The Big Bang Theory Comes to Radio

From Westinghouse to Jefferson-Pilot: The stations and the listeners that are reshaping radio's landscape

How this year's $5.2 billion in station sales has transformed radio, and what will happen next.
The Biggest Television Sports Event of 1996...
The 1996 Centennial Olympic Games will represent the pinnacle of athletic achievement. The challenge of bringing the images and sounds of these Games to the world is nearly as Olympian as the challenges for the competitors. In 1996, the Olympic Games has again turned to Panasonic as the official broadcast equipment supplier. Panasonic will also serve as the prime contractor and systems integrator for Olympic audio-video systems, including the massive International Broadcast Center.

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Panasonic welcomes the competition. The true winners will be decided on the field.

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Radio's big bang In the wake of the unexpected merger of Westinghouse and Infinity, Broadcasting & Cable presents the most up-to-date list of the radio industry's top group owners. Meanwhile, merger mania continues with "everybody...talking to everybody." In particular, Disney and Chancellor discussed a deal last week. / 6,7

TW, TBS huddle with FTC Federal Trade Commission staff members have recommended that the agency seek to block the merger of Time Warner and Turner Broadcasting System. Corporate lawyers are still talking to top FTC officials, but TCI attorney Joe Sims is growing "less optimistic" that a settlement can be reached. / 10

Is 'Public Morals' really moral? Steven Bochco's new sitcom, Public Morals, will be high on the agenda of the CBS affiliate board's monthly conference call tomorrow. Already the show may not get an airing on KMTV(TV) Twin Falls. The pilot's jokes and language go "well beyond" local standards, says GM Lee Wagner. / 14

Free time for some, roadblock for others Senators say the broadcast networks should provide free airtime—all at the same time—to presidential candidates. Such a "roadblock" would force viewers to watch, they say. Rupert Murdoch wants to expand the plan to congressional elections. / 24

Syndicators bet on game shows Syndicators hope to hit the jackpot with game shows next season. Tribune Entertainment leads the way with three half-hour strips planned for launch by March 1997. / 36

Grand-slam launch for 'Rosie' A 3.2 Nielsen household rating makes The Rosie O'Donnell Show the highest-scoring talk show debut since the 1986 launch of Oprah Winfrey. / 38

Clear Channel controls country in Kentucky By buying the "intellectual rights" to an FM station in Louisville, Clear Channel will control the country format in that market. / 42

TCI picks Fox news channel In an important agreement for Fox, TCI is getting exclusive non-DBS distribution rights to Fox's new news channel, along with an option to buy 20% of the venture. In exchange, Fox will reach 10 million of TCI's subscribers within two years. / 48

Turner's one-two punch Sporting events boosted Turner Broadcasting's TNT and TBS to the top two slots among basic networks in prime time during the second quarter of the year. Nine of the top 10 programs were NBA playoff games or NASCAR races. / 52

Previewing TV Guide Prevue In a deal valued at $350 million, TV Guide on Line is merging with Prevue Networks to present an interactive TV guide that will reach more than 20 million cable subscribers. / 59

Special Report: Sports production Facing its first season of Major League Baseball, Fox wants to bring the same innovation to baseball that it has to football and hockey. For example, when a batter is up, an overlay will show his hot and cold spots within the strike zone. Mikes at home plate and the bases also should pique the interest of casual fans, Fox hopes. / 67

Cover by David R. Borucki
Announcing Wheel Of Fortune’s 50th Consecutive Rating Period As The #1 Syndicated Television Program... An Unprecedented Accomplishment.

Distributed by KingWorld
Produced by Camelot

Source: Nielsen ROSP, Cassandra DMA Ranking Report, May '95/DMAP.

www.americanradiohistory.com
Spurred by liberalized federal ownership limits, first six months of '96 have seen $5.2 billion in deals; list of leading radio group owners features old companies grown larger and many new names

By Elizabeth A. Rathbun

While consolidation is creating radio mega-groups the likes of which have never been seen before, new names are working their way onto the list of groups that have the most listeners.

This year, deregulation cleared the way for nine new names to appear on Broadcasting & Cable's list of the nation's top 25 radio groups (see below and pages 27-34 for more detail). All have been associated with major acquisitions in the past nine months, as has just about every other group on the list.

This consolidation fever has spurred an astonishingly active radio market. So far this year, about $5.2 billion worth of radio stations have changed hands. That exceeds not only the $1.3 billion spent in the same period in 1995 but the spending for all of 1995, when about $3.6 billion worth of radio stations were bought and sold.

The top-25 list for 1996 begins with a familiar name. Westinghouse Electric Corp., however, has set a new standard for group ownership by gobbling up big company after big company. CBS Inc. was first, last August, and Infinity Broadcasting Corp. followed last month. Westinghouse's purchases have funneled the number-one, -two and -three companies on 1994's top-25 list (the last year the list was compiled) into the number-one spot in this year's rankings. This consolidated Westinghouse tops the top 25 with an average 2.6 million listeners per quarter-hour and 82 radio stations.

This year's fiercest station buyer, Clear Channel Communications Inc., also strategized to take advantage of deregulation. It leaps from its number-13 slot to become the second-largest radio group. Even with 102 stations, however, Clear Channel's 1 million listeners falls far short of Westinghouse's huge audience. The top five is rounded out by Evergreen Media Corp., Walt Disney Co./Capital Cities/ABC Inc. and Chancellor Broadcasting Co.

Although Westinghouse's $4.9 billion purchase of Infinity stunned the industry, analysts agree that it paves the way for other mega-groups to unite. Last week, for example, sources said Disney and Chancellor will join their radio forces (see page 7). With 1.29 million listeners and 72 stations, that combination would force Clear Channel out of second place.

Disney is the largest new name on the list. It earns its place after closing on 11 radio stations in February.

Chancellor also is new to the list, although at its heart is the previous year's number five, Shamrock Communications Inc. Chancellor's pur-

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Note: There was no top-25 list in 1995. Source: Broadcasting & Cable's own research.
chase of Shamrock's 19 radio stations also closed in February. Federal law encourages the formation of such giants. The Telecommunications Act of 1996, signed into law in February, deregulated the industry by allowing broadcasters to own as many radio stations as they want, nationally. Locally, the most generous cap still in place allows them to own up to eight stations in a market with 45 or more other radio voices.

The rush to consolidate as fueled by the act can be seen by comparing the 1993 list with the 1994 list: They're practically the same. But compare the 1994 list to this year's. There are more changes—and dramatic ones—especially among the top 10.

Besides Disney and Chancellor, seven other new names appear on this year's list: American Radio Systems Corp.; SFX Broadcasting Inc.; Spanish Broadcasting System Inc.; Sinclair Broadcast Group Inc.; Beasley Broadcast Group; Colfax Communications Inc., and Heritage Media Corp. All of these companies have been associated with major acquisitions in the past nine months.

Infinity: Only the beginning?

ABC said to be eying Chancellor; 'everybody is talking to everybody'

By Elizabeth A. Rathbun and Donna Petrozzello

Last month's proposed merger of Westinghouse Electric Corp./CBS and Infinity will be a hard act for other radio groups to follow. The $4.9 billion deal involves 83 radio stations in 15 markets with estimated 1996 station revenue of $1.05 billion.

But that isn't stopping other groups from trying.

"There is nobody, public or private, who's not talking to one another right now," says broker Charles Giddens of Media Venture Partners.

A source close to one of the companies says this year's number-four and number-five companies—Disney/CapCities/ABC and Chancellor Broadcasting—were discussing a merger last week. "There is a deal but...it's at a pretty sensitive stage," the source says.

Such a deal—for a price that could exceed $1 billion, according to the source—would result in a company that owned 60 radio stations (21 from Disney and 39 from Chancellor). It would place second on the list of station revenue leaders, with $495 million in estimated 1996 station revenue, and second on Broadcasting & Cable's list of the top 25 station groups (see page 27). Westinghouse would remain tops in both categories.

Chancellor could well be attractive to Disney, since it has stations in five of Disney's nine radio markets. With Chancellor, Disney's holdings would grow from three radios in Los Angeles to five; from two to six in San Francisco; from three to four in Atlanta; from three to eight in Minneapolis, and from two to five in New York.

Broker Gary Stevens says the combination "would not only be dynamic but would keep Disney/ABC strive for stride with Westinghouse/CBS and Infinity." Broker Glenn Serafin calls the suggested pairing "not surprising."

Whether or not Chancellor proves to be Disney/ABC's target, industry brokers speculate that the company may be ready to spend up to $1 billion to increase its radio holdings.

The fate of CapCities/ABC Radio holdings under Disney's ownership increasingly has been debated by brokers and analysts since the radio ownership limits were loosened in local markets and erased nationally. Most analysts have predicted that Disney would keep its ABC stations, avoiding the capital gains tax hit it would incur from a sale. In addition, the majority of ABC Radio stations consistently deliver solid revenue and earn top ratings.

Analysts and brokers agree that for a radio group to survive, it must consolidate in its markets, especially major markets. As Giddens puts it: "The top 10 markets are going to consolidate down to five or fewer players no matter what."

"Any company that's controlled by institutional equity investors is a candidate for consolidation," says broker Stevens. "Their job is to exit these investments when they maximize."

"We are less than one-third of the way through the reshuffling of that deck," says broker Paul Leonard of Star Media Group Inc. The top 25 group list will look as "radically different next year as it does compared with the most recent list, he says.

A merger like Westinghouse/Infinity cannot be replicated, says analyst John Reidy of Smith Barney, calling the combination "a General Motors of radio." But "that doesn't mean there couldn't be other transactions," he says.

Reidy won't speculate on what companies might merge. But he notes that Chancellor has embarked "on a more clustering strategy" in large markets, and that's "always tantalizing to everybody."

Smith Barney was an underwriter of Chancellor's initial public offering.

Chancellor President Steven Dinetz was traveling last week and could not be reached for comment. "As far as we know, it's a rumor," says company CFO Jacques Kerrest. Chancellor is gearing up to buy stations, not sell, he says. "We're investors." A Disney spokesperson declined comment.
A ONE HOUR REPEATS LIKE

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IN ASSOCIATION WITH WARNER BROS. TELEVISION.
DRAMA THAT E A SITCOM!

TV'S #1 PROGRAM
**TW, TBS huddle with FTC**

**Companies work overtime to make merger pass muster**

By Christopher Stern

Time Warner and Turner Broadcasting System continue to huddle with top Federal Trade Commission officials in an effort to reach a settlement on their proposed $7.5 billion merger.

Sources close to the proposed deal confirmed last week that FTC staffers have written a 500-page recommendation seeking to block the merger in court. A key outstanding issue is Tele-Communications Inc. role in the merged company. Under the terms of the proposed deal, TCI would relinquish its 21% stake in TBS for a 9% stake in Time Warner.

Lawyers from Time Warner, TCI and TBS have been holding discussions with high level FTC officials including Competition Bureau Chief William Baer, sources confirmed. Federal Trade Commission Chairman Robert Pitofsky is also personally involved in negotiations, sources say.

Although Wall Street continues to be upbeat about the prospects of the deal, TCI's attorney, Joe Sims, said he is growing "less optimistic" that a settlement can be reached. Others involved in the deal said they are still confident that a deal can be worked out with the FTC without resorting to litigation. Sims and others say TCI President John Malone is still committed to working out an agreement on the deal.

At any point, Time Warner and Turner can start the clock on a two-week deadline. Once that clock starts ticking, the agency has two weeks to decide if it will seek to block the deal in court. A decision on starting the countdown is being made on a day-by-day basis, said one source. The parties hope to complete the final terms of the deal with the FTC by August 1.

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**Key lawmakers push for digital allotments**

Say FCC should give broadcasters licenses by April 1, 1997

By Christopher Stern and Chris McConnell

In a letter to the FCC, Senate Majority Leader Trent Lott (R-Miss.) and other key members of Congress have asked the commission to award digital licenses to broadcasters by April 1, 1997.

The National Association of Broadcasters hailed the letter as an important victory last week. But at least two of Lott's Senate colleagues were upset by his decision to countermand Bob Dole's stand on digital spectrum just one week after taking over Dole's former post as majority leader.

Last January, Dole threatened to scuttle passage of the Telecommunications Act unless the FCC agreed to delay the allotment of digital TV licenses until Congress re-examined the issue.

The June 19 letter also was signed by House Speaker Newt Gingrich (R-Ga.) and House Commerce Committee Chairman Thomas Bililey (R-Va.), Senator Ernest Hollings (D-S.C.) and Representative John Dingell (D-Mich.), ranking Democrats on the Senate and House commerce committees, also signed on.

Senate Commerce Committee Chairman Larry Pressler (R-S.D.) refused to sign the letter, saying it was premature to unleash the FCC before Congress has resolved its concerns about spectrum policy. Pressler has held several hearings on what he has referred to as "a grand spectrum-reform bill."

The Lott letter also encourages the FCC to set a standard for digital TV. Pressler's spectrum proposal would bar the FCC from doing that.

Lott was chagrined last week that the letter went to the FCC without Pressler's approval. "It should not have been released until all the names were on it," said Lott, who also said, "I should not have signed it." The letter was prepared by house staffers at the behest of House Commerce Committee Chairman Thomas Bililey (R-Va.).

Representative Barney Frank (D-Mass.), who supports spectrum auctions for digital channels, sent his own letter to the FCC, "urging [that the FCC] not be coerced" by the letter signed by Lott and other congressional leaders. "[W]ith Senator Dole scarcely out the door, his former colleagues are repudiating his position in their eagerness to bestow this gift on broadcasters," wrote Frank.

The letter was not meant as an affront to Dole, Lott said. "It certainly was not my intent in any way to be a slight," said Lott, adding, "I feel somewhat used by the procedure that was used."

The NAB clearly was pleased with the letter, providing reporters with copies during a press conference on a separate issue last week.

Washington insiders said the letter demonstrates the dramatic reversal of fortune for NAB President Eddie Fritts. While Dole had become openly antagonistic to broadcast interests in recent months, Lott is seen as more friendly to the industry. Fritts and Lott have known each other since the early 1960s, when they both attended the University of Mississippi.

Although Lott said Pressler's concerns about the letter were "right," the majority leader also said he agreed with its contents and would make no effort to withdraw it from the FCC. Senator John McCain (R-Ariz.), a Dole ally and proponent of auctions for digital TV licenses, said last week that he was discussing a follow-up letter to the FCC with Lott.

FCC officials said that the Lott letter will not affect their goal of completing pending digital TV rulemakings by early next year. Staffers also said they will continue to look into the possibility of auctions for channels 60-69. The letter "strongly discourage[s]" the FCC from reallocating the "upper UHF band."
Intercast launching with NBC, CNN

By Richard Tedesco

NBC, CNN and Intel Corp. will usher in a new era this month when they begin transmitting television programing for viewing on personal computers.

NBC plans to make available more than 70 hours of its summer Olympics coverage from Atlanta beginning July 19. The Intercast programing also will draw on more than 3,000 pages of Olympics material from NBC’s Web site (nbc.Olympics.com). “The ability of consumers to interact with the TV programing [will be] a reality for the American household nationally [this month],” says Tom Rogers, NBC executive vice president and president of NBC Cable and business development. “What Intercast is all about is about broadcast interactivity.”

CNN’s offering will give PC users more than just the cable news channel, with a digest of breaking news appearing in another window. Clicking on any of these entries brings up a full text treatment of a story.

Content is delivered directly to the PC via the vertical blanking interval and appears in a window on the computer screen. Besides the Olympics, NBC will present Homicide: Life on the Street, with online viewers given access to a virtual crime lab to help them solve each episode’s crimes. Also, one weekly news show and a weekly sports show will be carried. All the programing initially will be sponsored by Intel.

Other Intercast program suppliers will include the QVC cable channel. And Intel expects content from ABC and CBS to be available via Intercast next year, when NBC no longer will be the sole broadcast partner, according to Ron Whittier, Intel senior vice president. He says Intel plans to produce Internet spots featuring animation and video content for eventual Intercast advertisers.

Intel chips that make reception of broadcast signals by PC possible are being incorporated into Pentium PCs to be marketed by Hauppauge Computer Works and Compaq. Intel plans an Internet promotion with Hauppauge and will launch a promotional campaign with Compaq and CompUSA to coincide with the Olympics. Intel estimates that the chip technology required will add $100-$200 to the retail price of computers.

Intel executives say AST and Sony Corp. also intend to produce Intercast-ready machines. Intel is working with companies that produce computer boards to incorporate the Intercast chip technology.

Supreme Court backs cable in access case

Operators’ right to reject leased-access programing upheld

By Chris McConnell

The Supreme Court last week gave cable operators some flexibility in dealing with indecent programing on leased-access channels.

The court last week upheld a provision of the 1992 Cable Act allowing cable operators to refuse to carry leased-access programing they deem indecent. The justices also struck down a provision that required operators to scramble the indecent leased-access programs if they did not refuse to carry them.

The decision followed challenges to the rules brought by the Denver Area Educational Telecommunications Consortium and the Alliance for Community Media.

“We cannot find that the ‘segregate and block’ restrictions on speech are a narrowly, or reasonably, tailored effort to protect children,” the court said. The resulting decision allows cable operators to refuse programing on leased-access channels, but does not require them to scramble the programing if they do not.

The court, however, took some flexibility away from cable operators in the area of public educational and government (PEG) access channels. Although the 1992 Act gave cable operators the right to refuse carriage of programing on PEG as well as leased-access channels, the justices said the right-to-refuse provision should apply only to leased-access channels.

The court cited local oversight of PEG access programing and also said the threat of indecency on PEG access channels does not warrant giving operators the right to reject programing: “At most, we have found borderline examples as to which people’s judgment may differ.”

Cable lawyers welcomed the court’s decision on the leased-access channels. “We’re favorably impressed,” said the NCTA’s Dan Brenner. “Cable operators are engaging in editorial conduct.”

Brenner and a spokesperson for the Cable Telecommunications Association (CATA) raised concerns about the decision on PEG access programing. Cable lawyer Frank Lloyd said the provision has generated some mixed feelings among operators, some of whom would prefer that decisions on delivering PEG programing be left to local organizations formed to supervise public-access channels.

“Many cable operators like that relationship,” he said.

The court’s ruling drew a warm response from opponents of the three provisions. “We consider it a total and complete victory,” said Michael Greenberger, the lawyer who argued against the rules. “The problem was really with leased-access programing.”
Marvel, FCN sign kids pact
$80 million deal gives Fox international TV rights to comic-book properties

By Cynthia Littleton

Fox Children’s Network has forged an alliance with the Marvel Comics Group that gives FCN exclusive international TV rights to more than 3,500 comic-book characters and titles for the next two decades.

Financial terms were not disclosed, but sources say the pact could be worth as much as $80 million to Marvel over the life of the 21-year deal, depending on the number of shows developed by FCN. The long-term agreement comes as FCN prepares for a major international expansion in the UK, Asia, Australia and Latin America during the next two years.

FCN has committed to producing at least four Marvel properties over the next seven years. Animated series based on the classics Captain America and The Silver Surfer are in the works for a fall 1997 debut. FCN’s top-rated kids slate already includes Marvel’s X-Men and Spider-man.

“We have a large sandbox in which to play,” said FCN President Margaret Loesch in announcing the deal. Loesch, a top executive with Marvel in the 1980s before she was tapped to launch FCN, said FCN probably will showcase 20-30 Marvel “stars” during the next decade.

Marvel’s alliance with FCN adds another layer to Fox’s relationship with billionaire investor Ronald Perelman. Perelman owns a controlling interest in both Marvel and New World Communications Group, which has long-term programming and broadcast affiliation agreements with Fox. Marvel’s deal with FCN was brokered by Bill Bevins, president of Marvel Entertainment, who also is CEO of New World.

Marvel and New World joined forces in 1993 in an effort to establish a name-brand children’s programing franchise in first-run syndication. But the success of FCN, coupled with the launch of kids blocks on the UPN and WB networks, has locked up optimum time slots on the traditional outlets for syndicated children’s fare. Low ratings killed the Marvel Action Universe earlier this year.

Sources familiar with the situation say Marvel executives decided it was a better move to become a leading supplier to FCN, which aims to become a major player in the growing global market for children’s programing.

Wireless modems in the fast lane
Florida two-way test transmits data at 500 kbps

By Price Colman

American Telecasting Inc., the nation’s largest wireless cable company, last Thursday said it has conducted successful tests of wireless cable modems capable of data transfer rates significantly higher than those available via conventional phone lines.

Also participating in the tests were People’s Choice TV Corp., another wireless cable company, Zenith Electronics Corp., which makes the modems, Conifer Corp. and Comwave, makers of antennas, converters and transmission systems.

According to the tests, conducted on American Telecasting’s Lakeland, Fla., system, the modems demonstrated they were capable of transferring data at speeds of 500 kilobits per second. That’s substantially higher than ISDN-enabled telephone line speeds of 128 kbps.

The Lakeland test used wireless channels for downloading Internet data such as Web pages and for a return path to the wireless cable headend. The test also divided the circular omnidirectional wireless cable dish antenna into 48 pie-shaped segments of 7.5 degrees each and alternated the frequencies in each segment to reuse transmission spectrum.

American Telecasting and People’s Choice estimate that they’ll be able to offer Internet access to as many as 100,000 subscribers in their respective markets.

Among American Telecasting’s key markets are Denver, Colorado Springs, Orlando, Oklahoma City, Seattle, Portland, Ore., and Fresno, Calif. People’s Choice key markets include Tucson, Phoenix, St. Louis, Milwaukee, Houston, Chicago, Detroit and Indianapolis.

American Telecasting has about 175,000 subscribers, while number-four-ranked People’s Choice has about 80,000 subs.

The early modem tests are part of the wireless industry’s strategy of becoming a full-service provider, says David Sentman, American Telecasting’s senior vice president/CFO: “We see it having three product services: digital video, Internet access and local telephone and data service.”

The industry has filed with the FCC to offer digital video service and expects a ruling soon. “We will be seeking permission from the FCC as an industry to use our spectrum for local telephone service,” Sentman says.
Twin Falls balks after peek at 'Morals'

By Cynthia Littleton

CBS's upcoming Steven Bochco sitcom Public Morals may not get a public airing on the network's affiliate in Twin Falls, Idaho. Lee Wagner, general manager of KMTV(TV) Twin Falls, says it is highly unlikely that the station will air the first episode of Public Morals if the network goes with the same version of the show that was sent to affiliates, along with other new CBS shows, last month.

The comedy about New York City vice cops has not prompted a major outcry from other affiliates, but the show was discussed at the CBS affiliates meeting and will be high on the agenda of the affiliate board's monthly conference call tomorrow (July 2), according to board member Dino Corbin, general manager of KHSL(TV) Chico/Redding, Calif. Corbin himself made national headlines last year when he dropped talk show Jenny Jones because of content concerns.

Wagner says some of the jokes and language used in the pilot go "well beyond" the standards for broadcast television in Twin Falls, the nation's 195th-ranked TV market. Public Morals is slated to air Wednesday at 9:30 p.m. ET/PT and 8:30 p.m. in Twin Falls and other Mountain time zone markets. Peter Schruth, CBS's senior vice president of affiliate relations, says questions of standards and taste are ultimately "a local decision."

From the start, CBS has said that Public Morals will test the boundaries of situation comedies with its strong language and adult themes. Bochco faced a similar controversy in 1993 when a handful of ABC affiliates, including the ABC outlet in Twin Falls, rejected the gritty realism of his acclaimed police drama NYPD Blue.

One scene receiving a lot of attention in the Public Morals pilot comes early on, when a female officer uses a well-known police slang term, referring to the vice squad as the "pussy posse." CBS insiders say no decision has been made on whether the pilot will air unchanged as the first episode.

Bochco, who is co-producing the show with Jay Tarses, has been down this road before. "I remain utterly convinced that the audience this show is likely to attract will understand the context," he says. "We have proved over time that we've not been cavalier with our expanded palette."

Nevertheless, Bochco says he's not as devoted to breaking new ground with Public Morals as he was three years ago with NYPD Blue. "In that case, we fought hard to create a new template for broadcast standards," he says. "I thought it was an important thing to do at the time for the sake of the hour [drama]. It's not the same with a half-hour."

For Wagner, the fundamental problem with Public Morals lies in what he thinks is the mixed message CBS is sending with the show when the network is positioning itself as being responsive to parental concerns. "Why create [the impression] that we're America's TV network," Wagner says, "and then have a show that is diametrically opposed to that position?"

KHSL's Corbin doubts that many other CBS affiliates will balk at Public Morals. Most share Wagner's optimism about the general direction the network is heading after its merger last year with Westinghouse Electric Co.

"The lion's share of our lineup fits the "Welcome Home" [promotional campaign] like a glove," says Chris Ender, CBS VP, media relations. "But we...also value diversity. Public Morals is an edgy, adult series that we [think] is scheduled responsibly."
Westinghouse/CBS gets
global cable foothold

By Debra Johnson

Westinghouse/CBS has acquired Spanish-language news channel TeleNoticias for an undisclosed amount from parent company Telemundo.

CBS for some time has been looking to get into the 24-hour cable and satellite news business, and this deal gives it a substantial leg up.

CBS TeleNoticias will combine the strength of CBS News’s programing and news-gathering experience with Group W Satellite Communications’ distribution, sales and marketing expertise. Peter Lund, president, CBS, called the deal “the first in a series of steps we plan to expand CBS into cable and satellite markets.”

Telemundo launched in December 1994 and is now available in 22 countries spanning Latin America and the Caribbean as well as the U.S. and Spain. It is available in 20 million cable, MMDs and broadcast homes.

Westinghouse/CBS’s goal is to continue to expand distribution of the service as the cable and DTH markets grow.

Group W will introduce CBS TeleNoticias to full-time multichannel carriage in the U.S., where Hispanics are the fastest-growing minority. In the U.S. there are 27 million Hispanics who prefer to watch Spanish-language programming. Donald Mitzner, president, Group W Satellite Communications, sees the acquisition as a long-term commitment to the international news business, but “because of the size of the purchase price” the new service is expected to lose money in the short term.

To build on Group W’s international news business, other acquisitions are expected, although Mitzner would not elaborate. Mitzner along with Andrew Heyward, president, CBS News, will direct CBS TeleNoticias. The current president of TeleNoticias, Francisco de la Torre, will continue as president of the new service.

WASHINGTON

Fields angered by letter

Cathy Reid, the House staffer who wrote the letter directing the FCC to proceed with its allotment of digital TV licenses (see story, page 10), is in hot water. House Telecommunications Chairman Jack Fields (R-Tex.) is irate that he was not told about the letter, which was being prepared by Reid and fellow staffer Mike Regan for their boss. House Commerce Committee Chairman Thomas Bliley (R-Va.). Sources confirmed last week that Fields was in Argentina when the letter was being written and found out about it from a Senate staffer—and that his anger increased when called Reid and she did not volunteer that it was being written until he specifically asked her about it. At the time, Fields, who called from Argentina, had a faxed copy of the letter in hand. “If he could fire somebody, he would,” said one Hill source. Reid has been banished from Field’s office: Regan may enter only when summoned, the source said. This is Field’s last term in Congress. He is retiring to spend more time with his family in Texas. Reid was not available for comment on Friday.

Kids page-turner

FCC officials late last week were hoping that the Mass Media Bureau’s recommendation on a children’s programing rule would give them some weekend reading. Sources expected the staff recommendation to arrive at the offices of the commissioners on Friday afternoon. The recommendation is expected to establish a three-hour programing benchmark for license renewal and to allow broadcasters the option of satisfying some of the programing requirement through alternative efforts deemed of equal educational value. Mass Media Bureau staff would be able to approve applications in which a broadcaster made substantial efforts to make up for some of the programing requirement, but broadcasters falling too short of the mark would have their renewal applications forwarded to the commissioners for consideration.

Indecency guidelines imminent

Last Friday’s Supreme Court ruling on leased- and PEG-access (see page 11) channels should clear the way for the FCC to issue its indecency guidelines. The guidelines are aimed at helping broadcasters determine what counts as indecent material by citing past court decisions. FCC officials have had the guidelines ready for months, but have held off issuing them in order to include recent court decisions, such as last week’s on cable channels.

NEW YORK

Cluster company

The former executives of Broadcasting Partners Inc. have teamed with the media investment arm of Veronis Suhler to form Broadcasting Partners LLC. Former Broadcasting Partners vice president/COO Lee Simonson says the limited liability corporation wants to purchase either radio groups with clusters of stations in smaller markets, ranked 75 to 200, or groups with regional station clusters. Veronis Suhler reportedly has $330 million available for media investments.

HOLLYWOOD

Producer pruning

There’s a movement afoot in Hollywood to trim the fat from TV credits—starting with producers. The Caucus of Producers, Writers and Directors has organized a meeting with network, cable and studio executives in Beverly Hills Wednesday to drum up support for a set of work standards to be considered when producer credits are assigned. Caucus officials already have pitched the idea in private meetings with the entertainment division heads of ABC, CBS and NBC and say the trend of extending producer credits to stars, managers, writers and others is driving up the overall cost of TV production and discounting the role of the producer.
ON NOVEMBER 11

Broadcasting & Cable PRESENTS

The Sixth Annual Hall of Fame

HONORING
Marcy Carsey & Tom Werner
Hugh Downs
Brian L. Roberts
Mel A. Karmazin
Howard Stringer
Robert C. Wright

POSTHUMOUSLY HONORING
Howard Cosell
Carl Haverlin
Robert Kintner
Bill Leonard
Phillip H. Lord
Gilda Radner

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WHAT DO THESE NBC, CBS AND ABC GM

BROOKE SPECTROSKY
WCPX-ORLANDO

BILL PETERSON
WPEC-W. PALM BEACH

DUANE LAMMERS
WHTM-HARRISBURG

DOREEN WADE
WLNE-PROVIDENCE

AL BOVA
WVIT-HARTFORD

GARY STOKES
WIVB-BUFFALO
TOP 50 MARKET'S HAVE IN COMMON?

GREG KELLY
KCRA-SACRAMENTO

MICHAEL CONLY
KENS-SAN ANTONIO

HAROLD C. CRUMP
KS"P-MINNEAPOLIS

SCOTT BLUMENTHAL
WOOD-GRAND RAPIDS

TERRY CONNELLY
W.LA-WASHINGTON, D.C.
ENDS IN ACCESS!

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WHAT DO THESE WB, FOX AND UPN GMs DO?

Lise Markham
KTVY-SAN DIEGO

Edward G. Aiken
WTOG-TAMPA

Cary Jones
KFOX-PORTLAND

Gilbert Hoban
Wolf-Wilkes-BARRE

Dave Tynan
KHTV-HOUSTON

John Dorkin
WDRB-LOUISVILLE

Roger Ottenbach
KCPQ-TACOMA

Julie M. Tarleton
WCCB-CHARLOTTE

John Suder
KWGN-DENVER

Joe Young
KDAF-DALLAS

John Vitanovec
WPLJ-BOSTON

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TOP 50 MARKET 'S HAVE IN COMMON?
THEY'VE GOT FRIENDS

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Raising the call for a roadblock

FCC told broadcasters should run candidate statements simultaneously

By Chris McConnell

Broadcasters should leave viewers little choice when it comes to watching presidential candidates' statements, lawmakers and others told the FCC last week.

Speaking at the commission's hearing on network plans to provide free airtime to candidates, panelists said broadcasters should coordinate their efforts to create a TV "roadblock" similar to the one viewers see during the President's State of the Union address. Panelists discussed the roadblock idea at a hearing that also focused on how the FCC should treat third-party candidates in enforcing its equal-time policies.

"The roadblock is enormously important," said Senator Bill Bradley (D-N.J.). "You would have to confront what the candidates were saying."

Senator John McCain (R-Ariz.) agreed, and he praised network plans to provide candidates with free time:

"I think we have to face the fact that politicians are...boring people."

—Rupert Murdoch

"The only way this proposal will have an impact is if viewers are faced with a roadblock."

News Corp. Chairman Rupert Murdoch liked the idea, maintaining that a roadblock approach would keep competing stations from picking up audience during the statements. "I think we have to face the fact that politicians are...boring people," Murdoch said, adding that networks giving 20 minutes to political statements are "going to be killed by [their] competition."

Murdoch's Fox network plans this fall to air ten 60-second statements by candidates addressing a series of issues. Fox also plans to set aside one hour of prime time on election eve for candidates' statements. The network has asked the FCC to exclude the airtime from the commission's equal-time rule.

"If the commission does not rule that our proposed coverage falls within the equal-time exemptions, Fox cannot proceed," Murdoch said.

He also suggested that Fox might consider expanding the free-time plan to congressional elections. Murdoch cited the burden of fund-raising and the advantage that incumbents enjoy in raising money. "That's got to change," he said, adding that the network must first have some criteria for determining who should receive time. "Then we could get it down to these other races."

Commissioners heard little objection from panelists to the proposed equal-access exemption for the presidential election. Media Access Project Executive Director Andrew Schwartzman, in voicing his support for the exemption, cited Fox's pledge not to interfere with the candidates' statements. Norman Ornstein of the American Enterprise Institute also said the Fox broadcast "fit any reasonable definition of bona fide news events," which are exempt from the equal-time rule.

The commissioners also appeared to support granting an exemption. FCC Chairman Reed Hundt closed the hearing by saying that the commission "ought to find a way to read [the equal-time rule] that will allow these donations to be received."

Commissioner James Quello was concerned that "government regulation of programming in this area through the requirement for equal time may limit the coverage of debates and other events involving major candidates."

Representatives of other political parties objected to being left out of the free time. "The FCC should not allow Fox Television to exclude third-party candidates from its offer of free television airtime," said Natural Law Party
presidential candidate John Hagelin. Additionally, a representative of the Workers World Party interrupted the hearing for about a minute to protest the Fox proposal and the fact that his party was not represented on the hearing’s panel.

Fox plans to treat the issue of third-party candidates by granting time to candidates authorized by the Commission on Presidential Debates, which included Ross Perot in the 1992 presidential-election debates.

Hagelin objected to that plan, maintaining that the commission was founded "to insure that only Republicans and Democrats" participate in the debates. He instead favors referring to the number of states in which candidates are on the ballot and their access to federal matching funds in determining whether they should qualify for airtime. "The decision must not be left in the hands of the network," Hagelin added.

Hundt said the FCC will need to examine such concerns. Commissioner Susan Ness said she hopes to avoid "trampling on the rights of third-party candidates."

The commissioners hope to settle Fox’s request for the equal-time exemption before September, an FCC source said.

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NAB to fund kids show

Association is providing seed money for educational pilot to take to NATPE

By Christopher Stern

In the “if you can’t beat 'em, join 'em” category, the National Association of Broadcasters has put up several hundred thousand dollars in seed money for a children’s educational TV pilot to be completed by October.

The money for the half-hour program is being provided by the NAB Education Foundation, according to the NAB’s Chuck Sherman, senior vice president, television.

The program, tentatively called WAVE, will mix locally produced material with footage from a national feed, not unlike the former PM Magazine, Sherman says. "This will qualify as children’s programming under any definition," he adds.

“This will qualify as children’s programing under any definition.”
—Chuck Sherman, senior VP, television, NAB

The show, which targets children ages 10-17, will be offered at next January’s NATPE convention, but NAB member stations will have first choice, says NAB President Eddie Fritts. The NAB board approved the project at its June 22-24 board meeting. It is the first time the association has invested in a television program.

“We were looking for ways to show that broadcasters are interested in doing public interest-oriented broadcasting,” says Sherman. He also says that the NAB will proceed with plans to produce the show “irrespective of what happens at the FCC.”

The commission is on the verge of approving a guideline that would require broadcasters to air at least three hours of educational programming each week.

The NAB Foundation has been working on the program for the past eight months with the Des Plaines, Ill.-based American Center for Children’s Television. David Kleeman, the center’s executive director, said last week that the program is being developed with “top people” from the

FCC OKs data broadcasting

The FCC has cleared the way for talking teddy bears and other “data broadcasting” applications.

Commissioners have amended FCC rules to allow TV stations to transmit extra bits of digital data along with the video portion of their regular NTSC television signals. Commission officials changed the rule after receiving several requests for permission to provide ancillary data services—including one request to supply sound effects to a talking teddy bear toy.

Other potential applications of digital data broadcasting include providing electronic newspapers, downloading computer software and transmitting supplemental information to TV commercials.

"It knocks down all the regulatory obstacles," Datacast LLC President John Abel says of the FCC ruling. Abel’s company, which is owned by a group of broadcasters including LIN Television and Chris Craft’s BHC Communications, next year hopes to launch a data-broadcasting service.

"Anything that brings data broadcasting to the mar-ketplace has got to be good," adds NAB’s Lynn Claudy, although he says the association would have preferred that the FCC wait until the NAB and Electronic Industries Association completed field testing on two data-broadcasting technologies.

The two associations have been examining data-broadcasting technologies through a joint group called the National Data Broadcasting Committee. The group conducted laboratory tests on systems developed by WavePhore and Digideck, which was purchased this spring by Datacast. The group this month plans to conduct field tests in Washington on both systems.

The FCC’s rule allows broadcasters to use either system as well as two other technologies proposed by Yes! Entertainment Corp. and A.C. Nielsen Co.

“I’m not troubled by that aspect,” Abel says of the decision to approve four data-transmission methods.

“I think it’s fine,” WavePhore Executive Vice President Glenn Williamson says. “This gives us a green light.”

—CM
Mayors object to FCC dish rule
The U.S. Conference of Mayors is threatening a legal challenge to the FCC's preemption of local restrictions on satellite receiving dishes. The commission in March implemented rules allowing local jurisdictions to restrict dishes one meter or less in diameter only in cases of "justifiable health and safety" concerns. The commission adopted the rule as part of its effort to implement the 1996 Telecommunications Act. Meeting in Cleveland on June 24, the Conference of Mayors adopted a resolution to begin raising money to support a legal challenge to the rule.

Quite a vitae
Tom Hazlett, the California economist who helped to write key elements of Senate Commerce Committee Chairman Larry Pressler's (R-S.D.) proposal on spectrum auctions, is returning to the University of California-Davis. Although Hazlett spent the past eight months at the American Enterprise Institute, a conservative think tank, his goodbye-party invitation claimed that he held the following positions during his brief stay in Washington: director of minority outreach, Buchanan for President campaign; chief White House file clerk; Mr. 317,884—Million Man March; image consultant to the Hon. Newt Gingrich; speechwriter, Inus in the Morning: spiritual counselor & healer, Hon. Marion Barry.

EEO actions
The FCC has fined a group of Pennsylvania radio stations for EEO violations. As part of a decision to renew all of the radio licenses, the FCC fined WHJR(AM)-WSSZ(FM) Greensburg $15,000; WESA-AM-FM Charleroi, $15,000, and WIAS(AM)-WJHU(FM) Pittsburgh, $16,500. The commission also fined WGD-FM Rehoboth Beach, Del., $15,000 and KUSC(FM) Los Angeles $17,500 for EEO violations. The commission reduced a series of previously imposed EEO fines. Officials cut a $25,000 fine against WOW-FM Omaha to $12,000 and reduced a $31,000 fine against KSAM-AM-FM Huntsville, Tex., to $15,000. Additionally, a $25,000 fine against KKIS-AM-FM Pittsburgh/Walnut Creek, Calif., was rescinded after the FCC determined that the fine would affect only "innocent creditors" of Diamond Broad-casting of California, the station's former owner. After reviewing the cases, FCC officials also reduced a pair of fines levied for violations of the commission's sponsorship-identification rules. A $6,000 fine against WTEM(AM) Bethesda, Md., was cut to $4,000, and a $5,000 fine against WTOP(AM) Washington lowered to $3,000. The commission denied an NAB petition to delay license renewal to Retlaw Enterprises Inc.'s KIMA-TV Yakima, Wash., and renewed the station's license.

FCC turns down NAACP argument
The FCC last week rejected a challenge to last year's ruling that Fox Television Stations did not intentionally mislead the FCC about the extent of its alien ownership. The NAACP had asked the commission to reconsider the decision, maintaining that commission officials conducted a flawed investigation of Fox's candor. The FCC disagreed. "We are confident that the staff investigation produced a complete record of the pertinent facts," the commission said.

No 'Power Rangers' fan
First Lady Hillary Rodham Clinton last month had hard words for the state of children's programing. In a June 22 speech to the National PTA convention, the First Lady said, "We simply must demand more of the people who are producing—and profiting from—the shows that young people watch." She was particularly critical of Mighty Morphin Power Rangers, a show that she says "has no place in any lineup described as children's programing." The First Lady also voiced hopes that the FCC soon will wrap up its rulemaking on children's programing. "The three-hour requirement is simple, and it is fair," she said.

Campaign reform on hold
The Senate failed to pass campaign-reform legislation last week, which virtually ended the effort to increase the discount rate for political ads to 50% of the lowest unit charge. Congress is not likely to take up the issue until after the next election.
Following is a list of America's top 25 radio groups, based on number of listeners (also see page 6). Number after each station indicates average quarter-hour persons within the station's designated market area, i.e., "estimated number of persons who listened to a station for a minimum five minutes within a quarter hour," 6 a.m.-midnight, ages 12+, as reported in Arbitron's latest complete survey, spring 1995. Included in the station groups are stations owned or being bought. Stations being sold are excluded from the seller's group. LMA indicates local marketing agreement. N/A indicates no data was available.

1 CBS/Group W/Infinity
   51 W. 52nd St.
   New York 10019
   (212) 975-4321
   Michael Jordan, chairman
   Mel Karmazin, chairman, Westinghouse/CBS Radiogroup
   (NYSE:WX); (NYSE:INF)

2,568,050/82 stations

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Listeners</th>
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<tr>
<td>KNX(AM)</td>
<td>Los Angeles</td>
<td>55,100</td>
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<tr>
<td>KCBS-FM</td>
<td>Los Angeles</td>
<td>41,200</td>
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<tr>
<td>KFBW(AM)</td>
<td>Los Angeles</td>
<td>40,600</td>
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<td>KTIV(FM)</td>
<td>Los Angeles</td>
<td>51,000</td>
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<td>KRDO-FM</td>
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<td>66,700</td>
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<td>WAIK(AM)</td>
<td>San Francisco</td>
<td>39,800</td>
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<td>KPI(AM)</td>
<td>San Francisco</td>
<td>32,900</td>
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<td>KMEX(AM)</td>
<td>Los Angeles</td>
<td>34,700</td>
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<td>KFBK(AM)</td>
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<td>32,900</td>
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<td>KFIV(AM)</td>
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<td>29,500</td>
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<td>KPCN(AM)</td>
<td>San Antonio</td>
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<td>KXKR(AM)</td>
<td>Phoenix</td>
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<td>Los Angeles</td>
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<td>Austin</td>
<td>22,900</td>
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<td>Seattle</td>
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<td>KTHI(AM)</td>
<td>Milwaukee</td>
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<td>KSBJ(AM)</td>
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<tr>
<td>KAT(AM)</td>
<td>Kansas City</td>
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</tr>
</tbody>
</table>

Cover Story

Clear Channel
Communications Inc./Radio Equity Partners/U.S. Radio/Heftel
200 Concord Plaza, Suite 600
San Antonio, Tex. 78265
(210) 822-2828
L. Lowry Mays, president (NYSE:CCU)
Cover Story

1,011,400/102 stations

KMXJ(FM) Little Rock, Ark. -5,300
KDKK(FM) Little Rock, Ark. -4,700
KNGO(AM) Los Angeles 23,300
KLVF(AM) Los Angeles 78,900
WA2Z(AM) New Haven, Conn. N/A
WCKI(AM) New Haven, Conn. -4,200
WELI(AM) New Haven, Conn. -3,500
WHYJ(FM) Fort Lauderdale/Miami 21,300
WBBG-FM Fort Lauderdale/Miami 13,200
WRTD(AM) Miami 17,900
WADO(AM) Miami 21,300
WBAI(AM) Miami 13,400
WOBM-FM Miami 8,000
WCTY(AM) Fort Myers, Fla. -8,500
WAXM-FM [WKI] Fort Myers, Fla. -6,600
WMTX(AM) Tampa, Fla. -100
WMTX-FM Tampa, Fla. 18,400
WRBO(AM) Tampa, Fla. -4,900
WRBD-FM Tampa, Fla. 16,600
WOPA(AM) Chicago 6,200
WHAS(AM) Louisville, Ky. 16,700
WAMZ(AM) Louisville, Ky. 20,400
WYFX(AM) Louisville, Ky. 9,400
WKYV(AM) Louisville, Ky. -1,200
WHKX(AM) Louisville, Ky. -5,000
WOUE-FM New Orleans, LA -5,000
WLDO(AM) New Orleans -5,000
WLDO-FM New Orleans 12,000
WODT(AM) [WQIE New Orleans -1,200
WNOE-FM New Orleans 16,300
KLJZ-FM New Orleans -8,000
WHYN(AM) Springfield, Mass. -5,100
WHYN-FM Springfield, Mass. -6,800
WOOD(AM) Grand Rapids, Mich. -6,700
WOOD-FM Grand Rapids, Mich. -7,600
WBCO-FM Grand Rapids, Mich. -9,400
KLSQ(AM) Laughlin, Nev. -1,100
WPAT(AM) New York -3,300
WGUL(AM) Babylon, N.Y. -N/A
WADO(AM) New York 40,700
WXRA(AM) Winston-Salem, N.C. -7,700
WSJS(AM) Winston-Salem, N.C. 7,600
WTRG(AM) Winston-Salem, N.C. 18,400
WREC(AM) Cleveland -4,000
WNCX(AM) Cleveland 17,100
WNZM-FM Cleveland -6,000
KJOY(AM) Oklahoma City 12,000
KEBC(AM) Oklahoma City -9,400
KTOK(AM) Oklahoma City -9,700
KSTD(AM) Oklahoma City -5,800
KKXY(AM) Oklahoma City -900
KXYL(AM) Oklahoma City -13,100
KACK(AM) Tulsa, Okla. -500
KMDD-FM Tulsa, Okla. -7,000
KDLG(AM) Tulsa, Okla. -500
KDLK-FM Tulsa, Okla. -4,200
KDAS(AM) [ECMA Tulsa, Okla. -1,200
WRWJ(AM) Reading, Pa. -1,600
WRFM-FM Reading, Pa. -9,300
WRRW(AM Providence, R.I. 13,500
WXKX(AM Providence, R.I. 11,500
WARO(AM) Columbia, S.C. -2,900
WDDM(AM) Columbia, S.C. 11,000
KWAM(AM) Memphis -900
KJMS(AM) Memphis -11,300
WDIA(AM) Memphis -13,100
WEGR(AM) Memphis -9,600
WHRK(AM) Memphis -9,700
WREC(AM) Memphis 1,700
WRKO(AM) Memphis 5,200
KPEZ(AM) Austin, Tex. 4,200
KFON(AM) Austin, Tex. -800
KFWI(AM) Austin, Tex. -11,400
KENV(AM) Austin, Tex. -5,700
KMRT(AM) Dallas/Fort Worth -2,800
KKDR-FM Dallas/Fort Worth -3,800
KESS(AM) Fort Worth/Dallas -7,900
KICL(AM) Dallas -400
KICL-FM Dallas/Fort Worth -6,000
KCVT(AM) [KMRT-FM Dallas -N/A
KPRR(AM) El Paso -12,700
KHEK(AM) El Paso -800
KHEY(AM) El Paso 7,600
KMJO(AM) Houston -26,900
KBXK(AM) Houston -36,900
KPRC(AM) Houston -20,500
KJFL(AM) Houston -N/A
KSEV(AM) Houston -6,200
WOAI(AM) San Antonio, Tex. -8,900
KAJA(AM) San Antonio, Tex. -14,300
KTTR(AM) San Antonio, Tex. -1,800
KXDT(AM) San Antonio, Tex. -11,700
WOWI-FM Norfolk, Va. 22,300
WJCD-FM Norfolk, Va. -17,300
WRVA(AM) Richmond, Va. -9,700
WRVG(AM) Richmond, Va. -8,800
WRVH(AM) Richmond, Va. -1,300
WRXL(AM) Richmond, Va. -7,100
WTRV-AM Richmond, Va. -2,300
WTRW-FM Richmond, Va. -10,800
WWOOD(AM) Raleigh, N.C. -9,700
WKXV(AM) Milwaukee -8,500
LMAs
WMYK(FM) Mobile, Ala. -C播出, Tex.
WNND-FM Raleigh, N.C.
Joint sales agreements
WSVY(AM) Portsmouth, Va.
WHSV-FM Portsmouth, Va.
Other media holdings
12 TV stations, radios in Australia, interest in Radio Data Group

3 Evergreen Media Corp.

4 Disney/ABC

77 W. 66th St.
New York 10023-6298
(212) 456-7777
Michael Eisner, chairman
Robert Iger, president, ABC
(NYSE:DIS)

21 stations/734,000

KABC(AM) Los Angeles 52,200
KLOS-FM Los Angeles 56,300
KMPU(AM) Los Angeles 16,300
KGO(AM) San Francisco 58,400
KSFJ(AM) San Francisco 10,400
WMAL(W) Washington 26,200
WRDX-FM Washington 25,500
WRKX(AM) Atlanta -N/A
WRXK-FM Atlanta 43,000
WYAT(AM) Atlanta 16,700
WLS(AM) Chicago 38,500
WLS-FM Chicago -7,700
WJAR(AM) Detroit 48,000
WHF-FM Detroit 22,200
KORS(AM) Minneapolis 55,000
KORS-FM Minneapolis 44,900
KBEQ(AM) Minneapolis -100
WABC(AM) New York 105,100
WPLJ-FM New York 94,900
WAPB(AM) Dallas/Fort Worth 31,200
KSCS-FM Dallas/Fort Worth -36,300

Other media holdings
ABC Radio Networks, ABC Television Network, Walt Disney Pictures, Touchstone

1996 Broadcasting & Cable

July 1 1996

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### Chancellor Broadcasting Co.

12655 N. Central Expwy., Suite 321
Dallas 75243
(214) 239-6220
Steve Dinetz, president/owner

<table>
<thead>
<tr>
<th>618,000/39 stations</th>
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<tbody>
<tr>
<td>KMLE-FM Phoenix</td>
</tr>
<tr>
<td>KKLCA(AM) Los Angeles</td>
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<tr>
<td>KZLA-FM Los Angeles</td>
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<tr>
<td>KSTE(AM) Sacramento, Calif.</td>
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<td>KFBR(AM) Sacramento, Calif.</td>
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<td>KGØY-FM Sacramento, Calif.</td>
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<td>KHYT-FM Sacramento, Calif.</td>
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<tr>
<td>KABL(AM) San Francisco</td>
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<tr>
<td>KNEW(AM) San Francisco</td>
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<tr>
<td>KBGG-FM San Francisco</td>
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<tr>
<td>KSAN-FM San Francisco</td>
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<tr>
<td>KMEN(AM) San Bernardino, Calif.</td>
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<tr>
<td>KGGI-FM San Bernardino, Calif.</td>
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<td>KKLX(AM) Denver</td>
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<td>KKLX-FM Denver</td>
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<td>KVOD(AM) [KZKC] Denver</td>
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<tr>
<td>KALC(AM) Denver</td>
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<tr>
<td>KMIN(AM) Denver</td>
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<tr>
<td>WAPE-FM Jacksonville, Fla.</td>
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<tr>
<td>WPVF-FM Jacksonville, Fla.</td>
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<td>WJHM-FM Orlando, Fla.</td>
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<tr>
<td>WOCL-FM Orlando, Fla.</td>
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<tr>
<td>WKXL-FM Orlando, Fla.</td>
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<td>WDMK-FM Orlando, Fla.</td>
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<td>WFOX-FM Atlanta</td>
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<td>WKYM(AM) [WENZ] Florence, Ky.</td>
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<td>KDWB-FM Minneapolis</td>
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<td>KTCZ-FM Minneapolis</td>
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<td>KTCI(AM) Minneapolis</td>
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<td>KEEY-FM Minneapolis</td>
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<td>WALK(AM) New York</td>
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<tr>
<td>WALK-FM New York</td>
</tr>
<tr>
<td>WHIZ-FM New York</td>
</tr>
<tr>
<td>WHIZ-FM Cincinnati</td>
</tr>
<tr>
<td>WJUX(AM) Cincinnati</td>
</tr>
<tr>
<td>WYCC-FM Cincinnati</td>
</tr>
<tr>
<td>WWSW(AM) Pittsburgh</td>
</tr>
<tr>
<td>WJOT(AM) [WCBN] Toledo, Ohio</td>
</tr>
<tr>
<td>KEKZ(AM) Portland, Ore.</td>
</tr>
<tr>
<td>KRRZ(AM) Portland, Ore.</td>
</tr>
<tr>
<td>KKCW(AM) Portland, Ore.</td>
</tr>
</tbody>
</table>

### 6 Jacor/Noble/ 
Citcasters

1300 PNC Center
201 E. Fifth St.
Cincinnati 45202
(513) 621-1300
Randy Michaels, president
(Nasdaq:JCOR)

<table>
<thead>
<tr>
<th>556,300/51 stations</th>
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</thead>
<tbody>
<tr>
<td>KSLS-AM Phoenix</td>
</tr>
<tr>
<td>KSEG(FM) Sacramento, Calif.</td>
</tr>
<tr>
<td>KRXK(FM) Sacramento, Calif.</td>
</tr>
<tr>
<td>KXRA-FM San Diego</td>
</tr>
<tr>
<td>WXRT-FM San Diego</td>
</tr>
<tr>
<td>KHC(AM) San Diego</td>
</tr>
<tr>
<td>WGST(AM) Atlanta</td>
</tr>
<tr>
<td>WPMO(AM) Atlanta</td>
</tr>
<tr>
<td>WKLS-FM Atlanta</td>
</tr>
<tr>
<td>WBRD(AM) Bradenton, Fla.</td>
</tr>
<tr>
<td>WGLR(AM) Jacksonville, Fla.</td>
</tr>
<tr>
<td>WDKM-FM Jacksonville, Fla.</td>
</tr>
<tr>
<td>WCSS-FM Jacksonville, Fla.</td>
</tr>
<tr>
<td>WSLF-FM Jacksonville, Fla.</td>
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<tr>
<td>WALS-FM Tampa, Fla.</td>
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<tr>
<td>WFLA-FM Tampa, Fla.</td>
</tr>
<tr>
<td>WLFZ-FM Tampa, Fla.</td>
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<tr>
<td>WXTB-FM Tampa, Fla.</td>
</tr>
<tr>
<td>WBTM-FM Tampa, Fla.</td>
</tr>
<tr>
<td>WCTQ-FM Sarasota, Fla.</td>
</tr>
<tr>
<td>WMAR(AM) Venice, Fla.</td>
</tr>
<tr>
<td>KATZ(AM) St. Louis</td>
</tr>
<tr>
<td>KJMJ-FM [KAGU] St. Louis</td>
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<tr>
<td>KJZJ-FM St. Louis</td>
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<tr>
<td>KYSS-FM Kansas City, Mo.</td>
</tr>
<tr>
<td>WCKY(AM) Cincinnati</td>
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<tr>
<td>WFOX(AM) Cincinnati</td>
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<td>WLW(AM) Cincinnati</td>
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<tr>
<td>WBEN(AM) Cincinnati</td>
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<tr>
<td>WKRC(AM) Cincinnati</td>
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<tr>
<td>WWSM-FM Cincinnati</td>
</tr>
<tr>
<td>WTVN(AM) Columbus, Ohio</td>
</tr>
<tr>
<td>WLWO(AM) Columbus, Ohio</td>
</tr>
<tr>
<td>WSPO(AM) Toledo, Ohio</td>
</tr>
<tr>
<td>WRVY-FM [WGLR] Toledo, Ohio</td>
</tr>
<tr>
<td>WKS(AM) Toledo, Ohio</td>
</tr>
<tr>
<td>WIOD-FM Toledo, Ohio</td>
</tr>
</tbody>
</table>

### 7 American Radio Systems Corp.

116 Huntington Ave.
Boston 02116
(617) 375-7500
Steven B. Dodge, chairman
(Nasdaq:AMRD)

<table>
<thead>
<tr>
<th>546,700/57 stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>KMU(AM) Fresno, Calif.</td>
</tr>
<tr>
<td>KSRS(AM) Fresno, Calif.</td>
</tr>
<tr>
<td>KKOJ(AM) Fresno, Calif.</td>
</tr>
<tr>
<td>KMU(AM) [KMUJ] Sacramento, Calif.</td>
</tr>
<tr>
<td>KSFM(AM) Sacramento, Calif.</td>
</tr>
<tr>
<td>KSSJ-FM Sacramento, Calif.</td>
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<tr>
<td>KTCL(AM) Sacramento, Calif.</td>
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<tr>
<td>KXMY(AM) Sacramento, Calif.</td>
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<tr>
<td>KSTE(AM) Sacramento, Calif.</td>
</tr>
<tr>
<td>KSOL(AM) San Jose/San Francisco</td>
</tr>
<tr>
<td>KXOS(AM) San Jose/San Francisco</td>
</tr>
<tr>
<td>WZAX(AM) Hartford, Conn.</td>
</tr>
<tr>
<td>WRCF-FM Hartford, Conn.</td>
</tr>
<tr>
<td>WTIC(AM) Hartford, Conn.</td>
</tr>
<tr>
<td>WTIC-FM Hartford, Conn.</td>
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<tr>
<td>WNJE(AM) Hartford, Conn.</td>
</tr>
<tr>
<td>WJXK-FM West Palm Beach, Fla.</td>
</tr>
<tr>
<td>WKGR-FM West Palm Beach, Fla.</td>
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<tr>
<td>WBZ(AM) West Palm Beach, Fla.</td>
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<tr>
<td>WEAT(AM) West Palm Beach, Fla.</td>
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<tr>
<td>WEAT-FM West Palm Beach, Fla.</td>
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<tr>
<td>WOLL-FM West Palm Beach, Fla.</td>
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<tr>
<td>WGR-AM/WMG-AM Birmingham</td>
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<tr>
<td>WBMD(AM) Baltimore</td>
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<tr>
<td>WBGR(AM) Baltimore</td>
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<tr>
<td>WRKO(AM) Boston</td>
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<tr>
<td>WBX(AM) Boston</td>
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<tr>
<td>WEE(AM) Boston</td>
</tr>
<tr>
<td>WEG-AM/WMG-AM Boston</td>
</tr>
<tr>
<td>WGRS-FM Detroit</td>
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<tr>
<td>KFAB(AM) Omaha</td>
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<tr>
<td>KG7(AM) Omaha</td>
</tr>
<tr>
<td>KM2Q-FM Las Vegas</td>
</tr>
<tr>
<td>KFBR(AM) Las Vegas</td>
</tr>
<tr>
<td>KM7Q(AM) [K77] Las Vegas</td>
</tr>
<tr>
<td>KVEG(AM) North Las Vegas</td>
</tr>
<tr>
<td>KXNO(AM) North Las Vegas</td>
</tr>
<tr>
<td>KLUC-FM Las Vegas</td>
</tr>
<tr>
<td>WYRK-FM Buffalo, N.Y.</td>
</tr>
<tr>
<td>WUVE-FM Buffalo, N.Y.</td>
</tr>
<tr>
<td>WEDK(AM) Buffalo, N.Y.</td>
</tr>
<tr>
<td>WJSU(AM) [WBSU] Buffalo, N.Y.</td>
</tr>
<tr>
<td>WHAM(AM) Rochester, N.Y.</td>
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<tr>
<td>WVO-FM Rochester, N.Y.</td>
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<tr>
<td>WPXY-FM Rochester, N.Y.</td>
</tr>
<tr>
<td>WHTK(AM) Rochester, N.Y.</td>
</tr>
</tbody>
</table>
Cover Story

Emmis Broadcasting Corp.
950 N. Meridian St., Suite 1200
Indianapolis 46204
(317) 266-0100
Jeffrey H. Smulyan, chairman/CEO
(Nasdaq:EMMS)

SFX Broadcasting Inc./Multi-Market Radio
600 Congress, Suite 1270
Austin, Tex. 78701
(512) 477-7338
Robert F. Sillerman, executive chairman
R. Steven Hicks, president

Other media holdings
Interest in Radio Data Group

Other media holdings
Indiana Monthly and Atlanta magazine

Cox Communications Inc.
1400 Lake Hearn Dr.
Atlanta 30348
(404) 843-5000
James O. Robbins, president/CEO
(NYSE:COX)

Other media holdings

LMA

Option to buy

www.americanradiohistory.com
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Considering this long-standing commitment to journalistic excellence, it should come as no surprise that Broadcasting & Cable is also considered the most credible publication among all executives surveyed and among both the top 100 and 100+ groups. Or that it ties with Radio & Records as the most valuable among the top 100 station General Managers.

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*formerly Broadcasting Magazine
Cover Story

11 Viacom
15 Gannett Co. Inc.

12 EZ Communications Inc.

13 Bonneville International Corp.

14 Spanish Broadcasting System Inc.

17 Susquehanna Radio Corp.

**Other media holdings**
United Paramount Network, 12 TV stations, One World, Paramount Pictures, Paramount Television, 77% of Spelling Entertainment Group, MTV, VH1, Nickelodeon/Nick at Nite, Nick at Nite’s TV Land, 50% of USA Network, Comedy Central and Sci-Fi Channel, Showtime, The Movie Channel, Sundance Channel, Fixx, cable systems serving 1.1 million subs., Macmillian Publishing, Blockbuster

**Spanish Broadcasting System Inc.**
26 W. 56th St.
New York 10019
212-541-9200
Raul Alarcon Jr., president

**KXCI(AM) Seattle** - 1,100
**KCIW(AM) Seattle** - 15,000

**Other media holdings**
Bonneville International LDS Network, Bonneville Communications, Bonneville Entertainment Co., Bonneville Media/Paymaster Plus, InteliQuest, Bonneville Satellite Co., Video West Production, Bonneville Worldwide Entertainment

**15 Gannett Co. Inc.**
1100 Wilson Blvd.
Arlington, Va. 22234
(703) 284-6000
John C. Curley, chairman, Gannett Co. Inc. 
Cecil L. Walker, president, Gannett Broadcasting (NYSE:GCI)

**Secret Communications LP**
312 Walnut St., Suite 3550
Cincinnati 45202-4024
Frank E. Wood, president
(513) 621-1600

**16 Secret Communications LP**

**248,900/13 stations**

**WNDE(AM) Indianapolis** - 2,900
**WRXZ(FM) Indianapolis** - 8,900
**WFBG(FM) Indianapolis** - 22,000
**WJLB(AM) Detroit** - 61,200
**WMXO(AM) Detroit** - 28,500
**WQRS(AM) Detroit** - 13,200
**WWVE(AM) Cleveland** - 13,700
**WLTF(AM) Cleveland** - 15,700
**WFLN-AM Philadelphia** - 17,500
**WVEE(FM) Pittsburgh** - 37,600
**WDSY(FM) Pittsburgh** - 21,000
**WLJU(AM) WIXRQ(AM) Pittsburgh** - 6,700
**WIXD-FM Pittsburgh** - N/A
* station has changed location

**17 Susquehanna Radio Corp.**
140 E. Market St.
York, Pa. 17401
(717) 852-2132
David E. Kennedy, president

**247,600/17 stations**

**KXFC(AM) [KXFR] San Francisco** - 10,600
**KNBR(AM) San Francisco** - 34,800
**KFG(AM) San Francisco** - 22,500
**WNNX-FM Atlanta** - 27,700

---

**32, 39x64 KMPS-FM**
**KEZK**
**KSD(AM)**
**KNCI**

**120**
**WLTw**
(Nasdaq: EZCIA)

**10800 Main St.**
Fairfax, Va. 22030
Alan Box, president
(703) 591-1000
(Nasdaq: EZCIA)

**340,000/23 stations**
**KRAK-FM Sacramento, Calif.** - 8,100
**KNCI-FM Sacramento, Calif.** - 14,200
**KHTX(AM) Sacramento, Calif.** - 4,200
**KSD(AM) St. Louis** - 5,600
**KSD-FM St. Louis** - 9,900
**KYKY-FM St. Louis** - 22,300
**KFNS(AM) St. Louis** - 4,400
**KEDK-FM St. Louis** - 28,900
**KFKF-FM Kansas City, Kan.** - 18,700
**KBQ(AM) Kansas City, Mo.** - 1,600
**KBQ(AM) Kansas City, Mo.** - 13,300
**WSOC-FM Charlotte, N.C.** - 17,700
**WSSS-FM Charlotte, N.C.** - 7,200
**WIOD-FM Philadelphia** - 26,500
**WUSL-FM Philadelphia** - 47,500
**WBZZ-FM Pittsburgh** - 24,000
**WZFT-FM Pittsburgh** - 12,100
**KMPS(AM) Seattle** - 1,300
**KMPS-FM Seattle** - 24,400
**KZOK-FM Seattle** - 18,400

**KYCW-FM Seattle** - -13,600
**KPKM(AM) Seattle** - -1,100
**KCIW-FM (KCIW) Seattle** - 15,000

**Other media holdings**
Radio Data Group

**399,500/20 stations**
**KDR(AM) Phoenix** - -N/A
**KHTC-FM Phoenix** - 10,400
**KBIG-FM Los Angeles** - 53,500
**KHT(AM) San Francisco** - 1,700
**KOTT-FM San Francisco** - 28,500
**WXTR-FM Washington** - 9,200
**WMTX-FM Chicago** - 26,800
**WXVR(FM) Frederick, Md.** - 600
**WGS(AM) Frederick, Md.** - 300
**KMBZ(AM) Kansas City, Mo.** - 12,500
**KTH(AM) Kansas City, Mo.** - 12,500
**KCMO(AM) Kansas City, Mo.** - 5,300
**KCMO-FM Kansas City, Mo.** - 14,300
**WMXV-FM New York** - 68,900
**KZPS-FM Dallas** - 18,800
**KDEG-FM Dallas/Fort Worth** - 27,800
**KSL(AM) Salt Lake City** - 10,300
**KIRO(AM) Seattle** - 25,600
**KIRO-FM Seattle** - -6,500
**KNWX(AM) Seattle** - -6,000

**Other media holdings**
Bonneville International LDS Network, Bonneville Communications, Bonneville Entertainment Co., Bonneville Media/Paymaster Plus, InteliQuest, Bonneville Satellite Co., Video West Production, Bonneville Worldwide Entertainment

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<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>WFMX-FM Indianapolis</td>
<td>24,000</td>
<td></td>
</tr>
<tr>
<td>WGLR-FM Indianapolis</td>
<td>8,500</td>
<td></td>
</tr>
<tr>
<td>WRRM-FM Cincinnati</td>
<td>10,900</td>
<td></td>
</tr>
<tr>
<td>WARM(AM) Scranton, Pa.</td>
<td>5,400</td>
<td></td>
</tr>
<tr>
<td>WMGS-FM Wilkes-Barre, Pa.</td>
<td>11,000</td>
<td></td>
</tr>
<tr>
<td>WSB-FM York, Pa.</td>
<td>3,200</td>
<td></td>
</tr>
<tr>
<td>WARM-FM York, Pa.</td>
<td>6,900</td>
<td></td>
</tr>
<tr>
<td>KLIF(AM) Dallas</td>
<td>11,400</td>
<td></td>
</tr>
<tr>
<td>KTCX(AM) Dallas/Fort Worth</td>
<td>8,300</td>
<td></td>
</tr>
<tr>
<td>KPLX-FM Fort Worth</td>
<td>24,300</td>
<td></td>
</tr>
<tr>
<td>KRBE-FM Houston</td>
<td>25,000</td>
<td></td>
</tr>
<tr>
<td>WLTY-FM Norfolk, Va.</td>
<td>6,200</td>
<td></td>
</tr>
<tr>
<td>WGH(AM) Virginia Beach, Va.</td>
<td>1,000</td>
<td></td>
</tr>
<tr>
<td>WGH-FM Virginia Beach, Va.</td>
<td>12,100</td>
<td></td>
</tr>
</tbody>
</table>

Other media holdings

Cable systems

18 Nationwide Communications Inc.

One Nationwide Plaza, 27th fl.
Columbus, Ohio 43216
(614) 249-7676
Steve Berger, president

239,300/15 stations

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Rating</th>
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<tbody>
<tr>
<td>KRYF(FM) Phoenix</td>
<td>9,700</td>
<td></td>
</tr>
<tr>
<td>KFSD-FM San Diego</td>
<td>12,000</td>
<td></td>
</tr>
<tr>
<td>WPOC(FM) Baltimore</td>
<td>31,400</td>
<td></td>
</tr>
<tr>
<td>KSJS(AM) Minneapolis</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>KJME-FM Minneapolis</td>
<td>6,900</td>
<td></td>
</tr>
<tr>
<td>WGR-FM Cleveland</td>
<td>25,400</td>
<td></td>
</tr>
<tr>
<td>WJZ-FM Cleveland</td>
<td>21,300</td>
<td></td>
</tr>
<tr>
<td>WMMX(FM) Cleveland</td>
<td>19,700</td>
<td></td>
</tr>
<tr>
<td>WCQW-AM Columbus, Ohio</td>
<td>2,500</td>
<td></td>
</tr>
<tr>
<td>WCOL(FM) Columbus, Ohio</td>
<td>16,200</td>
<td></td>
</tr>
<tr>
<td>WNCI-FM Columbus, Ohio</td>
<td>17,000</td>
<td></td>
</tr>
<tr>
<td>KDIX-FM Dallas</td>
<td>20,900</td>
<td></td>
</tr>
<tr>
<td>KRMX-FM Houston</td>
<td>25,200</td>
<td></td>
</tr>
<tr>
<td>KTIB-FM [kROT] Houston</td>
<td>15,700</td>
<td></td>
</tr>
<tr>
<td>KISW-FM Seattle</td>
<td>15,400</td>
<td></td>
</tr>
</tbody>
</table>

20 Sinclair Broadcasting Group Inc./River City

2000 W. 41st St.
Baltimore 21211
(410) 467-4545
David Smith, president
(Nasdaq:SBGI)

201,800/33 stations

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Rating</th>
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<tr>
<td>WGLR-FM Boston</td>
<td>10,800</td>
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<tr>
<td>WKLB-FM Boston</td>
<td>13,500</td>
<td></td>
</tr>
<tr>
<td>WHND(AM) Monroe/Detroit</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>WCSV-FM Detroit</td>
<td>16,900</td>
<td></td>
</tr>
<tr>
<td>WRIF-FM Detroit</td>
<td>25,900</td>
<td></td>
</tr>
<tr>
<td>WCTC(AM) New Brunswick, N.J.</td>
<td>N/A</td>
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</tr>
<tr>
<td>WMSG-FM New Brunswick, N.J.</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>WPEN(AM) Philadelphia</td>
<td>37,000</td>
<td></td>
</tr>
<tr>
<td>WMSGK-FM Philadelphia</td>
<td>26,100</td>
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</tr>
</tbody>
</table>

Other media holdings

5 weekly newspapers, cable systems serving more than 240,000 subscribers (central/west Massachusetts and Philadelphia), Greater Jersey Press (printing plant)

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What in the World would you do without Us?

Need access to the global TV market?

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And to further provide our readers with up-to-the-minute information, we also publish a bi-monthly newsletter — Broadcasting & Cable’s TV International Newsletter.

With correspondents and editorial bureaus in five continents, we’re there when and where news happens. Which is why top international executives rely on us for making important decisions in a fast-paced industry.

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

Call: 212-337-6944.
To subscribe call: 310-978-6915, Fax 310-978-6901
### Colfax Communications Inc.

920 Dain Plaza
60 S. 6th St.
Minneapolis 55402
(612) 373-0110
L. Steven Goldstein, president

**196,600/15 stations**

- **KDDQ-FM** Phoenix - 12,500
- **KISQ(AM)** Phoenix - 2,600
- **KZON(AM)** Phoenix - 7,100
- **KYD(AM)** Phoenix - 16,200
- **KVOT-FM** Phoenix - 7,400
- **WGMG-FM** Washington - 28,100
- **WIBG-FM** Washington - 32,800
- **WTMN(AM)** Washington - 6,100
- **KOAI(AM) Boise, Idaho - 3,600
- **KIDO(AM) Boise, Idaho - 3,200
- **KLTB(AM) Boise, Idaho - 2,300
- **WRAB-FM** Minneapolis - 23,200
- **KDQL(AM) Minneapolis - 19,400
- **WOKY(AM) Milwaukee - 14,500
- **WMIL(AM) Milwaukee - 17,600

### Heritage Media Corp.

One Galleria Tower
13355 Noel Rd., Suite 1500
Dallas 75240
(214) 702-7380
James Hoak, chairman
Paul W. Fiddick, president, radio group
(ASE:HTG)

**191,800/20 stations**

- **WEZB-FM** New Orleans - 8,400
- **WRNO(AM)** New Orleans - 11,300
- **WSBY(AM) New Orleans - 4,600
- **KGFX(AM)** Kansas City, Mo. - 14,100
- **KGY(AM)** Kansas City, Mo. - 9,800
- **WRTH(AM) St. Louis - 7,000
- **WL-FM St. Louis - 29,600
- **KHTF(AM) St. Louis - 11,600
- **WBFF-FM** Rochester, N.Y. - 3,400
- **WBEF-FM** Rochester, N.Y. - 18,700
- **WVLX(AM) Rochester, N.Y. - 8,600
- **WVAE-FM** [WXXX] Fairfield, Ohio - 9,300
- **KKSX-FM** Portland, Ore. - 13,400
- **KKSX(AM) Portland, Ore. - 9,700
- **KKRF(AM) [KQV] Salem, Ore. - 5,800
- **WMMY(AM) Knoxville, Tenn. - 4,400
- **WWST(AM) Knoxville, Tenn. - 5,400
- **WEMP(AM)** Milwaukee - 1,700
- **WMMX(AM) Milwaukee - 6,500
- **WAMG(AM) [WEZW] Milwaukee - 8,500

### Other media holdings

23 TV stations, 6 TV LMA's

### Beasley Broadcast Group

3033 Riviera Dr., Suite 220
Naples, Fl. 33940
(941) 263-5000
George G. Beasley, president

**196,100/26 stations**

- **KAXY(AM)** Little Rock, Ark. - 300
- **WWON(AM) North Fort Myers, Fla. - 300
- **WRXK(AM) Fort Myers, Fla. - 4,900
- **WEXX(AM) Fort Myers, Fla. - 3,900
- **WPON(AM) Miami - 27,100
- **WGAC(AM) Augusta, Ga. - 4,900
- **WGDN(AM) Augusta, Ga. - 2,200
- **WALY(AM) Augusta, Ga. - 5,000
- **WOAM(AM) Miami - 8,300
- **WKIS(AM) Miami - 20,500
- **WNCT(AM) Greenville, N.C. - N/A
- **WNCT-FM** Greenville, N.C. - 3,000
- **WEDO(AM) Laurinburg, N.C. - N/A
- **WAZZ(AM) Laurinburg, N.C. - 2,400
- **WKS(AM) Greenville, N.C. - 9,700
- **WSFL-FM** Greenville, N.C. (45%) - 5,600
- **WSMG(AM) [WCGT] Greenville, N.C. - 1,500
- **WXRN(AM) [WAND] Greenville, N.C. - 1,400
- **WTAL(AM) Philadelphia - 2,400
- **WXTU(AM) Philadelphia - 35,600
- **WDAS(AM) Philadelphia - 7,000
- **WDAS-FM** Philadelphia - 44,600

### Other media holdings

23 TV stations, 6 TV LMA's

### Tribune Broadcasting

435 N. Michigan Ave., Suite 1800
Chicago 60611
(312) 222-4441
John W. Madigan, chairman/president
(NYSE:TRB)

**186,000/6 stations**

- **WGN(AM)** Chicago - 72,100
- **KEZW(AM)** Aurora/Denver - 8,800
- **KSD(AM)** Denver - 17,200
- **KVDA(AM)** Denver - 8,700
- **WCCO-FM** New York - 79,200

### Jefferson-Pilot Corp.

100 N. Greene St.
Greensboro, N.C. 27401
(910) 691-3000
David Stonecipher, president
(NYSE:JPI)

**178,700/14 stations**

- **KIFM(AM)** San Diego - 14,800
- **KSON(AM) San Diego - 1,700
- **KSON-FM** San Diego - 24,400
- **KYGO(AM)** Denver - 5000
- **KYGO-FM** Denver - 26,600
- **KWMX-FM** Denver - 10,700
- **KKFM(AM) Denver - N/A
- **WAXY(AM) [WMHZ] Miami - 4,500
- **WLYF-FM** Miami - 27,700
- **WMJX-FM** Miami - 18,900
- **WODX(AM) Atlanta - N/A
- **WSTR-FM** Atlanta - 23,100
- **WBT(AM) Charlotte, N.C. - 13,800
- **WBT-FM** Charlotte, N.C. - 7,500

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Compiled by Jessica Sandin

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The Top 25 TV Stations will appear in Broadcasting & Cable's July 8 issue.
FUNNY, BUSINESS.

AFTER TWO WEEKS!
JUNE 17 - 21ST

- Vs. May '96, Increased Time Period Rating +50% and Share +40%
- Vs. Lead-In, Grew +22% In Rating and +17% In Share
- #1 In Her Time Period In 14 Markets
- #2 Ranked Talk Show Of The Week
- Local Newscasts Following "Rosie" Grew +18% In Rating And +9% In Share

Source: NSI WRAP overnights (weighted rating)
Syndicators take chance on games

By Cynthia Littetton

Syndicators are girding for a big gamble on game shows next season. And if any one of the new shows hits the ratings jackpot, odds are there'll be even more to come next year.

Tribune Entertainment is betting big on the genre, with plans to roll out three half-hour strips by next March. Tribune has teamed with All American Television to produce and distribute an hour game show block comprising two titles from the Mark Goodson Productions library, recently purchased by All American.

The classics due for a 1990s update are Match Game, Tattletales and Card Sharks. Two will be launched next spring, with one held in reserve as a backup series. Sources say the partners are leaning toward the combo of Match Game and Card Sharks.

Tribune and All American are looking for 9 a.m.-noon time periods. At the other end of the day, Tribune is preparing the fall launch of Bzzz!, a relationship-driven dating game from Ralph Edwards/Stu Billet Productions. Bzzz! was designed to fit into access and early fringe sitcom blocks; most of its outings will come between 6 and 8 p.m.

The lighter side of romance is also the focus of The Dating/Newlywed Hour. Columbia TriStar Television Distribution's upcoming revivals of The Dating Game and The Newlywed Game. Six months after they were introduced at NATPE, CTTD has cleared the block on 220 stations covering 98% of the country.

Industry veterans say game show producers tend to rely on proven formats and established brand names for one simple reason: sampling. "Name recognition will get you sampling if you raise enough curiosity about what the new shows look like," says Robert Noah, president of Mark Goodson Productions. "Sampling is very important."

CTTD officials say comedy will be an integral part of The Dating/Newlywed Hour. Dating Game host Brad Sherwood is a former member of the noted Second City comedy troupe, while Newlywed Game emcee Gary Kroeger is a Saturday Night Live alumnus. Soul singer Barry White, known for his sultry love songs, is appearing in a series of pre-launch teaser spots to kick off CTTD's promotional campaign, dubbed "Make a date. And make a commitment."

In the race for advertising dollars, The Dating/Newlywed Hour fared better in last month's syndication upfront market than some media buyers had predicted. The same appears true at the local level.

"Talk is tired to a certain degree," says Steve Carlston, general manager of Fox-owned KSTU(TV) Salt Lake City. "These game shows have been easy to sell by comparison."

KSTU is planning to air The Dating/Newlywed Hour as the 9 a.m. lead-out for Fox's new morning show, Fox After Breakfast.

Looking ahead to the game show front for next fall:

- Warner Bros. plans to put a twist on the quiz show format with a strip based on the best-selling CD-ROM title You Don't Know Jack.
- Debi is a Disney-produced strip that recently debuted on Lifetime Tele-

Lack is back 'til 2002

NBC News President Andrew Lack is on course to become the most tenured executive in that post.

Lack has signed a new six-year contract that will put him in the news division driver's seat until 2002—he signed on in 1993. That potential nine-year run is in contrast to the just over four years averaged by his eight predecessors since the post was created in 1960.

When Lack went from CBS to NBC in 1993 to replace the embattled Michael Gartner, among his charters was to beef up the division's prime time program output and boost its nightly news fortunes (it was in third place). It is ironic that the show that contributed to Gartner's demise—Dateline and its exploding truck—became a symbol of Lack's success in prime time with its weekly triplecast.

For the week of June 10-16, the show aired four times, three as lead-in to the NBA finals. Three of the four shows ranked among Nielsen's top 50, with the Tuesday and Wednesday editions placing in the top 20 and winning their respective time periods.

NBC Chairman Bob Wright also credited Lack last week with bringing the nightly news "within striking distance" of number one. For the 1995-96 season (Sept. 18, 1995—April 17, 1996), according to Nielsen, NBC was second, with a rating/share average of 8.7/17, behind ABC's 9.5/18.

Lack's newest challenge will be the launch on July 15 of MSNBC, the 24-hour cable/internet news service joint venture with software Goliath Microsoft. 

—JE
KW looks for younger players

Word around Hollywood is that King World Productions is developing a companion show for either Wheel of Fortune or Jeopardy!, but King World officials say their immediate focus is on strengthening its formidable access players.

To that end, King World is hoping to reverse the strips' slide in key demo ratings by seeking younger contestants, holding more national contestant searches and implementing other production elements to be unveiled this fall.

King World is also offering to send Wheel and Jeopardy! to stations in a new "seamless" format that would eliminate the commercial break between the shows. King World is talking with the networks about doing local cross-promotional spots with the stars of selected prime time series.

Although Wheel and Jeopardy! remain the top-rated strips in syndication, King World's competitors have declared open season on their time slots. Most of King World's contracts with Wheel and Jeopardy! outlets expire in 1999.

In a presentation to station promotion directors at last month's Promax conference, King World executives blamed the ratings slippage this past season on the launch of powerhouse sitcoms Seinfeld and Home Improvement in syndication. But history tends to repeat itself, say King World executives, citing ratings for The Cosby Show, Who's the Boss?, Roseanne and other off-network performers. King World officials noted that sitcoms typically come on strong in the first year of syndication but that ratings eventually taper off with repeat airings.

—— CL

'Briefly'

Raycom Media, Inc., Ken Hawkins, President has entered into a merger agreement to acquire Federal Enterprises, Inc., Dale Rands, Chairman for $166,000,000.

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‘Rosie’ launch best since ‘Oprah’
Upgrades imminent for ‘Tonight’-style talker

By Cynthia Littleton

The Rosie O’Donnell Show posted a 3.2 Nielsen household rating in the first national report card on Warner Bros.’ much-talked-about new talk/variety strip.

Although the national numbers for the show’s premiere week were down from its metered-market average of 4.1, it still ranked as the highest-scoring talk show debut since Oprah Winfrey scored a 5.1 in 1986.

Rosie’s national average undoubtedly was hurt by the show’s erratic clearances and its unusual June 10 launch date. The show has been airing in post-midnight slots in Philadelphia, Seattle and other sizable markets, mostly because it was offered to many stations as a late replacement for Warner Bros.’ low-rated Carrie. And some stations are contractually locked in to their existing daytime lineups until fall.

Upgrades for Rosie are imminent, particularly given the hefty license fees a decade. Broadcasters and even rival syndicators say they’re hopeful it will continue to generate the kind of buzz that brings new viewers to daytime.

One independent station is giving the show a summer trial run in prime time. KUSI-TV San Diego is moving the show from 10 a.m. to 9 p.m. starting today (July 1).

Warner Bros. is mounting a full-court press to get Rosie upgraded to lucrative news lead-in time periods, where it likely will compete in some markets with Warner Bros. talkers Jenny Jones and the upcoming Up Close with Maureen O’Boyle. Rosie and Jenny Jones go head to head at 3 p.m. in Chicago, where Rosie to date has ranked third in the time period after moving from 1 p.m. on NBC’s WMAQ-TV in its second week.

Nationally, the show appears to be attracting a broad mix of female viewers. In its first week, Rosie averaged a 2.3 with women 18-34 and a 2.1 with women 18-49 and 25-54.

Quattrone heads PBS programing
Eight new series, specials unveiled at annual meeting

By John Eggerton

Kathy Quattrone, PBS’s senior vice president, programing, has been named executive vice president and chief programing executive, responsible for all programing distributed nationally by PBS.

She succeeds Jennifer Lawson, who resigned in February following a reorganization of PBS into three divisions (learning ventures, systems services and programing services). Since Lawson’s resignation, the service’s acting programing head has been Robert Ottenhoff, who remains PBS’s executive vice president and chief operating officer.

According to Quattrone, PBS’s programing unit will itself be divided into six units—scheduling and content; program management; fund-raising programing; new program services and syndication activities; administration and communications, and The Democracy Project—with each unit head reporting to her.

Among her priorities for PBS programing are increasing the budget by 50% by 2000, increasing funding for program research and development and creating more programing partnerships.

Quattrone’s appointment was announced last week at PBS’s annual meeting in San Francisco, where the service also took the wraps off eight new programing projects: I’ll Make Me a World, a six-hour series on African-American art and artists; new Wallace & Gromit animated adventures; The...
Broadcasting

Voyage of the Matthew, a BBC drama; The Viking Saga, a two-hour special; Stephen Hawking's Universe, a four-hour series; Battlefield III: Vietnam; Baking with Julia, which teams Julia Child with pastry chefs, bakers and others, and The America's Family Kitchen, a 13-episode Creole cooking show.

Granath takes top slot at Disney/ABC International

By Debra Johnson

The international operations of Capital Cities/ABC Inc. and Walt Disney Television International have been rolled into one new division.

Headquartered in London, Disney/ABC International Television integrates the international broadcast, cable and sales activities of CapCities/ABC with the international free and pay-TV, distribution and broadcast operations of Walt Disney Television International. Herb Granath, formerly president of ABC Cable and International Broadcast Group, has been named chairman, while Etienne de Villiers, formerly president of Walt Disney Television International, has been named president. De Villiers eventually will succeed Granath.

CapCities/ABC's international activities range from significant ownership interests in European TV and radio to Asian broadcast and cable programming services for kids to international sports networks and related ventures through ESPN, which is now available in 150 countries.

Walt Disney Television International has a worldwide network of 16 distribution and production offices responsible for producing more than 40 weekly Disney programs that reach 300 million viewers, distributing Disney programs in more than 100 countries and licensing more than 3,500 hours of programming internationally.

It also operates branded channels in Taiwan, the UK and Australia and a joint-venture German channel, Super RTL, with Luxembourg's CLT. Disney Channels are gearing up to launch in the Middle East and France. —CL

Braun named president of Brillstein-Grey

Lloyd Braun was named last week to the newly created post of president, Brillstein-Grey Entertainment. He is credited with helping to build the company into a leading producer of prime time network fare and also played a key role in negotiating MCA's investment in Brillstein-Grey. Braun, who joined BGE in 1994, will aid company co-founder Brad Grey in running BGE's movie and TV production operations as well as its talent management division. BGE veterans Marc Gurvitz and Cynthia Pett-Dante have also been named co-presidents of Brillstein-Grey's talent management division. —CL

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Asta sees $2 billion year

The Advertiser Syndication Television Association predicts that syndicated programing will generate more than $2 billion in advertising revenue next year. ASTA's bullish assessment is based on its analysis of upfront ad sales for syndicated shows earlier this month, when demand for daytime inventory was stronger than expected and buyers had a wider variety of genres to choose from than they did last year. ASTA says syndicators saw average CPM increases of 3%-6% in most dayparts and that syndicators sold about 75% of their national barter inventory in the upfront, compared with about 85% last year—a sign that many expect a strong scatter market later in the season.

'Springer' finds new home on WPIX

Multimedia Entertainment's Jerry Springer has a new home in New York. After five seasons with WNBC (TV), the talker will move to Tribune's WPIX (TV) in September. Although WNBC renewed Springer for the 1996-97 season, the station needed to make room for Warner Bros.' new strip Up Close with Maureen O'Boyle, which was picked up by the NBC O&Os in a group deal last year. Multimedia, meanwhile, signed a new six-year contract with Springer earlier this month.

MGM plans 'Stargate' hour

MGM Worldwide Television has confirmed that it is developing a weekly sci-fi hour based on the studio's hit movie "Stargate" for fall 1997. The 1994 theatrical starred Kurt Russell as a skeptical scientist who discovers a gateway into other worlds. There's no word yet on whether MGM will set up a dual cable/syndication launch for the big-budget series. Episodes from MGM's most recent first-run weeklies, The Outer Limits and the upcoming Poltergeist: The Legacy, air on Showtime about six months before their broadcast premieres.

'90210' moments

Worldvision Enterprises wants broadcasters to team with hot local DJs in an effort to give a boost to the Beverly Hills, 90210 syndication franchise. To promote the fall premiere of episodes from the past two seasons of the hit Fox series, Worldvision is asking stations to turn the end credits of each show into "Pop Culture Moments," with local radio personalities talking about entertainment news, trends and upcoming events. Worldvision will supply graphics and other technical support for the "BHTV" campaign, designed to make the most of time already built into the show. The concept has drawn high marks, but some station officials are concerned about the amount of time it will take to produce the customized credits.

Active 'ReBoot's

Active Entertainment has acquired off-network rights to the 3-D computer-animated series ReBoot, which was part of ABC's Saturday morning slate last season but was not renewed for the fall. Active is offering episodes of ReBoot to stations that signed on for the animated weekly Monster Mania, which ran into production problems and will not air in syndication this fall, Active officials say. As of last week, ReBoot was cleared in nearly 70% of the country.

Olympic minutes-plus

New World/Genesis Distribution is producing a series of Olympic-themed news inserts to promote the fall launch of the entertainment magazine Access Hollywood. The 90-second Backstage Pass: Atlanta spots will feature hosts Giselle Fernandez and Larry Mendte chatting with celebrities and reporting on nightlife in Atlanta during the summer Olympic Games. Stations signed on for Access Hollywood will receive a new spot each day from July 18 through Aug. 5.

Updated Annie

Leapin' lizards! Little Orphan Annie is headed for a comeback next year. All American Fremantle Corp. and Abrams/Gentile Entertainment will co-produce a new weekly half-hour series based on the enduring comic-strip character. The partners say the action/adventure show will present a contemporary version of the curly-headed orphan, who first appeared on the comics page of the Chicago Tribune in 1924.
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<td>33. NBC Monday Night Movie—The Thing Called Love 7.7/13</td>
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<td>66. John Grisham's The Client 5.5/10</td>
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<td>64. Lois &amp; Clark 5.6/11</td>
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Clear Channel goes country in Louisville

By Elizabeth A. Rathbun

Clear Channel Communications Inc. locked up the country format in Louisville, Ky., with last week’s purchase of adult CHR-formatted WHKW(AM) there from Regent Communications Inc. (subject to FCC approval).

Buying a station and changing its format may not be so unusual, but in this case, Clear Channel also is buying the “intellectual rights” to Regent’s country-formatted WHKW-FM. That includes the FM station’s call letters, music library and country format, but not its building or property.

Eleventh-rated WHKW-FM and Clear Channel’s number-one-rated WAMZ-FM had been the only two country signals in Louisville. Under this deal, they no longer will be competitors.

Documents filed with the FCC assure that Regent will not compete with Clear Channel in Louisville, at least when it comes to a country format. Regent may not broadcast country music within a 50-mile radius of Louisville for at least five years, the documents say. Regent also must refrain from trying to hire away any employee of WHKW(AM) for a year.

Clear Channel has new calls for WHKW(AM): WKJK(AM). The Regency-owned frequency formerly used by WHKW-FM—107.7 mhz—likewise has new call letters (WSFR-FM) and a new format (“70s”).

The $1 million deal comes on the heels of Clear Channel and Regent getting together to buy WKKY(AM)-WVEZ(FM) and WTXF(FM) Louisville from SFX Broadcasting Inc. Clear Channel took WKKY(AM) and WTXF(FM) for $6.9 million, while Regent paid $12.6 million for WVEZ(FM) (“Changing Hands,” May 20).

Clear Channel’s holdings in Louisville now total two FMs and three AMs, including three of the top five stations, according to Arbitron.

Emmis’s interest drop adds up

Falling interest expense led to a 101.8% gain in net income for radio owner Emmis Broadcasting Corp., in the first quarter of the company’s 1997 fiscal year, which ended May 31. Net income rose from $1.7 million to $3.5 million compared with the same quarter last year, Emmis says. Interest expense fell 43.6%, from $3.6 million to $2.5 million.

Meanwhile, net broadcast revenue was down slightly, from $25.357 million to $25.35 million, while broadcast cash flow rose 7.8%, to $12.2 million. Operating income rose 2.1%, to $8.3 million.

The results, announced last Tuesday, were preceded on Monday by stock trading that brought Emmis shares to a 52-week high of 49 3/4% of the week before, the stock had started out in the low 40s. It closed last Thursday at 48.

Emmis, while promising to be a radio buyer under deregulation, has not made any purchases this year. It is looking to buy stations “in major markets that complement our existing portfolio” and also is looking into international radio investments, chairman Jeff Smulyan says.

“We will only acquire assets in which Emmis can use its programing and management skills to add value,” he says.

Emmis owns KPPW-FM Los Angeles; WKQX-FM Chicago; WENS(FM), WNAP-FM and WIBC(AM) Indianapolis; KSHE(AM) St. Louis, and WRKS-FM and WQHT-FM New York.

Holtz, Roberts form Marquee

Two top executives of former TV owner Superior Communications Group Inc. have formed their own company, Marquee Media, based in Pittsburgh. Running the new company are Al Holtz, Superior’s former chairman, and Rick Roberts, Superior’s former chief financial officer. Holtz and Roberts have worked together for the past 13 years.

Marquee is looking to buy TV stations and to consult with investors who want to increase the value of their broadcast portfolios. “Marquee is uniquely positioned to do both,” Holtz says.

Superior last month sold its two TV stations for $63 million to Sinclair Communications Group Inc. Meanwhile, former Superior president Perry Sook has signed on with ABRY Partners Inc. which recently bought wyou-tv Scranton/Wilkes-Barre, Pa.

Bardwick reaches for Star

Radio brokerage Star Media Group Inc. has named J. Peter Bardwick to the new job of managing director for a new venture, Star Media Capital, which will provide investment banking services to the broadcast industry.

Bardwick formerly was executive vice president/chief financial officer of the Beasley Broadcast Group. Before that, Bardwick was vice president, finance, at Westwood One Inc.

“Combining Star Media’s experience with my own experience, we will be able to offer blue-chip advisory services from a firm focused solely on serving our broadcasting clients’ needs,” Bardwick says.

Clarion was 100% general partner; after transfer will be 33.5% GP; no other broadcast interests (Note: Clarion bought station in 1994 for $5.7 million.)

Facilities: Ch. 31, 1,580 kw visual, 150 kw aural, ant. 990 ft.

Affiliation: Fox
AM-FM Allentown and WZZO(FM) Bethlehem, Pa.; WKEE-AM-FM* and WHRD(AM)* Huntington, WTCR-AM Kenova/Huntington-WTCR-FM Huntington, WZWI(AM)* Milton and WFXN-FM* Milton/Huntington, all W.Va. Price: $200 million Buyer: Hicks, Muse, Tate & Furst Equity Fund III, Dallas. Equity Fund is affiliated with Hicks, Muse GP Partners LP (limited partners include Thomas O. Hicks). Thomas Hicks is chairman of Chancellor Broadcasting Co.; director of GulfStar Communications Inc. and 70% owner KCHX(FM) Midland, Tex. Seller: Comodore Media Inc., N.Y. (Bruce A. Friedman, president); will become subsidiary of Hicks Muse Facilities: WAVE: 940 kHz, 1 kw day, 4 w night; wakl: 95.1 mhz, 50 kw, ant. 500 ft.; wnlk: 1350 kHz, 1 kw day, 500 w night; wexf: 95.9 mhz, 3 kw, ant. 299 ft.; wstc: 1400 kHz, 1 kw; wkhk: 96.7 mhz, 3 kw, ant. 328 ft.; wbr(AM): 1290 khz, 5 kw; wbr-FM: 99.5 mhz, 50 kw, ant. 499 ft.; wkos: 94.7 mhz, 3 kw, ant. 253 ft.; wzrr: 92.7 mhz, 50 kw, ant. 571 ft.; wool: 103.7 mhz, 50 kw, ant. 476 ft.; wale: 1370 khz, 1 kw; waw: 101.7 mhz, 1.48 kw, ant. 471 ft.; wsp: 1510 khz, 1 kw; w6bb: 106.3 mhz, 3 kw, ant. 467 ft.; wvys: 105.5 mhz, 1.5 kw, ant. 467 ft.; wfas(AM): 1230 khz, 1 kw; wfas-FM: 103.9 mhz, 600 w, ant. 669 ft.; wvb: 97.1 mhz; 3 kw, ant. 472 ft.; whiro: 1230 khz, 1 kw;
Hicks Muse buys Commodore for $200 million

Purchase is first move toward building Capstar Broadcasting

Radio

By Donna Petrozzello

The private investment firm Hicks Muse Tate & Furst Inc. last week laid the foundation for what will become Capstar Broadcasting Partners by acquiring 33 stations owned by Commodore Media for $200 million.

The purchase signals Hicks Muse's first radio purchase since May, when the firm announced plans to dedicate $100 million in capital to radio investments in markets ranked 25-200. According to Hicks Muse officials, the $200 million package involves $70 million in capital and $130 million in debt from Commodore.

With 19 FM and 14 AM stations in midsize markets, Commodore fits Hicks Muse's agenda of crafting Capstar into a leading owner in midsize markets. Commodore dominates audience share in six markets, including Allentown, Pa., and Wilmington, Del. The group's gross revenue for 1995 was estimated at $32.9 million in Duncan's Radio Market Guide for 1996 by analyst Jim Duncan.

In May, Hicks Muse pledged $1 billion to launch Capstar.

Hicks Muse Chairman Thomas Hicks said Commodore "provides an extremely solid foundation on which to build an outstanding group of middlemarket radio properties." But Hicks Muse boasts investment muscle beyond its $200 million stake in Commodore. In May, the firm pledged $1 billion in backing to launch Capstar, which the Hicks brothers will manage in partnership beginning this fall. Tom Hicks's brother Steven announced plans to resign as president of SFX Broadcasting earlier this year to take on the Capstar assignment.

Commodore is expected to be folded into Hicks Muse as an autonomous subsidiary. James Shea, Commodore chief operating officer, will oversee the group as president. Commodore's outgoing president, Bruce Friedman, is expected to take a significant role in Commodore under Capstar, but his position is "yet to be determined" according to Hicks Muse officials.

Commodore fits Tom Hicks's strategy to build Capstar by acquiring or merging with successful midsize market groups and retaining their managers, who also will become partners in Capstar. As Steven Hicks completes his exit from SFX Broadcasting, industry brokers expect Hicks Muse to acquire more midsize groups and expand to the limits of the new FCC ownership regulations.

The Commodore acquisition bolsters Hicks Muse's position as one of radio's leading private investment firms. Hicks Muse controls more than 60% of the voting stock in Chancellor Broadcasting, a 30-station group with holdings from Sacramento, Calif., to New York. Tom Hicks also is chairman of Chancellor's board of directors.

Infinity stockholders sue over merger

A series of lawsuits filed by shareholders of Infinity Broadcasting seeking to block the company's merger with Westinghouse/CBS Radio Division is the latest hurdle the two groups may face before sealing their $4.9 billion deal (Broadcasting & Cable, June 27).

The shareholders claim that Infinity board members and executives failed "to maximize shareholder value" and should have sought a higher value for the company's assets. Infinity shareholders will receive 1.71 shares of Westinghouse stock for each of their shares, according to the terms of the deal. The lawsuits were filed in Delaware Chancery Court.

Meanwhile, the fate of Infinity's controversial morning man, Howard Stern, could rest with his new bosses at Westinghouse. In a broadcast last week, Stern mockingly took bets from cohort Robin Quivers and his crew as to when they would be fired by Westinghouse's top brass. Stern posed next spring as a prime time.

Westinghouse Chairman Michael Jordan said, however, "As long as Howard follows the rules, we believe in diversity in programming and we'll continue that tradition."

Talk radio consultant Walter Sabo of Sabo Media said, "Westinghouse will do everything possible to keep Howard Stern and keep him happy. Why would they fire one of the most profitable shows in radio if they care about their shareholders?"

In other Westinghouse/Infinity news, neither Jordan nor Infinity Broadcasting President Mel Karmazin has said what position CBS Radio Division President Dan Mason will hold in the new organization.

When the deal was announced on June 19, Karmazin said that Mason would have a "very significant leadership role" in the new company, but he did not elaborate. A CBS Radio spokesperson says that Karmazin, Jordan and Mason are expected to meet early this month to formalize plans for Mason, who had served as president of Westinghouse's Group W Radio and was named head of CBS Radio last summer after Westinghouse's purchase of CBS Radio.

—DP
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Dershowitz calls for talk show ethics code

Tells talk show hosts they should condemn bigotry

By Donna Petrozzello

A mid the debate and disagreement that typifies conventions hosted by the National Association of Radio Talk Show Hosts, lawyer Alan Dershowitz urged broadcasters to adopt a "code of ethics" for talk radio broadcasters.

"We must criticize bigotry and censorship," Dershowitz told more than 500 attendees of the NARTSH convention at the Omni Shoreham Hotel in Washington.

"This code of ethics should condemn use of the airwaves to settle personal vendettas, it should condemn race and gender discrimination and it should condemn those who repeat untruths as facts," Dershowitz said. "I urge all small number of talk show hosts who promote bigotry to consider the harm to which you contribute."

Dershowitz's comments were a thinly veiled attack on fellow host Bob Grant, whom he called a "bigot" and a "despicable talk show host" in a broad-cast last April. Grant and Dershowitz were honored with NARTSH's Freedom of Speech award at the convention's closing dinner on June 22.

Grant's award sparked controversy before the convention kicked off on June 20 as well as at the awards dinner. KABC(AM) Los Angeles talk show host and feminist lawyer Gloria Allred paraded in protest at the dinner, hoisting a sign reading: "NARTSH should not honor hate talk."

It was not the first time that Grant has been described as racist. The Reverend Jesse Jackson tried to entice advertisers to boycott Grant's afternoon show (on WABC[AM] New York for years before moving to WOR[AM] there in May) after Grant reportedly referred to blacks as "savages" on the air.

In his defense, Grant said that any host "accumulates baggage if they are on the air for any length of time." Grant also said he "just reacts to callers" and discovered early in his career that "the meaner he got" on the air, "the more the ratings went up."

NARTSH convention chairman Michael Harrison later called Dershowitz's proposed code of ethics "too rigid a concept" that "suggests the talk radio industry is infested with unethical behavior by its hosts."

"That is simply not true," Harrison said. "Most talk show hosts and talk broadcasters are of good will."

While NARTSH typically has attracted the most media attention to its conferences at the closing awards ceremony (last year it gave its Freedom of Speech award to G. Gordon Liddy), this year's meeting also drew attention from Democrats.

White House aide George Stephanopoulos addressed a luncheon meeting and told broadcasters that "the President knows talk radio is the surest way to get ideas to the public. Talk radio has become America's town hall."

Following Stephanopoulos were Democratic National Committee chairman Donald Fowler and Senator Joe Lieberman (D-Conn.).

Senator Bill Bradley (D-N.J.) delivered the keynote speech before the awards ceremony. Harrison said the strong Democratic presence at the convention was no accident: "The Democrats have worked harder to have a relationship and increase their presence on talk radio than Republicans have, and they are reaping the benefits." By contrast, he said, Republican presidential candidate Bob Dole failed to attend the convention, despite NARTSH's invitation.

"Bob Dole has gone out of his way to snub all radio," Harrison said. "In spite of heavy criticism on talk radio shows, President Clinton and Hillary Clinton have maintained a constant presence" in the medium.
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TCI will carry Fox news channel

TCI agrees to pay roughly $2 million monthly in per-subscriber license fees

By Price Colman

Ten million Tele-Communications Inc. subscribers will be among the first viewers of Fox Television’s 24-hour cable news channel this fall under a distribution agreement signed last week by TCI and Fox parent News Corp.

After more than five months of negotiations, the nation’s largest cable operator and the so-called fourth network forged a deal that gives TCI exclusive non-DBS distribution rights for the Fox news channel and a five-year option to pick up a 20% nonvoting equity stake in the operation.

In return, TCI pledged to roll out the channel to 90% of its subscribers over two years—about 13 million people in the wake of the recently completed Viacom cable acquisition.

For Fox, the deal is a crucial step toward the critical mass it needs to compete with CNN, CNN Headline News and MSNBC, the last of which, according to executives, will have as many as 21 million viewers when it launches next month in the America’s Talking channel slot.

In addition, TCI agreed to pay a monthly 20- or 21-cent-per-subscriber license fee—roughly $2 million—to Fox, sources say. Contrary to recent reports, which had TCI serving up its subs in exchange for the 20% stake, Fox will pay TCI a per-sub fee for the distribution agreement. Neither firm would disclose the amount. News Corp. boss Rupert Murdoch, when he unveiled plans for the cable news channel, said he would be willing to pay up to $10 per sub to cable operators to get the show going.

That would translate to $100 million for TCI, but sources say TCI agreed to temporarily waive the $10-per-sub fee in exchange for the option to acquire a 20% stake in the channel. Over the five-year span of the option, TCI could choose either the equity stake or the per-sub fee.

“Obviously, getting a deal with TCI is really important in the cable business,” acknowledged Roger Ailes, head of the Fox News division, adding that the day after he joined the organization on Feb. 5, his first call was to TCI. “From day one, we took a look at that and decided it was important to get a contract there.” Fox will spend something “north of $100 million” to get the channel going, Ailes said. and that financial commitment was a key factor for TCI.

“Anytime a company of this caliber is willing to devote the resources they’re willing to devote to a project like this, it catches our attention,” said TCI Senior Vice President Robert Thomson.

There had been early speculation that TCI would offer Fox a sweet deal as leverage for entry into News Corp. DBS ventures, but Thomson said there were no such strings attached to the agreement and that TCI and News Corp. will be fervent competitors in the DBS market.

Fox is in discussions with other unnamed cable MSOs and DBS companies to distribute the news channel, Ailes said. He declined to provide further details or project how many subs the channel will add before its fall launch, although he did say that he expects the channel to launch with more than 10 million subscribers.

Ailes also indicated that Fox might be willing to offer equity stakes in the channel to other distributors, but emphasized it was unlikely that Fox would ever allow its ownership to fall below 60%.

The key for Fox will be how quickly it can turn a news channel into a money maker. News operations are typically the most costly segments of the television triumvirate of entertainment, sports and news. “I think Rupert understands this is going to be a very expensive venture,” Ailes said. The license fee coupled with advertising revenues should help Fox’s bottom line.

“With Rupert’s expansive net of newspapers, magazines, the Fox network, the sports combination... When you bundle all of those [then] go to a national advertiser and offer them a package of coverage, it becomes attractive to them,” says Chuck Kersch, cable analyst at Denver-based Neidiger Tucker Bruner. “I think the opportunities out there to attract ad dollars are significant.”

Amanpour does double duty

CNN correspondent Christiane Amanpour has struck an unusual deal with the cable network that will allow her to contribute as many as five reports a year to CBS News’s 60 Minutes while also serving as CNN’s chief international correspondent.

The deal enables CNN to hold on to its star reporter, who joined the network in 1983 and has made a name for herself with reports on the former Yugoslavia and other war-torn areas. Rumors had been swirling for months that Amanpour would jump to one of the broadcast networks when her CNN contract expired yesterday (June 30). Terms of the deal with CBS were not disclosed, but it is thought that the broadcaster will pay her as much as $500,000 a year.

Amanpour’s initial assignment for 60 Minutes calls for five reports annually, but CNN President Tom Johnson says he will consider allowing her to do more. Traditionally, 60 Minutes correspondents each file more than 20 reports a year.

Exactly how she will report for both news organizations on breaking news stories will be worked out as the situations arise, says CBS News President Andrew Heyward. He says CBS recognizes that Amanpour’s main assignment is as a CNN correspondent (in fact, Amanpour will be billed on the CBS broadcast as a CNN correspondent on assignment for 60 Minutes).

“60 Minutes is not really in the hard-news, news-of-the-moment business like CNN is,” says Heyward. Nevertheless, he says, it is “within the realm of the possible” that Amanpour could do live reports on the popular CBS newsmagazine.

Cross-promotion of Amanpour may occur between CBS and CNN, although no such plans have yet been set, says Johnson. CBS News will not have access to any Amanpour reports filed for CNN, but CNN International will be able to telecast her 60 Minutes segments overseas one day after their CBS broadcast.

—RB
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TBS, TNT, Nickelodeon top ratings race

By Michael Katz

Sporting events dominated the ratings chart for second quarter 1996 and gave Turner Broadcasting a one-two punch, with TNT and TBS claiming the top two spots among basic cable networks in prime time, according to Nielsen numbers supplied by cable networks.

TNT, although slipping to a 2.1 rating from a 2.4 for second quarter 1995, was the quarter's highest-rated basic cable network for the second consecutive year, thanks to Michael Jordan and the Chicago Bulls. TNT was responsible for the top-three-rated programs: the May 21 NBA playoff game between Chicago and Orlando and the May 7 and May 14 games between Chicago and New York.

The Chicago-Orlando match was a record for basketball on TNT, with an 8.6 rating.

Nine of the top 10 basic cable programs for the quarter were either NBA playoff games or NASCAR races. The only other program among them was USA Network's WWF Wrestling, which is considered entertainment/sports.

TBS, which garnered a 1.9 rating, was bolstered by the April 26 NBA playoff game between Chicago and Miami and the May 26 NASCAR Coca-Cola 600, the 6th- and 10th-highest-rated programs, respectively.

Nickelodeon was the reigning full-day network for the second straight year, with a 1.5 rating. The Children's network finished the quarter with a big lead over the next closest network, TBS, with a 1.1.

Without their daily dose of O.J. Simpson, some cable networks' ratings have fallen since 1995. Compared with last year's second quarter, during the Simpson murder trial, CNN and Court TV—the two networks that capitalized the most on public demand for the highest-profile event—have seen their ratings drop below pre-O.J. figures.

CNN's prime time and full-day ratings dropped significantly, to 0.7 and 0.4, respectively, compared with a 1.2 and 0.9 for second quarter 1995. Court TV also suffered, plummeting to 0.1 for both prime time and full-day from 0.5 and 0.7.

USA Network dropped to third, with a 1.9 rating, from last year's second-place 2.2 rating. USA's full-day ratings also were down, to 0.9 from 1.0 for the same quarter last year. It was the third consecutive year that USA's second-quarter ratings have been down, but the network says the drop was expected.

"We have a game plan that relies heavily on original programming, and no one in television has a hit right out of the gate," says Tim Brooks, senior vice president of research for USA Networks. "We knew in doing that that we would forfeit the big lead we had."

On the upside, Nickelodeon, ESPN, A&E, Comedy Central, CNBC, Family Channel and Prevue were the only networks to have their ratings increase over the second quarter of last year. A&E saw the most significant improvement, with a 1.3 rating, up from a 1.0.
Titan sues Turner

World Wrestling Federation parent company Titan Sports has filed a complaint in federal court in Connecticut charging Turner Broadcasting System with unfair competition, trademark infringement, false designation of origin, and defamation/trade libel in connection with the company’s competing World Championship Wrestling. The fierce competition between the two organizations has been heating up in recent weeks with the defection of WWF wrestlers Scott Hall (Razor Ramon) and Kevin Nash (Diesel) to the WCW. WWF officials say they own the rights to the characters played by the wrestlers. In their appearances so far on WCW, Hall and Nash have coyly not worn wrestling attire and have not given their names (they are introduced only as “the outsiders”). A hearing on the WWF-WCW feud is expected by Aug. 1. Turner Broadcasting is offering no comment on the pending litigation.

CNNe refers prime time

Plans to add two hours of programing

By Rich Brown

CNNe, the fledgling CNN spin-off service, plans to expand its programing lineup later this year in an effort to become the first business news network in prime time.

CNNe executives are expected soon to announce details of the plan, which would add another two hours to its programing day. Since its launch in late 1995, CNNe has programed 12 hours of business news each weekday (7 a.m.-7 p.m. ET). The daytime service shares a channel position with CNN international spin-off network CNNI.

CNNe’s plan to expand its programing to 9 p.m. daily would help further differentiate the service from established business news leader CNBC and planned Dow Jones/ITT service WBIS-TV New York. CNBC now wraps up its hard business news each day at 7:30 p.m., followed by a consumer-oriented “bridge” show—Steals and Deals—and a lineup of political news and entertainment talk shows. WBIS-TV is looking to end its business news coverage at 6 p.m. daily (the service is expected to debut in the New York ADI in October, with plans eventually to become a nationally delivered service).

CNBC is aware of CNNe’s plans to expand into prime time but has no plans to change its current programing strategy, says a spokesperson.

CNNe officials say the network has 6 million subscribers: 2.4 million cable (including 1 million from Time Warner’s New York City systems) and 3.6 million DBS and wireless.

GTE wins americast approval

Plans to deliver video programing to 95,000 Clearwater homes

By Michael Katz

GTE has won regulatory approval from the city of Clearwater, Fla., to begin offering americast video programing services over its digital hybrid fiber-optic and coaxial television network to approximately 95,000 homes in the area.

GTE has been building the infrastructure since October and will be able to carry digital signals when the system switches from an analog to a digital format at the end of the year.

Despite advertising only through direct mail, GTE says it has received hundreds of calls from people who want to find out more about the service. Some of those people, says Rick Wilson, president of GTE Media Ventures, don’t even live in areas that GTE serves. “That tells us what we thought all along,” he says, “which is that people want more than one cable provider and are tired of dealing with what they are dealing with.”

The area’s incumbent cable operator is Time Warner, which Wilson says “had been aggressive in trying to slow down our entry” into cable in the Clearwater-Tampa Bay area. Wilson says that Time Warner asked the city not to grant approval to GTE until the city renewed its agreement with Time Warner, which has been in negotiation for the past two years.

The americast service will offer 78 channels of programing, and when it goes digital will have approximately 125. Wilson says that within the next 30 days GTE also will make available its MainStreet interactive service, which allows financial transactions and includes interactive preschool and game shows.

Wilson also says GTE is looking to pass between 200,000 and 250,000 homes in Florida by the end of the year, and 400,000 by the end of next year.

The americast service is part of the Americast consortium of Ameritech, Bell South, GTE, SBC Communications, Southern New England Telecommunications and Disney.
Court TV plans local news channel

Is talking with Media One, WAGA-TV Atlanta about participating in project

By Rich Brown

Court TV’s long-talked-about plans to expand its business through localized courtroom channels could soon get under way in Atlanta.

Court TV executives are in talks with US West-owned Media One and WAGA-TV Atlanta about becoming part of a local cable news channel run by the cable system operator and the Fox affiliate.

Court TV Chairman Steve Brill says the national network already has proved the demand for local court channels through strong in-market ratings during local trials. Court TV scored as high as a 4.7 rating in Washington during the Lorena Bobbitt trial and a 3.8 rating in Battle Creek, Mich., during the Bradford King trial, according to Nielsen Media Research data supplied by the network.

Brill says Court TV already has a head start in launching local channels in certain markets through publications owned by American Lawyer Media (a part-owner in Court TV).

In Atlanta, Court TV already has access to 20 legal journalists through ALM-owned Fulton County Daily Report. Brill says possible synergies with three ALM-owned legal newspapers in South Florida—Miami Review, Palm Beach Review and Broward Review—make that region another likely target for a localized Court TV channel. Other local ALM-owned publications include Legal Times (Washington); Texas Lawyer; The Connecticut Law Tribune; New Jersey Law Journal, and The Recorder (San Francisco).

Court TV, which celebrates its five-year anniversary today (July 1), now has 23.6 million cable, DBS and wireless subscribers and is projecting growth to 29 million by September.

The network lost $25 million last year but is scheduled to break even this year, according to figures supplied by part-owner Liberty Media.

Liberty locks up the Blues

Will keep 25 games, sell 40 others to highest broadcast bidder

By Price Colman

Liberty Prime Sports has the Blues, and the regional cable sports programming network is pretty happy about it.

That’s because the Blues are the St. Louis Blues hockey team, and the newly cut multyear deal gives Prime exclusive rights to carry up to 65 live home and away Blues games (out of a total 82 regular-season games) throughout Prime’s Midwest region.

“This is a great coup for Prime Sports and literally wraps up Blues coverage in the market,” says Prime spokesman Craig Kuhl. “It’s also a statement by Prime Sports: We’re going after the whole package, not just the cable rights. This agreement should be a valid test to see just how big an appetite over-the-air stations have for the Blues and could raise some eyebrows elsewhere” in the St. Louis market. “We’re not going to cherry-pick the best games for Prime Sports,” Kuhl says. “It doesn’t benefit us in the least to offer broadcasters a dog package.”

Given the Blues’ strong performance in the 1995-96 season—making it to the quarterfinals—the deal also should raise Prime revenue, at least for the 1996-97, when the contract kicks in.

The contract gives Prime rights to all first- and second-round playoff games that Fox or ESPN don’t air nationally. Kuhl says Prime will air a select number of games and put the remaining games out to bid to St. Louis over-the-air stations.

He declined to provide specifics on the length of the contract or the value, but other industry sources suggest that Prime probably will pay $2 million—$2.75 million per year for the exclusive rights.

The tactic of obtaining exclusive local rights is true to form for Prime, which has sought similar deals elsewhere, including with the Los Angeles Dodgers, although the Dodgers ultimately reached agreement with another distributor.

Similar arrangements include Madison Square Garden Network’s deal with the New York Yankees and the now-expired contract between the Tampa Bay Lightning and the Sunshine Network.

“It’s good because it gives you a lot of flexibility to deal with advertisers in putting together a unified package,” says John Mansell of Paul Kagan Associates. “It may cost the advertiser more, but they may have more flexibility in getting a customized package.”
Viacom shareholders get stock ‘option’

Viacom Inc. is giving shareholders a chance to exchange shares in the company for shares in a new company formed from the spin-off of its cable operations.

Viacom is selling its cable division to Tele-Communications Inc. in a combination of cash and stock-swap that values the operations at $2.3 billion. For Viacom, the deal translates into a $1.7 billion reduction of its roughly $11 billion debt and a 4% reduction of outstanding shares. Viacom is employing what’s called a “Dutch auction” to implement the share exchange, giving Viacom shareholders the option to tender each share in Viacom for a fractional share in the new company, TCI Pacific Communications Inc.

The trick for shareholders is picking the right fraction—somewhere between .4075 and .4700 shares of TCI Pacific for each share of Viacom. If Viacom shareholders choose too high a ratio, their tender offers may not be accepted. If the majority of Viacom shareholders tendering shares pick too low a ratio, they could undercut the value of their holdings. Once the exchange offer is completed at midnight July 22, each share of TCI Pacific common stock will automatically convert to a share of TCI Pacific preferred stock.

Shares of the preferred stock will pay a 5% annual dividend in either cash or shares of TCI Series A common stock (Nasdaq-TCOMA). TCI Pacific preferred shares will be subject to optional redemption after five years and mandatory redemption on the 10th anniversary of issuance.

In addition, TCI Pacific shareholders will be able to convert those shares to shares of TCI stock beginning after the fifth anniversary of the issuance. Shares will be converted at a 25% premium over the market price of TCI stock on a date specified before the completion of the exchange offer.

—PC

Bring on competition, says cable

Industry sees silver lining in DBS’s impressive growth

By Price Colman

Many of the nation’s top cable companies are raising rates at a time when direct broadcast satellite has emerged as an increasingly powerful competitor.

So has cable painted itself into one of those nasty strategic corners that all the public relations savvy in the world can’t help it escape?

“Too have customers perceive it’s a competitive marketplace—that helps us enormously,” says Robert Thomson, senior vice president at Tele-Communications Inc. “Customers now have the ability to compare our prices with others in the market.... Before, if we had a rate increase, customers thought of it as monopoly pricing. Now they’ve got somebody to compare us to.”

Thomson and other cable officials contend that once consumers make that comparison, most will opt for cable’s dependable signal, local station offerings and strong channel lineup—even if their monthly bills go up.

TCI enacted systemwide rate increases averaging 13% on June 1, the beginning of the second quarter. Thus, it’s a bit early to gauge how higher monthly bills will play out in the cable-versus-DBS competition.

“They’re competition,” Thomson acknowledged of DBS companies. “Of course they’re going to take some customers.” What cable has so far successfully avoided with its recent round of rate hikes is getting sucked into the kind of public relations quagmire that characterized widespread—and gener-

“Customers now have the ability to compare our prices with others in the market.... Before, if we had a rate increase, customers thought of it as monopoly pricing. Now they’ve got somebody to compare us to.”

TCI’s Robert Thomson

ally legal—rate hikes following the Cable Act of 1992.

“Subscribers, like all consumers, are never happy about rising rates,” says Rob Stoddard, director of corporate communications for Continental Cablevision, which enacted an average 5% rate hike in January. “Nevertheless, we did not see a strong negative reaction. Where you get the most grief is from confusion, misunderstanding or plain lack of information. We, and most of the cable industry, have spent a fair amount of time trying to explain and flesh out where subscriber dollars are going. Things have improved dramatically in that area over the past couple of years.”

For its part, DBS isn’t missing a beat in exploiting rising cable rates and consumers who may be hungry for an alternative. “Talk about unbelievably perfect market timing,” says Barbara Sullivan, vice president of marketing for EchoStar, the fledgling DBS service that has taken up residence in Englewood, Colo., essentially TCI’s backyard.

“We are targeting cable subs,” Sullivan says. “But we are also targeting potential subscribers.... Half of the 63 million cable subs are probably satisfied, but they think they’re paying too much. We’re going after people who are used to paying for TV.”

Cable officials point out that legal constraints prevent DBS from delivering local broadcast signals. Predictably, DBS officials downplay that, countering that many TV viewers can still pull down local signals the old-
fashioned way.

And, they add, the lack of local signals is more than offset by DBS’s use of digital technology to offer a broader channel lineup. The DISH Network now has 70-100 channels and plans to double that with the launch of its EchoStar 2 satellite in September.

DBS growth rates are nothing short of impressive. The medium claims 4 million-plus subscribers, most of them recent joiners. EchoStar launched its DISH Network DBS service on May 1 and in little more than a month has attracted 55,000 subscribers. According to a spokesperson, the service is adding 1,000 customers a day through a promotion that targets—predictably—cable rate increases.

DIRECTV, a subsidiary of General Motors electronics and satellite arm Hughes, celebrated its second birthday June 17 and boasts 1.6 million subscribers. “That ranks in the top 10 of cable MSOs in the country,” says DIRECTV spokeswoman Linda Brill. “It took them, what, 20 years to get there. It took us two.”

DIRECTV has hinted that, like EchoStar, it may use rising cable rates as a shot in the arm for marketing efforts. Heavy DBS growth aside, the cable industry claims a big lead. National Cable Television Association figures show that cable had nearly 63 million basic and extended basic subscribers at the end of last year. At the end of the first quarter, TCI remained on top with about 12.5 million subscribers, reflecting a 4.4% increase over the same period last year.

Time Warner, whose combined cable properties encompass about 11.7 million subscribers, raised rates an average 10% on Jan. 1. Nonetheless, “there has been no perceptible impact whatsoever” on subscriber numbers, says Time Warner Cable spokesman Mike Luftman. “Our numbers continue to grow.”

Cable has been wily enough to adopt direct-to-home satellite, which encompasses DBS, as a defensive strategy. PrimeStar, the partnership of TCI, Time Warner, Comcast, several other MSOs and GE American Communications, has about 2 million subscribers.

As TCI boss John Malone recently pointed out, that makes it the biggest satellite venture in the U.S. Still, in recognition of DBS’s potential, Malone is actively pursuing a high-power DBS vehicle through an alliance with Telesat Canada.

Moreover, some cable companies are considering the potential for crossmarketing cable and DBS to give subscribers a full menu of options. That could translate into bundling a lifetime cable service with a robust satellite service that uses digital technology to broaden its offerings and deliver such services as videon-on-demand.

That’s a double-edged strategy that could also help DBS overcome the local signal constraint by allying with a wireless cable company. “With the exposure we’ve been getting, they’re coming to us,” says EchoStar’s Sullivan. “We’re open to strategic partnership.”

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**Cable targets global ‘niche’ brand**

*Executives says international recognition can help polish domestic image*

By Cynthia Littleton

For cable, effective branding means cultivating a network identity around a narrowly targeted concept with global appeal, say leading cable network executives.

Whether the services offer 24-hour news or nonstop cartoons, the goal is to become recognized as an authority in the field, said Betty Cohen, president of Cartoon Network Worldwide, during a panel session on cable marketing and promotion at the Promax and BDA conference in Los Angeles.

“Our programming has incredible emotional value to viewers,” Cohen said, noting parent Turner Broadcasting’s archive of Warner Bros., Hanna-Barbera and other animation classics. “We want to be a nexus for the exchange of ideas.”

Cartoon Network, which has a presence in Latin America, Europe and Asia, is branching out into the online world, home video and other licensing and merchandising.

“A brand is something that can be appreciated universally,” said Greg Moyer, chief executive and creative officer of Discovery Communications. “We no longer think of ourselves solely as distributors, but that the heart and soul of our business is our brand.”

Moyer said he didn’t grasp the true value of a strong brand image until Discovery launched its first foreign channel in Europe in 1989. Other panelists concurred, saying global extension of basic services can help cultivate a high-quality image at home.

Rich Cronin, president of Nick at Nite’s TV Land, predicted that the cable marketplace will be flooded with spin-offs from existing channels and franchises.

“A TV spin-off has got to have the same genre or same character and attitude [of an existing network] but with its own brand personality,” Cronin said. “The branding of TV Land began while we were still trying to sell Via-Com on the idea of a 24-hour version of Nick at Nite.”

Familiarity is important, but a cable network also needs a distinctive voice, said Anne Sweeney, who recently joined the Disney Channel as president after stints with Nickelodeon and FX.

Sweeney and others agreed that networks need to have a long-term business plan to ensure that growth is not limited by the size of a narrowly defined audience. Black Entertainment Television’s move into everything from feature film production to restaurants has broadened BET’s viewership, according to Curtis Symonds, president, BET Action Pay-Per-View.

“Over the past 15 years we’ve turned [BET] into a brand that reaches more than just an African-American audience,” Symonds said. “But our
goal is still to provide one-stop shopping for those looking to reach the African-American audience of the year 2000.”

As evidenced by BET’s evolution, effective marketing of niche services was the driving force behind cable’s growth in the past and likely will pave the way for the dominant players of the future. Discovery’s Moyer noted that branding, a strategy embraced in earnest this year by the broadcast networks, has long been one of cable’s chief weapons in an increasingly crowded TV marketplace.

**SNET boosts Americast fortunes**

**Becomes fourth RBOC to join telco TV venture**

**By Richard Tedesco**

Southern New England Telephone (SNET) added some momentum to the Americast telco TV venture when it became the fourth RBOC to commit itself to delivering video services under that banner.

At a time when the fortunes of Tele-TV—Americast’s opposite number on the telco TV landscape—appear to be flagging, the inclusion of SNET with Ameritech, BellSouth and SBC Communications ostensibly will give Americast some 200,000 Connecticut customers who will be able to see its programming early next year. That’s the result of SNET’s $4.5 billion commitment to construct a hybrid fiber/coaxial network that will reach 64% of its customers by the end of the decade.

It was SNET’s aggressive strategy to deliver video signals that sparked Americast’s interest in bringing the RBOC into the venture, according to Stephen Weiswasser, Americast president: “They’re very committed to video production. They’re very committed to a broadband building program. And they’re very committed to doing it now.”

SNET’s financial participation will be proportionate to that of its larger American RBOC partners, Weiswasser says. That effectively will reduce the $500 million commitment the original trio made for the next five years. Discussions about SNET’s participation had been ongoing since late last year.

SNET was attracted to Americast because of the companies involved, particularly Disney Televentures, according to Patrice Listfield, president of SNET Personal Vision, the company’s video arm. “We were impressed with their vision of changing television,” Listfield says, declining to indicate whether SNET had contemplated joining Tele-TV, as some published reports indicated.

Although the addition of SNET doesn’t swing any critical mass of customers to the Americast camp, the geography of the affiliation holds some significance. “It will allow the Americast [product] to be seen by people in the advertising and media world,” Weiswasser says, pointing out that many executives in those fields live in Connecticut.

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**New from Nick**

Nickelodeon this fall plans to debut a prime time sitcom for kids called *Kenan and Kel* as part of a new multi-year production and development deal with Los Angeles-based Tollin/Robbins Productions.

The deal also includes a 20-episode minimum renewal for *All That*, an all-kid sketch comedy series produced by the company. *Kenan and Kel*, featuring *All That* stars Kenan Thompson and Kel Mitchell, is described by Nickelodeon as being “The Honeymooners for kids.”

**Cartoon expansion**

Cartoon Network is expanding its original cartoon production to include 39 additional half-hour episodes of *Dexter’s Laboratory*, 13 half-hour episodes of a new series, *Cow and Chicken*, and 16 new shorts under the network’s World Premiere Toons banner. The cartoons are being created by co-owned Hanna-Barbera and will debut on the network in 1997.

**MST3000 moves to Sci-Fi**

Cult hit comedy series *Mystery Science Theater 3000* joins Sci-Fi Channel in February 1997. Sci-Fi next year will telecast 13 new episodes of the series, which completed its seventh season on Comedy Central in May and is produced by Minnesota-based Best Brains. The series also will be telecast internationally over Sci-Fi Europe and as part of the Sci-Fi Channel programming block on USA Network Latin America.

**HBO gets new agent**

HBO in August will debut *ARLISS*, a comedy series about a high-power sports agent, created by actor/comedian Robert Wuhl. HBO has ordered 11 episodes of the series, which will feature guest appearances by Shaquille O’Neal and other athletes. HBO is planning a fall debut for another comedy series, *The High Life*, which originally was pitched to CBS by David Letterman’s Worldwide Pants. HBO will present eight episodes of *The High Life*, a dark comedy set in 1950s Pittsburgh.

**Lifetime adds ‘Traders’**

Lifetime in September will debut *Traders*, an hour-long dramatic series from Canadian producer Atlantis Films Limited. The series, which centers on the investment banking industry, will debut in its regular time slot on Sunday, Sept. 8, at 7 p.m. ET/PT with a rerun the following Saturday at 10 p.m. —RB
Warner Channel gears up for UK fall debut

Warner Bros.' WBTV–The Warner Channel will debut in the UK in early November as part of News Corp.'s UK satellite service BSkyB's multichannel package. The deal, which took several months of negotiations, marks WBTV's first European carriage agreement and gives the channel access to more than 3.5 million homes. Additional channel launches will be announced in the coming months, with Warner Bros. eying Australia, France, Germany, Spain and Italy. The channel, solely owned by Warner Bros., has no cable carriage agreements, but confirms that it is in talks with UK cable operators. Warner Bros. International Television President Jeffrey Schlesinger says the UK cable market is a "crowded neighborhood" and that it will be a "challenge." Broadcasting 14 hours a day, 6 a.m.-8 p.m., WBTV will target families, offering a mix of classic and contemporary animation, live-action series and movies. Some programing will be produced locally, although not necessarily from day one, Schlesinger says.

Sega Channel makes play in Europe

The Sega Channel, which bowed in the U.S. in December 1994, made its European debut when it launched in the UK on June 19. The games channel, a partnership of Sega of America, Tele-Communications Inc. and Time Warner, enables subscribers to download up to 25 games for $15.45 per month. Only homes with a Sega Mega Drive system, a cable connection and a special adaptor will be able to access the service. Sega estimates that there are 3 million homes with Sega Mega Drives in the UK, with penetration 33% higher in cable homes. Following its debut in the UK, the channel has confirmed carriage deals with Deutsche Telekom's 16 million-subscriber network, Dutch cable and energy firm Eneco's 500,000-subscriber network—the deal includes carriage with Holland's Mediakabel consortium of 11 cable operators, with 2 million subscribers—and PTT Telenor's systems in Norway. In Europe, the Sega Channel is distributed by Flextech, a cable and satellite operator.

Paramount boosts UK cable coverage

The Paramount Channel has clinched a significant cable-carriage deal with the UK's largest cable operator, TeleWest Communications, putting the comedy channel in nearly 500,000 cable homes starting July 1. The channel, 75% owned by Viacom and 25% by UK satellite broadcaster BSkyB, launched on Sky in November 1995. It already has carriage on Diamond Cable (Nottingham and Leicester) and Jersey Cable and hopes to sign several deals with UK cable operators by year's end. Paramount is talking with Nynex, the UK's second-largest cable operator, according to John Partridge, deputy managing director of The Paramount Channel.

Bravo eyes Asia Pacific

U.S. cable and satellite service Bravo is planning channel launches in Australia, New Zealand and the Asia Pacific region. It debuted in Latin America on April 1 with a Spanish-language cable channel on PAS-3; it now reaches 800,000 subscribers in the area. The channel recently secured carriage with Brazil's TVA for its Portuguese-language service and will be part of the DirecTV Latin America service in Brazil. The Australian service will replicate the U.S. channel, which carries 50% independent and international films and 50% performing arts. The Disney Channel has moved from pay to basic in some Taiwanese markets in an effort to gain ground against its biggest rivals, TNT and Cartoon Network. At the same time, both programmers are localizing their output. Turner is filming segments of its Big Bag series in Taiwan, and Disney has chosen to film Disney Storytime on the island.

—By Debra Johnson

PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of June 17-23, ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 95.9 million households with TV sets.

<table>
<thead>
<tr>
<th>Program</th>
<th>Network</th>
<th>Time (ET)</th>
<th>HHs. (000)</th>
<th>Rating Cable U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Movie: 'Coming to America'</td>
<td>USA</td>
<td>Sat 5:30p</td>
<td>3,043</td>
<td>4.5</td>
</tr>
<tr>
<td>2. Rugrats</td>
<td>NICK</td>
<td>Sun 10:00a</td>
<td>2,421</td>
<td>3.6</td>
</tr>
<tr>
<td>3. World Championship Wrestling</td>
<td>TNT</td>
<td>Mon 9:00p</td>
<td>2,398</td>
<td>3.6</td>
</tr>
<tr>
<td>4. S Nick Sports Theater</td>
<td>NICK</td>
<td>Sat 8:00p</td>
<td>2,165</td>
<td>3.3</td>
</tr>
<tr>
<td>5. World Championship Wrestling</td>
<td>TNT</td>
<td>Mon 8:00p</td>
<td>2,164</td>
<td>3.2</td>
</tr>
<tr>
<td>6. Movie: Chasing the Dragon</td>
<td>LIFE</td>
<td>Wed 9:00p</td>
<td>2,144</td>
<td>3.3</td>
</tr>
<tr>
<td>7. Rugrats</td>
<td>NICK</td>
<td>Tue 6:30p</td>
<td>2,108</td>
<td>3.2</td>
</tr>
<tr>
<td>8. AAAH!!! Real Monsters</td>
<td>NICK</td>
<td>Sun 10:30p</td>
<td>2,070</td>
<td>3.1</td>
</tr>
<tr>
<td>9. Movie: 'Beverly Hills Cop 2'</td>
<td>USA</td>
<td>Sat 3:30p</td>
<td>2,057</td>
<td>3.0</td>
</tr>
<tr>
<td>10. Movie: Malice</td>
<td>TNT</td>
<td>Sun 5:30p</td>
<td>2,038</td>
<td>3.0</td>
</tr>
<tr>
<td>11. All That</td>
<td>NICK</td>
<td>Sat 9:00p</td>
<td>2,003</td>
<td>3.0</td>
</tr>
<tr>
<td>12. The Busy World R. Scary</td>
<td>NICK</td>
<td>Thu 9:30a</td>
<td>1,929</td>
<td>2.9</td>
</tr>
<tr>
<td>13. Rugrats</td>
<td>NICK</td>
<td>Sat 7:30p</td>
<td>1,922</td>
<td>2.9</td>
</tr>
<tr>
<td>14. Rugrats</td>
<td>NICK</td>
<td>Mon 6:30p</td>
<td>1,914</td>
<td>2.9</td>
</tr>
<tr>
<td>15. Movie: Flowers in the Attic</td>
<td>TNT</td>
<td>Sun 1:00p</td>
<td>1,865</td>
<td>2.8</td>
</tr>
</tbody>
</table>

Following are the top five pay cable programs for the week of June 17-23, ranked by households tuning in.

<table>
<thead>
<tr>
<th>Program</th>
<th>Network</th>
<th>Time (ET)</th>
<th>HHs. (000)</th>
<th>Rating Cable U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Movie: 'Die Hard with a Vengeance'</td>
<td>HBO</td>
<td>Mon 8:00p</td>
<td>2,407</td>
<td>10.0</td>
</tr>
<tr>
<td>3. Movie: 'Freeway'</td>
<td>HBO</td>
<td>Thu 10:00p</td>
<td>2,168</td>
<td>9.0</td>
</tr>
<tr>
<td>4. Movie: 'Deadly Voyage'</td>
<td>HBO</td>
<td>Sun 10:00p</td>
<td>2,123</td>
<td>8.8</td>
</tr>
<tr>
<td>5. Movie: 'Hollow Point'</td>
<td>HBO</td>
<td>Sat 8:00p</td>
<td>2,077</td>
<td>8.6</td>
</tr>
</tbody>
</table>

Sources: Nielsen Media Research, HBO
Merger spawns TV Guide Prevue

Combined service likely will reach 20 million subs

By Richard Tedesco

In a deal for survival in the interactive TV guide business, TV Guide Online will merge with Prevue Networks’ on-screen products.

The resulting joint venture, TV Guide Prevue Networks, will present an amalgam of the two services with a reach likely to extend to more than 20 million cable subscribers soon after launch. The single service will be “a blend of our two services, whatever the consumer wants,” says Roy Bliss, president of United Video Satellite Group, Prevue’s parent company. “The screen will look pretty much the same.”

But the merger, valued by the parties at $350 million, recreates the landscape in the electronic TV program listings business. A three-way race is suddenly a two-way street, with Starsight Telecast running a distant second as the long-awaited merger of the other services is consummated.

That’s because of the considerable clout of the powers behind the deal: Tele-Communications Inc. and News Corp.

An affiliation agreement with TCI’s programming arm will assure the venture carriage of Prevue’s passive guide under the TV Guide moniker in 80% of the 18 million cable households TCI either services directly or exercises an interest in through its pacts with Bresnan Communications and other MSOs, says Pete Boylan, United Video’s CFO. Another 40% of that base will carry the Sneak Prevue format, which will retain its name.

The deal is expected to close by the end of the month, according to Boylan, who says that the operations will begin to commingle in August.

The $350 million merger value represents an assessment of Prevue assets (including Prevue International) at $270 million and those of Prevue Interactive at $40 million. TV Guide on Screen also is valued at $40 million.

News Corp. will kick in an additional $135 million, $126 million of it in cash. So this will be a 50-50 venture between the partners as it goes forward.

The companies’ interactive initiatives are operating at an annual deficit of $3 million each, Boylan says.

Beyond its domestic dimensions, the two partners intend to expend their “best efforts,” Bliss says, to make the venture a “global provider” in the international DBS field. Given the respective interests of TCI and News Corp. in DBS abroad, that seems an attainable goal.

Microsoft puts ‘Slate’ online

Microsoft jumped into online publishing last week with the launch of Slate, a monthly interactive and print magazine that seems equal parts politics and social commentary.

The inaugural June 25 issue (www.slate.com) features a cover piece titled “The Temptation of Bob Dole,” claiming that Dole is moving toward proposing a major tax cut as part of his campaign strategy. Other articles include “Jews in Second Place,” a tongue-in-cheek piece about Asian Americans supplanting Jews in the educational/cultural life of the country by Atlantic Monthly writer Nicholas Lemann. Also featured is a roundtable on “Does Microsoft Play Fair?” with comments from Microsoft Executive Vice President Steve Ballmer, Microsoft critic James Gleick and others.

Initial editions of Slate will be available free on its Web site, with single-issue print copies of highlights to be distributed exclusively at 700 Starbucks Coffee locations around the country. Reprint rights have been sold to Time magazine.

Slate editor Michael Kinsley, former New Republic editor, has assembled a staff with newspaper credentials, including Jack Shafer, former editor of SF Weekly and the Washington City Paper, and Judith Shulevitz, former Washington Post Outlook section columnist and editor.

As it seeks to become the first hybrid cyberspace/print publication of its kind, Slate also will attempt to become the first subscription online periodical when it begins charging $19.95 per year with its November issue. A two-year subscription will cost $34.95, with the print edition, Slate on Paper, to be offered for $29.95 per year. Microsoft Network members will receive it free.—RT
Yahoo to localize in major TV markets

Online service is making deals with stations, newspapers

By Richard Tedesco

Yahoo has created an online Web site with San Francisco's CBS affiliate, KPIX-TV, in the first step toward creating similar sites with TV stations and other media outlets in major markets.

The cross-media co-venture gives KPIX-TV a presence on Yahoo and enables the online service to provide local news and entertainment information and free communications services, including bulletin boards, phone listings and interactive maps (www.sfbuy.yahoo.com).

The deal is the first in a series that Yahoo expects to make this year with TV stations, radio stations and print media. The next stops are expected to be New York and Los Angeles, where Yahoo will seek to establish the same sort of multimedia relationships it has forged in the San Francisco deal.

In addition to KPIX-TV, the weekly San Francisco Guardian will contribute information to the Bay Area Web site along with 60 other participants, including travel publisher Fodor's. "Our objective is to create a forum reflecting the local spirit of the community," says Jeff Mallett, Yahoo senior vice president of business operations. Yahoo's development in this vein also extends internationally; it has developed country-specific sites for Japan, France, Germany, Canada and the UK.

Aside from providing convenient access to local information, Yahoo hopes to heighten the profile of the World Wide Web itself, according to a company spokesperson, who says the sites would feature online information sources relevant to breaking stories in their respective markets. The objective is to bring in as many partners as possible that will add value to the effort in each market.

Yahoo recently announced a deal with Granite Broadcasting Corp. to develop sites with its nine network-affiliated stations around the country ("Telemedia Week," June 24). It also has a deal in place with USA Today for a monthly column highlighting outstanding Web sites as information sources in various subject areas.

AOL president resigns; FTC inquiry continues

America Online appeared to be in a state of turmoil last week as its president, William Razzouk, resigned in the midst of an ongoing Federal Trade Commission inquiry into the company's billing practices.

Although there was no implied connection between the two situations, Razzouk's departure and AOL's recent disclosure of the FTC investigation suggest an unsettled state of affairs at the fast-growing commercial online service.

Razzouk cited personal reasons for his resignation, saying the decision was prompted by the prospect of uprooting his family from their home in Memphis, where he had worked for Federal Express before joining AOL earlier this year.

Other reasons were cited in the prepared statement by Steve Case, AOL's chairman, who said he recognized a need to take a more active role in directing AOL marketing strategies, pricing and product plans. That determination, and Razzouk's personal feelings, "led us both to conclude that it would be best for Bill to resign immediately," Case's statement said.

The sudden management shift comes on the heels of an open letter from Case to AOL members acknowledging an FTC inquiry into the Vienna, Va., company's billing practices. AOL has been conducting "discussions" with the FTC and attorneys general of several states about its billing, including electronic funds transfers and "expanded advertising disclosures about service trial and cancellation policies," according to Case.

Case's letter also alluded to class-action suits related to billing practices that AOL is trying to settle through out-of-court agreements.

Also last week, AOL said it was shutting down an area sponsored by ABC, called ABC's Rock & Road, in which members had been trading recordings of concert tapes.
**SPECIAL REPORT: SPORTS PRODUCTION**

The upcoming Olympic games in Atlanta have spurred a surge in mobile truck building and heightened the interest in sports production technology. But broadcasters don’t need an Olympic venue to keep constantly updating live event gear and techniques. As sports rights fees keep climbing, the amount of money spent to produce this franchise programming also keeps rising. In fact, the migration to digital is occurring more quickly on the field than back at home base.

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**Foxifying baseball**

*Trademark audio innovation and graphics are the focus of network’s coverage*

By Glen Dickson

As Fox tackles its first season of Major League Baseball coverage, the young network is seeking to bring the same technical innovation to the baseball diamond that defined its football and hockey coverage.

For Fox Sports, that means a heavy emphasis on graphics and audio. Just as it created the revolutionary “Fox Box” for its NFL games and made NHL pucks glow, Fox has added some graphic flair to its baseball telecasts with the “Hit Zone,” a Chyron Infiniti-generated overlay that shows a batter’s hot and cold spots within the strike zone. Another graphic hook is an onscreen diamond that indicates the position of baserunners.

“What we’re trying to do is to pick up the pace of the telecasts,” says John Filippelli, Fox Baseball senior coordinating producer. “If you’re a casual fan, this might hold your interest.”

On the audio side, Fox has placed hard mikes along the outfield walls, employed highly directional parabolic mikes around home plate and even miked the bases. Fox also has placed lavalier mikes on the manager and third base coach, although their comments are not aired live.

Filippelli, who covered baseball for 16 years at NBC and two years at The Baseball Network, says that post-strike baseball is a tad more accessible than in the past. “They didn’t readily embrace television as much as other sports like basketball, where you have a camera in the sideline huddle,” he says. “Now it’s extreme cooperation—that’s a recognition factor from all involved that baseball will embrace its television partners.”

In fact, Fox travels to its Major League Baseball games with its own bases and presents them for the umpires’ inspection an hour before game time. Each base contains a Sennheiser MKE-102 subminiature lavalier with a very small SK-250 transmitter, says Jerry Gepner, Fox Sports senior vice president of field operations.

“It makes the game more intimate,” Filippelli says of the audio gear. “The sounds of the game are very important—we don’t want to ignore audio and pay too much attention to video.”

The games also feature four wired outfield mikes, all Sennheiser PCC-170 units. “These are very similar to the mikes we use around the glass in our hockey coverage,” says Gepner. “These mikes have a much smaller footprint, but internally it’s the same mike.”

Likewise, the home-plate parabolas (Cornerconics Big Ears with Sennheiser mikes) are the same model Fox uses for football. “We learned a lot from football about directional mikes,” says Gepner. “These parabas are very directional, and they don’t color the sound—they’re very flat. So when a bat cracks it sounds like a bat cracking.”

As it does with football and hockey, Fox relies almost completely on vendor trucks and free-lance personnel (35–40) to produce its baseball telecasts. The net-
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work is leasing trucks from NEP, F&F Productions, Soljay, and National Mobile Television, including NMT’s two all-digital trucks, DX-1 and DX-2, which have Sony 700 and 500 series cameras, respectively.

For its top-level games, Fox uses eight cameras (with a mix of Canon 55x and Digi-Super 70 lenses) and six tape decks, while the smaller games get six cameras and four VTRs. Depending on the truck, the format will be either Betacam or Digital Betacam, or a mixture of both. “A lot of other trucks are going to a mixture of Digital Beta and regular Beta,” says Gepner.

Game backhauls travel over Vyvx fiber to Fox’s Burbank, Calif., headquarters, a practice Fox started with football. “There’s more and more fiber going in every day,” says Gepner. “Sometimes the day before the game they’re finishing the installation—they’ve done a great job keeping up with us.”

Digital baseball, Texas style
LIN Productions steps up to the plate with Sony

By Glen Dickson

When LIN Television snared the rights to Major League Baseball’s Texas Rangers last season, it wanted to make sure its investment paid off. So the station ownership group created LIN Productions to cover the games and signed with Sony to supply and integrate a $10 million, all-digital facility at The Ballpark in Arlington, Tex.

“Given the state of baseball at the time, we knew we had to produce a much better telecast than the usual baseball game,” says LIN Productions President Lee Speickerman, who oversees the coverage for LIN-owned KKAS-TV, the NBC affiliate in Fort Worth and LMA-operated KXTX-TV Dallas, the independent that is the team’s flagship station. “We wanted the best baseball telecast in the major leagues. To do that, we had to substantially improve the facilities.”

Speickerman says that LIN decided to create its own facility, including a mobile truck, because of both the high price of renting mobile trucks and the additional revenue possibilities of having a full-service production and post-production operation at its disposal.

“With the prospect of changing TV standards and more demand for quality from the viewers, it also had to be digital,” Speickerman says. “That narrowed down the vendors and contractors.”

Sony’s Systems Integration group started the job in late October 1995, and had the facility up and running for the Rangers’ opening day on April 1. The all-component-digital truck, built by Mobilized Systems of Cincinnati and outfitted by Sony, is similar to the National Mobile Television unit that Fox Sports used for football last fall. It was delivered in early June and already is working road baseball games.

LIN’s 51-foot expandable truck features the Sony DVS-7000 digital switcher, Digital Betacam VTRs and BVP-700 4:3/16:9-switchable digital cameras with Canon lenses, and a Euphonix audio board. The DVS-7000 offers three mix-effects buses, a program/preset bus and the DMK-7000 downstream keyer with up to four downstream keys.

Speickerman is a big fan of LIN’s six Canon Digi-Super 70 lenses for the sport: “What baseball needs, and what the NFL has had for years, is a bonding between the players and the viewer. The 70x zoom allows us to capture the intensity of the baseball and the bat, to catch the confrontation between a pitcher and batter.” LIN also has six Canon J55X SUPER lenses for use with the general game cameras.

Another important component of the truck is a Pioneer laserdisc player for highlights and replays. “We do an ‘around the league’ feature during our telecasts, to give highlights of other games,” says Speckerman. “We break away from five to nine times during a game—it’s like watching a network game.”

Speckerman got the laserdisc idea from colleagues at Fox Sports, who first started using it to produce NFL highlights and now use it in hockey and football as well. “It made perfect sense to push more graphics and player elements into the show and greatly enhance the number of replays,” he says. “The laserdisc frees the tape machines for replays and gives random access to audio and video.”

In fact, when the Rangers go on the road, a traveling laserdisc unit goes with the team. “We don’t use a stillstore during our broadcasts,” says Speckerman. “If we’re not using our truck, we bring the laserdisc platter along with us.”

Like the truck, LIN’s graphic and post-production facility is based on the Digital Betacam format. It features a Sony BVE-9100 editor, Accom digital disk recorders, an SGI workstation running Discreet Logic Flint effects software, Softimage 3-D animation and two Avid nonlinear editing workstations.

“We have a tremendous commitment to graphics and animation,” Speckerman says.
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Fox Sports beats the shade
Adopts new equalization technology to improve real-time lighting

By Glen Dickson

Fox Sports is the first network to adopt QVIS Corp.'s Light Equalization technology for use in its sports telecasts. After testing the product for more than a year, Fox has purchased 12 QVIS Light Equalizer units at roughly $30,000 each, according to Jerry Gepner, Fox Sports senior vice president of field operations.

The real-time Light Equalization process overcomes lighting problems by reducing or eliminating loss of visibility due to shadows, glare or poor contrast—common difficulties when televising outdoor events. The technology allows an image shot outdoors to appear to have been shot under controlled lighting and also can reduce smog, haze or fog. A typical example of when the technology is useful is during a football telecast, when a play may start in bright sunshine and then move into the shadows.

"You'll see details where you might not have seen them before," says Gepner.

Originally developed for medical, military and surveillance applications, QVIS began redesigning the technology in 1994 for use in live broadcast coverage such as sports or reality-based programming. Roughly the size of a VTR, the Light Equalizer box receives the video signal between the source—whether tape or live camera—and the broadcast transmitter and digitally processes it in real time. No changes to existing video equipment are required.

"It’s installed between the CCU [camera control unit] and the switching systems in the truck," says Gepner. "It uses adaptive circuitry—the more you need it, the more it works. It can make a significant difference. When you need it, you need it badly."

Fox Sports will dedicate six of the units to its Major League Baseball postseason coverage and six to its National Football League telecasts. "It will be more important in the later part of the year, when you get a very low angle of sun later in the day," says Gepner. "That’s when you get an extreme contrast between the light and dark parts of the field."

New truck gets fast start at Indy 500

Indy Teleproductions’ new $5 million all-digital mobile unit made its debut in May for the pre-race coverage of the Indy 500 race. The 52-foot expando unit, built by Calumet Coach and designed and integrated by Indy Teleproductions, was completed the night of April 30 and rolled in for duty at Indianapolis Motor Speedway the next morning.

The truck has a full complement of digital equipment, including Sony Digital Betacam VTRs, a DVS-7000 switcher and a two-channel DME-3000 DVE; a two-channel Leitch digital stillstore; a two-channel Chyron Infinit character generator; an RTS Adam intercom system; Leitch D to A/A to D converters and frame sync; a 52-channel Yamaha audio board, and a 64x64 BTS Venus digital router, says Jim Borgioli, vice president of engineering for Indy Teleproductions parent Wabash Valley Broadcasting.

Nine Sony digital cameras are on board—six 700 hard cameras with Canon 55x lenses, and three 750 handheld units with 20x Canon lenses (the truck is wired to handle seven more cameras).

For taped segments, the truck’s editing bay uses a Sony 2000 switcher and editor along with a Sony 390 audio board.

Leading up to the Indy 500 race, the Indy Teleproductions unit handled production for all the preliminary shows on ESPN and Prime Sports, says Borgioli. During the race itself, however, the unit served as the "B" truck during ABC's telecast, the NEP Supershooter 12 handled lead duties.

"We did the qualification shows and took the pool feed from NEP for track coverage," says Borgioli. "On race day, we augmented our camera complement with the Supershooter 12 and tied the two trucks together. That gave ABC 32 cameras on the track."

Next up for the Indy Teleproductions unit is the Brickyard 400, a NASCAR race held at the Indianapolis Motor Speedway in August, and two Indy Racing League competitions in New Hampshire and Las Vegas later this summer.

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X Games get new point of view

‘SWAT team’ places tiny cameras in radical locations

By Glen Dickson

For this year’s X Games, ESPN/ESPN2 took its commitment to point-of-view cameras to a new extreme.

The cable sports giant developed new POV cameras for several events and created a specialized POV SWAT Team that scoured the games looking for unusual places to mount miniature cameras. Of the more than 100 cameras used to cover the X Games (formerly the Extreme Games), almost 30 were POV units, most of them miniature.

The SWAT Team comprised a producer and production- and engineering-support personnel, who placed cameras on equipment or on the athletes themselves during practice sessions—underneath a skateboard, for example, or on an athlete’s hand.

“We always try to use stuff that’s OK to use during competition and won’t hinder the athletes,” says X Games coordinating producer Rich Feinberg. “We’ve managed to develop small transmitters, compact power units, even miniature vests to support the cameras. With the POV SWAT Team, we try to get special angles during practice time that we wouldn’t get during competition.”

One of the most dramatic angles the team found, says Feinberg, was from a miniature camera mounted on the skysurfer board (in skysurfing, a “surfer” and camera flyer sky-dive together, combining the surfer’s tricks and the flyer’s camera work for an overall score). “When the skysurfer went into his helicopter spins, the viewer could see just how fast the world, clouds and ground move in relation to the board,” Feinberg says. “It further emphasized that these guys are professional athletes.”

For competition coverage of skysurfing, ESPN added a robotic pan, tilt and zoom camera that mounted on the tail of the jump plane to capture the divers’ plunge from 13,000 feet. A microwave transmitter carried the camera’s signal back to the broadcast compound. The network also had live audio from the skysurfer via a lavaliere mike.

“We could transmit that via a joint path with the video, or by a UHF transmitter direct,” says Feinberg. “It really emphasized their speed as they go through the wind. Our engineering staff deserves a lot of credit—to develop these transmission systems that get a clear signal from 13,000 feet, and handle the surfer’s flips and spins.”

Vendors such as AVS and Fletcher Chicago were instrumental in developing the camera and transmission gear, Feinberg says.

The X Games’ street luge and in-line skating coverage also was upgraded from last year with the use of two miniature helmet-cams with two transmission paths to provide front and back perspectives. “Last year we had only a single wireless helmet-cam with one path,” says Feinberg. “A robotic camera also was mounted above the finish line to show lugers and skaters approaching the finish.

The barefoot waterski jumping and wakeboarding events benefited from the new “rope-cam,” a tiny “lipstick” camera embedded in the ski towrope that gave a close-up, head-on shot of the athlete. “We worked with the manufacturer of the towrope to insert a miniature transmission cable in the rope which ran the length of the entire rope back to a transmitter on the ski boat,” says Feinberg.

The watersports competitions also used a “pole-cam,” a camera with a miniature lens at the end of a pole. By holding the pole-cam over the side of the towboat, the viewer gets a “just-above-water” perspective.
**Ranging far and wide**

Ranger is a transmission product from UK-based Studio Systems Electronics (SSE) designed for live remote mobile cameras. The system, jointly developed by SSE and the BBC's research and development arm, has been used by the BBC for the past three years. For the London Marathon, one of the most widely covered outside-broadcast events, the BBC used Ranger to process the received video signals from three motorcycle-mounted mobile cameras, "retaining locked pictures under the most difficult radio link reception conditions," says John Scott, BBC head of communications and engineering.

Ranger is a sophisticated sync separator and new sync generator synchronized to the incoming video signal that solves freeze-framing problems common to remote RF links (the video synchronizer freezing on the last clean frame, for example). The new synchronizing information replaces the often noisy and corrupt syncs associated with the received signal and maintains a fully synchronized video signal. It is used in the transmission path just before the first video synchronizer.

The 1RU Ranger unit, which also has an optional Automatic Fast Chrominance Equalizer to combat the effects of multipath interference, can support three video channels and is available in NTSC and PAL versions.

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**NBC’s SWAT team ready for action**

*NEP truck will perform on-the-spot editing at the Olympics*

By Glen Dickson

NBC has outfitted a component digital editing facility and put it on wheels to handle the multievent rigors of its summer Olympics coverage. The 53-foot tractor trailer, supplied by Pittsburgh-based NEP, has been dubbed the "SWAT truck" because of its assignment: to move quickly between short-duration events such as mountain biking, whitewater canoeing and equestrian activities, cable up and handle the editing tasks before racing off to the next job.

"Many of the events are completed within a few days at far-flung sites," says Bill Lance, edit systems project manager, NBC Olympics. So using a mobile unit makes more economic sense than constructing a permanent editing facility; NBC already has six of those in the International Broadcast Center and nine at competition venues.

The SWAT truck is configured into two full-blown component digital editing suites, each with four Panasonic D-5 VTRs and four all-digital monitors, a Grass Valley switcher, a Tektronix Profile digital disk recorder, a dual-channel Abekas Dveous DVE, a Chyron Infinit character generator and a Zaxcom audio board. Upon arriving at a venue, the SWAT truck will hook up to the mobile production unit shooting that event.

"We'll have two paths per edit room to the other mobile unit," says Lance. "We can do isolated coverage or a line cut... The tape machines in the SWAT truck can record analog signals from the truck's main router."

Originally, NBC's concept for the SWAT truck was a nonlinear, server-based system. "But we really couldn't find the hardware or system that would do everything we required with the storage facilities we needed," says Lance. So all editing will be online, tape-to-tape with the D-5 VTRs. NBC will use the Profile DDRs simply as another record/playback source to create highlight packages and even store music library clips. "We'll use them for anything where we need instant access, but we won't be using them to record live footage," Lance says.

The SWAT truck already has seen action, performing trial runs at the late April launch of the Olympic Torch cross-country relay at the Los Angeles Coliseum, broadcast nationally on NBC, and at several cycling events. 

An NBC technician reviews video on a Panasonic AT-H1905DP digital monitor.
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General Sales Manager WYOU-TV, Wilkes- Barre/Scranton, in the beautiful Pocono northeast section of Pennsylvania, has an immediate opening for the General Sales Manager. The successful candidate must be highly motivated with leadership skills, have an understanding of our dominant position in the market and local sales records, WYOU-TV's newly purchased flagship station of Nexstar Broadcasting Group and this position affords an excellent opportunity for growth. We have Marshall Marketing, CMR, and the market's top-performing news organization. We're looking for a team leader with strong oral and written communication skills who understands sales promotion. Previous management experience and a college degree is preferred. 3-4 years of television sales experience required. If this is you, send a letter of introduction and a resume to arrive no later than Friday, July 12 to: Joe Cooper, General Sales Manager, WTAJ-TV, 5000 Sixth Avenue, P.O. Box 10, Altoona, PA 16603-0010. WTAJ-TV Gateway Communications is an Equal Opportunity Employer.

Director of Sales and Marketing. EGADI, a fast growing broadcast graphics design and animation company, is seeking a team leader to lead and direct local sales staff. Must possess strong leadership skills and an understanding of new business development. Company offers a unique equity and sales incentive package. Prior television management a must. Send resume to Shelley White, 6305 North O'Connor, Suite 103, Irving, TX 75039 or fax (214) 989-2039.

Broadcast Media Buyer. The Christian Broadcast Network, located in Virginia Beach, Vir- ginia, is seeking a seasoned Broadcast Media Buyer to purchase air-time for its daily television show, The 700 Club. The successful candidate will possess the following qualifications: Experi- ence as a media buyer for a large broadcasting organization; excellent negotiation and communica- tion skills; and proficiency in using the Nielsen Station Index (NSI). Ability to build long-term posi- tive relationship with clients a must. If you meet the listed criteria and share our vision and pur- pose call our 24-hour line (800) 888-7894 to request and application.

Account Executive - Television advertising sales. Responsibilities include achieving monthly sales goal and developing new business. Media sales background with college degree preferred. Computer skills helpful. Send resume to: Al Blanks, KAIT-TV, P.O. Box 790, Jonesboro, AR 72403-0790. EOE.

HELP WANTED MARKETING

NewsChannel 8 Marketing and Promotion Director. Still haven't found the right person! Regional 24-hour cable news channel serving metro Washington D.C. seeks an enthusiastic and dynamic Marketing and Promotion Director to over- see all Marketing, Promotion and Community Rela- tions functions as well as supervision of on-air look. The ideal candidate will have a Bachelor's degree in Broadcast Communications, Marketing or relat- ed field and five years of progressive experience. Must have cable or broadcast experience, preferably in the area of marketing, promotion or research. Please send or fax (703-912-5599) resume and salary his- tory to: NEWSCHANNEL 8, HR Dept., 7600-D Boston Blvd, Springfield, VA 22153. EOE. No phone calls please.

Creative Services Director. Live in the beautiful intomountain west and enjoy a great lifestyle. KTXX-TV, ABC (A United Television Inc. Station) the #1 affiliate in Salt Lake City, is looking for a dynamic individual to develop and execute overall marketing strategy. If you are a person who has a keen understanding of strategic plan- ning and brand development and understand how to create tactical plays for an affiliated tele- vision station, this is a tremendous opportunity for you. We are looking for someone to coordinate not only on-air promotion, advertising, graphics, publicity and media planning, but also long-term product development. Metered market experience preferred. Send non-returnable tape and resume to Peter Mathes, General Manager, KTXX-TV, 1760 Fremont Drive, SLC, Utah 84104. No phone calls please. EOE.

Telemeduno, a U.S. Spanish-language televi- sion network, seeks two positions for its Busi- ness Development and Marketing Research De- partment based in NYC. Both positions will in- teract with sales offices, ad agencies and advertisers in US and Puerto Rico. Marketing Coordinator and Marketing Research Analyst. Re- sponsibilities include: Compiling and analyzing re- search data from various sources (SMRB, Yankelovich, Polk, Census); Preparing marketing presentations; Using geo-demographic system to highlight market potential. Ideal candidates possess: Proficiency in Windows programs (Word 6.0, Harvard Graphics 3.0 and/or Powerpoint, Excel or Lotus); Use of syndicated re- search software and Claritas Compass GIS system, but will train; Excellent verbal/written communication, organization and presentation skills, strong analytical abilities. Knowledge of His- panic market and fluency in Spanish a plus, but not required. Qualified applicants, send resume to: Human Resources Department, Telemeduno Group, Inc., 1740 Broadway, NY, NY 10019 or Fax to: 212-459-9498. EOE.

HELP WANTED TECHNICAL

ASSISTANT DIRECTOR OF ENGINEERING

Seeking an individual with strong technical and management experience to assist our engineering director to oversee the station's technical ops. Successful candidate must pos- sess superior technical & interpersonal skills and strong budget management experience. Required minimum of 5 years major market TV engineering experience in design, mainte- nance, operations & testing. FCC general class radiotelephone license required.

KTLA-TV
HRD-Dept. 1
5800 Sunset Boulevard
Los Angeles, CA 90028

To place an ad in the Broadcasting & Cable Classified pages, contact Antonee Faulk
TEL: 213.337.7073 • FAX: 213.206.8327
INTERNET: AfASUL0@B.C.CAHNERS.COM

Broadcasting & Cable July 1 1996
PRODUCTION & TECHNICAL OPERATIONS MANAGER

Dynamic growth at NBC, America's premier broadcast network, has created this exciting opportunity.

Working with the Senior Technical Manager of the seven Burbank studios, you will provide technical support to shows using our facilities, including pre-production, engineering set-up and equipment rental. You will also act as a Production Manager, being the focal point for communication/coordination between production companies and NBC operational departments, and schedule/supervise studio crews.

We require extensive experience in the operation, engineering/maintenance of technical equipment and facilities and a thorough knowledge of live and taped studio production. College degree required, BSEE preferred.

For immediate consideration, please forward your resume with salary history to:

NBC, Attn: Human Resources Department
3000 West Alameda Avenue
Burbank, CA 91523.

Equal Opportunity Employer.

WE PLACE CHIEF ENGINEERS

KEYSTONE INT'L, INC.
16 Laflin Road, Suite 900
Pittston, PA 18640 USA
Fax 717-854-5785 Phone 717-855-7143
E-Mail: keyjobs@keystone.microserve.com

Satellite Uplink Operators. Immediate Openings. Growing communications company seeks engineers with experience in operating and maintaining C and Ku band uplink vehicles. Must be willing to travel. Good benefits. Positions available at our Boston and Nashville operations. Please send resumes to Personnel Department, P.O. Box 2861, Framingham, MA 01701.

Assistant Chief Engineer, KDTV Channel 14 in San Francisco has an immediate opening for an Assistant Chief Engineer. The successful applicant will assist our Chief Engineer with daily operations, annual budget preparations and the planning and building of a new state of the art television station. Duties will include trouble shooting and repair of transmitter, master control, production, microwave, ENG and computer equipment. Strong communication skills required. Must be familiar with FCC rules and regulations. Mail or fax resume to Astrid Juarez, KDTV Channel 14, 2200 Palou Avenue, San Francisco, CA 94124. 415-695-3526 (Fax). EOE.

Television Maintenance Engineer, Maintenance Engineer to support broadcast-quality TV production and conference facility. Requires Associate's degree in electronics or equivalent experience as a television technician. Emphasis on maintaining and repairing state-of-the-art cameras, switchers/rupters, videotape formats (especially Betacam and D2), editors, digital effects, graphics, fiber optic, video projection, satellite downlink and transmission systems. Studio control and MC operations experience. Knowledge of analog and digital video standards. Will work directly with professional staff and students. No sign language skills required at time of application, but must be willing to learn and show proficiency within a reasonable period of time. Competitive salary and excellent benefits. To apply, send resume or come to Gallaudet University, Personnel Office, College Hall, Room 106, 800 Florida Avenue, NE, Washington, DC 20002-3695. EEO/AA.

Maintenance Engineer, CBS Network Affiliate in beautiful southwest Arizona. Send resume, references and salary history to Doug Melanson, KSWT-TV, P.O. Box 592, Yuma, AZ 85372-5118. EOE.

Maintenance Engineer. Experienced with current Studio, ENG and UHF Transmitters. Position requires working knowledge of equipment down to the component level, computer networking, with thorough knowledge of test equipment. This position requires working varied shifts. Two year college degree in Electronics or Computer Science required. FCC first class or SBE certificate required. Send resume and salary requirements to Box 00856 EOE.

Chief Engineer, Houston area. Experienced in UHF transmitter maintenance, studio systems, personnel training and supervision. SBE certification plus. Send or fax resumes to: Veima Marin, Community Educational Television, KETH-TV, P.O. Box 721562, Houston, TX 77222. Fax (713)561-9793.

Chief Engineer, Florence-Myrtle Beach, South Carolina VHF affiliate is accepting applications for Chief Engineer's position. Station is part of large, well established group owned corporation run by broadcasters, not an investment company. Capital equipment needs are addressed every year. Willing to consider qualified candidates ready to move up. Send letter with resume to T. Arthur Bone, Bone and Associates, Inc., 6 Blackstone Valley Place, Suite 109, Lincoln, RI 02865, or Fax 401-334-0261. EOE.

Assistant Chief Engineer, WISN-TV, an ABC affiliate, is seeking a person with a positive "team" attitude and 5 years broadcast engineering experience. Engineering degree or equivalent experience required. Must be computer literate with knowledge of LANS and networking. SBE certified or FCC General desired. EOE. No phone calls. Send resumes to: Russ Elkin, Chief Engineer, P.O. Box 402, Milwaukee, WI 53201.

Assistant Chief Engineer: WRDW-TV looking for highly-motivated individual with extensive electronic/TX broadcasting background. Must be energetic, self-starter experienced in component level troubleshooting and maintenance of video, audio and RF equipment. U-matic/Ampex 1" a must, Beta/SV/HF and microphone experience a plus. Some weekend/nights required. Minorities/women encouraged to apply. Send resume to Human Resources Officer, WRDW-TV, P.O. Box 1212, Augusta, GA 30902-1212.

Assistant Chief Engineer needed for Knoxville FOX affiliate. Must have 5 years of studio maintenance experience and exposure to UHF transmitters. This is a hands-on, and on-call position for the Maintenance Engineer who is looking for that step up. If this is you, please fax or mail your resume to Chief Engineer, WTNZ-TV, P.O. Box 43, Knoxville, TN 37901. No phone calls please. WTNZ is an Equal Opportunity Employer.

HELP WANTED NEWS

VICE PRESIDENT NEWS DIRECTOR

If you are a true team player and have excellent management and interpersonal skills, the highest level of integrity, tremendous entrepreneurial and news expertise, then wouldn't you be interested in working for perhaps the top station in the country?

The leader of our #1 news team in one of the best and most competitive news markets will lead a top-notch staff as NBC4 becomes the first HDTV television station.

NBC4 (WRC-TV), an O&O TV station, seeks an experienced News Director who is willing to take part in continuing and growing NBC4's status as the #1 leader of news in the community. If you are interested in joining a team whose commitment is our mission statement to our employees, newscasts and community, please send your resume to:

Anita Coleman
NBC/WRC-TV Employee Relations Department
4001 Nebraska Avenue, N.W.
Washington, DC 20016

NBC is an Equal Opportunity continuously seeking to expand its diversity to better serve its communities.

To place your classified ad in Broadcasting & Cable, call Antoinette Fasulo (212) 337-7073

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CLASSIFIEDS

ANCHOR

Brigitte Quinn and Jeff Caplan are the winning combination that WCBS Newsradio 88 listeners have been waking up to for years. Brigitte is moving on and the search has begun for a replacement.

If you are the person to be the next morning anchor on WCBS radio in New York, we want to hear from you. Send tape and resume to: Harvey Nagler, Director, News and Programming WCBS Newsradio 88 51 West 52nd Street, New York, NY 10019. Equal Opportunity Employer.

WCBS NEWSRADIO 88

All News. All Day. All Night.

KSTP-TV looking for a dynamic Anchor/Reporter to lead our weekday newscasts. If you've got fire and desire, do we have a home for you! Must have superb writing, delivery and live skills. Tapes, resumes and references ASAP. Females and minorities encouraged to apply.

KSTP-TV

Human Resources
3415 University Avenue
St. Paul, MN 55113
Equal Opportunity Employer

Weather Anchor/Reporter. Informative, upbeat and compelling forecaster needed to anchor weekend morning newscasts and report during the week. Dominant #1 station with all the tools. Send resume and tape: Pahl Shipley/News Director, KOAT-TV, PO Box 25982, Albuquerque, NM 87125. KOAT-TV is an Equal Opportunity Employer. Drug free workplace.

KSTP-TV

Human Resources
3415 University Avenue
St. Paul, MN 55113
Equal Opportunity Employer

TV SPORTS PHOTOJOURNALIST

WTHR-13, a Dispatch Broadcast Group, has an immediate opening for a TV Sports Photojournalist. If you love to shoot sports, show us your stuff. Top Midwest market and one of the country's top sports markets is looking for a creative Photojournalist who can do it all, because we have it all...the NBA, the NFL, baseball, hockey, auto racing and more. Must have 3 years news/sports experience and be willing to travel. You will be working with the largest sports staffs in the region. Interested candidates possessing these skills should submit a letter stating referral source and current resume to the Human Resource Department, PO Box 1313, Indianapolis, IN 46206. Women and minorities encouraged to apply. We are a drug-free and smoke-free environment.

WVNY-TV, the ABC affiliate in Burlington, VT, is currently looking for the ultimate one-man or woman band to be our Sports Director. The ideal candidate must be able to shoot, edit, produce and anchor...and must also have the drive and energy necessary to take on the rest of the field single-handedly. Must cover any and all sports - from the majors, to the local, to the off-the-beaten-path features. Rush tapes and resumes to John Cavazos, News Director, WVNY-TV, 100 Market Square, Burlington, VT 05401. WVNY is an Equal Opportunity Employer.

WVNY-TV, the ABC affiliate in Burlington, VT, is currently expanding to its news operation. We're looking for a full time Anchor/Special Assignment Reporter who can do it all - enterprise great local story ideas, shoot and edit when necessary. We need a full-time General Assignment Reporter/Anchor who must be able to do it all. We're also looking for a part-time on-air meteorologist - a great opportunity for someone full of energy and love to go. Meteorology degree preferred. Send resumes and tape to: John Cavazos, News Director, WVNY-TV, 100 Market Square, Burlington, VT 05401. WVNY-TV is an Equal Opportunity Employer.

WVNY-TV, the ABC affiliate in Burlington, VT, is currently expanding to its news operation. We're looking for a full time Anchor/Special Assignment Reporter who can do it all - enterprise great local story ideas, shoot and edit when necessary. We need a full-time General Assignment Reporter/Anchor who must be able to do it all. We're also looking for a part-time on-air meteorologist - a great opportunity for someone full of energy and love to go. Meteorology degree preferred. Send resumes and tape to: John Cavazos, News Director, WVNY-TV, 100 Market Square, Burlington, VT 05401. WVNY-TV is an Equal Opportunity Employer.

Videographer: Dominant southeast NBC affiliate looking for an aggressive Videographer with positive, winning attitude. Good journalism and camera skills are necessary. Minimum one year experience. Send resume and tape to: Box 00861 EOE. No phone calls please.

Reporter: KJRH-TV in Tulsa seeking energetic Reporter with strong writing and presentation skills. Send resume to: KJRH-TV, Lori Doudican, 3701 South Peoria, Tulsa, OK 74105. EOE.

Video Journalist. Berks County News and Berks Cable News have an opening for a Video Journalist. A strong writer and camerman is essential. Must have cutting edge skills, drive and a total passion for the craft of journalism. Must be able to tell a story through the lens. The ability to operate a live truck a plus. Please send non-returnable tape and resume to: Berks Cable, Attn: Human Resource Department, 400 Riverfront Drive, Reading, PA 19602. EEO/AA Employer.

Sports Anchor/Reporter. Weekend Sports Anchor/Reporter for #1 station in great sports market. Must be able to tell stories that will keep all viewers interested. 2 years of anchoring and live experience required. Ability to shoot and edit and together. As well as initiative and great attitude desired. No phone calls. Resume and tape: Pahl Shipley/News Director, KOAT-TV, PO Box 25982, Albuquerque, NM 87125. KOAT-TV is an Equal Opportunity Employer. Drug free workplace.

Show Host. We are seeking an energetic program host for a nationally-broadcast travel/magazine show featuring areas of historic interest throughout America. Must have an authoritative on-camera presence, along with interview skills and the ability to think on your feet. Interest and knowledge of American history a plus. Send tape, resume and salary information to: Kim Forshey, Venture Productions, 16505 NW 13th Avenue, Miami, FL 33169.

Reporter/Fill-in Anchor. Berks County News and Berks Cable News have an opening for a Video Journalist. A strong writer and camerman is essential. Must have cutting edge skills, drive and a total passion for the craft of journalism. Must be able to tell a story through the lens. The ability to operate a live truck a plus. Please send non-returnable tape and resume to: Berks Cable, Attn: Human Resource Department, 400 Riverfront Drive, Reading, PA 19602. EEO/AA Employer.

Reporter. ABC affiliate in the 35th market seeks experienced self-starter for bureau Reporter position. You must be able to enterprise hard news stories in a rural three county area. The ideal candidate will be a good writer with excellent "live" reporting skills. If you welcome a challenge and don't mind a deadline pressure, send non-returnable tape/resume to: Alan Mason, News Director, WLDS-TV, 288 Macon Avenue, Asheville, NC 28804. Drug free workplace. EOE.

Remote Cameraman. The Christian Broadcast Network, one of the world's largest television ministries, is seeking a highly-skilled Remote Cameraman to work in its Washington, D.C. News Bureau. The successful candidate will possess the following qualifications: Experience as a news cameraman; videotape editing experience; and ability to work with "live" feeds. Travel required. If you meet the listed criteria and share our vision and purpose, call our 24-hour line (800) 888-7894 to request an application.

Production Editor/Director. WDHN TV 18, an ABC affiliate seeks an experienced Production Director to direct/produce newscasts, commercials and promotions. Must have 5 and 10 PM, Monday thru Friday. Send resume, salary requirements and VHS tape with recent newscast to WDHN TV 18, P.O. Box 6237, Dothan, AL 36302. EOE.
Classifieds

WRDV-TV, Augusta's #1 news station, has opening for Videographer to shoot and edit video tape, as well as set up and shoot live remotes for newscasts. Previous TV news experience a must. Resumes and tapes to: Judith M. Trexler, WRDV-TV, P.O. Box 1212, Augusta, GA 30903-1212 EOE.

Producer: KJRH-TV in Tulsa seeking energetic Producer with strong writing skills and ability to make good decisions. Send resume to: KJRH-TV, 500 South Peoria, Tulsa, OK 74105, EOE.

Producer/Web Master: A dominant NBC affiliate in the heart of the nation's capital is seeking a Producer for expanding a #1 morning newscast. We are an industry-respected, family-owned group of small-medium market stations. Successful applicant will have solid producing, writing, and editing skills and will create/maintain station's home page on the WWW. We offer an excellent fringe benefits package. EOE-M/F. Send resume and VHS tape to Box 00854 EOE.

Producer/Director: KOTV is seeking a strong hands-on Producer/Director to direct newscasts and specials, edit post sessions, and producer telecasts and other projects. We've got gear: GVG 300 & 200 & Kscope & 141 Editor, Quantel Paintbox & Picturebox, and Digital Betacam. You need a minimum of two years experience as a Producer/Director, a college degree and good writing skills. You must be a strong leader with a team player attitude, capable of maintaining a positive and productive environment. No Phone Calls Please; Rush letter of Application, Resume, and non-returnable Demo Reel with director track to: Personnel Dept, KOTV, P.O. Box 6, Tulsa, OK 74101, EOE M/F. An A.H. Belo Broadcasting Company.

Producer: ABC affiliate in the 35th market seeks experienced Producer who can take ownership of a competitive 6PM newscast. If you're a creative, innovative storyteller with strong leadership skills and you'd love to live in the beautiful Blue Ridge Mountains, send non-returnable tape/resume and statement of news philosophy to Dale McElreath, Executive Producer, WLOS-TV, 288 Macon Avenue, Asheville, NC 28804. We welcome phone calls for this position. Drug-free workplace. EOE.

Producer needed for 6 and 11 p.m. newscasts in a Sunbelt ABC affiliate in beautiful, sunny Myrtle Beach/Florence, SC. Must be able to produce a very high energy, fast paced, visually compelling show. Send tape and resume to Dave Gilbert, News Director, NewsChannel 15, 3215 South Cashua Drive, Florence, SC 29501-6366. EOE/ M/F.

Producer Wanted: Aggressive, creative, dynamo. Position open; position open. Give it your best shot. The first time. Great opportunity for the right person. Only those with experience should apply. Women and minorities are encouraged to apply. Send aircheck (non-returnable tapes) no more than 3 day old, along with anything else you think we need to know to: Al Sandubra, News Director, KARK-TV, 201 West 3rd Street, Little Rock, AR 72201. M/F. EOE.

Producer - #1 NBC affiliate seeks an excellent writer with solid news judgement and an organized, team player with a passionate concern for quality to produce our morning newscast watched by nearly 50 share of the audience. Send resume and news philosophy to Ken Selvaggi, WSAZ NewsChannel 3, 645 Fifth Avenue, Huntington, WV 25701.

Photographer/Editor, ABC affiliate in the 35th market seeks an experienced visual storyteller. If you can produce solid pieces on deadline, work as a team with reporters and want to shoot in one of America's most photogenic places, send a non-returnable tape/resume to Adam McNulty, Chief Photographer, WLOS-TV, 288 Macon Avenue, Asheville, NC 28804. Drug-free workplace. EOE.

Photographer needed in a Sunbelt ABC affiliate in beautiful, sunny Myrtle Beach/Florence, SC. Must be visual thinker who tells stories with pictures. Live truck experience a plus. Send resume to: Rob Rizzo, Chief Photographer, NBC-6, WLOS-TV, 288 Macon Avenue, Asheville, NC 28804. Drug-free workplace. EOE.

Newswriter: Pacific Northwest's leading news station is seeking a Newswriter to write news stories for several newscasts; field produce; and assist producers in managing scripts, videotapes, and support for newscasts. If you are creative with strong writing skills and want to work in a fast paced, competitive environment, please send 2 copies of your resume to: KING 5 TV, HR Department #19632, 323 Dexter Avenue North, Seattle, WA 98109. EOE-M/F-DV.

Newscast Director: How would you like to direct in one of the largest news gathering organizations in the Midwest? WDAY-TV is looking for a highly motivated self-starter to work fast-paced morning shows. Previous experience a must. Send resume and newscast tape with director track to: John Claybrook, WDAY-TV, 3030 Summit, Kansas City, MO 64108. No phone calls please. EOE.

News Videographer, WDTN is looking for an experienced, aggressive Videographer to work in a fast paced news environment. Applicant must have several years experience shooting, editing and operating live truck for a network affiliate. Betacam experience preferred, but 3/4 experience is acceptable. Person must be capable of working alone and with a reporter. Applicant must be able to carry equipment up and down stairs, and have or be able to get a valid Ohio driver's license. Please send resume and non returnable tape to Personnel Adm., WDTN-TV, P.O. Box 741, Dayton, OH 45401. No phone calls please. EOE-M/V/H.

News Reporter - Dominant NBC affiliate in 93rd market seeks reporter with live experience. College degree preferred. Resume/tape to Judy Baker, WCBY, 101 Lee Street, Bristol, VA 24201. No Phone Calls. EOE-M/F/H.

News Promotion Producer: Creative and innovative dynamo with a commitment to solid news promotion looking to support dominant NBC News operation. Two years of hands-on editing/producing/writing is preferred. Must show strong news series and station image work. Send non-returnable tape, resume and salary expectations to: Mark Wilson, Creative Services Director, WICZ-TV, 2550 East Court Street, Springfield, IL 62703. EOE.

News Producer: CBS affiliate in 40th market seeks experienced Producer to establish content, tone, pacing, and story order for assigned newscasts. 2 years minimum experience producing a major newscast in small to medium-size market preferred. College degree preferred. Must be able to work with deadlines. Resume and tape to Barbara Hamm, WTKR-TV, 720 Boush Street, Norfolk, VA 23510. No phone calls. EOE.

News Producer: Feeling boxed in by the same tired news formats day after day? NBC6 in Charlotte is looking for a Producer who's not afraid to try something new. Send tape and resume to: Personnel Dept, NBC6, 1001 Wood Ridge Center Drive, Charlotte, NC 28217. No phone calls please. We are an Equal Opportunity Employer, M/F/V/H.

News Producer: Produce short and long form programming, including daily newscasts, specials, and other programs. Select, write, edit and organize news stories for air. Direct reporters, photographers, and editors in gathering and presenting material for newscast. College degree plus previous newsroom experience. Self motivated, work hard and take charge. Computer experience helpful. Reply by cover letter and resume to: Business Communications, WKSU, 1200 Westword Drive, Columbus, Ohio 43215. Qualified minorities and women are encouraged to apply. Equal Opportunity Employer, Smoke-free and drug-free workplace.

News Operations Coordinator WKBW-TV, NewsChannel 7 is looking for a News Operations Coordinator who will be responsible for all satellite news gathering as it relates to News. Duties include the coordination of live News remote broadcasts, responsibility for NewsTracker computer system and electronic news information systems, and also responsibility for field production of special remote broadcasts. The News Operations Coordinator serves as the News Department's liaison with the Engineering Department. A minimum of three years news experience is required. Send resume by July 8, 1996 to: Nancy Sanders, Assistant News Director, WKBW-TV, 7 Broadcast Plaza, Buffalo, New York 14202. No phone calls please. WKBW-TV is an equal opportunity employer.

News Director: The FOX affiliate of the Year, WTCI-TV, is looking for a highly creative and motivated news leader. Candidate must be proven journalist with excellent management and people skills to take this award winning news operation to even greater success. Send resume to Personnel Manager, FOX 61/WTIC, One Corporate Center, Hartford, CT 06103. EEO, M/F.

News Director: Are you an assistant or E.P. looking for your first opportunity to run your own shop? WICZ-TV, in the Binghamton, NY market has an immediate opening for an aggressive News Director looking to make a difference. You'll direct news coverage and help determine news policy. You'll also help put together well-written, creative, exciting, and informative local newscast. You should have at least 3 years producing and/or two years experience as an assistant, E.P. or special projects producer. Rush your resume, tape of last night's newscast and statements of your philosophy to Mary Gray, Station Manager, WICZ-TV, 4600 Vestal Parkway East, Vestal, NY 13851. No calls please.

July 1 1996 Broadcasting & Cable
News Anchor: We haven't had a weekday anchor opening in ten years, but we have one now. We are a dominant #1 CBS affiliate in a beautiful, historic, southern coastal city. We are looking for a strong anchor to be a part of our long term future. Must be a super communicator, able to handle all types of live situations and report from the field. Send resume, tape and references to Michael Sullivan, News Director, WTOC-TV, POB 8086, Savannah, GA 31412. WTOC-TV is an Equal Opportunity Employer. Women and minorities are strongly encouraged to apply. Final candidates will be asked to submit to a drug screen.

News Anchor/Assignment Editor. Wanted: Weekend Dynamo. NBC affiliate in the 78th DMA looking for an Anchor/Assignment Editor. Responsibilities include anchoring and producing weekend shows as well as running the desk on the weekends. If working 40 hours in three days appeals to you, and if you live and breathe news, send tape, resume and cover letter to: Dan Steele, Operations and Program Manager, WPSP-TV, 100 Television Lane, Paducah, KY 42003. No beginners and no phone calls. EOE. M/F, ADA.

Chief Meteorologist: From tornadoes to hurricanes, come work prime time in our busy weather market. Triton IT Graphics System. AMS Seal preferred. Tapes and resumes to EEO Officer, KMBT-TV, P.O. Box 1550, Beaumont, Texas 77704. Assignment Editor: Seeking organized person for assignment desk. Must deal effectively with 50-person staff. Requires a team player, with aggressive approach to news coverage and sound news judgement, who can make quick decisions. Prefer at least one year of TV news experience. Send non-returnable tape to: News Director, WTVC, 410 West 6th Street, Chattanooga, TN 37402. No phone calls. Equal Opportunity Employer.

Meteorologist: NBC affiliate in top 100 market is seeking that special communicator who is excelled by weather and/or converts it to our viewers. You must have three years weathercasting experience and should have an AMS Seal. If you're that special talent who can take over a market, send us your resume. Reply to Box 00859 EOE.

Managing Editor, Qualifications: Cincinnati news leader seeks an aggressive candidate for Managing Editor. Responsibilities include day-to-day management of reporting staff, and implementation and execution of long-term planning. 3-5 years management experience preferred. No phone calls. EEO. Please send resumes and any pertinent information to: WKRC-TV, 1906 Highland Avenue, Cincinnati, Ohio 45219, Attn: Business Office-NME.

Executive Producer, We're searching for an EP with management experience who is interested in taking a superior news team to a higher level. You have producing, writing and graphic experience and you work well with others. We're a Southeast network affiliate with a good looking show. You can make it better. Tape, resume and letter of interest to Box 00860 EOE.

Evening Newscast Producer - KGUW 9 (ABC) in Tucson, Arizona. Tell us why viewers will want to watch a newscast produced by you? Send us two to 3 years experience...or more...who's who in this weather market...no background. Non-returnable tapes and no phone calls please. Carmen Thomas, KGUW 9, P.O. Box 17990, Tucson, AZ 85731.

Editor, leader. Are you both? NewsChannel 5 has a unique challenge for a qualified Videotape Editor. Supervise the editing department at the top station in Nashville. Must be an experienced videotape editor with a basic knowledge of computers. A teamplayer, with strong organizational skills a must. Send non-returnable tape and resume to: Mike Cutler, WTVF-TV, 474 James Robertson Parkway, Nashville, TN 37219. WTVF is an Equal Opportunity Employer.

Co-Anchor/Producer. WDAY-TV has an immediate opening for a Co-Anchor/Producer. This is a Monday through Friday, Six and Ten O'Clock position on the top rated station in the market, with a long tradition of award winning television news excellence. We are seeking for a strong writer and communicator who understands what news is. ENG/SG/locally owned. No beginners please. Send non-returnable tape and resume to: Al Aamodt, News Director, WDAY-TV, Box 2466, Fargo, North Dakota 58108. EOE.

Assignment Editor: Seeking organized person for assignment desk. Must deal effectively with 50-person staff. Requires a team player, with aggressive approach to news coverage and sound news judgement, who can make quick decisions. Prefer at least one year of TV news experience. Send non-returnable tape to: News Director, WTVC, 410 West 6th Street, Chattanooga, TN 37402. No phone calls. Equal Opportunity Employer.

Assignment Editor, Experienced Assignment Editor sought for statewide television newscasts. If you're enthusiastic about the rewards of breaking news and love working the desk, please send resume, tape, references and news philosophy to: Bill Jobes, News Director, NJNN - The New Jersey Channel, 25 Stockton Street, Trenton, NJ 08625. EOE.

Anchor: Progressive, growing news organization looking for confident, credible, enthusiastic journalist to showcase our weekday newscasts. Minimum 4 years experience on the anchor desk. If you're a winner, send your resume and tape to Box 00851 EOE.

A.M. Meteorologist. Top ranked upper midwest ABC affiliate is looking for a Meteorologist for our morning newscasts. We have the Genesis weather computer system, complete with 3D animation and Fly-Through Radar and Satellite. Person must be upbeat and animated for our 6 a.m. to 7 a.m. newscast! Reporting skills would be a plus, but not necessary. Send resume, tape and references to: Randy Winter, News Director, WAWO TV-9, 1908 Grand Avenue, Wausau, WI 54403-6887. EOE/Women and minorities are encouraged to apply.

2 - News Co-Anchor. Reporters. 2 sparkling, energetic communicators needed to write and co-anchor an early morning news program in the great southwest. General assignment reporting during the week. Ability to enter Kirsten news stories, work a beat and handle live anchoring/reporting required. At least 1 year experience along with great work ethic desired. First class news operation with all the tools. No phone calls! Resume and tape: Pahl Shipley, News Director, KOAT-TV, PO Box 25882, Albuquerque, NM 87125. KOAT-TV is an Equal Opportunity Employer.

Weekday News Producer: Top 60 NBC station in the Flint/Saginaw, Michigan market looking for a talented person to produce and lead our 11 o'clock news staff. Show us your best, creative work. Send resume, writing samples and non-returnable 3/4" or VHS tape to: David Eisen, News Director, WEYI-TV, 225 West Saginaw Road, Clio, Michigan 48420. Or call, 810-687-1000. M.F. EOE.

HELP WANTED PROMOTION

Promotion Producer. Assist in maintaining a quality broadcast image of the Nebraska ETV Network station breaks by effective copy-writing and production of promotional announcements, scripts, with major emphasis on the field plus one year experience in television required: equivalency considered. $21,248 minimum annual salary plus excellent benefits. Submit cover letter of application and resume postmarked by July 31 to Personnel Coordinator, University Television, P.O. Box 83111, Lincoln, NE 68501. UNL is committed to EEO/AA and ADA. If you need assistance under the ADA please contact the Personnel Coordinator.

Promotion Producer. KSDK, NBC St. Louis affiliate seeks a self-motivated news topical Writer/Producer. High energy is a must! If you work to win, we want you on our team. Degree, if that's your bid and resume to KSDK-TV, Warren Canull, Director of Human Resources, 100 Market Street, St. Louis, MO 63101. No calls please. EOE.

HELP WANTED RESEARCH

Manager of Information Resources and Research. The Association of America's Public Television Stations (APTS) has an immediate opening for a full-time Manager of Information Resources and Research. The Manager will be responsible for collecting and disseminating information and data concerning public television needed to support the legislative, legal, regulatory and communications activities of the association; for coordinating data collection with other national and regional public broadcasting organizations; and for conducting and supervising the organization. An experienced applicant will have at least five years experience in public policy research, basic statistical and analytical skills; strong writing and communication skills; and skills in electronic research and computer-based quantitative analysis. SPSS and EXCEL are required. APTS is a non-profit membership organization, located in Washington, DC, established to support the continued growth and development of America's non-commercial public television service. APTS offers a competitive salary and excellent benefits. Submit a letter of interest, resume and writing sample to Administrative Coordinator, APTS, 1350 Connecticut Avenue, NW, Suite 200, Washington, DC 20036. APTS is an Equal Opportunity Employer. Women, minorities and disabled candidates are strongly urged to apply.
Research Manager - WMAR-TV is seeking an experienced team player to write sales presentations, analyze ratings data, support qualitative research, maintain TVScan system and work with a dynamic group of winners. Send resume to: Personnel, WMAR-TV, 6400 York Road, Baltimore, MD 21212. WMAR-TV is an Equal Opportunity Employer. Women and minorities encouraged to apply.

Group Research Manager. Leading NYC representative company seeks hands-on manager to generate sales and marketing support materials (sales promotions, audience analysis, etc.) and to supervise research analyst. The successful candidate should have excellent analytical, quantitative, communication and leadership skills. Must have knowledge of PC applications (Lotus, WP, experience working with Nielsen ratings). A minimum of 2-3 years experience required. TV/rep industry background a plus. We offer a competitive salary and excellent benefit program. For consideration please send your resume with salary requirements to Petry, Inc., Human Resources Department, 5th Floor, 3 East 54th Street, NY, 10022. No phone calls please. EOE.

HELP WANTED PUBLIC RELATIONS

Public Relations Professional needed for PR department of dynamic Connecticut-based satellite communications company. Requires superior writing skills and ability to handle multiple projects under tight deadlines. Knowledge of broadcasting, cable and/or telecommunications industries and multilingual skills preferred. 1-3 years PR/IR/Journalism experience required. Title and salary commensurate with experience. Please fax or mail resume with writing sample to PR Department, PanAmSat Corporation, One Pickwick Plaza, Greenwich, CT 06830. Fax #203-622-9163. No phone calls please. EOE.

HELP WANTED PRODUCTION

WVNY-TV, the ABC affiliate in Burlington, VT, is currently seeking a full-time Director to join our progressive news production team. Prior directing experience required. WVNY is also seeking full and part-time Production Assistants. Responsibilities will include news videography, studio cameras, and production. Directing experience helpful. Send resume to John Seymour, Production Manager, WVNY-TV, 100 Market Square, Burlington, Vermont 05401. WVNY is an Equal Opportunity Employer.

Video Photographer/Editor. Time Warner Cable of Bakersfield, California has an immediate opening for the position of Video Photographer/Editor. This position is responsible for all phases on video production for commercial spots and contracted video projects. Candidate must have 2 to 4 years experience in all phases of video production, good knowledge of photogenic composition, practical knowledge of computer graphic and paint systems, digital FX, and both linear and non-linear editing systems, and excellent communication and customer relations skills. No phone calls please. Send resume to: Time Warner Cable, 3600 North Sillet Avenue, Bakersfield, CA 93308. EOE, M/F/D/V.

Television Production Manager. WDHN TV, a small market ABC affiliate has an immediate production opening. This position will oversee all production and production staff. Successful candidate will be experienced in all aspects of live studio and local commercial production. Excellent opportunity to move up to supervisory position. Send resume, VHS tape and salary requirements to WDHN-TV 18, P.O. Box 6237, Dothan, AL 36302. EOE.

Production. Growing network of Christian TV stations in Arkansas seeks full-time Editor with at least one year experience with linear and non-linear editing and graphics equipment. Duties also include directing live and taped programs. Call David Osburn, Production Director, Victory Television Network, Little Rock, AR (501) 223-2525, M-F, 8:30a-4:30p Central Time. EOE.

Producer/Director. NBC-affiliate needs a candidate with news background to direct weekend newscasts, shoot and edit commercial production; familiarity with studio and post-production procedures; technical directing and news production experience a plus; must possess excellent communication and people skills. Benefit package offered with possible promotional opportunities. Send resume and tape to: Russell Spencer, Producer, Manager, KYMA-TV, 1385 South Pacific Drive, Arizona 85365 or fax to (520)782-5401. EOE.

Producer/Director: Plan, shoot, write, direct and produce diverse video projects, including VNRs. A key member of a two person production team. Excellent communications skills and a thorough knowledge of all aspects of video production required. AVID editing experience helpful. Successful candidate will have appropriate bachelor's and at least one year experience in video production. Salary low 20's. Excellent benefits. Position open August 1. Applications will be reviewed beginning July 8 until position is filled. Send application letter, resume and three references to Personnel Services, Purdue University, Frehner Hall, West Lafayette, IN 47907-1126. Affirmative Action/Equal Opportunity Employer.

Orbis Broadcast Group needs another brilliant Producer to help program the American Airlines In-flight Video Network. If you are creative, enjoy to travel and have produced wonderful magazine style segments, send tape and resume to: Orbis Broadcast Group, 100 South Sangamon, Chicago, IL 60607. Attn: Amy James. No phone calls!

Magazine-Show Videographer/Editor. Energized NBC affiliate, expanding local production to include a weekly magazine show, seeks talented, hardworking videographer with strong camera and editing skills. Must possess excellent computer composition, an understanding of good sound, a progressive shooting style, and compelling editing are a must. You will join a creative team having fun producing a great product each week. Tell us how you fit in and a personnels package accompanies your tape and resume to Station Relations, WLEX-TV, PO Box 1457, Lexington, KY 40591. EOE.

Looking for an opportunity to move south? Expanding ad agency needs experienced sales/ editors with strong Beta Cam skills. Looking for a team player, fast editor, Video Toaster experience required, and non-linear knowledge a plus. Send resume and VHS tape to: The Firm, Attn: H. Haughey, P.O. Box 308, Olati, FL 32113.

Former Network T.V. News Producer sought for lucrative ($75K+) NYC, SanFran, LA or DC-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 influential contacts at the network TV news level. Work from your home year-round, on easy schedule. Send resume plus general outline of areas of media influence to: New Century Communications, Inc., 1632 South Bayshore Court, #502, Miami, FL 33133.

Award-winning daily newscast seen by eight million viewers seeks outstanding Editor/ Technical Director. Candidate will be responsible for daily studio work and all post production of program, including live 2 way remotes and extensive graphic builds. Must have strong working knowledge of the following equipment: GVG 200 Switcher, GVG 141 Edit Controller, A-62 DDR, A-53 DVE. Possession of strong editing and technical background a must. Ability to work in a high pressure environment is essential. Competitive salary and excellent benefits package. For consideration, please send your resume and salary history to: Channel One, P.O. Box 74911, Los Angeles, CA 90004 or fax to (213)960-4002 attn: Patrick Murphy. No phone calls, please. Channel One is an Equal Opportunity Employer.

HELP WANTED PROGRAMMING

Manager, Programming & Research Leading TV rep firm seeks highly motivated Manager, Programming and Research Executive to produce and oversee all programming research and information. The successful candidate should be a team player with excellent interpersonal and communication skills. Must specialize in analyzing programming trends, metered market and NTI data. Candidate must create and oversee all written programming reports that are distributed internally and externally. A TV research background along with a broad-based knowledge of the TV industry. College degree required. Excellent candidate must have written communication skills required. Knowledge of Windows, WordPerfect 6.0, and Lotus 1-2-3. Industry software (SNAP and Microconde) a plus. We offer an excellent salary and benefits package. Send resume, including salary history to: Box JAA-298BC, 180 Varick Street, 2nd Fl., New York, NY 10014. EOE.

PROCESS SURVEYS


July 1 1996 Broadcasting & Cable
Broadcasting Clearance for daily Kids independent stations nationwide. Over most economical cash barter rates.

PROGRAMMING

Call LEARN

Please contact Antoinette Fasulo @ 212.337.7073 or Fax 212.206.8327 for BROADCASTING & CABLE’S CABLE CLASSIFIED DISPLAY AD RATES!

RESUME TAPES

Career Videos prepares your personalized demo. Unique format, excellent rates, coaching, job search assistance, free stock. Great track record. 847-272-2917.

VIDEO SERVICES

Need video shot in the New York metropolitan area? Experienced crews, top equipment. Call Camera Crew Network (CCN). 800-914-4CCN.

HELP WANTED TECHNICAL

BROADCAST ENGINEER

Home Shopping Network, Inc., located on Florida’s west coast, is seeking a Broadcast Engineer to maintain and repair TV and broadcast equipment. A minimum of two years in component level repair of digital video/audio equipment and FCC or SBE certification is required. Experience with Ikegami cameras, digital switchers, and Sony beta carts preferred. Please send your resume to:

Home Shopping Network, Inc.
Human Resources,
P.O. Box 9090
Clearwater, FL 34618
or Fax to: (813) 572-5801.

EEO/MB.

HELP WANTED SALES

Ad Sales Engineer. Degreed professional to serve needs of Cable Advertising operations. Knowledge of analog video, local area networking, and cable headend operations required. Specific knowledge of windows NT networking and Digital insertion systems preferred. Opportunities in multiple locations. Resume to CableRep Engineering, c/o Cox Communications, Inc., 1400 Lake Hearn Drive, Atlanta, GA 30319. Fax: 404-843-5992. Cox Communications, Inc. is an Equal Opportunity Employer.

Advertising Sales Manager (Local). Oversees and supervises all sales activities of all A/E’s. Works under general supervision. Will assist Regional Manager. Recruit, hire, train, evaluate, staff, Previous sales management experience preferred. Baccalaureate degree or equivalent, plus 4 to 8 years media sales experience preferred. Knowledge of cable television and advertising industry. Knowledge of competing media, cable programming, co-op advertising, media research, media promotions, and related legal issues. Prefer knowledge of traffic and billing and commercial insertion systems. Must possess high interpersonal competence, personable, approachable, enthusiastic, motivated, fair, firm, but calm, flexible, innovative and professional at all times. Must be able to operate the usual office equipment. Minor lifting involved. Frequent and extended periods of driving required. Valid driver’s license. Successful applicant must pass drug/alcohol/physical screening, must submit to a criminal/DMV records inquiry. Applications/resumes to Adolphia Cable Communications, c/o Ana Reina, Human Resources, 830 Re 37W, Toms River, NJ 08755. EOE.

Attention: Cable Advertisers

Please contact Antoinette Fasulo @ 212.337.7073 or Fax 212.206.8327 for BROADCASTING & CABLE’S CABLE CLASSIFIED DISPLAY AD RATES!
HELP WANTED PRODUCTION

ESPN®, the leader in sports programming, is seeking motivated professionals who will work in a high energy environment at ESPN Plaza in Bristol, CT in one of the following opportunities:

PROMO PRODUCER
This position requires 3-5 years' major market/network sports promo experience. Travel required. Management skills helpful, Spanish required. Ad # 1001

ASSOCIATE PRODUCER
Knowledge of international sports, plus two years of major market/network sports promotion experience. The ability to create, write and edit promotions are required. Spanish helpful. Ad # 1002

BROADCAST OPERATIONS TECHNICIANS
Minimum of one year experience in one or more of the following areas: master control room operations, videotape, basic editing, commercial processing, switching and audio operations. Ad # 1004

COMMERCIAL TRAFFIC COORDINATOR
The successful candidate will have a basic understanding of commercial log scheduling and advertising account maintenance, as well as proven success in client service. Attention to detail and ability to keep up in a fast-paced, deadline-oriented environment are critical. Candidate must have a college degree in communications or similar field, as well as 2-3 years experience in a commercial traffic/advertising environment. Basic computer skills are necessary. Ad # 1005

Attractive salary and benefits package, plus a stimulating work environment. Qualified candidates should send resume and nonreturnable VHS tape, indicating Ad #, to: ESPN, Inc., ESPN Plaza, Bristol, CT 06010-7454, Attn: Human Resources, or Email to: JonesJ@espn.com.

Equal Opportunity Employer M/F/F/D/V.

If you want a fast-paced, action-packed career, come to Denver, CO and be part of the television technology of tomorrow. TCI's National Digital Televison Center is seeking experienced individuals for Quality Control and Tape Operator positions. Interested applicants with related experience may submit a resume to: NDTC, 4100 Dry Creek Road, Office #115, Littleton, CO 80122. Fax: (303)426-3991. Resumes accepted until 07/05/96. Applicants must assume responsibility for all travel and lodging expenses. A drug test and criminal background check is required. EOE.

ALLIED FIELDS
HELP WANTED NEWS
Office Manager, News Bureau. National news gathering company is seeking a dedicated professional to manage West Coast bureau. Qualification include a degree in communication or administration and at least five years practical experience in news room situation. Applicant must have a history of solid client service and managerial experience. EOE. Send resume and salary history to Box 00858 EOE.

EMPLOYMENT SERVICES

PROFESSIONAL JOBS WITH ENTERTAINMENT COMPANIES
BROADCAST & CABLE TELEVISION, DISTRIBUTORS, MOTION PICTURE, POST PRODUCTION & MORE
Entry to senior level jobs nationwide in ALL fields (news, sales, production, management, etc.). Published biweekly. For subscription information: (800) 335-4335
In CA, (818) 901-6330. Entertainment Employment Journal

CLEARLY PRUDENT.
For video duplication, demos, review reels, work tapes, our recycled tapes are technically up to any task and downright bargains. All formats, fully guaranteed. To order call: (800) 238-4300

TV JOBS
Get a job without going broke.

WANTED TO BUY EQUIPMENT
Used videotape: Cash for 3/4" SP, M2-90's, Betacam SP's. Call Carpel Video 301-694-3500.
PUBLIC NOTICE

BANKRUPTCY AUCTION SALE
PHOENIX AZ RADIO STATIONS

KVVA-AM 960kzh 1 kw (directional night only)
KVVA-FM CLASS C 3* upgrade to
25,000 Watts ERP at 2014 Ft MSL
under construction, target air date August 1, 1996

Preliminary bidding rounds commence July 9, 1996
All bidders must be prequalified
Final bidding round in US Bankruptcy Court,
Phoenix, AZ July 24, 1996

Any parties wishing additional information with respect to the stations, the sale procedures, or how to become a qualified bidder, may contact the stations’ consultant
Don N. Nelson
C/O James E. Cross, Esq., Dillingham Cross, P.L.C.
5000 N. 40th Street, Suite
335 Phoenix, Arizona 85018
Phone (602) 234-0073 Fax (602) 468-0442

FOR SALE STATIONS

WANTED:
Dark or Failing AM/FM
Southeastern Costal Area
VIRGINIA to FLORIDA
Contact: John 3ush at (606) 647-0055

FOR SALE

Full-day, individual seminar for radio investors, given privately to you. Group owner/operator with 28 years experience and ex-NAB General Counsel explain station search, negotiation, financing, FCC rules, takeover, and many other topics you choose. Learn how to buy in today’s environment. Call Robin Martin or Erwin Krasnow today for details and brochure.
The Deer River Group
Washington, DC - (202) 635-8090

Broadcasting & Cable July 1 1996

FCC/EOO COMPLIANCE

Take a proactive approach to EEO Compliance. Compliance Surety Inc. can help you cut costs while improving and simplifying your EEO compliance efforts. Fax your request for free information to CS1 at 719-592-9673. Include your station/company name, contact, address and phone number, or through Internet: www.erois.com/csic

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 Antonette Fausto.

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 alter or reject any copy.

Rates: Classified listings (non-display). Per issue:
Help Wanted: $1.95 per word, $39 weekly minimum.
Situations Wanted: 1.05¢ per word, $21 weekly minimum. Optional formats: Bold Type: $2.25 per word, Screened Background: $2.40, Expanded Type: $2.96 Bold, Screened, Expanded Type: $3.35 per word. All other classifications: $1.95 per word, $39 weekly minimum.

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

Rates: Classified display (minimum 1 inch upward in half inch increments). Per issue: Help Wanted: $173 per inch. Situations Wanted: $87 per inch. Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequent 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 foldiers, 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.
Changing Hands
continued from page 43

Myers (Joseph C. Schwartzel, president/owner). Schwartzel is VP/GM, Fort Myers Broadcasting Co., which owns WINK-TV-AM-FM Fort Myers/ Naples.
Seller: Palmer Communications Inc., Des Moines, Iowa (Joseph Lentz, president); is selling WHO-TV Des Moines and KFOR-TV Oklahoma City. PCI is general partner of Palmer Broadcasting LP, which owns WHO(AM)-KLYF(FM) Des Moines and WMT-AM-FM Cedar Rapids, Iowa.
Facilities: WHO(AM): 1270 kHz, 5 kW; WARO: 94.5 mhz, 100 kW; WNIO-FM: 93.5 mhz, 3 kW, ant. 299 ft.

KSAL(AM)-KYLEZ(FM) Salina, Kan.
Price: $3 million cash plus cancellation of debt
Buyer: DLR Communications Corp., Fond du Lac, Wis. (Donald L. Rabbitt, president/owner). Rabbitt and his wife, Janet, own 46.5% of KWOA-AM-FM Worthington, Minn.
Seller: Independence Broadcasting Corp., Kenosha, Wis. (Peter Sullick, president); owns WLIP(AM)-WILL(FM) Kenosha and KOEL-AM-FM Oelwein, Iowa.
Facilities: AM: 1150 kHz, 5 kW; FM: 93.7 mhz, 100 kW, ant. 510 ft.

WCCW-AM-FM Traverse City, Mich.
Price: $2.2 million
Buyer: Midwestern Broadcasting Co., Traverse City (Ross A. Biederer, president/52.5% owner); owns WTCM-AM Traverse City, WJKF-AM-FM Cadillac, WATZ-AM-FM Alpena and WBCM(FM) Boyne City, all Mich.; has applied to build FM in Traverse City.
Facilities: AM: 1310 kHz, 5 kW; FM: 107.5 mhz, 840 w, ant. 518 ft.

WRNY(AM)-WSKS(FM) Rome and WADR(AM)-WUUL(FM) Remsen, N.Y.
Price: $1.5 million
Buyer: Dame Media Consultants Inc., Harrisburg, Pa. (J. Albert Dame, president/83% owner); owns WGY(AM)-WRVE(FM) Schenectady, N.Y.; WRRK(AM)-WRRS(FM) Williamsport, WHP(AM)-WRRV(FM) and WSKO(AM) Harrisburg, WNTJ(AM)-WMTZ(FM) Johnstown, WRKK(AM) Hughesville and WRKK-FM Saltdasburg, all Pa.; also is buying WUTS(AM)-WOUK(FM) Utica (see next item).
Seller: Norma Eilenberg, Rome; no other broadcast interests.
Facilities: WRNY: 1350 kHz, 500 kw day, 60 w night; WSKS: 102.5 mhz, 27 kw, ant. 649 ft.; WADR: 1480 kHz, 5 kw day, 50 w night; WUUU: 93.5 mhz, 6 kw, ant. 300 ft.
Formats: WRNY: sports; WSKS: CHR; WADR: sports; WUUU: new adult contemporary.

WUTQ(AM)-WOUR(FM) Utica, N.Y.
Price: $1.5 million
Buyer: Dame Media Consultants Inc. (see item, above)
Seller: Bendat Communications and Broadcasting Inc., Schenectady, N.Y. (Paul N. Bendat, 50% owner); owns WULI(FM) Albany and WBEW(FM) Warrensburg, N.Y. Paul Bendat also owns 50% of WABY(AM) Albany and WEMX(FM) Ravena, N.Y.
Facilities: AM: 1550 kHz, 1 kw; FM: 96.9 mhz, 16 kw, ant. 790 ft.
Formats: AM: classic MOR; FM: rock/AOR.

Price: $1,130,068 (includes $225,068 noncompete agreement)
Buyer: Lake Michigan Broadcasting Inc., Midland, Mich. (Roger K. Baerwolf, president/65% owner); no other broadcast interests.
Seller: Chickering Associates Inc., Ludington (John E. Chickering, president); has applied to build FM in Reed City, Mich.
Facilities: AM: 1450 kHz, 1 kw; FM: 1063.5 mhz, 6 kw, ant. 400 ft.; WMTE: 1340 kHz, 1 kw; WNKZ: 94.9 mhz, 17 kw, ant. 400 ft.
Formats: AM: easy listening; FM: adult contemporary; WMTE: classic rock; WNKZ: contemporary country.

KABA(AM) Batesville-KWQZ(FM) Mountain View, Ark.
Price: $105 million for stock
Buyer: WDR Entertainment Inc., Batesville (Preston W. Grace Jr., president/86.2% owner); owns KBT(A)-KZLE-FM Batesville, Ark.
Sellers: John Dan Kemp, Daniel E. Thomas, Guy W. Moseley, Mountain View (before sale own 74.6% of FM, 51% of AM; after sale own 0% of both)
Facilities: AM: 1130 kHz, 1 kw day; FM: 103.3 mhz, 100 kw, ant. 987 ft.
Formats: AM: religion; FM: C&W.

Price: $680,000 ($625,000 for WMWH; $55,000 for WKWM)
Buyer: Goodrich Radio & Theaters Inc., Kentwood (Robert Emmett Goodrich, president); owns WODU(FM) Greenville/Grant Rapids, WMRR(FM) Muskegon Heights and WSNF(AM)-WSNF-FM Muskegon.
Seller: Richard L. Culpepper, Muskegon; owns WKWM(AM) Kentwood and 50% of company applying to build FM in Oscoda, Mich.
Facilities: AM: 1140 kHz, 5 kw day; FM: 107.9 mhz, 2.6 kw, ant. 348 ft.
Formats: Both urban contemporary.

WACQ(AM) Tallulah/GUAC-FM Tuskegee/Tallulah, Ala.
Price: $300,001 (includes $1 noncompete agreement)
Buyer: Tiger Communications Inc., Tallulah, Ala. (Fred Randall Hughey, CEO); is buying WBL-FM Tuskegee, Ala. (see item, below)
Seller: Tuskegee Communications Co. Inc., Montgomery, Ala. (Lee Holmes, president)
Facilities: AM: 1130 kHz, 1 kw; FM: 99.9 mhz, 2.95 kw, ant. 466 ft.

www.americanradiohistory.com
Swap of KKLS(AM)-KKMK(FM) Rapid City for KS00(AM)-KMXC-FM Sioux Falls, S.D.

Price: Tax-free exchange

Owner, KKKLS-AM: Southern Minnesota Broadcasting Co., Rochester, Minn. (Gregory D. Gentling Jr., president/4.4% owner; Marquette Trust Co., 78.2% owner; owns KKBB(AM)-KKLS-FM Sioux Falls and KKIN(FM) Salem, S.D., and KKOG-AM-FM Rochester and KYBA(FM) Stewartville, Minn. Gentling has applied to build FMs in Rapid City.

Owner, KS00-AM-KMXC-FM: T.E.I. Broadcasting of Sioux Falls Inc., Orono, Minn. (Thomas E. Ingstad, president/owner). Ingstad owns KIMM(AM), KFXS(AM) and KOUT-FM Rapid City (for other holdings see “Changing Hands,” May 20) and has time brokerage agreement with KIXK(FM) Canton, S.D., which he will turn over to Southern Minnesota Broadcasting.

Facilities: KKLS: 920 kHz, 5 kw day, 100 kw night; KKMK: 93.9 mhz, 100 kw, ant. 650 ft.; KS00: 1140 kw, 10 kw day, 5 kw night; KMXC-FM: 97.3 mhz, 60 kw, ant. 221 ft.

Formats: KKLS: oldies; KKMK: adult contemporary; KS00: news/talk; KMXC-FM: country

RADIO: AM

WTKS(AM) Cocoa Beach/Orlando, Fla.

Price: $25 million

Buyer: Paxson Communications Corp., West Palm Beach, Fla. (Lowell W. “Bud” Paxson, chairman/owner); owns WJXR(AM) Cocoa Beach and WNNZ(AM) Orlando; is buying WZDX(AM) Orlando; has LMA with WIRB(TV) Orlando; has time brokerage agreement with nearby WIRB(TV) Melbourne, Fla. (for other holdings see “Changing Hands,” June 3)

Seller: Press Broadcasting Co., Neptune, N.J. (Robert McAllan, president); owns WJBF-FM Clermont/Orlando, and WBSD(AM)-WXXW-FM Trenton and WASS-FM Millville/Atlantic City, N.J.

Facilities: 104.1 mhz, 100 kw, ant. 1,609 ft

Format: Talk

KKPS(AM) Brownsville and KFRQ(AM) Harlingen, Tex.

Price: $6.1 million (includes $600,000 noncompete agreement)

Buyer: Sunburst Radio Inc., Dallas (John M. Borders, president/89.5% owner; is buying KVLW(AM) Edinburg, Tex. Borders owns 84% of KGMY(AM) Aurora, KGAB(AM) Nixa and KGMY(AM) Springfield, all Mo.; 69.1% of KYKZ-FM Lake Charles, La., and company buying KZSEX(AM)-KBUI(FM) Lake Charles. Seller: Rio Grande Partners LP, Austin, Tex. (Dick Oppenheimer, president); no other broadcast interests

Facilities: KKPS: 95.5 mhz, 100 kw, ant. 1,034 ft.; KFRQ: 94.5 mhz, 100 kw, ant. 1,158 ft.

Formats: KKPS: Spanish music; KFRQ: adult rock

Broker: Americom

WSSZ(AM) Greensburg, Pa.

Price: $2.4 million

Buyer: Sheridan Broadcasting Corp., Pittsburgh (Ronald R. Davenport Sr., chairman/joint owner with Judith M. Davenport); owns WAMO-FM Beaver Falls, Pa.; WAMO(AM) (formerly WYJZ) Pittsburgh and WORC(AM) Amherst/Buffalo, N.Y.; is selling frequency of WAMO-FM Pittsburgh

Seller: WHJB Corp., Greensburg (Melvin A. Goldberg, president); owns WHJB(AM) Greensburg

Facilities: 107.1 mhz, 1.6 kw, ant. 450 ft.

Format: Classic hits

KKAC(FM) and KKAX(FM) St. James, Minn.

Price: $800,000


Seller: Rogers Broadcasting Inc., St. James (Richard Rogers, principal); no other broadcast interests

Facilities: KKAC: 100.5 mhz, 50 kw, ant. 433 ft.; KKAX: 104.9 mhz, 3 kw, ant. 289 ft.

Formats: KKAC: lite hits; KKAX: modern country

KCNJ(FM) Cave Junction, Ore.

Price: $750,000

Buyer: Opus Broadcasting Systems Inc., Irvine, Calif. (Henry L. Flock, president/80% owner); is buying KYJS(AM) Grants Pass and KRTA(AM) Medford, Ore.

Seller: Charles R. Knerr, Grants Pass, Ore.; no other broadcast interests

Facilities: 102.7 mhz, 100 kw, ant. 1,976 ft.

Format: Oldies

WBIL-FM Tuskegee, Ala.

Price: $450,000

Buyer: Tiger Communications Inc., Tallassee, Ala. (Fred Randall Hughley, CEO); is buying WAGC-AM-FM Tallassee (see item, above)

Seller: George Clay, Cornelius L. Hopper, Ellis Hall, Tuskegee; owns WBIL(AM) Tuskegee

Facilities: 95.9 mhz, 3 kw, ant. 320 ft.

Format: Urban contemporary

WCCA-FM Shallotte, N.C.

Price: $400,000

Buyer: Rodwell Family Associates LP, Durham, N.C. (Roy O. Rodwell, co-owner); no other broadcast interests


Facilities: 106.3 mhz, 6 kw, ant. 328 ft.

Format: Oldies/beach music

Broker: Gordon Rice Associates

WHK-W-FM Louisville

Price: $1 million

Buyer: Clear Channel Communications Inc., Covington, Ky. (Terry S. Jacobs, president); is buying WVEZ(AM) Louisville; owns WESR(AM) (formerly WHK-FM) Corydon, Ind./Louisville; WDJX-FM, WHKW(AM) (formerly WRES-AM) and WFAA(AM), all Louisville; KUDL-FM and KMXY(AM) Kansas City, Mo.; KKDL(AM) North Las Vegas and KSNE-FM and KFSM-FM Las Vegas; WZFL(AM) and WXLW(AM) Charleston, S.C., and KKAT(AM) Ogden/Salt Lake City and KALL(AM)-KODJ(AM) Salt Lake City; is selling WLOT(AM) Kettering/Dayton and WDOE(AM) Englewood/Dayton, Ohio

Facilities: 1080 khz, 10 kw day, 1 kw night

Format: Country

KSIR(AM) Brush, Colo.

Price: $665,000

Buyer: JMS Broadcasting LLC, Garden City, Kan. (Kevin M. Shaffer, president/33.3% owner)


Facilities: 1010 khz, 25 kw day, 28 w

Format: Talk/news, sports

Compiled by Elizabeth A. Rathbun
“For the Record” compiles applications filed with and actions taken by the FCC. Applications and actions are listed by state; the date the application was filed or the action was taken, when available, appears in italic.

Abbreviations: AOL—assignment of license; ant.— antennas; ch.— channel; CP— construction permit; D.U.P.—determines in possession; ERP— effective radiated power; kHz—kilometers; kW—kilowatts; m.—meters; MHz—megahertz; mS—miles; T.L.—transmitter location; w.—watts. One meter equals 3.28 feet.

NEW STATIONS

Filed/Accepted for filing

Lisman, Ala. (BPH-960506MD)— K Darryl Jackson (P.O. Box 566, Butler, AL 36904) for FM at 107.7 mhz, ERP 6 kw, ant. 100 m., .75 m. E. of center of Butler on SH 10. Jackson owner 49% of wprn(fm) and wqg(fm) Butler and has applied for FM in Dekalb, Miss. June 6

Rome, Ga. (BPED-960510MB)—Immanuel Broadcasting Network Inc. (Ed Tutlen, president/14.29% owner, P.O. Box 1000, Cartersville, GA 30120) for FM at 91.3 mhz, ERP 1 kw, ant. 227 m., wutu(fm) tower atop Horsesleg Mt. Immanuel owns wccv(FM) Cartersville and wck(fM) Cedartown, Ga. May 10

St. Martinsville, La. (BPED-960607MD)— American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for FM at 91.9 mhz, ERP 50 kw, ant. 149 m., 1830 Gullot Rd., Youngsville. Family owns KMs Tupelo, Cleveland and Forrest, Miss., and has CP for an FM in Clovis, N.M., and has applied for FM in Selma, Ala., Forrest City, Ark., Dublin and Waycross, Ga.; Flora, Kankakee and Pana, all Ill.; Selina and Independence, Kan.; Muskegon, Mich.; McComb and Natchez, Miss.; Kennett, Mo.; Hubbard, Neb., Steubenville, Ohio; Ardmore and Durant, Oklahoma, Okla.; Clarisvilles and Shelbyville, Tenn., and Huntsville, Victoria and Odessa, Tex. June 7

Stonewall, Miss. (BPH-960610ME)—Broadcasters & Publishers Inc. (G. Dean Pearce, president, 4307 Highway 39 North, Meridian, MS 35391) for FM at 106.9 mhz, ERP 6 kw, ant. 100 m., 95 km E of US Hwy 45, on N side of CR 473 in Clarke Co. owns wzmp(fm) Marion, wzoq(fm) and wmgap(fm) Meridian, and wkwz(fm) New Albany, and is buying wzkz(fm) Union, all Miss. Houston L. Pearson, owner of the company, owns wtrk(fm) and wruw(fm) Tuscaloosa and is buying wptz(fm) Reform, all Ala.; 40% of wxxv(fm) Pascagoula, Miss.; 50.86% of warf(fm) Jasper and wfnw(fm) Cordova, Ala., and 33% of ksla(FM) and kclc(FM) Lake Charles, La. June 10

Stonewall, Miss. (BPH-960610MF)—Stonewall Broadcasters Inc. (Mary C. Glass, president/25% owner, 100 22nd Ave. South, Ste. A, Meridian, MS 39301) for FM at 106.9 mhz, ERP 6 kw, ant. 100 m., off Clarke CR 470, 1.3 mi. E of Hwy 45. June 10

Stonewall, Miss. (BPH-960610MC)— East Mississippi Broadcasters Inc. (Clay E. Holladay, president/owner, P.O. Box 1689, Meridian, MS 33902) for FM at 106.3 mhz, ERP 2.55 kw, ant. 155 m. Holladay owns krw(fm) Bastrop, La., 90% of wzii(fm) Mary Ester, and wskz(fm) and wftwt-am Fort Walton Beach, Fla., and 80% of wmsk(fm) Enterprise, Ala., and has applied for FM in Dekalb, Miss. June 20

Duran, Okla. (BPED-960610MD)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for FM at 91.1 mhz, ERP 1 kw, ant. 28 m., 2017 East Hwy. Family owns FM's Tupelo, Cleveland and Forrest, Miss., and has CP for an FM in Clovis, N.M., and has applied for FMs in Seima, Ala.; Forrest City, Ark.; Dublin and Waycross, Ga.; Flora, Kankakee and Pana, all Ill.; Selina and Independence, Kan.; Muskegon, Mich.; McComb and Natchez, Miss.; Kennett, Mo.; Hubbard, Neb., Steubenville, Ohio; Ardmore, Durant, Oklahoma, Okla.; Clarisvilles and Shelbyville, Tenn., and Huntsville, Victoria and Odessa, Tex. June 7

Comanche, Tex. (BPED-960505MB)—Charley Haddon Strickland (P.O. Box 1652, Stephenville, TX 76401) for FM at 94.3 mhz, ERP 29.5 kw, ant. 188.6 m. Strickland owns ksvy(FM) Stephenville and is buying ksvy-FM Dublin, Tex. June 5

Victoria, Tex. (BPED-960611MK)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for FM at 89.5 mhz, ERP 1 kw, ant. 61 m. Family owns FMs in Tupelo, Cleveland and Forrest, Miss., and has applied for FMs in Selma, Ala.; Forrest City, Ark.; Dublin and Waycross, Ga.; Flora, Kankakee and Pana, all Ill.; Selina and Independence, Kan.; St. Martinsville, La.; Muskegon, Mich.; McComb and Natchez, Miss.; Kennett, Mo.; Hubbard, Neb., Steubenville, Ohio; Ardmore, Durant and Stillwater, Okla.; Clarisvilles and Shelbyville, Tenn., and Huntsville, Victoria and Odessa, Tex. June 10

Barnesboro, Pa. (9605020M)—B.S. Broadcasting Inc. for FM at 93.5 mhz. May 20

Brookville, Pa. (BPED-960521MD)—Priority Communications Inc. (Jay M. Philpoune, president/owner, 51 W. Long Ave., Dubois, PA 15801) for FM at 103.3 mhz, ERP 15 kw, ant. 130 m., 2 mi. S of Coolspring, Pa. Philpoune owns wdis(fm) Reynoldsdale and wlem(fm) Emporium, Pa. May 21

Brookville, Pa. (9605022MC)—Robert M. Stevens (1005 Treasure Lake, Dubois, PA 15801) for FM at 93.3 mhz. Stevens and his wife, Ashley R., own wxu(fm) Galetor and are selling wxve(fm) Spangler and wve(fm) St. Mary's, all Pa. Stevens has applied for FM in Barnesboro, Pa., and has a 51% interest in an application for FM in Lakewood, N.Y. May 20

Brookville, Pa. (BPED-960522MD)—Vernal Enterprises Inc. (Larry L. Schroenongest, president/51% owner, P.O. Box 371, Kittanning, PA 16201) for FM at 103.3 mhz, ERP 4.5 kw, ant. 229 m. Vernal owns wtyw(fm) Kittanning, and has applied for FM in Barnesboro, Pa., May 20

Clarksville, Tenn. (BPED-960607MD)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for FM at 88.3 mhz, ERP 9 kw, ant. 150 m., 1030 Cunningham Rd., Cumberland Furniture, Tenn. Family owns FMs in Tupelo, Cleveland and Forrest, Miss., and has applied for FMs in Selma, Ala., Katrina and Topeka, Kan., an AM in Forrest, Miss., and has CP for an FM in Clovis, N.M., and has applied for FMs in Selma, Ala.; Forrest City, Ark.; Dublin and Waycross, Ga.; Flora, Kankakee and Pana, all Ill.; Selina and Independence, Kan.; St. Martinsville, La.; Muskegon, Mich.; McComb and Natchez, Miss.; Kennett, Mo.; Hubbard, Neb., Steubenville, Ohio; Ardmore, Durant and Stillwater, Okla.; Clarisvilles and Shelbyville, Tenn., and Huntsville, Victoria and Odessa, Tex. June 7

BY THE NUMBERS

<table>
<thead>
<tr>
<th>Service</th>
<th>Total</th>
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<tbody>
<tr>
<td>Commercial VHF TV</td>
<td>559</td>
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<tr>
<td>Commercial UHF TV</td>
<td>622</td>
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<tr>
<td>Educational UHF TV</td>
<td>123</td>
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<tr>
<td>Educational VHF TV</td>
<td>240</td>
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<td>Total TV</td>
<td>1,544</td>
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</table>

CABLE

Total systems 11,660
Total subscribers 62,231,730
Homes passed 91,750,000
Cable penetration* 65.3%

*Based on TV household universe of 95.8 million

SOURCES: FCC, Nielsen, Paul Kagan Associates

GRAPHIC BY BROADCASTING & CABLE

---Compiled by Jessica Sandin---

July 1 1996  Broadcasting & Cable
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 12-13</td>
<td>Oklahoma Association of Broadcasters summer meeting. Shangri-La Resort, Alfons, Okla.</td>
<td>Contact: Carl Smith, (405) 846-0771.</td>
<td></td>
</tr>
<tr>
<td>July 13-14</td>
<td>National Association of Broadcasters executive conference. Yre Town Hilton, Yre Broke, N.Y.</td>
<td>Contact: Mary Anne Jacon, (213) 456-8838.</td>
<td></td>
</tr>
<tr>
<td>July 21-23</td>
<td>California Broadcasters Association annual convention. Doubletree Hotel, Monterey, Calif.</td>
<td>Contact: (916) 444-2237.</td>
<td></td>
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<tr>
<td>July 23</td>
<td>National Association of Broadcasters radio license renewal seminar. Orange County Airport Hilton, Irvine, Calif.</td>
<td>Contact: Christina Griffin, (202) 775-3511.</td>
<td></td>
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<tr>
<td>July 24-25</td>
<td>Andina Link '96, conference on Andean-region pay TV, presented by Televisión Digital de los Andes.</td>
<td>Contact: Deydy Lemos, (212) 513-8481.</td>
<td></td>
</tr>
<tr>
<td>July 28-30</td>
<td>Oregon Cable Telecommunications Association 25th annual convention and trade show. Inn of the Seventh Mountain, Bend, Ore.</td>
<td>Contact: (503) 363-5736.</td>
<td></td>
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<tr>
<td>Aug. 11-13</td>
<td>Joint summer meeting of the North Carolina Cable Telecommunications Association and South Carolina Cable Television Association. Radisson Hotel, Myrtle Beach, S.C.</td>
<td>Contact: (919) 834-7113.</td>
<td></td>
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<tr>
<td>Sept. 11-12</td>
<td>Canada Link '96, presented by Evrket Communications Ltd. and Global Exposition Holdings. Toronto Hilton &amp; Towers, Toronto.</td>
<td>Contact: (212) 651-3823.</td>
<td></td>
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<tr>
<td>Sept. 11-15</td>
<td>CANTEC '96, exhibition and convention presented by Camara Nacional de la Industria de la Televisión por Cable (Mexican National Cable Television Association). Expoever, Boa del Rio, Veracruz, Mexico. Contact: Aurora Silva de Rosales, (525) 682-02-98.</td>
<td></td>
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<tr>
<td>Sept. 16-17</td>
<td>Corporation for Public Broadcasting annual meeting. CPB Headquarters, Washington, D.C.</td>
<td>Contact: (202) 879-3187.</td>
<td></td>
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<tr>
<td>Sept. 18-20</td>
<td>Women in Cable &amp; Telecommunications executive development seminar. Internews Hotel and Golf Club, Denver.</td>
<td>Contact: Christine Bollettino.</td>
<td></td>
</tr>
<tr>
<td>Sept. 27-29</td>
<td>Oregon Association of Broadcasters 56th annual fall conference. Inn of the Seventh Mountain, Bend, Ore.</td>
<td>Contact: (541) 343-2101.</td>
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</tr>
<tr>
<td>Oct. 2-4</td>
<td>Managing Change in an Evolving Industry course presented by Women in Cable &amp; Telecommunications. TCI Building, Denver.</td>
<td>Contact: Molly Coyle, (310) 634-2353.</td>
<td></td>
</tr>
<tr>
<td>Oct. 3-5</td>
<td>National Association of Advertisers 97th annual meeting and business conference.</td>
<td>Contact: Riz Carlton, Amelia Island, Fla.</td>
<td>Contact: (212) 697-5950.</td>
</tr>
<tr>
<td>Oct. 7-11</td>
<td>The Media Expo '96, international communications convention and exhibition, presented by the Reed Midem Organization. Palais des Festivals, Cannes, France.</td>
<td>Contact: Madeline Noel, (203) 840-5301.</td>
<td></td>
</tr>
<tr>
<td>Oct. 11-15</td>
<td>MILCOM '96, MILCOM 96, international communications convention and exhibition, presented by the Reed Midem Organization. Palais des Festivals, Cannes, France.</td>
<td>Contact: Madeline Noel, (203) 840-5301.</td>
<td></td>
</tr>
<tr>
<td>Oct. 21-22</td>
<td>World Media Expo, comprising the National Association of Broadcasters Radio Show (800) 342-2460; Radio Television News Directors Association international conference (202) 457-5200; Society Broadcast Engineering Conference (203) 840-5301; Society of Motion Picture and Television Engineers 138th technical conference (914) 761-1100; and Television Bureau of Advertising first annual forecasting conference (212) 486-1111.</td>
<td>Los Angeles Convention Center, Los Angeles.</td>
<td>Contact: (202) 775-4970.</td>
</tr>
<tr>
<td>Dec. 11-13</td>
<td>The Western Show, presented by the California Cable Television Association. Anaheim Convention Center, Anaheim, Calif.</td>
<td>Contact: (510) 428-2225.</td>
<td></td>
</tr>
</tbody>
</table>

Major Meeting dates in red

Compiled by Kenneth Ray (ken.ray@b-c.cahners.com)
The challenge of making things work

As a young child, Andy Setos already was displaying a penchant for engineering. “I always focused on how things worked and how they could be taken apart,” he says.

While that boundless curiosity may have driven his mother “a little crazy,” it serves him well as News Corp.’s executive vice president of the News Technology Group. Today, Setos must know the inner workings of myriad television operations, including Fox Television, the Fox Television Stations group, the new Fox cable news channel, the DBS start-up ASkyB, and News Corp.’s multiple satellite ventures in Europe, Asia and Latin America.

Setos’s early technical bent led him to study electrical engineering at Columbia University’s School of Arts and Sciences. But what turned him on to the broadcast world was WKCR-FM, the student-run college radio station. “It was a real important shaping part of my life, of what was fun and exciting and relevant,” he says. “I could use my engineering skills, and it all clicked.”

By his senior year, Setos was the station’s general manager. But before that, he interned at the ABC TV network in 1970, providing “summer relief” to vacationing technicians.

“I got two important experiences there,” Setos says. “One, not only was radio broadcasting exciting but television broadcasting was even more exciting. But the real icing on the cake was that I was given an opportunity to work on the crew for the rehearsals of Monday Night Football. That was the premiere season, so I got a marvelous experience of the excitement of doing something brand new and working with a great bunch of people.”

After graduating in 1971, Setos ended up at local PBS station WNET. There he got to work on innovative programming such as Live from Lincoln Center and The MacNeilleLehrer Report, and work with new technology such as portable cameras, stereo television and small-format videotape. He was named chief engineer, design and quality, in 1975.

Setos was excited to jump into the new world of cable, and his experience with stereo television was the hook that got him there. In 1980 he moved to Warner Amex Satellite Entertainment, “a little company that had an idea of doing something called MTV,” which was followed by Nickelodeon, Viewer’s Choice and The Movie Channel.

After starting at Warner Amex as vice president of engineering, Setos quickly added operations to his responsibilities, giving him broad involvement in production, post-production, playback and transmission, particularly in the emerging world of satellite distribution.

“The most important contribution I made to the company was organizing satellite capacity, which was both expensive and in short supply,” he says. “The maneuverings, which had a business and a technology bent, were really the trick.”

“My paradigm is that production is like a factory; we make things, and the cost of production and distribution is critical. The cost and surety of distribution using satellites is critical. I’m always looking for technologies that are going to provide us with new features—which a lot of people tend to focus on—but equally important is when, all of a sudden, things are less expensive because of a new tool.”

In 1988 Setos was wooed to Fox Inc. as its senior vice president of broadcast operations and engineering. His initial tasks were to oversee operations for the fledgling television network and to manage the technical upgrade of Fox’s eight owned stations. His duties soon broadened into the production realm as he took on the operational management of 20th Century Fox and Twentieth Television. His experiments in 1989 with fiber backhauls for America’s Most Wanted led to Fox’s extensive use of fiber transmission when it launched its NFL coverage in 1994.

With the huge task of overseeing Fox’s entry into sports broadcasting behind him, Setos soon found Rupert Murdoch heaping more work on his desk in 1995 with News Corp.’s aggressive satellite expansion abroad and its plans for a 24-hour cable news channel. In January, he decided to relinquish his responsibilities for Fox’s studio operations while retaining his domestic television duties and move into a broader technology role within News Corp. He is now hard at work designing DBS birds for ASkyB, the domestic DBS venture of News Corp and MCI.

“History repeats itself,” he says. “While I’m still involved in all phases of the corporation, distribution continues to be the real strategic part of my portfolio.”
Fates & Fortunes

BROADCAST TV

Rena Salzman, director, retail marketing research, The Television Bureau of Advertising, joins WCBS-TV Boston as sales marketing manager.

Bill Eldred, regional sales manager, KOVR-TV Stockton/Sacramento, Calif., named local sales manager.

Arnie Routson, local sales manager, WKRC-TV Cincinnati, joins WDSU-TV New Orleans in same capacity.

Bill Christman, chief engineer, WDFA-TV Chattanooga, and Jim Brady, chief engineer, WTVQ-TV Lexington, Ky., named directors, engineering, Region I and II, respectively, Park Communications, Lexington.

Appointments at KING-TV Seattle:
Sammi Mendenhall, promotions writer/producer, WRC-TV Petersburg, Va., joins as marketing writer/producer; Alkemi Takei, sports reporter/anchor, WDKY-TV Danville, Ky., joins as sports reporter; Cheryl Lynne Blackwell, senior promotions producer, named creative director.

Gail Huff, part-time reporter, EyeOpener newscast, WCBS-TV Boston, named full-time reporter/producer.

Paul Shipley, assistant and interim news director, KOAT-TV Albuquerque, N.M., named news director.

David Conant, director, Broadcast Center Services, CBS Operations and Engineering Division, New York, named director, broadcast operations and engineering, WCBS-TV there.

Grant Kuzawa, account executive, KAYU-TV Spokane, Wash., named local sales manager.

Al Klench, weekend anchor/reporter, WBBR-TV Knoxville, Tenn., joins WJHL-TV Johnson City, Tenn., as weekday 6 and 11 p.m. anchor.

Debra Morgan, anchor/reporter, WRAL-TV Raleigh, N.C., named co-anchor, 5:30 and 11 p.m. newscasts.

Susan Sullivan, news director, KNXV-TV Phoenix, joins WTEN-TV (TV) Washington in same capacity.

David Cassidy, news director, WVEC-TV Hampton, Va., named Washington bureau chief, A.H. Belo Corp.'s broadcast division. Belo's broadcast division Washington bureau will be formed by consolidating the bureaus of its three largest stations in Dallas, Houston and Seattle. The bureau will include a production studio and is scheduled to open in January 1997.

Raymond James Cardoza, assignment editor, WJTV-TV Trenton, N.J., joins WNBC-TV New York as weekend assignment desk supervisor.

Karla Nelson, marketing director, KJRH-TV Tulsa, Okla., joins WTVJ-TV Miami as VP, creative services.

Bruce Cummings, general sales manager, KULR-TV Billings, Mont., named GM.

Bob Schaefer, managing editor, KHOU-TV Houston, named assistant news director.

PROGRAMING

Appointments at Turner properties:
Constance Barkley-Lewis, marketing director, original programming, TBS Originals, Atlanta, named VP, marketing; Kelly Cole, associate creative director, on-air promotion, TBS Superstation, Atlanta, named VP/creative director; Johnathan Harris and Andre Carey, senior directors, business affairs, Turner Broadcasting, Los Angeles, named VPs.

Appointments at Alliance Television, Toronto: Lisa Pierce, director, marketing, Alliance International, named VP, marketing, Alliance Television; Tony Cianciotta, VP/GM, Alliance Releasing (theatrical distribution division), named senior VP/GM, distribution.

Suzan Rogers, director, educational technology center of academic services and computing, Rochester Institute of Technology, joins WXXI-TV Rochester, N.Y., as VP/COO, public broadcasting council.

Charles Hirschhorn, executive VP, Hollywood Pictures, Burbank, Calif., adds president, Walt Disney Telefilms, to his responsibilities; Peter Aronson, consultant to Walt Disney Television during pilot season, named senior VP, creative affairs.

Gene Steinberg, director, program development and operations, KPHO-TV Phoenix, joins Warner Bros., Burbank, Calif., as executive in charge of station marketing, marketing and advertising services.

Bert Gould, executive VP, marketing, promotion and program strategy, Fox Children's Network, joins Marvel Comics Group, New York, as executive VP, marketing.

Appointments at Your Choice TV, Bethesda, Md.: Katie Daniels named director, program services; Pauline Peticone, consultant, named marketing manager, sales and distribution; John Rees, consultant, named operations and traffic manager; Amy Oseman, contractor, named manager, program evaluation.

Peter von Gal, executive VP, worldwide sales, Hallmark Entertainment, New York, named executive VP/COO.

RADIO

Appointments at ABC Radio Networks, Dallas: Rafael Eli, manager, marketing communications, AT&T, New York, joins as managing director, international business development; John Buckley, GSM, KTCK(AM) Dallas, joins as director, market development; Jeff Steele, account executive, named advertising sales manager, Southwest.

Dan Daniel, on-air host, WYNY(FM) Lake Success, N.Y., joins WCBS-FM New York in same capacity.

Jim Melzer, senior VP, radio, Price Communications, Buffalo, N.Y., joins Secret Communications' WFLL-FM Philadelphia as GM.

Sean Shannon, national sales manager, Fisher Radio, Seattle, joins KJZI-AM-FM Portland, Ore., as GSM.

Laura Dixon, anchor/reporter/editor, Minnesota News Network, joins KSTP(AM) St. Paul/Maplewood, Minn., as on-air newscaster.
Matt Bruno, creative director/acting program director, KYCW(FM) Seattle, named program director.

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**CABLE**

Randy Wilkes, program director, KHTV(TV) Houston, joins CMT: Country Music Television, Nashville, as operations director.

Terry Kalagan, market research manager, DIMAC DIRECT, St. Louis, joins Cartoon Network, Atlanta, as director, research.

Chris Van Name, VP, marketing and public affairs, Staten Island Cable, New York, joins Time Warner Cable, Palisades Park, N.J., as GM.

Appointments at Jones Communications (division of Jones Intercable): Irene Picard, GM, Tampa, Fla., system, named GM, Savannah, Ga., cable system. She will be responsible for completion of upgrade in system, which has about 65,000 customers. She also will oversee orientation and integration of newly acquired system; Wayne Davis, senior director/technical operations, and David Feldman to senior director, technology. Davis will direct all technical operations for operating teams in Corporate Engineering department. Feldman will continue to provide leadership in technology at Jones Intercable, focusing on technology specification and standardization relating to company’s marketing and news business development efforts.

Appointment at TCI: Terence Lenaghan, Siebel Systems (independent software developer), named VP, TCI’s Transformation Project, which is developing new accounting structure. Lenaghan will be responsible for leading and integrating accounting and Advanced Information Technology functions in designing, building and implementing TCI’s new financial system.

Appointments at Comedy Central: Ira Brooks, free-lance producer/director, joins New York office as director, production management; Debra Drimmer, talent executive, Late_Late Show with Tom Snyder, joins Los Angeles office as executive in charge of talent; Bob Stribick, manager, operations and post-production, named director; Maria Arias named director, affiliate and revenue finance.

Mark McIntire, director, ad sales development, FX Networks, New York, joins VHI there as VP, ad sales marketing.

Appointments at MSNBC, New York: (A live, one-hour news and talk program will debut in July. The following appointments are for that program.) Phil Griffin, senior broadcast producer, NBC News’s Nightly News with Tom Brokaw, named executive producer; Linda Wolf, producer, Larry King Live, named senior producer; Soledad O’Brien, reporter, KRON-TV San Francisco, joins as co-host; John Seigenthaler, anchor, WKRN-TV Nashville, joins as anchor, daytime programming; Kip Whitlock, managing editor, WTVI(TV) Miami, joins as senior editor.

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**MULTIMEDIA**


Appointments at Speer Communications Ltd., Nashville: John Pence, president, Home Shopping Network Mail Order Inc., joins as president, Speer Merchandising; Steve Tello, president, Professional Video Services International Media Center, joins in same capacity.


Appointments at International Family Entertainment Inc., Virginia Beach, Va.: Paul Newton, managing director, The Family Channel’s sister network in the UK, joins as senior VP, international business development; Bill Abbott, director, Eastern sales, John Carrozzi, director, sales planning, and David McCoy, director, national sales, named VPs.

Rick Kelman, director, operations, The Image Group, New York, named director, online broadcasting.

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**ALLIED FIELDS**

Kimberley Silvers, regional human resources manager, Payless Cashways Inc., joins U.S. Computer Services, Sacramento, Calif., as director, human resources.

Jennifer Pritchard, manager, marketing, The Harvey Entertainment Co., Santa Monica, Calif., named director, marketing and development.

John Nunziata, VP, sales, Mid-Atlantic region, Frontier Communications, Rochester, N.Y., named VP, general business sales.

Chris Hengeveld, senior editor, National Video Center, New York, named director, post-production editorial, and technical consultant.

Appointments at ASI Entertainment, Glendale, Calif.: Elizabeth McCormick, director, operations, named chief of staff; Mike McCarns, VP, Interviewing Services of America, joins as director, research operations; Maggi Shaw, focus group moderator, Lieberman Research Worldwide, joins as qualitative services manager.

Alison Smith, assistant VP, performing rights, BMI, New York, named VP.

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**ASSOCIATIONS/LAW FIRMS**

John Belindo, consultant, American Indian community services, joins Native American Public Telecommunications, Lincoln, Neb., as manager, American Indian Radio on Satellite Network (AIROS).

J. Patrick Michaels, chairman/CEO, Communications Equity Associates Inc., Tampa, Fla., elected to board of directors, the National Cable Television Center and Museum, Denver, and appointed to the advisory board of the Annenberg School for Communication.

Wayne Hall, VP, engineering, Harron Communications Corp., Frazer, Pa., appointed to the engineering committee, The Society of Cable Telecommunications Engineers.

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**DEATHS**

Fred Anderson, 59, television and radio newscaster, died June 23 in Glendale, Calif., after undergoing triple bypass surgery. Anderson had been with KABC-TV Los Angeles since 1969 specializing in human-interest features. Before that he held positions at United Press International, Roanoke, Va., and ABC and CBS radio networks. Anderson is survived by three daughters, his parents, a brother and a sister.

Owen Flehr, 57, general sales manager, died June 22 in Kimberling City, Mo., of heart failure. Flehr had been with KOLR-TV Springfield, Mo., for the past three years. Before that, he worked in media sales at KHQA-TV Hannibal, Mo., and WKBT(TV) and WXOW-TV, both La Crosse, Wis. Flehr is survived by his wife, Kay; three sons, and two grandchildren.

—Compiled by Denise Smith

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**In Brief**

**AlphaStar Digital Television will be the newest entry in the DBS arena** with the launch today (July 1) of its direct-to-home TV service. The launch of AlphaStar, a subsidiary of Tee-Comm Electronics Inc., comes after delays as the Stamford, Conn., company worked out bugs in the system. AlphaStar projects 150,000-180,000 subscribers by year’s end and 400,000-450,000 by the end of the first year of operation. The service launches with a 90-channel lineup costing $29.99. Hardware, including dish antenna and digital set-top converter, is sold separately and starts at $599. The company plans to expand to 200 channels by 1997, including video, audio, information and, eventually, interactive services. AlphaStar will offer its hardware, made primarily by Tee-Comm, through TVRO dealers and distributors, the Real Estate Network and the Professional Farmers of America. AlphaStar signals initially will come from transponders on AT&T’s 402R satellite.

MCA is unable to expand its interests in the U.S. cable market until its lawsuit against Viacom over the USA Networks partnership is resolved, MCA’s new Chairman Frank Biondi said last week. “Right now, we’re prisoners to the USA Networks partnership. We can’t do anything else in the domestic U.S. cable business” until the litigation is resolved. The two companies are headed to court Oct. 1. MCA claims that Viacom’s launch of the Nick at Nite’s TV Land channel violated a noncompete clause in MCA and Viacom’s original agreement on USA Networks. In the meantime, MCA is focusing on launching international services, Biondi said.

**Westinghouse Chairman Michael Jordan and Infinity President Mel Karmazin visited FCC commissioners** last week to discuss Westinghouse’s $4.9 billion acquisition of Infinity. Westinghouse will be asking the FCC for temporary and permanent waivers of ownership restrictions as part of the deal.

The FCC last week mandated that phone customers be able to keep their telephone numbers if they switch service providers. The commission’s rule sets performance criteria for “number portability” technology and requires local exchange carriers to deploy the technology in the 100 largest metropolitan areas by Dec. 31, 1998. “We are pleased that the commission has indicated its performance standards will require true number portability,” NCTA President Decker Anstrom said of the action.

**The Commerce Department says television and radio minority ownership is too minor.** According to a study from the Department’s National Telecommunications and Information Administration, minorities, which make up 27% of the country’s population, own less than 3% of all U.S. TV and radio stations. That figure has remained relatively the same for the past three years.

**FBI nabs cable pirates**

Nine people have been charged in what FBI officials are calling the largest cable television piracy ring in history, covering four states and involving $10 million worth of stolen goods, including 16,000 cable converter boxes. The 92-count federal indictment brought against the nine also included bribing an undercover agent (posing as a cable industry worker) with $140,000 and a Porsche sports car, and money laundering by the chairman of the board of an offshore bank in the Cayman Islands. The sting operation, “Operation Cabletrap,” was based in New Jersey and posed as a nationwide distributor of converter boxes.

In another piracy action, DBS service DIRECTV filed a civil suit against an alleged international piracy ring of 22 people and companies accused of compromising the DSS encryption system. The 22 are alleged to have conspired to develop, market, distribute and sell counterfeit access cards, computer chips and other devices to enable them to illegally receive DIRECTV.

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**Teleport raises $1.3 billion from IPO, bonds**

Teleport Communications Group Inc., one of the nation’s largest competitive-access telephone providers, raised more than $1.3 billion in a combination initial public offering and bond sale last week. Teleport, which is owned by cable powerhouses Cox, Tele-Communications Inc., Comcast and Continental, sold 23.5 million shares—a 15% stake—at $16 each to raise money for expansion and to repay debt. The IPO puts Teleport’s market capitalization at roughly $2.65 billion. The bond offering raised $300 million in 10-year notes yielding 9.875% and $625 million in 11-year senior discount notes with a face value of $1.07 billion. It raised 54% more than Teleport had planned, as investors appeared eager to take a stake in the company.

Although Teleport shares rose 10% in the first day of trading, climbing to $17.525 from the $16 opening, analysts said the IPO might have done better had Teleport conducted it two weeks ago. A glut of IPOS, a weak stock market and mutual fund managers reluctant to invest in new companies at the end of the quarter apparently dampened interest. Teleport has operations in 48 metropolitan markets, including 17 of the nation’s 20 largest markets.

—PC
women's team sports league package on a broadcast network. The WNBA will feature eight as-yet-unnamed teams that will be owned by the NBA and operated by each NBA team in its respective market. NBC begins its telecasts on June 21, 1997, and expects to reach a 3-plus rating by year three, says NBC Sports President Dick Ebersol. He adds that NBC-owned cable network CNBC will not carry the games. Potential cable partners are said to include ESPN, Lifetime and NBA cable partner Turner Broadcasting.

Pacific Bell Video Services was awarded a cable TV franchise by the city council of San Jose, Calif., last week. PacBell expects to begin offering video services in San Jose later this summer over a hybrid fiber/coaxial network. It will be competing with a TeleCommunications Inc. cable system in the market.

The Sundance Channel has named Rob Sussman its new chief financial officer and enterprises director. Sussman previously was Showtime Networks' VP for corporate development. Sundance also named Susan Levovsky director of business planning and development. Before joining Sundance, she was a consultant to Showtime Network's business development division. Just five months after expanding his duties to oversight of CNBC and NBC Cable ad sales, Bill Bolster is giving up responsibility for flagship WNBC-TV New York to concentrate on the cable side. Replacing Bolster as president/GM of the TV station is Dennis Swanson, a 20-year ABC veteran who earlier this year left his position as president of ABC Sports. Bolster, who leaves his WNBC-TV post after five years, will focus on CNBC as well as ad sales for all NBC cable properties.

MCA TV's veteran sales executive Jim Kraus is leaving the company. Kraus, who joined MCA as northeast division sales manager in 1982, was named executive VP, director of sales and marketing in 1990.

Basic cable networks received a record 35% share during prime time viewing hours for the week ending June 23, according to the Cabletelevision Advertising Bureau. That figure is up nearly 13% over the same week last year. NBC, ABC, CBS and Fox brought in a 53 share, down 7% from the same week last year.

Pacific Telesis Group has purchased wireless cable channel rights for the Los Angeles area from Heartland Wireless. Last year Pacific Telesis acquired other Los Angeles wireless rights when it purchased Cross Country Wireless for $175 million. Pacific Telesis will use the combined rights to offer 120 channels of video service early next year in Southern California.

Two high school students were recipients of $20,000 scholarships from the National Academy of Television Arts and Sciences. Corey Campbell of Littleton, Colo., and Adam Sharp of Pound Ridge, N.Y., were selected from nearly 700 applicants who submitted essays on television and their career aspirations. Campbell will attend New York University to study writing and television and movie production, while Sharp will attend Northwestern to study journalism and computer engineering.

BA/Nynex restructure merger

To avoid a potential hurdle in the form of congressional approval, Bell Atlantic and Nynex are changing their proposed $20.55 billion merger to an acquisition of Nynex by Bell Atlantic.

"We're trying to save a lot of time in getting the merger approved," says Eric Rabe, a Bell spokesman. Rabe says there are not enough legislative days left in this congressional term to approve the merger.

The change allows Bell Atlantic and Nynex to sidestep an obscure District of Columbia law from 1913 that requires congressional approval of any change in ownership affecting a utility in the city. The companies hope the move will enable the deal to move through more quickly, but it still needs FCC and Justice Department approval as well as OKs from 13 states and the District of Columbia.

Instead of a merger that would have placed both companies as subsidiaries of a new holding company, Nynex now will become a wholly owned subsidiary of Bell Atlantic.

Despite the restructuring, the financial aspects of the deal remain unchanged for shareholders, employees and customers of the two telcos. Nynex shareholders still get $7.68 share of BA stock for each Nynex share.
Nay-sayers to yea-sayers

Digital television received another vote of confidence last week. Five of them, really, From Trent Lott, Ernest Hollings, Newt Gingrich, Tom Biley and John Dingell, who directed the FCC to get on with the assignment of digital licenses.

Their letter, in effect, rescinded one sent last January to the commission by former majority leader Bob Dole, who had instructed the FCC not to make any such assignments before January 1997. (Although by week’s end Lott was having some second thoughts on procedural and protocol issues regarding the letter, he confirmed that he “agreed absolutely” with its content.)

In one regard, the new letter delays things further; it gives the FCC until April 1 next year to complete its work on advanced television, but at the present pace of progress that won’t be a problem.

There will always be a “Perils of Pauline” aspect to the digital worry. Someone or something will always threaten it until the last station is on the air. But the momentum is clearly with the future. Any broadcaster not ready for digits is clearly behind the curve.

On keeping one’s light under a bushel

We are not alone in having mixed feelings about a new image campaign for the television industry, although ours may be less mixed than some. Essentially, we’re against it. We’ve never seen a media campaign for the media that didn’t backfire or peter out. Certainly, the National Association of Broadcasters’ last TV effort—to try to close in on the digital spectrum—came close to being a cropper. It was not only too late but almost too much, in that it turned off the U.S. Congress while trying to turn on the electorate. Any campaign that leads off with the slogan “You don’t have to turn us on to feel our power” should be throttled in the crib. That’s all television has to do to destroy itself—try to convince anyone how powerful it is. That’s the whole problem. People think TV has too much power and is doing too little good with it.

What the television industry should do is broadcast the best television people have ever seen. And let the PR take care of itself.

Radio on a roll!

Westinghouse’s decision to buy Infinity simply put an exclamation point on the above headline. As a story in the same issue pointed out (BROADCASTING & CABLE, June 24, page 42), leading radio stocks have been outperforming the Dow by 50% and the S&P by almost double.

The most obvious reason for the 1996 flurry—documented in this week’s cover story on the top 25 radio groups—is the FCC’s rewrite of the radio ownership rules, which has allowed owners to begin amassing large holdings. The size of some of those groups—Clear Channel, for instance, has more than 100 stations when you count LMAs (local marketing agreements) and JSAs (joint sales agreements)—exceeds even many radio executives’ expectations before the rules were revised.

According to one executive, when group heads got together a year ago to decide what to ask Republicans for in the telco bill, expanding the national caps wasn’t among the highest priorities. “There didn’t seem to be any sentiment that there would be a desire to expand beyond 70 stations. Now look what happened.”

Or, more to the point, what is still happening. By all accounts, however big radio deals are imminent (see page 7). Put another way: “Everybody is talking to everybody.” Sounds like the new definition of talk radio.
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