operating Grass Valley Switcher and Ampex ADO 100. Broad technical knowledge desired. Chyron and Toaster graphics experience a plus. Work well under deadline pressure. Conus Communications, Amy J. Stedman, Job #73-96, 3415 University Ave., St Paul, MN 55114. No Telephone Calls Please. EOE.

Employee Relations, Dept. J/K/PP,
Capital Cities/ABC, Inc.,
77 West 66th Street,
New York, NY 10023.

We are an equal opportunity employer.

**Classifieds**

**Director, Graphics and Post Production.**

Capital Cities/ABC, Inc. is seeking a highly motivated individual with at least 5 years of experience in electronic graphics, post production and computer technology to join us on Manhattan's upper west side. As a key member of our team, you will be expected to formulate a strategy incorporating new digital and ATV standards into existing operations, develop distinctive show "locks" while working in partnership with production personnel, administer substantial capital and operating budgets, and manage a diverse workforce. To qualify, you must also be fully versed in off-line production and editing techniques, and possess a thorough knowledge of graphic design and the latest computer technologies and software development. We offer a competitive salary, comprehensive benefits and opportunity for growth. For consideration, send your resume to:

**Attention: Cable Advertisers**

Please contact Antoinette Fasulo @ 212.337.7073 or Fax 212.206.8327 for BROADCASTING & CABLE'S new, special CABLE CLASSIFIED DISPLAY AD RATES!

V/R-Graphic Artist: WABC-TV, NY seeks vacation relief (fulltime) computer graphic artist. Experience with Quaintel Paintbox, Digital FX, Macintosh, and Harris Still Store is required. News graphics experience and ability to handle tight deadlines is a must. Send resume and tape to: Karl Hassenfratz, WABC-TV, 7 Lincoln Square, New York, NY 10023-2017. No telephone calls or faxes please. We are an Equal Opportunity Employer.

Video Editor. St. Louis based post production company seeks Video Editor for commercial production work. Experience with CMX, Apekias switchers and DVE's, Chyron Infinite preferred. Camera and Avid Composer experience a plus. Good client skills and the ability to work flexible hours a requirement. 3-5 years experience necessary. Application deadline April 30. Please send resume, reel and salary history to: Video Editor, KETC, Attn: Jan Cleaver, 6996 Millbrook Boulevard, St. Louis, MO 63103. EOE.

Fox News Producer. Experienced, creative, non-traditional thinker to produce one year old 10PM newscast. Strong writing, good news judgement, and a FOX frame of mind are what you need for this management oriented position. Previous FOX news experience is in your favor. Send resume, non-returnable tape, and salary history to Linda Gray, WSYT, 1000 James Street, Syracuse, NY 13202. EOE.

Former Network TV, News Producer sought for lucrative ($75K+) NYC, Chicago, D.C., S.F., Atlanta or Miami-based position as a consultant to an expanding, high-powered TV publicity firm with national contacts. We do publicity to high journalistic standards. We require the same commitment plus a good working relationship with the most influential contacts at the network TV News level. Work from your home; round the clock schedule. Send resume plus general outline of areas of media influence to: New Century Communications, Inc., 1632 South Bayshore Court #502, Miami, FL 33133.

Experienced Producers and Editors for International Christian Ministry located in America's finest city, San Diego, CA. Produce daily 30 minute program and associated segments. Degree or equivalent experience required. Must have working knowledge of Grass Valley Edit Suite (Grass VPE 151 Editor, 200 Switcher, 1" and D-3 tape machines). Send resume and tape to Morris Cerullo World Evangelism, P.O. Box 95277, San Diego, CA 92186. Attention: Glendan C. Broome. Fax (619)727-5111.

Animator/Graphic Artist: Multi-award winning television design department seeks animated, artistic, computer savvy Mac guru. We're looking for a wildly talented animator/graphic artist who will make our full blown 9500 sing. If you crave challenge and have a desire to create cutting edge animation and eye popping print, send us your reel today. You need 1-3 years experience in computer design with extensive knowledge of Photoshop, Adobe Illustrator and Quark and knowledge of Infini-D is a real plus. This position requires vision, commitment, adaptability and quick reflexes. Send your resume and your reel to David Welch, Promotions Director, KCRG-TV 9, 2nd Avenue at 5th Street, S.E., Cedar Rapids, Iowa 52401. EOE.

Broadcast Designer WCWO-TV, CBS O&O is seeking a high-end Designer with Harlet and Mac experience for News, Promotion and Programming graphic needs. Send tape and resume to Mike Radogna, Design Director, WCWO-TV, 90 South 11th Street, Minneapolis, MN 55403. No phone calls. EOE.
HELP WANTED PROGRAMMING

Director of Programming/Station Management. Low power TV station and Warner Brothers affiliate in Pennsylvania, is seeking a highly motivated organized leader to transform a compelling embryonic program concepts into dynamic TV and to supervise programming, production, and studio staffs. Must be entrepreneurial, willing to take risks, work within tight budgets, and have a high energy level. Must have significant production and programming experience and a track record as effective and inspiring manager. Send resume and references to Box 00747 EOE.

HELP WANTED HOST

Talk Show Host. Pittsburgh's, NBC affiliate, WPXI -TV is seeking a dynamic interviewer, who's not afraid to share his/her opinions, to host a Prime Time nightly talk show for its local cable news channel, PCNC. Our host must be well read, quick on their feet ready to learn about the movers, shakers, and everyday people of our area. Topics will range from news of the day, to politics, to entertainment, to sports. You must be quick on your feet and dedicated to making viewers make this show the topic of conversation the next morning. At least 3 years talk show hosting experience required. Send tape and resume to Scott Jones, WPXI-TV, 11 Television Hill, Pittsburgh, PA 15214. EOE.

HELP WANTED PROMOTION

USA Network and the Sci-Fi Channel is looking for a sharp, talented pro. We'll rely on you to perform in a pro-active manner, seeking out and executing marketing opportunities for both networks as well as value-added opportunities for Ad Sales clients. Additionally, you'll assist in client presentations, oversee the execution and implementation of promotions including on-air production, client relations, and internal administration.

Requirements include: a college degree and 3-5 years experience developing and executing media promotions, previous supervisory experience as well as the management of client and advertiser relations.

We offer a competitive salary and comprehensive benefits in a creative environment conducive to growth. For consideration, please mail or fax your resume with cover letter and salary history (resumes with salary history will be given first consideration) to:

USA NET WORKS
Human Resources Department CPM3
1230 Ave. of the Americas, New York, NY 10020
FAX: (212) 262-5343

HELP WANTED PROGRAMMING

Director Financial Program Executive

New Financial Programming Cable Network start-up seeks highly qualified Programming Executive. Must have experience in creating programming with a thorough knowledge of the entire production process from writing/producing a script to gathering necessary talent and making and recording the program. A proven history of successful programming management is essential. The successful candidate will also be fluent in financial and investment issues. You must be able to conceive of and execute programming ideas that inform and educate viewers about these topics.

Atlanta Base

Fax Resume 404-364-1625.

HELP WANTED MARKETING

CABLE MARKETING MANAGER

TV GUIDE is seeking a Cable Marketing Account Manager with strong sales, analytical and interpersonal skills to support the efforts of the Cable Marketing Sales team. Candidate will be based in New York City and report to the National Cable Account Manager.

Successful candidate must have the creative spark and analytical skills to develop and implement affiliations with cable companies offering TV GUIDE to their customers as part of cable service. Individual must have a solid understanding of the system-side of the cable business and the training skills needed to work closely with customer contact personnel. Candidate will interface closely with the Subscription Department's marketing team.

TV GUIDE offers a comprehensive compensation and benefits package, including 401k. Please submit resume, cover letter, and salary requirements to:

TV GUIDE Magazine
#4 Radnor Corporate Center
Code 1113
Human Resources Department
Radnor, PA 19088
An Equal Opportunity Employer
HELP WANTED PROMOTION

PROMOTION ANALYSIS MANAGER

So you’ve got a good head for numbers. Good. You’ll need it for this role. But more importantly, can you see beyond the numbers and delve into their deeper meaning? Can you analyze statistics to qualify and quantify exactly what makes a promotion a success? If so, this is your opportunity to take your experience to the frontier of new media — online services — with the most successful player in the industry — America Online.

We’re looking for an individual to deliver insight on our promotional strategies by analyzing member statistics. The ideal candidate will be at home in the media world, with a background in TV, radio, or cable broadcasting, or experience with an advertising or media promotional agency. You’ll need 3-5 years’ experience analyzing audience and broadcast research and promotional campaigns. Expertise in translating statistical data into effective, clearly written recommendations is a must. Knowledge of broadcast ratings and database systems is strongly preferred.

This position is located at our headquarters in Vienna, Va., a suburb of Washington, DC. Relocation assistance is available.

For immediate consideration, RUSH your resume via fax or e-mail to: ATTN: Pauline Cooper, Dept. S201/408; FAX: (703) 918-2210; e-mail: paccooper@aol.com

For additional information on opportunities at AOL, call our Job Hotline at 1-800-392-8200.

We are an equal opportunity employer. Principals only.

HELP WANTED INSTRUCTION

Atwood Chair Of Journalism: The University of Alaska Anchorage maintains a pool of nominees and applicants from which the Atwood Chair of Journalism is filled. New nominations and applications are sought at this time for the 1996-1997 academic year and future years. Applications will be reviewed beginning July 1, 1996. This is a distinguished visiting professorship funded annually by a nationally recognized journalist or journalism educator. Previous teaching experience is desirable but not required. Applicants should exhibit ability and desire to teach. Salary is $65,000, plus benefits for nine months. A moving allotment is also paid. Send inquiries, nominations, and applications to Larry Campbell, Chair, Search Committee, Department of Journalism and Public Communications, University of Alaska Anchorage, 3211 Providence Drive, Anchorage, AK 99508-8240. To ensure consideration for the 96-97 academic year, applications should be received by July 1, 1996. Inquiries for future years are welcomed at any time. UAA is an Affirmative Action/Equal Opportunity educational institution and invites and encourages applications from women and minorities.

HELP WANTED SALES

Two positions, experienced Satellite Video and Satellite Data salespersons for Pittsburgh International Teleport expansion. With response, include work history outlining products sold with details. No phone calls. To President, PO Box 14070, Pittsburgh, PA 15239-0070. M.F. EOE.

HELP WANTED PRODUCTION

Media Specialist in film and video - provides media production services and support for all technical aspects of television, video and film productions and related classes. B.A. degree and experience in TV studio and field production in film/video is required. The University of Memphis, Department of Human Resources, Memphis, TN 38112, 901-687-2601.

EMPLOYMENT SERVICES

TV REPORTERS, ANCHORS AND PRODUCERS!!! You deserve the best chance to achieve your career goals. Call Tony Windsor at NEWS/DIRECTIONS (422) 843-0547 or leave toll-free voice mail at (800) 839-7347.


EDUCATIONAL SERVICES

Classifieds

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Lowest prices on videotape! Since 1979 we have been beating the high cost of videotape. Call Carpel for a catalog. 800-238-4300.


5 ea. Sony BVW-11 Betacam decks. 3 in Betacam system now. All in running order, $5,100 ea. Please call Bill Brister, Director of Engineering, WRBW-TV, Orlando, FL (407)248-6500.

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At NAB/Las Vegas.
Call for free consultation.

Major Florida market, profitable Hispanic AM; Georgia mountain vacation area, small combo; Florida Keys, very attractive FM; Beckerman Associates, 813-971-2001.

Fort Lauderdale and Fort Myers, Florida LPTVs for sale. Rare opportunity, great values. Reply on your company letterhead to Box 00729.

To place an ad in the Broadcasting & Cable Classifieds, contact Antoinette Fasulo
TOLL: 212-337-7073 • FAX: 212-206-8327
INTERNET: AFASULOB@CABLENHES.COM

BROADCASTING & CABLE'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to:

BROADCASTING & CABLE, Classified Department, 245 West 17th Street, New York, NY 10011. For information call (212) 337-7073 and ask for Antoinette Fasulo.

Payable in advance. Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must be in writing by either letter or Fax (212) 206-8327. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

Deadline is Monday at 5:00pm Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will run if all information is not included. No personal ads.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement. Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: $1.95 per word, $39 weekly minimum. Situations Wanted: 1.05e per word, $21 weekly minimum. Optional formats: Bold Type: $2.25 per word, Screened Background: $2.40, Expanded Type: $2.95. Bold, Screened, Expanded Type: $3.35 per word. All other classifications: $1.95 per word, $39 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as $35m, CC, PO, etc. count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: $173 per inch. Situations Wanted: $57 per inch. Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: $25 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such are returned to sender. Do not use folders, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (number), c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011.

Confidential Service. To protect your identity seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting & Cable Magazine, at the address above.
"For the Record" compiles applications filed with and actions taken by the FCC. Applications and the actions listed by state; the date the application was filed or the action was taken, when available, appears in italics.

Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; D.I.P.—debt in possession; ERP—effective radiated power; kilo—kilometers; kil—kilowatts; m.—meters; mbz—megahertz; mi.—miles; TL—transmitter location; w.—watts. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Dismissed
Mount Vernon, Ga. (BALH-951011GI)—John Swinson and Judi H. Baker for WAZH (FM) 101.7 mhz: voluntary AOL to Kenneth R. Noble. Mar. 27

Accepted for filing
Honolulu (BTC-96031GI)—Manayan Ventures Inc. for KISA(AM) 1540 khz: involuntary transfer of control from Manayan Ventures Inc. to Manayan Ventures Inc., D.I.P. Mar. 21

Springfield, Mo. (BTC-96032EE)—Don E. Burrell for KFLJ(AM) 1050 khz: involuntary transfer of control from Don E. Burrell (deceased) to Don E. Burrell Jr. (personal representative of estate of Don. E. Burrell). Mar. 22

NEW STATIONS

Dismissed
Colfax, Ill. (BPED-930902MA)—Cornerstone Community Radio Inc. for FM at 92.9 mhz, ERP 6 kw, ant. 100 m. Mar. 25
Colfax, Ill. (BP-930902MB)—Daniel Wayne Keister for FM at 92.9 mhz, ERP 6 kw, ant. 100 m. Mar. 25
Colfax, Ill. (BP-930901MF)—Mark L. Rollings for FM at 92.9 mhz, ERP 6 kw, ant. 100 m. Mar. 25

Colfax, Ill. (BP-930901MH)—Howard G. Bill for FM at 92.9 mhz, ERP 6 kw, ant. 100 m. Mar. 25

Colfax, Ill. (BP-930902MD)—Nancy L. Foster for FM at 92.9 mhz, ERP 6 kw, ant. 100 m. Mar. 25
Colfax, Ill. (BP-930903MB)—BNC Broadcasting Inc. for FM at 92.9 mhz, ERP 6 kw, ant. 100 m. Mar. 25

Larned, Kan. (BP-950417MN)—Western Kansas Wireless Inc. for FM at 106.9 mhz, ERP 100 kw, ant. 147 m. Mar. 25

Alouez, Wis. (BP-930707ME)—Michael R. Walton Sr. for FM at 106.7 mhz, ERP 25 kw, ant. 100 m. Mar. 22

Alouez, Wis. (BP-930707MF)—Bayside Broadcasting Corp. for FM at 106.7 mhz, ERP 25 kw, ant. 100 m. Mar. 22

Reedsburg, Wis. (BP-930329MB)—F.W.K. Broadcasting Co. for FM at 102.9 mhz, ERP 3.60 kw, ant. 130 m. Mar. 27

Reedsburg, Wis. (BP-930329ME)—Thomas W. Bychinski for FM at 102.9 mhz, ERP 25 kw, ant. 100 m. Mar. 27

Returned
Steubenville, Ohio (BPED-950629MD)—American Family Association for FM at 88.9 mhz, ERP .65 kw, ant. 45 m. Mar. 27

Granted
Ludlow, Calif. (BP-950329MA)—KHWW (California) LP for FM on frequency 100.1 mhz, ERP 25 kw, ant. 66 m. Mar. 28
Carlinville, Ill. (BP-950314MB)—Illinois Bible Institute Inc. for noncommercial educational FM at 90.1 mhz, ERP 3 kw. Mar. 25

Portageville, Mo. (BP-950530MB)—Word of Victory Outreach Center Inc. for educational FM at 91.5 mhz, ERP 9 kw, ant. 65 m. Mar. 28

Kailaspe, Mont. (BP-941202MA)—Moody Bible Institute of Chicago for noncommercial educational FM at 90.9 mhz, ERP 25 kw, ant. 771 m., Big Mtn. electronic site, 7 mi. N of Whitefish, Flathead City. Mar. 15

Spencerville, Ohio (BPED-950331MA)—Taylor University Inc. for educational FM at 88.1 mhz: ERP 150 kw, ant. 2.6 m. Mar. 15

Burns, Ore. (BP-951122MP)—Stanley M. Swol for FM at 92.7 mhz, ERP .75 kw, ant. 275.5 m, near Burns radio facility, 4.21 km W of Hines, 5.85 km WSW of Burns in Harney Co. Mar. 25

North Myrtle Beach, S.C. (BPED-950104-MH)—Covenant Educational Fellowship Inc. for noncommercial educational FM at 88.9 mhz, ERP 100 kw. Mar. 27

Dickson, Tenn. (BPED-950301MD)—Trevecca Nazarene College for noncommercial educational FM at 91.5 mhz, ERP 6 kw, ant. 64.6 m. Mar. 27

Decatur, Tex. (BP-951221MA)—Creative Educational Media Corp. Inc. for noncommercial educational FM at 91.3 mhz, ERP 2 kw, ant. 307 m. Mar. 25

St. Johnsbury, Vt. (BP-950424MR)—Christian Ministries Inc. for educational FM at 90.5 mhz, ERP 1 kw, ant. 225 m. Mar. 27

Quincy, Wash. (BP-950203ME)—Quincy Community Radio for FM at 95.9 mhz, ERP 2.5 kw, ant. 319 m. Mar. 26

Alouez, Wis. (BP-930907MD)—Jon A. Le Duc for FM at 106.7 mhz, ERP 10.5 kw, ant. 155 m. Mar. 22

Reedsburg, Wis. (BP-930329MG)—Sauk Broadcasting Corp. for FM at 102.9 mhz, ERP 3.6 kw, ant. 129.1 m. Mar. 22

Filed/Accepted for filing
Leone, A.S. (BP-960313MB)—Harnack Engineering Inc. (Kirk A. Harnack, president/owner, 2561 Jenwood St., Memphis, TN 38134) for FM at 93.9 mhz, ERP 1 kw, ant. 88 m, 1.6 km ESE of Leone. Kirk Harnack has interests in WFIT-FM and WDSK(AM) Cleveland, WQRT-FM Drew, all Miss., and in applications for FMs in Tunica, Greenville and Grenada, all Miss. Mar. 13

Fermington, Calif. (BP-960314MB)—Hawkeye Radio Properties Inc. (Dale A. Ganske, president/owner, 5546-C Century Ave., Middleton, WI 53562) for FM at 94.3 mhz, ERP 3 kw, ant. 55 m., N side of Milton Rd., 6.7 km NNE of Fermington. Ganske owns 45% of KIKN(FM) Ashbury, Iowa, and has interests in applications for FMs in Dickeyville and DeForest, Wis. Mar. 14

Newberry Springs, Calif. (BP-960312MB)—The Meadowsliark Group Inc. (Terry Moore, president/owner, 5546-C Century Ave., Edina, MN 55435) for FM at 103.7 mhz, ERP 4.4 kw, ant. 117 m., atop Elephant Mtn., 2.7 km NNW of Daggett, Calif. Mar. 12

Grand Junction, Colo. (960319MC)—Leggett Broadcasting Inc. (Brad Leggett, president/65% owner, 660 Rood Ave., Grand Junction, CO 81501) for FM at 100.7 mhz, ERP 93 kw, ant. 310 m., Mesa Point Electronics site, 20.3 km NNW of Delta, Colo. Leggett owns KSTR(FM) Montrose and KKOM(AM) Grand Junction. Mar. 19

Sebring, Fla. (BP-960307ME)—Radio
Training Network Inc. (James L. Campbell, president, P.O. Box 7217, Lakeland, FL 33813) for noncommercial educational FM at 91.5 MHz, ERP 13.3 kW, ant. 91.6 m. RTN owns FMs in Bradenton and New Port Richey, Fla.; Greenville and Belvedere, S.C., and Springfield, Mo. Mar. 7

Lihue, Hawaii (96762-1MA)—Lililime Foundation Inc. for educational FM at 88.9 MHz. Mar. 21

Charleston, Ill. (BPED-941229MA)—Wisconsin Voice/Christian Youth Inc. for educational FM at 91.3 MHz, ERP 1 kW, ant. 44 m. Mar. 28

Ottumwa, Iowa (BPED-960312MA)—Grassroots Broadcast Co. Inc. (Gary M. McGlothlin, president, 33 1/3% owner, P.O. Box 146, Ottumwa, IA 52551) for noncommercial educational FM at 91.1 MHz, ERP 2.3 kW, ant. 23 m., 2.5 km S of Ottumwa on U.S. Rte. 63. Mar. 12

Copeland, Kan. (BPH-960311MF)—Great Plains Christian Radio Inc. (Dave Scott, president, P.O. Box 990, Meade, KS 67864) for FM at 103.9 MHz, ERP 100 kW, ant. 214 m., in Gray Co., Kan., 3.2 km E, 6.4 km S of Copeland. GPCR owns KKL(FM) Copeland. Mar. 11

Frankenmuth, Mich. (951122MD)—Con-}

oisisseur Communications of Flint LP for FM at 93.7 MHz, ERP 6 kW, ant. 100 m. Nov. 22

Scott City, Mo. (BPH-960321ME)—Scott City Media Inc. (Steve Roth, president/51% owner, 522 Second St. East, Scott City, MO 63780) for FM at 93.9 MHz, ERP 6 kW, ant. 100 m., kcco(AM) transmitter site, N of Hwy 146, Alexander Co. Mar. 21

Van Buren, Mo. (BPH-960325MA)—New Life Evangelistic Center Inc. (Larry Rice, president, 1411 Locust St., St. Louis, MO 63103) for educational FM at 91.3 MHz, ERP 100 kW, ant. 144 m., Skyline Dr., 87 km W of Hwy 103. S of Van Buren, NLEC owns kmlk(FM) St. Louis, kmlj(FM) Jefferson City and kmpf(FM) Marshfield, all Mo., and ktcn(FM) Eureka Springs, Ark., and has applied for FMs in Bloomfield and Marshfield, Mo., and TV on ch. 31 in Harrison, Ark. Mar. 25

Hornell, N.Y. (BPED-960306MB)—WSKG Public Telecommunications Council (Katherine Fitzgerald, chairwoman, P.O. Box 3000, Binghamton, NY 13902) for noncommercial educational FM at 88.7 MHz, ERP 4.5 kW, ant. 151 m., 2.2 km from village of Canisteo, Hinkley Hill, Hartsville, N.Y. WSKG owns wkskg(FM) and wsox(FM) Binghamton, wsgo(FM) Ithaca, wsox(FM) Oneonta and wsgo-FM Comming-Elmira, all N.Y. Mar. 6

Ponca City, Okla. (BPED-960307MD)—The Love Station Inc. (Doug Brewer, P.O. Box 14 Ponca City, OK 74602) for noncommercial educational FM at 89.7 MHz, ERP 100 kw ast. 307 m., 4.8 km S of Salt Fork, Okla., on Hwy 74, 1 km E, in Grant Co., Okla. Mar. 7

Masontown, Pa. (BPED-960221MD)—He's Alive Inc. (James Dewayne Johnson, president/50% owner, 203 Springs Rd., Grantsville, MD 21536) for noncommercial educational FM at 88.5 MHz, ERP 16.1 kw, ant. 100 m., corner of CRs T-690 and T-391. Dunkard Township, Pa. Feb. 21

Chehalis, Wash. (BPED-960325MD)—Washington State University (Samuel H. Smith, president, 382 Murrow Ctr., Pullman, WA 99164) for educational FM at 88.9 MHz, ERP 1 kw, ant. 303 m., atop Crego Hill. 8.5 km S of Adna. WSU owns kwsu(AM)-(TV) and kzuu(FM) Pullman, kfae(FM) and ktnw(FM) Richland, kwnr(FM) Ellensburg, kkwf(FM) Yakima and kknw(FM) Clarkston, all Wash. KFAE-FM Moscow and KKWG(FM) Cottonwood Idaho; is building FM in Moses Lake, Wash., and has applied to build FMs in Walla Walla, Omak and Port Angeles, all Wash. Mar. 25

—Compiled by Jessica Sando

**Changing Hands**

**Continued from page 43**

**Format:** AM: Radio AAHS; FM: modern rock; khtz: '70s hits

**Radio: FM**

**WKSS(FM) Hartford, Conn.**

**Price:** $18 million

**Buyer:** Multi-Market Radio Inc., Springfield, Mass. (Michael G. Ferrell, president/22.8% owner; Robert F.X. Sillerman, 15.18% nonvoting owner; owns wchc(FM), wmrq(FM) and wpop (AM) Hartford and wplw(FM) New Haven, Conn.; wqne-FM Titusville/Daytona Beach, Fla.; wkrk-FM Augusta, Ga.; whmp-AM-FM and wpfx-FM Northampton/Springfield, Mass.; wmyj(FM) Bloxio and wknm-FM Pascagoula/Bloxio, Miss.; wqne-AM-FM, wpfx(FM) and wtry-AM Albany, N.Y.; wsne(FM), wjyj (FM) and wju-AM) Providence, R.I.; wyak-FM Surfside Beach/Myrtle Beach, S.C., and wqwx(FM) Richmond, Va.; is buying wbrx(Am)-FMC-STZ- FM Jackson/Vicksburg, Miss., and wroc(FM) Anderson/Greenville/Spartanburg, S.C.; is selling koll(FM) Maul- melle/Little Rock, Ark., wksg(FM) Martineau/Augusta, Ga., and wbrx-FM Alken, S.C./Augusta (see item, below) and wusp(FM) Columbia, N.C.; has LMA with wvcx(FM) Myrtle Beach, S.C.; has joint sales agreement with wvb-FM New Haven, wchz(FM) Augus- ta and wvsr(FM) Albany, N.Y. Sill- erman is executive chairman/53.2% owner of SFX Broadcasting Inc.

**Errata**

The power and format of wjdm(AM) Elizabeth, N.J., were incorrect in the March 11 "Changing Hands." The correct power is 10 kw day, 1 kw night. The format is children's.

**Seller:** Precision Media Corp., Hartford (Timothy Montgomery, VP); owns wmyf(AM)-werz(FM) Exeter/Portsmouth and wzn(AM)-wewm(FM) Rochester, N.H.

**Facilities:** 95.7 MHz, 16.5 kw, ant. 880 ft.

**Format:** Top 40

**Brokers:** Sillerman Cos. (buyer); Blackburn & Co. (seller)

**KDBX(FM) Banks/Portland, Ore.**

**Price:** $4 million

**Buyer:** American Radio Systems Corp., Boston (Steven B. Dodge, chairman); is buying kbht(FM)-kuko (FM) Portland; owns wzmz(FM), wrcw-FM and wnez(FM) Hartford, Conn.; wfrk-FM, wqgr-FM and wazt-AM West Palm Beach, Fla.; wqsr-FM and wbmd (AM) Baltimore; wroko(FM)-wmbx(FM), weei(FM) and wego-FM Boston; wbyrk-FM, wyje(FM) and weck(FM) Buffalo and wcmf-FM and wrrm-AM Rochester, N.Y., and wwmz-FM, wtue-FM and wone(FM) Dayton, Ohio; is buying wtic-AM-FM Hartford, wqms-FM Detroit, kxnk-AM North Las Vegas-kluc-FM Las Vegas, wham(FM)-wvor-FM, wpxy-FM and whkn(FM) Rochester and wblk-FM Buffalo, N.Y.; wfln-FM Philadelphia; kste-AM Rancho Cordova, Kml-AM-

**KSks(FM) and kvdf(FM) Fresno and kctc(AM)-kymx(FM) Sacramento, all Calif., and kfab(AM)-kgor(FM) Omaha; has option to buy kmkj(FM)-kjec(AM) Austin and kpty(FM) Luling/Austin, Tex.


**Facilities:** 107.5 MHz, 2 kw, ant. 397 ft

**Format:** Contemporary Christian music

**Brokers:** Media Venture Partners (buyer); Gary Stevens & Co. (seller)

—Compiled by Elizabeth A. Rutherford
## Broadcast Education Association Convention Agenda

The Broadcast Education Association's 41st Annual Convention will be held at the Las Vegas Convention Center April 12-15. BEA is the professional association for professors and industry persons who are interested in the teaching of radio, television and electronic media in colleges and universities to future broadcasters and electronic-media professionals.

### Friday, April 12

<table>
<thead>
<tr>
<th>9:00-5:00</th>
<th>Convention Registration Desk open</th>
<th>9:00-5:00</th>
<th>BEA Exhibits open</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:30-10:30</td>
<td>Opening continental breakfast reception</td>
<td>sponsored by the University of Nevada—Las Vegas</td>
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<tr>
<td>10:30-11:45</td>
<td>Opening Plenary</td>
<td>&quot;Maximizing Cyberpace,&quot; with featured speaker Adam Clayton Powell III</td>
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<tr>
<td>1:00-5:45</td>
<td>Poster Session</td>
<td>&quot;On-Line Audience Research&quot;</td>
<td></td>
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</tbody>
</table>

### Sessions

- **Multicultural, International and Communication Technology Divisions** - "Media Consolidation and Content: Production, Distribution and Diversity"
- **International Division** - "Cooperative Efforts in International Media Training"
- **Law & Policy Division** - "Talk Shows in America: Uplifting or Dividing Us?"
- **Student Showcase** - "Video Production Shotout: More Effective Teaching Devices"
- **Count and Curriculum Division** - "Teaching Teamwork: Budgeting and Producing Skills in Production Courses"
- **News Division** - "Cultural Values and News Values: American and International Students Stack a Television Newscast"
- **Research Division** - "Practicing Inclusion in Broadcast Research: Lessons from the Field"

### Noon-1:15

- **Student Showcase** - "Limited Resources: How to 'Do It' and 'Do It Anyway'"
- **Research Division** - "New Studies of Programs, Children and the Family"
- **Multicultural, Gender Issues, News and Research Divisions** - "Gaining on the Goals?"
- **Management & Sales Division** - "Video Dialtone as a Expanded Cable: Planning for Tomorrow's Broadband Residential Network"
- **History Division** - "Presentation of papers"

### 1:30-2:45

- **Student Showcase** - "Student-Produced News Programs: Organizations, Formats and Strategies That Work"
- **Production, Courses & Curriculum and Writing Divisions** - "Integrating Production, Writing and Acting Programs via Dramatic Productions"
- **History and Multicultural Divisions** - "The Many Voices of Radio"
- **Communication Technology Division** - "Beyond Broadcasting: The Consequences of New Communication Technology"
- **Management & Sales Division** - "Business meeting"
- **Law & Policy Division** - "Business meeting"
- **International Division** - "Business meeting"
Voluntary effort

EDITOR: I read with great interest your March 9 article about the historic step taken by the television industry to create a voluntary self-rating system.

I am concerned, however, that the article did not accurately convey my position on this issue.

By coming to Washington in response to the President’s invitation, the industry has moved to take on the challenge of ratings—on a voluntary basis—to give parents and guardians the information they need to be responsible for their children. Their leadership and responsiveness make further government action unnecessary.

I believe that art is a reflection of our society. I also believe that freedom of speech in the form of artistic expression is a sacred principle that we must never abandon. What I hope is that each of us, in our own ways, can bring about a better reality for America’s children.

Whether it comes to encouraging voluntary ratings, developing new technology or enforming trade agreements, I look forward to continuing my work with the television industry.—Barbara Boxer, United States senator (D-Calif.)
The mayor of ‘Sesame Street’

In the early 1960s, before the decade turned turbulent, the country rode a wave of youth, vigor and optimism spurred by President Kennedy’s ascent to the White House. Heeding Kennedy’s famous call in his inauguration address, a young David Britt followed the President to Washington to “do useful things for society.”

“Kennedy gave me a sense of wanting to make a contribution to society and do useful work,” says Britt. “That’s part of the reason [that the] work at CTW [Children’s Television Workshop] has been satisfying for so long.”

Even after Kennedy’s assassination, Britt refused to be discouraged, although he describes the result of the loss as an “instantaneous growing up.”

During this period of instant growing up, Britt, a man who knows Big Bird, entered a career made successful thanks to a mythical urban neighborhood where children, adults and puppets lived harmoniously on a street called Sesame. “I suppose it is ironic,” says Britt. “I felt that everything begins with kids and if you’re going to make a change in society over the long run, you have to start with children.”

But Britt says the real irony is that he started at CTW 25 years ago to help the network branch out to the relatively new method of delivering television signals via cable. “In 1971, at the dawn of the cable age, we were looking at the potential of urban cable systems, and it took 25 years to get to the point where we could get the venture off the ground.”

CTW will launch a cable network devoted to children’s programming by mid-1997. Britt says the new network will be a joint venture and that CTW will soon close a deal with a financial and strategic partner. “We’re looking at a programming service for kids ages two to 12. We strongly support keeping first-run Sesame Street episodes on public broadcasting, but [the new network] [will] use CTW’s enormous library.”

CTW’s television shows and magazines reach millions of children and their parents throughout the world. Sesame Street is broadcast in 80 countries and has co-production arrangements in Russia, China and Israel, where Israelis and Palestinians work together on the show. The Workshop’s five magazines, which account for the biggest piece of CTW’s revenue, are received by 2 million subscribers each month.

In essence, CTW is a daycare center to the world—and has been for more than a quarter of a century. Britt says, however, that the secret is simply being popular with the ever-changing tastes of generations of children. “You have to constantly stay in touch with children and be aware of their changing tastes and interests,” says Britt. “When we started, we single-mindedly concentrated on letters and numbers, and now the curriculum covers a wide range of developmental goals like self-confidence, diversity and cooperation, which is part of being a preschool kid today.”

As an integral part of children’s lives since the late 1960s, Sesame Street has become such an institution that many adults still mention favorite shows. And CTW does a good business selling products, including ties and polo shirts, to adults. CTW receives letters from adults asking it to bring back The Electric Company. Britt also says that the chat room on the Sesame Street Web site is dominated by college kids discussing such arcane subjects as specific Sesame Street episodes from the late ’70s. “A lot of adults are trying to re-create what they grew up on by getting into the nostalgia; it’s amazing,” says Britt, who is surprised by the longevity. “I didn’t have a clue it would last that long.”

Britt fell into CTW “completely by mistake.” He started his career working on Capitol Hill, trying to find appropriation dollars for the Agency for International Development. He then went into consulting, and in the early 1970s was recruited by CTW founder Joan Ganz Cooney to help combat President Nixon, who had “declared war on public television.” From there he worked his way up to president and CEO in 1990.

But Britt isn’t finished yet. A company that has been around as long as CTW risks getting stale, and he plans to expand the company to an even larger scale. CTW now has $110 million in gross revenue annually and plans to hit $500 million within five years. Britt wants to finish his career at CTW and says the best is yet to come, as he expects the new cable channel to be his crowning achievement. “I hope that when I’m done I can say honestly to myself that I had a real part in building an organization and a place that helps millions of kids do better with their lives.”

“David Van Buren Britt


“...if you’re going to make a change in society over the long run, you have to start with children.”

—MK
**BROADCAST TV**

Lisa Cabrera, reporter/substitute anchor, WPEC(TV) West Palm Beach, Fla., joins WTMJ-TV Milwaukee as reporter.

Tony Terzi, writer/producer/host, Patrick Media Productions Inc., Bristol, Conn., joins WTIC-TV Hartford, Conn., as sports anchor/reporter.

Keith Moon, president/GM, KSBW(TV) Salinas, Calif., joins KCNC-TV Monterey, Calif., as GM.

Dante Wilson, technical director, NewsChannel 8, Springfield, Va., joins WMAR-TV Baltimore as director/producer.

Sandy Kuzerzi, senior account executive, WHAS-TV Louisville, Ky., named LSM.

Amy Goode, director, sales promotion, WFTV(TV) Boston, joins WCVB-TV there as assistant marketing manager.

Appointments at WWJ-TV Detroit: Karen Frey, promotion writer/producer, senior producer, advertising and promotion; Margot Johnston, director, design services, WTVS(TV) Detroit, joins as design director; Steven Selvers, photographer/editor, WBK-TV Detroit, joins as promotion editor/videographer.

Kathy Quatrone, VP, programming, Public Broadcasting Service, Alexandria, Va., named senior VP.

Margaret Young, executive producer, KIRH(TV) Tulsa, Okla., named news director.

Joseph Denk, GSM, WRSP-TV Springfield, Ill., joins KFXA(TV) Cedar Rapids, Iowa, as GM.

Kimberly Godwin Webb, assistant news director, WCAU-TV Philadelphia, joins WJAR(TV) Lorain/WOIO(TV) Shaker Heights, Ohio, as news director.

**PROGRAMING**

Clancy Collins, director, first-run syndication and animated programming, New World Entertainment, Los Angeles, named executive director.

Steven Badeau, VP, research, FX Networks, joins MGM Domestic Television Distribution, Los Angeles, in same capacity.

Rich Volokich, VP, business affairs, Fox Broadcasting Co., Beverly Hills, Calif., named senior VP.

John Fahey Jr., chairman/president/CEO, Time Life Inc., joins The National Geographic Society, Washington, D.C., as president/CEO.

Katie Callahan, manager, international television distribution, New World Entertainment, Los Angeles, named director.

Melanie Francis, director, international sales and marketing, King World International, New York, joins Children's Television Workshop there as senior publicist, international.

Dawn Rosenquist, executive director, marketing, Rysher Entertainment, Los Angeles, named VP, promotion.

Kevin Trudgeon, media relations coordinator, The Disney Channel, Burbank, Calif., named manager, media relations.

Thomas Lofaro, production executive, Paramount Network Television, Hollywood, named VP, production.


**RADIO**

Appointments at KTMS(AM)/KHTY(FM) Santa Barbara, Calif.: Damion Young, music director, KHTY, named program director; Tom Van Sant, program director, KCQR(FM), joins as operations/production manager; Cindy Garcia joins as business manager, and Jeff Miller joins as promotion director.

Tom Poley, program director, KRBE-FM Houston, joins WHJZ(FM) Newark, N.J., in same capacity.

Josh Rose, media analyst, MITECH, Los Angeles, named manager, marketing services, MediaMAPS Market Segmentation and Database Analysis.

Appointments at KPWR(FM) Los Angeles: Bruce St. James, music director, adds assistant program director to his responsibilities; Pete Martinez joins as assistant music director; Marie Kordus, GSM, named general manager.

Appointments at WFAN(AM) Astoria, N.Y.: Tony Hammond, account executive, named national sales manager; Madonna Degnan, named director, new business sales, WFAN(AM)/WXRX(FM) New York.

Mary Margaret Brown, legal assistant, business affairs, King World, New York, joins WBZ(AM) Boston as promotion coordinator.

Sheila Richards, morning show host, KRMD-FM Shreveport, La., joins WVEZ-FM Louisville, Ky., in same capacity.

**CABLE**

Appointments at Paragon Cable, Portland, Ore.: Sandra Moran, director, customer operations, named VP; Craig Helting, director, field operations, named VP.
David Rosenbloom, area director, marketing, Comcast Cablevision, Santa Ana, Calif., joins Game Show Network, Culver City, Calif., as director, marketing.


Amy Rosenstein, affiliate marketing manager, SportsChannel New England, Boston, joins VH1, New York, in same capacity.

Peter Gaffney, manager, program scheduling, Showtime Networks Inc., New York, named director.

Lisa Galeano, account supervisor, Silverman, Warren/Kremmer Inc., joins USA Networks, New York, as senior publicist.

Edmundo Colchado Jr., director, systems development, Cox Cable, New Orleans, joins Comcast Cable, Baltimore, as director, technology.

George Hulcher, station manager, WHAS-TV Louisville, Ky., joins America’s Health Network. Orlando, Fla., as VP, programming.

Lauren Boddie, acting GM/director, organizational consulting, Cox Communications, Saginaw, Mich., named VP/GM.

Gary Anderson, VP, sales, marketing and affiliate relations, CNN Television, Atlanta, named senior VP. Appointments at Time Warner Cable: Thomas Rutledge, senior VP, corporate development; Carolyn Orlando, finance director, Eastern Pennsylvania division, named VP, finance and administration.

Douglas Lee, VP, Fox International, joins Children’s Television Workshop, New York, as senior VP, CTW Cable.

New York: David Kohl, director, ad sales, named regional VP; New York and Los Angeles; Gary Merrifield, director, ad sales, Detroit, named regional VP, Detroit and Chicago.

MULTIMEDIA

Appointments at Metro Networks and Metro Traffic Control: Neal Mettersky, engineering manager, CNN America, New York, joins as VP, operations, Houston; Steve Candullo, president/GM, WNYN(FM) Lake Success, N.Y., joins as VP/GM, New York; Lynn Anderson, VP/GM, Southwest region, named VP, international development, Los Angeles; Larry Grant, national director, marketing, Southeast, Great Lakes and Mid-Atlantic regions, named GM, Mid-South region.

Appointments at Fox Lorber Associates, New York: Mickie Steinmann, director, international sales, named VP; Michael Oliveri, executive VP, named president, Domestic Home Video.

Jeff Gear, systems consultant, Tribune Interactive Network Services, Orlando, Fla., joins Tribune Broadcasting Co., Chicago, as director, advanced computer technology.

Chris Claus, VP/GM, KTWV(FM) Los Angeles, joins CBS Television and Radio as VP, station operations.

ALLIED FIELDS

Raymond Pernot, director, engineering, Great Scott Productions, named director, operations.

Thomas Fietemeyer, director, Bureau for Policy Studies and Government Relations, Wisconsin Technical College System Board, appointed executive director, Wisconsin Educational Communications Board.

Hank Blumenthal, producer, independent films and television, joins Arrow Productions, New York, as VP.

Appointments at EFX Systems, Burbank, Calif.: Paul Rodriguez, executive VP/GM, named president; Debi Kimball, director, sales, named VP.

Judy Chastain, VP, media services, Turner Broadcasting, Atlanta, named senior VP, media services, RET Media (media-buying function), there.

Patrick Inhofer, on-line graphics editor, HBO Studio Productions, New York, joins Tape House Digital there as digital compositing editor.

Jackie Blum, VP, licensing division, Film Roman Inc., North Hollywood, Calif., named senior VP, worldwide licensing.

Peter Darrow, partner, Cleary, Gottlieb, Steen & Hamilton international law firm, named chairman, board, The WNYC Foundation.

Appointments at Jones Digital Century Inc., Englewood, Colo.: Jennifer Sleck, animator/illustrator, Cine’-Med, joins as artist/3D-modeler; Michael Braley, senior software developer, Zing Systems LP, joins as multimedia software engineer.

TECHNOLOGY

Steve Cooper, group manager, research and development, Eaton Corp., joins Switchcraft Inc., Chicago, as director, engineering.

Evan Sanders, sales manager, Lasertron, Burlington, Mass., named director, sales.

Guy Walsingham, marketing manager, pre-press systems, Quantel USA, Darien, Conn., named director, marketing.


---Compiled by Denise Smith

e-mail: d.smith@b&c.calmers.com
In Brief

Last week, after selling its last radio station, Park Communications Inc. made public its intention to buy its 10th TV station. Park filed papers with the FCC to buy ABC affiliate WHOA-TV Montgomery, Ala., from WHOA-TV Inc. for $6 million and assumption of liabilities (subject to FCC approval). Park already owns nearby WB MG-TV Birmingham. Also last week, Park sold KWLO(AM)-KFWM(FM) Waterloo/Cedar Rapids, Iowa, and WDEF-AM-FM Chattanooga to Bahakel Communications for $11.2 million (also subject to FCC approval; see "Changing Hands," page 43). Park also owns WTVO-TV Lexington, Ky.; KALB-TV Alexandria, La.; WTR-TV Utica, N.Y.; WNC-TV Greenville, N.C.; WDEF-TV Chattanooga and WJHL-TV Johnson City, Tenn.; WTVR-TV Richmond and WLSL-TV Roanoke, Va., and 106 newspapers.

As expected, Fox News has tapped syndicated political columnist Tony Snow to host the network’s new public affairs hour, Fox News Sunday, set to premiere April 28 at 9 a.m. ET (Broadcasting & Cable, April 1). Roger Ailes, Fox News chairman, says the show aims to compete with the established political roundtable shows but also will target a younger audience. Fox News Sunday will make use of vintage Movietone newsreel footage owned by Fox in “then and now” segments. While Fox affiliates will contribute to a regular “electronic town hall” segment. All 12 Fox O&Os are expected to be onboard for the April 28 launch, but there’s no word yet on how many affiliates have cleared the hour.

First Amendment honorees

The Radio and Television News Directors Foundation honored ABC World News Sunday anchor Carole Simpson (middle) with its annual Leonard Zeidenberg First Amendment Award. Presenting the award last Tuesday at Washington’s Mayflower hotel: from left, Zeidenberg’s widow, Beverly; RTNDF President David Bartlett; ABC correspondent Lynn Sherr, and CBS Evening News anchor Dan Rather. The award is named for the late Broadcasting & Cable senior correspondent. Also honored was Tele-TV CEO Howard Stringer, who received the First Amendment Leadership Award.

CBS led the pack with 69 nominations for the National Academy of Television Arts & Sciences’ 23rd annual Daytime Emmy Awards. CBS’s The Young and the Restless garnered more nominations than did any other show, with 16; Sesame Street was the nearest competitor, with 12. All told, PBS earned 49 nominations, ABC got 40, NBC received 19 and Fox’s children’s slate won 14. And maybe the 16th time will be the charm for Susan Lucci, a perennial nominee in the best actress in drama series category for her work on ABC’s All My Children. CBS will carry the presentation ceremonies live from Radio City Music Hall on May 22.

Former NAB Radio Board chairman Bob Fox of KVEN(AM)-KHAY(FM) Ventura, Calif., is this year’s recipient of the association’s NAB Grover Cobb Memorial Award. The award, to be presented at the NAB convention next week, honors broadcasters who are particularly effective in lobbying the federal government.

Fox has hired veteran pitcher and baseball announcer Tim McCarver as its lead game analyst for Baseball on Fox, which debuts June 1. Also hired as an analyst was former MLB player and manager Jeff Torborg. And Bill Webb and Michael Weisman came onboard as producers.

Cox Communications has launched a technical test of local and long-distance phone service integrated with its cable service in San Diego. The test, in cooperation with Lisle, Ill.-based Tellabs, will run until June in 25 households. Cox then will conduct a test in more than 500 households, followed by a commercial rollout. A Cox spokesperson says the company will launch telephone service in other urban markets after San Diego. Tellabs’ Cablespan 2300 system is being used in Time Warner Cable’s test in Rochester, N.Y.

Disney close to Angels buy

The Walt Disney Co.’s plan to buy the California Angels was back on track last week after the media giant reached an agreement with the city of Anaheim on plans for a $100 million renovation of the team’s stadium. Only two weeks ago, Disney executives said that the deal to buy the team was dead (Broadcasting & Cable, March 25). Disney expects to complete its purchase of 25% of the team from owners Gene and Jackie Autry by mid-May. The agreement gives the company managing control of the Angels and an option to buy the rest of the team upon the death of Gene Autry. Although Disney officials declined comment, sources close to the team said that the first phase of the buyout will cost roughly $30 million.

Disney called off its deal with the Autrys last month after talks with the city broke down over revenue-sharing issues, the length of the team’s lease and the city’s plans to develop the area around the city-owned stadium. The new agreement calls for Disney to cover $70 million of the $100 million remodeling project and gives the team a new 33-year lease. Disney will take over day-to-day operations at Anaheim Stadium at the end of this baseball season. —CL
WASHINGTON

Implementing telco bill
FCC commissioners late last week were expecting to see the Mass Media Bureau's draft language for implementing the 1996 Telecommunications Act's broadcast license term provisions. Plans call for issuing an order to implement language eliminating competing broadcast applications unless the commission first decides not to renew a license. The commission also will issue a rulingmaking proposal to begin implementing provisions that create an eight-year broadcast license term. The license renewal language has been anxiously awaited by some at the FCC who have feared it might carry new definitions of the public interest obligations.

Bill of goods
RTNDA reports hearing from stations that some companies offering real-time closed-captioning services have been suggesting in their sales pitches that the new telecommunications bill requires stations to do real-time closed-captioning for their newcasts. In fact, says RTNDA President David Bartlett, the bill does no such thing. What the bill does mandate the commission to look into the matter is what it is doing. But so far, only a notice of inquiry has been issued. "It's important that stations know they don't have to buy such equipment," says Bartlett. Harvey Powers, news director, WBB-TV Richmond, Va., received a mail pitch from one captioning company. "Unfortunately I threw it out, and I don't know that they said anything untrue. But the implication was that we were going to have to do this." Powers said the cost of implementing real-time closed-captioning would top $50,000. "That could cost us one person or force us to give up most of our satellite remotes," he said.

Price of progress
While UPN owner BHC Communications says it is "delighted" with the network's progress to date, that progress did not come without cost. UPN's losses for 1985 totaled about $80 million. Last year BHC spent almost $130 million on the network. BHC's net income for 1995, including UPN, totaled just over $37 million, according to its recently released annual report. Excluding UPN, BHC's net income for the year was almost $117 million. But strong returns from BHC's station group helped offset the UPN investment. TV station earnings rose to $151.4 million, slightly above 1994's record station earnings performance. Viacom has an option, through Jan. 15, 1997, to acquire half of UPN.

HOLLYWOOD

Future Snipes
Actor Wesley Snipes is executive-producing a futuristic TV movie for ABC that could turn into a regular action/adventure series. Set in 2015, Future-Sport focuses on a world without borders, where geopolitical adversities settle disputes by competing in a game described as a high-tech fusion of football and basketball. The project is being developed by Snipes's production company, Amen Ra Films, in association with Four Point Entertainment. Snipes, star of such films as "Passenger 57," "Jungle Fever" and "Money Train," is expected to make only a cameo appearance in the TV movie, but that appearance marks a reunion of sorts for the actor and the network. Before his movie career took off, Snipes was one of the stars of ABC's H.E.L.P., a police drama that ran for six weeks in 1990.

NEW YORK

Prodigy ploy
A source close to Prodigy Services confirmed reports last week that top executives at the commercial online company are attempting a leveraged buyout. The source reported that discussions about a possible LBO are being conducted with corporate parents IBM and Sears, Roebuck & Co., which had recently indicated its intention to sell its 50% stake in the troubled online service. Prodigy President Edward Bennett is reportedly leading the LBO effort.

MSNBC readies pitch
NBC's planned MSNBC cable network is expected to reveal long-awaited programming details to cable system operators just before the National Cable Television Association meeting April 28-May 1 in Los Angeles. NBC made its first move with the new network last week, signing Jodi Applegate as co-anchor for NBC Today weekend editions and as an anchor for MSNBC. Meanwhile, the rival 24-hour news service being developed by ABC News has made a new hire, naming seven-year ABC veteran Mark Lukasiewicz executive producer for programming. Lukasiewicz will report to Jeff Gralnick, vice president of the planned news channel. MSNBC replaces the NBC-owned America's Talking cable network this summer; ABC's channel is scheduled to launch later this year.

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Responsible speech

We were struck by several comments made by Tele-TV Chairman Howard Stringer last week. The former CBS newsmen and top executive, who has now hitched his wagon to "telephone programming," was receiving a First Amendment award from the Radio-Television News Directors Foundation.

In his acceptance, Stringer called for industry responsibility as the best defense against government incursions into program content. (Jack Valenti was also vowing to bar the door against any influence from Washington on his ratings committee last week, but—while welcome—it seemed to this page so much rhetorical flourish upon closing the barn door after the horse has fled. It was government intrusion, after all, that led to the creation of the V-chip and the ratings system Valenti now champions.)

Stringer's call for responsibility was directed at those on both sides of the TV set. "Ratings systems are valuable to the child with responsible parents. They're not much of an obstacle to the latchkey kid with nothing but time on his hands," he said, illuminating one of the central ironies of the V-chip effort.

As for the programers, Stringer sounded a theme worth repeating. "[T]he broadcasting or cable or telephone programming communities have a higher responsibility that the government cannot and should not enforce." That doesn't mean looking at the world through a rose-colored camera lens, but it does mean, as Stringer put it, that "Death stings. Pain hurts, loss devastates, fear terrifies. If we complain that television merely mirrors reality, then let us try to reflect our reality more skillfully and honestly. In the end industry leaders must take personal responsibility for what goes on the screen (emphasis supplied). If we separate, like church and state, our artistic values from our personal values, then we create programs for others we would not be willing to share with our own family and friends." Now that's a programming credo worth living by.

Wise investment

The Association for Maximum Service Television is raising money for a good cause: the future of broadcast television.

MSTV, in concert with the Electronic Industries Association, is spearheading a three-year project to convert a Washington TV station to HDTV-readiness (see story, page 10). It will cost $6 million to equip. The goal, says MSTV President Margit White, is to demonstrate to broadcasters just what it will take to be able to broadcast digital HDTV atop the traditional NTSC, simultaneously. The location of the model station insures that the cost and effort involved will be apparent to those on Capitol Hill as well. MSTV's share of the prize tag for the test is $1.5 million. Money well spent.

Classy, they wrote

CBS has written the ending to Murder, She Wrote. It was no mystery. The show had been moved from its Sunday night home this season to try out younger-skewing sitcoms—like Cybill—that wound up performing well. In a move that seems classy but may simply be savvy programming, CBS is returning the show to its familiar Sunday night home for its last four episodes (not coincidentally, the move will come just in time for the May sweeps)

Angela Lansbury had tried to end the show before, only to be wooed back by CBS. This time, however, the show's failure to pull in the younger audience suggested to CBS that it was time for Jessica's final case. We will miss the class Lansbury brought to the show, and to television, but fortunately her production company has television deals that suggest we'll see more of both Angela and Jessica in the future.
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