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Justice LMA stance worries radio Radio companies involved in mega-mergers may have to unravel some local marketing agreements to avoid hefty fines if the Justice Department decides that these LMAs violate federal antitrust laws. Washington lawyers representing radio groups are scrambling to respond to Justice’s warning. / 5

Jacor’s Citicasters buy OK’d The FCC last week said Jacor can own five radio and one TV station in both the Cincinnati and Tampa-St. Petersburg-Sarasota, Fla., markets. Commissioners granted the waivers as part of a decision to approve Jacor’s $774 million acquisition of Citicasters. / 5

CBS, ABC get ratings boosts, but NBC’s Thursday weighs in As week one of the new season got under way, CBS and ABC drew big audiences with Cosby and Home Improvement. Then the NBC juggernaut hit on Thursday, reclaiming for that network the top spot in prime time. / 8

Debate continues over debates The Dole/Kemp and Clinton/Gore campaigns continued to haggle last week over debate details, even after the non-partisan Commission on Presidential Debates decided that Reform Party presidential candidate Ross Perot should not participate in nationally televised prime time debates. / 14

Clinton on communications President Clinton discusses telecommunications reform, spectrum auctions, TV ratings and educational programming in an exclusive interview with Broadcasting & Cable editors. Cover photo by Phoebe Bell/SIS / 22

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Court TV on CNBC CNBC will continue to blur the line between over-the-air and cable when it begins carrying a syndicated show with its original on cable network Court TV. / 41

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Tektronix makes splash At IBC ‘96 Tektronix introduced new members of its Profile digital disk recorder line and announced large contracts with UK’s Central Broadcasting and HTV. / 55

CNN buys more Quantel Clipbox servers Turner’s new 24-hour Spanish-language news networks have purchased new Quantel Clipbox video servers for feed recording, editing and transmission. / 58
Justice targets radio LMAs

With mega-mergers, station buyers face increasing antitrust attention

By Elizabeth A. Rathbun

WASHINGTON

Radio companies involved in mega-mergers may have to unravel some local marketing agreements or pay hefty fines if the Justice Department decides that these LMAs violate federal antitrust laws.

Washington lawyers who represent the radio groups are scrambling to respond to Justice’s warning, which arose during the past several weeks from informal antitrust discussions between the lawyers and Justice and Federal Trade Commission officials.

It’s a “rather bizarre situation,” says Eric Bernthal, who represents Evergreen Media Corp. “A deal that would perfectly well pass muster under Hart-Scott...is nonetheless in violation of the law because Justice says it is.”

The Hart-Scott-Rodino Antitrust Improvements Act requires antitrust review of mergers valued at more than $15 million and involving at least $110 million in sales or assets. Violators can be fined up to $10,000 per day of non-compliance and be forced to divest the assets in question.

Submitting their deals for Justice Department approval is new to radio broadcasters, who before deregulation was enacted in February couldn’t get big enough to make deals of the size that would attract antitrust attention.

The industry now is negotiating deals the likes of which never have been seen. Witness, for example, the $4.9 billion merger of Infinity Broadcasting Corp. into Westinghouse Electric Corp./CBS Inc.

Justice officials recently became concerned about LMAs set up by a buyer before a radio mega-merger has been approved, the private lawyers say. According to the lawyers, Justice is considering the argument that LMAs transfer “beneficial ownership” to a buyer before a station actually is owned. And that would not be allowed under FTC guidelines. The FTC is the first stop in a merger review and splits antitrust reviews with the Justice Department.

Meanwhile, the FCC allows buyers to operate a station under an LMA until the station is acquired at closing. Under an LMA, a buyer provides programming and is responsible for a station’s management and ad sales (subject to licensee approval). The licensee, however, must retain ultimate control of the station.

The FTC’s “indicators of beneficial ownership” include the right to receive an increase in stock value, the right to receive dividends, the obligation to bear the risk of loss and the right to vote a stock. None of these applies to LMAs, says Matthew Leibowitz, counsel to Chancellor Broadcasting Co.

Bernthal also strongly objects to Justice’s ownership argument. Owning a station versus LMAing one is like “owning [versus] renting,” he says.

Justice Department officials were not available to elaborate on the issue.

Although Justice’s timetable for its investigation into the issue is unknown, companies including Evergreen and Jacor Communications Inc. are worried enough that they are scrapping planned LMAs and deferring others that would have been part of a mega-merger.

As for LMAs already in place, “no one has told us that they have a problem with them,” Bernthal says. It would cost millions of dollars if LMAs need to be undone. “Operationally, it would cause a nightmare,” one industry insider says, “and financially it would be a disaster.”

“This has become a widespread industry practice and therefore should not be subject to retroactive enforcement,” Leibowitz says.

Bernthal hopes that the issue is “a temporary transition problem” as Justice adjusts to overseeing the radio industry.

JACOR’S CITICASTERS BUY OK’D

FCC lets it keep five radios, one TV in Cincinnati, Tampa

By Chris McConnell

WASHINGTON

Owning five radio stations and a TV station in a large market is fine with the FCC, at least for now. The commission last week said Jacor can own five radio and one TV station in both the Cincinnati and the Tampa/St. Petersburg/Sarasota, Fla., markets.

Commissioners granted the waivers as part of a decision to approve Jacor’s $774 million acquisition of Citicasters.

The commissioners said the waivers are conditional on the outcome of an ownership rulemaking that will cover multiple radio and TV combinations. But several observers say that last week’s decision to grant even temporary waivers to combine a TV with five radio holdings sets a new precedent at the FCC, where more such requests are pending.

“This is the Indian sign on the trail that I’ve been waiting for,” says Washington lawyer John Kenkel of Kenkel & Associates. Media Access Project’s Andrew Schwartzman adds that the FCC action “signals to the industry it will take a liberal policy in the future.”

“It really is making policy by waiver,” says Schwartzman. “It is of significant precedential value.” adds another industry observer, pointing to the number of radio stations involved in the TV/radio combinations.

The FCC said the size of the Cincinnati and Tampa markets, the projected cost savings of the merger and other factors continue on page 16
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ABC, CBS roll, until Thursday

CBS gets 'Cosby' boost; NBC's 800-pound Thursday weighs in; viewers take ABC for 'Spin'

By Lynette Rice

With CBS and ABC drawing big audiences with Cosby and Home Improvement, it looked as if the first official week of the new TV season might be a fair fight. Then the NBC juggernaut hit on Thursday.

NBC reclaimed the top spot in prime time with a whopping 18.4 rating/30 share for the night, led by Seinfeld's 22.2/34. The new Brooke Shields comedy, Suddenly Susan, followed with a 20.4/32.

Through Thursday, NBC averaged 13.4/22. Going into Friday, CBS and ABC were neck and neck for second place. CBS had a Monday-Thursday average of 10.8/17; ABC, 11.0/18. Fox posted marks of 6.6/10 after four days.

Although it was NBC's week, only CBS—up 10%—could boast improvement over last year's premiere week. ABC was down 17%; Fox, 12%, and NBC, 6%.

"The first four days brought back a lot of viewers whom we lost last year, and obviously we hope to continue to bring some new viewers this season," said CBS's Kelly Kahl, vice president of scheduling. "The bottom line so far, is good. It's a long road ahead, [but] this is a good first step."

"There are specific time periods where all four networks have premiered shows, so the networks' performance overall is really fairly solid," said ABC's Larry Hyams, vice president of audience analysis. "All networks got significant sampling—for Cosby on CBS, for Suddenly Susan on NBC and for Spin City on ABC."

The Big Four still have plenty of firepower to unleash in the coming weeks, beginning with NBC's Monday night line-

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A CRITICAL LOOK AT WEEK ONE

Cosby (CBS)
"[Cosby's] Hilton merely brings the very familiar persona into a perfectly logical state of being crotchety as old age encroaches. He's an old friend. We've grown up with him." John J. O'Connor, New York Times
"[The first three episodes] careen wildly across the landscape, from laugh-out-loud funny to faltering and feeble." Steve Johnson, Chicago Tribune

Pearl (CBS)
"[Malcolm McDowell's] spiky performance makes Pearl sparkle as one of the best new shows this season." Renee Graham, Boston Globe
"Pearl is a comedy with heart, its heroic protagonist well played by Rhea Perlman as both vulnerable and a street fighter." Howard Rosenberg, LA Times

Spin City (ABC)
"As sitcoms go, Spin City isn't particularly zappy (or even innovative), but it does have... Michael J. Fox." Robin Dougherty, Miami Herald
"The writing is crisp, and the supporting cast is appealing." Dusty Saunders, Rocky Mountain News

Something So Right (NBC)
"Everything's so wrong with this urban 'blended family' earsore..." Matt Rountree, USA Today
"Even stale sitcoms seem fresh when compared with Something So Right, an alternately enervating and irritating new series" Tom Shales, Washington Post
TOP NEWCOMERS

1. Suddenly Susan (NBC) — 20.4/32
2. Spin City (ABC) — 17.0/25
3. Cosby (CBS) — 17.3/27
4. Pearl (CBS) — 16.7/25
5. Pretender (NBC) — 16.2/28

Top of the Week

<table>
<thead>
<tr>
<th>Network</th>
<th>Average Prime Time 4/17/96</th>
<th>Average Prime Time 4/10/96</th>
</tr>
</thead>
<tbody>
<tr>
<td>NBC</td>
<td>13.4/22</td>
<td>11.0/18</td>
</tr>
<tr>
<td>ABC</td>
<td>10.8/17</td>
<td>6.6/10</td>
</tr>
</tbody>
</table>

Average prime time rating/share, Sept. 16-20. For three days, Sept. 16-19, UPN scored 4.7/7 (metered markets only); the WB Network, 3.0/5. Source: A.C. Nielsen Co.

Broadcasting & Cable September 23, 1996

up of The Jeff Foxworthy Show and Mr. Rhodes that debuts Sept. 23. Other anticipated premieres are CBS's Ink and Public Morals. ABC's NYPD Blue and Murder One and NBC's The X-Files and Millennium.

“I think it looks pretty optimistic, especially coming out of a summer where viewers for repeats were at a record low,” said Betsy Frank of Zenith Media. “They're doing just fine, so I think each network has something to at least be pretty pleased with, CBS probably the most—partly because a year ago at this time they were feeling kind of despondent.”

“I might feel a little more comfortable buying NBC, say, knowing I am in control of ratings, than buying 53 cable networks to try to get a number to resemble [those of] the broadcast networks,” said media buyer Paul Schulman.

Corks began to pop over CBS on Monday, when the network earned a 14.8/23 for a lineup that boasted the much-hyped premiere of Cosby (17.3/27). As expected, Cosby, as of Wednesday, remained the highest-rated show of the new season—and the highest-rated comedy debut in the 8-8:30 p.m. slot of any network, any night, since another Cosby Show debuted on NBC Sept. 24, 1984.

Monday Night Football helped ABC come in second that night, with a 12.0/19, while NBC trailed with a specials special and the movie “Sweet Dreams,” earning the network an overall 11.9/18. Fox, while garnering a 6.1/9 for the night, still claimed victory in its core 18-34 demographic with an 8.9/24 for Melrose Place. Only overnights were available for the nettles, which finished with a 4.6/7 for UPN and a 3.1/4 for The WB.

On Tuesday, all eyes were on ABC's Michael J. Fox vehicle, Spin City, but it was network colleague Tim Allen who seized the day with a Home Improvement showing of 18.2/27. Spin City didn't build on its lead-in from Home, dropping slightly to a 17.0/25. Yet overall, ABC rang in with a close second (13.2/21) that night behind expected winner NBC (13.8/22), which touted debuts of Emmy-friendly Mad About You and Frasier. CBS came in third, with an 11.2/18, followed by Fox, with a 6.4/12.

“I was a bit surprised Roseanne didn’t do better than Mad About You,” Frank said. "Mad About You is something people either love or are getting really tired of. I think I believed, and that may have been erroneous, that Roseanne [might] be able to come back this time as well.”

On Wednesday, premieres of Grace Under Fire (highest-rated, with a 13.1/21) and The Drew Carey Show helped ABC win the night with an 11.4/9. NBC's lineup included the 9:30 p.m. debut of Men Behaving Badly (9.6/16). CBS grabbed a 9.4/16 and Fox followed with a 6.4/12, yet touted continued success in its core of 18-34 by earning a 7.8/22. The WB finished with a 3.0/5, while UPN garnered a 5.3/8 in overnights.

“I had a feeling about Wednesday nights all summer, that CBS was going to really overcome the competition from 8 to 9. They pretty much did,” Frank said. “I think maybe the lesson in Ellen and its trial balloon, or whatever you call it [about the lead character’s coming out of the closet this season], is that this is not a new show that’s going to arouse curiosity. This is a show that has not been overwhelmingly popular.”

“NBC has got to do something with Wednesdays from 8 to 9:30 p.m. in a hurry because that was their key new beachhead for new comedies,” said Schulman. “Wings was renewed one year too many, Larroquette, two years too many, and NewsRadio is not a 9 p.m. show—it’s an 8:30 or 9:30 p.m. lead-in to a successful show. They might want to put in Pretender from 8 to 9.”

Final national ratings for the six networks will be released Tuesday.

Life’s Work (ABC)

“...it makes ['Dumb and Dumber' and Beavis and Butt-head] look like recently discovered works of George Bernard Shaw.”

Tom Shales, Washington Post

“Not the most tasteful half hour on TV, but has energy and nerve. A winner.”

Eric Canian, San Francisco Chronicle

Men Behaving Badly (NBC)

“The characters already seem stale, with no glimmer of personalities that might turn appealing or funny.”

Caryn James, New York Times

“Theres plenty here to like, if not cherish.”

Matt Roush, USA Today

Suddenly Susan (ABC)

“Suddenly Brooke Shields is fearlessly funny.”

Michele Greppi, New York Post

“If [the new Susan] is interesting, I’m glad I never knew the old Susan. But maybe it’s just that I am of an age to have known the original Mary.”

David Zurawik, Baltimore Sun

The Pretender (NBC)

“On Saturdays...it will be as good as anything else on the networks, but not enough to make you give up your regular trip to the video store.”

Jonathan Storm, Philadelphia Inquirer
Syndication trips into fall

No hits out of the block for new strips

By Cynthia Littleton
HOLLYWOOD

IT was a rocky week for new syndicated strips.

As usual, offnetwork shows outperformed original programming, although this season's batch of sitcom reruns has not yielded any Seinfeld- or Home Improvement-level instant hits.

In the first-run arena, the leading lights were shows that maintained their lead-in rating and year-ago time periods: Paramount's Real TV and Worldvision Enterprises' Judge Judy. While it's far too soon to declare hits and misses, industry analysts noted that NBC/New World's Access Hollywood and Warner Bros.' In Person with Maureen O'Boyle performed the weakest relative to the strength of the clearances they inherited.

In the wake of last season's bumper crop of failed talkers, some were discouraged by signs that advertiser-friendly talk shows such as ACI's Scoop with Sam & Dorothy and MGM's The Bradshaw Difference were pulling in lower ratings than some of last season's casualties.

The prospects for a game show renaissance may hinge on the performance of Columbia TriStar Television Distribution's Dating/Newlywed Hour, which has been hurt by being paired with Fox's low-rated new morning show on many of the network's O&Os.

The bulk of the new season's action hours begin rolling out this week, but two high-profile new entries already have had two-hour season premieres. Rysher Entertainment's FX: The Series averaged a 3.3 overnight household rating in Nielsen's metered markets; MTM's The Cape scored a 3.2.

SYNDICATION'S NEW-SEASON SCORECARD

First-run strips debuting Sept. 9-18

<table>
<thead>
<tr>
<th>Show</th>
<th>Rating/share</th>
<th>% ch. from lead-in</th>
<th>% ch. from year ago</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access Hollywood</td>
<td>3.4/7</td>
<td>-27%/30%</td>
<td>-28%/-30%</td>
</tr>
<tr>
<td>Bzzz</td>
<td>2.4/5</td>
<td>-23%/29%</td>
<td>-25%/-29%</td>
</tr>
<tr>
<td>Crook &amp; Chase</td>
<td>1.8/7</td>
<td>-22%/22%</td>
<td>-14%/-13%</td>
</tr>
<tr>
<td>Dating/Newlywed Hour</td>
<td>1.4/5</td>
<td>-22%/17%</td>
<td>-22%/-17%</td>
</tr>
<tr>
<td>Maureen O'Boyle</td>
<td>2.0/8</td>
<td>-26%/20%</td>
<td>-29%/-20%</td>
</tr>
<tr>
<td>Real TV</td>
<td>2.8/7</td>
<td>flat</td>
<td>+17%/+17%</td>
</tr>
<tr>
<td>Scoop with Sam &amp; Dorothy</td>
<td>0.8/3</td>
<td>-33%/40%</td>
<td>-50%/-57%</td>
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Off-net strips debuting Sept. 9

<table>
<thead>
<tr>
<th>Show</th>
<th>Rating/share</th>
<th>% ch. from lead-in</th>
<th>% ch. from year ago</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mad About You</td>
<td>4.2/8</td>
<td>flat</td>
<td>+2%/flat</td>
</tr>
<tr>
<td>Dr. Quinn, Medicine Woman</td>
<td>1.2/5</td>
<td>-20%/flat</td>
<td>-20%/flat</td>
</tr>
</tbody>
</table>

First-run strips debuting Sept. 16-18

<table>
<thead>
<tr>
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<th>Rating/share</th>
<th>% ch. from lead-in</th>
<th>% ch. from year ago</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Bradshaw Difference</td>
<td>0.4/2</td>
<td>-33%/flat</td>
<td>-50%/-33%</td>
</tr>
<tr>
<td>Judge Judy</td>
<td>1.5/5</td>
<td>flat</td>
<td>-6%/-17%</td>
</tr>
<tr>
<td>Pat Bullard</td>
<td>1.3/6</td>
<td>-48%/45%</td>
<td>-50%/-45%</td>
</tr>
<tr>
<td>Strange Universe</td>
<td>1.5/5</td>
<td>-38%/-17%</td>
<td>-29%/-17%</td>
</tr>
</tbody>
</table>

Off-net strips debuting Sept. 16

<table>
<thead>
<tr>
<th>Show</th>
<th>Rating/share</th>
<th>% ch. from lead-in</th>
<th>% ch. from year ago</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hangin' with Mr. Cooper</td>
<td>3.3/7</td>
<td>+6%/flat</td>
<td>NA</td>
</tr>
<tr>
<td>Martin</td>
<td>3.5/7</td>
<td>-8%/flat</td>
<td>NA</td>
</tr>
</tbody>
</table>

Source: Nielsen weighted overnight metered-market ratings

Paramount's 'Real TV' is performing respectfully early in the season.

Carsey-Werner goes international

HOLLYWOOD—TV's leading independent production company, the Carsey-Werner Co., has formed an international sales division.

Carsey-Werner International will formally be unveiled next month at MIPCOM, where the company—launched in 1981 by producers Marcy Carsey and Tom Werner—will be exhibiting for the first time. C-W, which has seven comedies airing on the Big Three networks this season, will be offering its new CBS sitcom with Bill Cosby, the NBC hit 3rd Rock from the Sun and the ABC freshman Townies, starring Molly Ringwald.

"This is another big step toward controlling our own destiny," says Stuart Glickman, C-W's vice chairman. Last year, Carsey-Werner reacquired from Viacom the domestic syndication rights to its early hits, including The Cosby Show and Roseanne.

Heading the new division is Herb Lazarus, a veteran international sales executive for Columbia and Fox who later ran his own distribution firm, the Silverbach-Lazarus Group, for 16 years. Before joining C-W, Lazarus was president of Cannell International Distribution.
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Top of the Week

Turner to head TW cable interests

McGuirk, Bewkes and Johnson will report to him as vice chairman

By Steve McClellan
NEW YORK

A}s Time Warner prepares to absorb Turner Broadcasting System, it's become clear that Ted Turner is getting much of what he wants in the new management structure for the company's cable network assets and other corporate affairs.

Last week, Time Warner confirmed that Turner will oversee a new cable network group comprising the Turner news and entertainment networks as well as the Home Box Office division that includes HBO, Cinemax and partial interests in The Comedy Channel and E! Entertainment Channel.

Sources say Turner and his long-time number-two executive, Terence F. McGuirk, will keep the TBS division on the same entrepreneurial track it's been on for the past 20-plus years as an independent company. A top priority, those sources say, is to create new cable networks. The short-term focus will be to build those networks in the international arena, then add new domestic channels as cable system capacity expands.

McGuirk will become chairman, president and chief operating officer of subsidiary TBS Inc. when the merger is completed, perhaps as early as Oct. 10. Home Box Office President/CEO Jeffrey Bewkes and Cable News Network President/CEO Tom Johnson will retain their current duties. All three executives will report directly to Turner, who becomes vice chairman of Time Warner. McGuirk retains his previous corporate responsibilities (WTBS [TV] Atlanta, the sports properties, sales and marketing) and adds direct oversight of the Turner Entertainment channels, replacing Scott Sassa, who resigned to pursue other opportunities.

McGuirk said that it was premature to comment on TBS's plans, but confirmed through a spokesperson that the operating heads of the Turner entertainment channels—Betty Cohen (Cartoon Network), Brad Siegel (TNT) and Bill Burke (WTBS)—will remain in place.

Meanwhile, at the HBO division, analysts say that the company may rid itself of its interests in Comedy Channel (co-owned with Viacom) and E! Entertainment (co-owned with several MSOs). Bewkes wasn't reachable at deadline.

Analysts and Time Warner insiders also say that the major obstacle to growing the company's stock remains Time Warner Entertainment, the contentious joint venture with US West that includes interests in Home Box Office, Warner Bros., and the company's extensive holdings. "It's a critical issue," says Smith Barney analyst Jill Krutick. " Investors are looking for segregation of the content and distribution assets."

Turner's influence also is extending to areas outside the cable networks. Sources say he is "emotionally attached" to the New Line studio, which Time Warner hoped to sell. Now the company is looking for a way to retain most of the studio, or at least some, while spinning off a piece.

Time Warner picks MSNBC

The battle between MSNBC and Fox News Channel for cable carriage escalated last week as Time Warner chose to carry MSNBC. Fox is preparing to counter with announcements that Comcast and Continental Cablevision have committed to carry FNC to about 3.75 million subs by year's end. FNC is set to launch on Oct. 7.

Thanks in part to an agreement with Tele-Communications Inc., Fox officials expect the channel to reach about 12 million subs at rollout, with TCI accounting for roughly 10 million of those.

Largely because of carryover retrans deals with its predecessor, America's Talking, MSNBC launched to about 21 million homes in July.

Time Warner spokesman Mike Luftman confirmed that Time Warner and MSNBC have struck a deal that calls for Time Warner to deliver MSNBC to nearly 6 million homes by 2000. Luftman also said that talks between Time Warner and FNC have broken off.

A deal with Time Warner, the nation's second-largest cable MSO, would have been a major boost for FNC. Rupert Murdoch and Gerald Levin reportedly had an oral agreement that Time Warner would deliver FNC to 7 million subs. "We thought we had a deal," says a source at Fox. "But after the Federal Trade Commission approved the Time Warner-Turner deal, Time Warner stopped returning our phone calls."

It's unclear whether Murdoch plans to retaliate, either in court or by dropping CNN on News Corp.-owned satellite systems outside the U.S.

In approving Time Warner's $6.8 billion merger with Turner Broadcasting System, the FTC required Time Warner to choose an all-news channel to compete with CNN, although it did not specify which one.

Because the Time Warner/MSNBC deal is non-exclusive, it's possible that Time Warner will offer both MSNBC and FNC in systems with sufficient channel capacity. Conversely, TCI, Comcast and Continental will offer MSNBC in certain systems along with FNC.

---PC---
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Debate continues over debates
Perot to challenge his exclusion; Clinton, Dole disagree on details

By Heather Fleming
WASHINGTON

Even as the nonpartisan Commission on Presidential Debates decided that Reform Party presidential candidate Ross Perot should not participate in nationally televised prime time debates, the Dole/Kemp and Clinton/Gore campaigns continued last week to haggle over debate details.

Using the same criteria that gave Perot the green light to participate in the '92 debates, the commission said that this time he did not have a “realistic chance” of being elected and should not participate. Their assessment included a review of “evidence of national organization, signs of national newsworthiness and competitiveness, and indicators of national enthusiasm or concern.” The Perot campaign said it would file suit this week challenging the decision.

The commission’s action is non-binding, however, and the Clinton campaign continued to insist that at least one debate should include Perot. “We regret the commission’s decision and look forward to discussing this and other aspects of the debate arrangement,” said Mickey Kantor, chief Clinton/Gore debate negotiator.

The Dole/Kemp chief negotiator, Carroll Campbell, said that the unanimous decision to exclude Perot was “the right one. In 1996 only one of two men will be elected President: Bob Dole or Bill Clinton. The inclusion of any other participant in the debates sponsored by the commission would have violated the commission’s own standard to include only third-party candidates who have proved they have a ‘reasonable’ chance to be elected President.”

Whether or not Perot ultimately is part of the debate mix, CNN’s Larry King Live is offering five third-party candidates the chance to debate. Invited to participate are Perot, Ralph Nader (Green Party), Harry Browne (Libertarian Party), Howard Phillips (Taxpayers Party) and John Hagelin (Natural Law Party).

The Perot issue aside, the two campaigns continued to feud last week over other debate details, including the dates and formats. The first commission-recommended debate was to take place this Wednesday (Sept. 25), but that appears increasingly unlikely.

The Clinton campaign is pressing for three two-hour debates on Oct. 6, 9 and 13. One would be a vice-presidential debate; one would include Perot, and one would be a one-on-one debate with Dole. In addition, it wants at least one presidential debate to be conducted with a town hall-style format.

The Dole campaign revised its offer, insisting that three 75-minute, one-on-one debates with Clinton take place Oct. 6, 13 and 21. Perot would not participate. Initially, Dole wanted six hour-long debates between Sept. 25 and Oct. 25. At press time last Friday, the two camps were expected to hammer out their differences over the weekend.

Broadcasting & Cable Interface: It’s a 10

Broadcasting, cable, advertising and financial executives will gather at New York's Grand Hyatt Hotel Tuesday (Sept. 24) for Interface X to examine the industry's future. The 10th annual Interface conference will offer panels focusing on programing, policy, finance, the Internet and advertising.

FCC Chairman Reed Hundt will deliver the keynote address. The luncheon address will be from Greg Simon, chief domestic policy adviser to Vice President Al Gore. Also appearing will be Peter Lund and Leslie Moonves of CBS; Robert Wright, Tom Rogers and Larry Hoffner of NBC; David Westin of ABC; Eddy Hartenstein of DIRECTV; Brian Roberts of Comcast, and Kay Koplovitz of USA Networks.

In addition, the conference will feature panels with Dick Robertson and Jim Moloshok of Warner Bros. TV; Barry Thurston of Columbia TriStar TV; Peter Neupert of Microsoft; Paul Sagan of Time Inc.; Dan Stone of Turner Interactive; Betsy Frank of Zenith Media, and Marc Hirsh of Premier Advertiser Sales.

Other participants include John Mandel of Grey Advertising; Tim McAuliff of Blair Television; Ed Wilson of CBS/Eyemark; Peter Ezersky of Lazard Freres; Dennis Leibowitz of DLJ; David Londoner of Schroder Wertheim; John Reidy of Smith Barney, and Donald Russell of Communications Equity Associates.

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Citcasters
continued from page 5

tors justify waiving the restrictions at least until commissioners review the radio/TV crossownership rule. The FCC also said Jacor will have six months to sell stations if the final rules don't allow it to keep all the stations in the two cities.

The concentration of Jacor radio stations in Cincinnati already has prompted the Justice Department to require the broadcaster to unload WAKR (FM) there so that its share of the market's radio revenue will not exceed 50%.

Last week, as anticipated by industry sources, Justice prodded Jacor to abandon a plan to finance Tsunami Communications Inc.'s purchase of WGR (FM) in Cincinnati. "Jacor's backing of Tsunami's bid for a major Cincinnati radio station could have nullified the divestiture of WAKR," says David Turetsky, deputy assistant attorney general in the department's antitrust division.

Jacor and Justice also agreed to modify their earlier agreement to specify that Jacor must notify Justice officials before agreeing to any financing deals similar to the one contemplated with Tsunami.

The Tsunami deal bothered FCC Commissioner Susan Ness, who issued a statement expressing "misgivings" at approving the Jacor/Citcasters merger.

"I am troubled by Jacor's efforts to secure even greater market power by agreeing to finance a competitor's purchase of a non-Jacor station in Cincinnati," Ness said. "Jacor entered into this transaction while its settlement with Justice was pending, apparently without informing the department."

FCC Commissioner Rachelle Chong had misgivings of her own, but not about the deal's approval. Chong dissected from a portion of the commission decision requiring Jacor to obtain FCC approval of joint sales agreements the company strikes in Cincinnati. Justice also has required Jacor to notify it of joint sales agreements in the market.

"I see no reason for the commission to duplicate these efforts," Chong said.

Others also were worried about the FCC's duplicating or even advancing restrictions imposed by the Justice Department. One source cited a portion of the FCC decision in which the commission said its interest and jurisdiction are complementary with that of Justice, but not "coincident."

"They seem to be saying they're not bound by what Justice does," the source says. "It could be dangerous later on."

HOLLYWOOD

MGM pulls out of NATPE
GM Domestic Television Distribution has pulled out as an exhibitor at the upcoming NATPE convention, but the company is not retiring from the syndication marketplace. John Symes, president, MGM Worldwide Television, says MGM is in the midst of a major redesign of its national and local sales and marketing operations. That doesn't mean that MGM is planning to farm out its distribution business, but Symes declined to elaborate.

MGM will unveil its new strategy in the next few weeks, when the company will announce plans to launch two weekly hours in first-run syndication in 1997 and '98. Symes stressed that MGM intends to remain an active member of NATPE, but it will make decisions about attending future conventions on a year-by-year basis.

MGM TV's international arm, however, is planning to exhibit at NATPE.

NEW YORK

DOJ eyes Infinity
Department of Justice officials are investigating more closely the pending merger of Infinity Broadcasting and Westinghouse/CBS Radio.

New York radio insiders say Justice is concerned about potential antitrust violations if Infinity President Mel Karmazin is able to preside over the CBS Radio Network under the merger. Karmazin also serves as president of Westwood One Radio Networks. Although Westwood One was not named in the Infinity/Westinghouse/CBS proposal, New York sources speculate that there may be a move to join CBS Radio Networks and Westwood One if the merger goes through, giving Karmazin oversight of a network that would generate more than 50% of network radio revenue.

WASHINGTON

DARS delay
Would-be providers of digital audio radio satellite service (DARS) will have to wait a little longer for FCC action on their bids for licenses. A panel of government experts was scheduled to offer recommendations to the FCC today (Sept. 23) on three applications for an FCC "pioneer's preference." The pioneer's preference award is aimed at lending a hand to firms that led the development of the new service. The experts have asked for more time to review the applications and have been given until Oct. 10 to offer their recommendations.

BURBANK

Disney celebrates 20
It looks as though The Disney Channel's gradual switch from pay to basic service paid off. The network will announce this week that it surpassed the 20 million-subscriber mark in August. Disney had 7 million subscribers when it began converting in 1993. Of the 20 million subs, 15 million get the channel as a basic service.

WASHINGTON

No decision on roadblocks
Broadcasters on Friday were still mulling the idea of simulcasting candidate statements during the fall election. But so far network talks on the political TV "roadblock" have yielded no concrete plans, industry sources said. Free TV for Straight Talk Coalition leader Paul Taylor had hoped for an answer last Friday to his request for a TV roadblock. At week's end, Taylor said he could wait a bit longer.

Broadcasting VP?
Veice-presidential hopeful Pat Choate says that if he's elected alongside Ross Perot, he'll push for "more talk radio." Choate is chairman of United Broadcasting Network, syndicator of shows by Jim Hightower, Representatives Duncan Hunter (R-Calif.), Marcy Kaptur (D-Ohio), and Choate himself. Choate says he may ask Perot to revive the talk radio show he did for Tribune Broadcasting two years ago.
ALTV may seek must-carry rule for satellite companies

By Harry A. Jessell

The Association of Local Television Stations may seek legislation next year that would require ASkyB and other satellite companies that intend to carry some local broadcast signals to carry all local broadcast signals.

"Fair is fair," says ALTV President Jim Hedlund. "If they want to compete directly against cable, they ought to have the same obligations that cable systems have." But whether the association actually pushes the legislation will depend on a fuller explanation from ASkyB on its plans for local signals. Hedlund says ASkyB, the direct broadcast satellite (DBS) venture of Rupert Murdoch's News Corp. and MCI, has said it will offer its subscribers local broadcast signals along with the usual array of cable networks. ASkyB hopes to be in business by the end of 1997.

The lack of local signals has handicapped currently available DBS services—DIRECTV, USSB and EchoStar—in their competition with cable systems. Subscribers to the DBS services who want local signals must either continue to subscribe to basic cable service or install a broadcast antenna.

The 1992 Cable Act requires cable systems to carry all local broadcast signals. However, the requirement may not be long-lived. The Supreme Court is set to hear arguments Oct. 7 on the cable industry's claim that the requirement is unconstitutional.

ASkyB says it intends to be broadcast-friendly and to carry as many local signals as it can. But even with digital compression, officials admit, it will be technologically unable to accommodate all the signals in all the markets.

Concerned about ASkyB's ability to carry some signals and ignore others, ALTV last week fired off a letter to the Senate Judiciary Committee asking it to postpone action on an ASkyB-backed measure that would facilitate distribution of local signals by DBS companies. "Our primary concern is the potential for discriminatory carriage by satellite carriers," says Hedlund in the Sept. 17 letter. "[T]he satellite service could impact significantly on the competition among local television stations."

 Possibly because of ALTV's objections, the Judiciary Committee last week tabled the ASkyB measure. ASkyB had hoped to attach it to a bill making minor changes to the copyright law governing satellite carriers.

By defining satellite companies as cable systems for copyright purposes, the measure would have allowed ASkyB to distribute local signals based on the discrete markets defined by the Nielsen (DMA) or Arbitron (ADI) ratings services.

A ruling last month by the Copyright Office of the Library of Congress cleared the way for ASkyB to retransmit local signals. But in doing so, the agency

World Media Expo will end

World Media Expo '96 will be the last. The participants are going their separate ways in 1997, ending a three-year partnership.

World Media Expo partners include the NAB, the Radio-Television News Directors Association (RTNDA), the Society of Broadcast Engineers (SBE) and the Society of Motion Picture and Television Engineers (SMPTA).

"In recent years [the NAB Radio Show] appears to have lost some definition, and this was not lost on the elders of NAB, who have wisely elevated this meeting to its original purpose," said William O'Shaughnessy, president of Whitney Radio and the first chairman of the NAB Radio Show.

The radio show will return to its original stand-alone format at the 1997 show in New Orleans, Sept. 17-20. In 1993, the last solo radio show, 6,400 people and 197 exhibitors attended.

An NAB spokesperson said the split was mutual, but RTNDA President David Bartlett said that the NAB wanted the change.

"We were perfectly comfortable with World Media Expo, despite inconveniences that it caused us," says Bartlett. "However, it's not productive to continue a business relationship where one of the partners is unhappy, and I think it's fair to say that the NAB was unhappy."

Because of the late date, RTNDA is tentatively planning to keep its '97 show in New Orleans, but plans are not final. SBE and SMPTA have made no decisions for '97. The 1996 World Media Expo will be held in Los Angeles, Oct. 9-12.

—HF

Broadcasting & Cable September 23 1996
said ASkyB must distribute the signals based on their actual coverage area.

That’s a problem for ASkyB in areas between markets, where some homes receive signals of two stations affiliated with the same network, says News Corp. lobbyist Peggy Binzel. According to the Copyright Office, she says, in such overlap areas, ASkyB must carry both signals.

The ADI/DMA approach should be more appealing to broadcasters, Binzel says. If ASkyB distributes one NBC affiliate throughout a DMA, that station isn’t helped if ASkyB has to offer some homes the NBC affiliate from a neighboring market, she says.

Binzel acknowledges that treating DBS as a cable system for copyright purposes would also free ASkyB, like cable, from having to pay royalties for the local signals.

But avoiding royalties was not the main reason for the ASkyB amendment, Binzel says. ASkyB does not think it should pay, she says, but it is willing to have the question settled by an arbitration panel that has been convened to set royalties for satellite-delivered broadcast signals, in- and

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**Court forces open TV congressional debate**

**Eighth Circuit finds noncommercial TV stations are ‘limited public forum’**

By Heather Fleming

A recent appeals court decision involving a public TV-sponsored congressional debate is forcing some public stations to open their debates beyond Democrats and Republicans.

The Eighth Circuit U.S. Court of Appeals ruled Aug. 21 that a “governmentally owned and controlled television station may not exclude a candidate, legally qualified under state law, from a debate” that is a “limited public forum.”

The defendant in the case, the Arkansas Educational Television Commission, is seeking to stay the decision, and intends to appeal to the Supreme Court if necessary.

The Eighth Circuit decision has impacted a number of PBS-sponsored congressional debates. As part of its “Democracy Project” voter education campaign, the network will host a live congressional leadership debate broadcast on Sept. 29 from Williamsburg, Va. PBS stations had scheduled nine live Senate debates and about 30 House debates to take place immediately before and after the national debates, along with other programming that highlighted local candidates.

Ellen Hume, executive director of the PBS Democracy Project, says the decision is “definitely having a chilling effect on the planning” of their congressional debates. “We haven’t kept a tally of the number of stations [that have dropped out of the program]….but there is really serious concern across the system, and I suspect some would have to be canceled. I don’t see how they can get around the ruling.”

The Fifth and 11th federal circuits reached opposite conclusions in similar cases, but “the Eighth Circuit’s rationale could be considered by other circuits, expanding the potential ramifications for political programming for state licensees around the country,” says Marilyn Mohrman-Gillis of the Association of America’s Public Television Stations.

First Amendment specialist Timothy Dyk says public broadcasting needs to be concerned about the decision. “It has broader implications for public broadcasting in the sense that the court doesn’t seem to recognize that educational stations...are not the same as the state legislature. They are performing an editorial function just like any other function.”

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**V-chip ratings group now expects plan by December**

**But many issues remain unsettled, members acknowledge**

By Heather Fleming

Members of the TV ratings implementation group dropped their recent skepticism about meeting a self-imposed January deadline and have resolved to devise a plan by December.

Two weeks ago, some of the industry representatives in the group expressed doubts about meeting the deadline for a ratings system to work in conjunction with the new federally mandated V-chip. After a closed-door meeting in Washington last week, the group decided that it was “better to get a [ratings system] out sooner rather than later...and to make an effort to make an announcement of what the ratings system is before the end of the year,” one industry source said.

However, the group is “not even close to deciding what the ratings categories ought to be,” the source said.

Nevertheless, members are optimistic that an agreement can be reached by the end of the year.

“It’s our intent to get it done in
December. I feel comfortable that we'll meet that objective," said Eddie Fritts, president of the National Association of Broadcasters.

James Babb, LIN Television vice president of industry relations, said the group is "pretty much where we hoped to be at this stage. There are still things that need to be finished...but we are certainly optimistic we can meet our goals."

The group agrees on the need for "some sort of oversight body to make sure people are applying the rating system fairly," but no agreement has been reached on who will serve on the panel and how it will work.

"Everyone agrees to comply [with a ratings system], but if somebody appears to be taking advantage of it, there at least needs to be somebody to discuss this with them privately so that nobody is put at a disadvantage," a source explained.

The implementation group began focus groups with parents this summer. Peter D. Hart Research Associates, a Washington polling firm, conducted focus groups for the "purpose of producing a ratings system that parents find useful and helpful," a source said.

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TV, computer forces face off over ATV

By Chris McConnell

Backers of the Grand Alliance advanced TV system are hoping that the closing of Apple Computer's Washington operations means that one of the standard's most vocal opponents will mute its opposition at the FCC.

But even without a permanent Apple operation in Washington, broadcast and TV manufacturers backing the standard still face a fight with Microsoft, Compaq and Intel.

Those companies, along with Apple, want the FCC to reject the Grand Alliance system or at least change it. They think a modified standard will better encourage compatibility between computers and television sets. And while all insist they do not want to delay the implementation of digital TV, some say they would prefer that the government at least delay adoption of the Grand Alliance standard in its current form.

"We would prefer there not be a fight," a computer industry source says. Broadcasters and set makers worry most about a fight with Microsoft, considered the principal hard-line opponent of the Grand Alliance system.

"They are the power anytime you talk about this," one observer says. Others also cite Apple's withdrawal from Washington and suggest that Microsoft's other partners in opposition are taking a less active role in the dispute.

But Apple says it is merely relocating its government affairs operation to Cupertino, Calif. And sources at Compaq insist that they too remain deeply involved. "We are fully with the coalition," one source says.

That coalition has found sympathetic ears at the FCC and in the Clinton administration. FCC Chairman Reed Hundt has cited the opposition in voicing doubts about mandating the standard. Commerce Department Assistant Secretary Larry Irving last month cautioned the FCC against imposing roadblocks to computer/television compatibility.

More recently, FCC sources say Commissioner Susan Ness is hoping that the broadcast and computer companies will settle their differences.

Any broadcast/computer industry compromise likely will focus on the Grand Alliance use of interlace and progressive scanning. A dispute sparking almost religious fervor in technical circles, the progressive/interlace scanning debate has long divided broadcast and computer engineers. Proponents of the standard want the interlace scanning in; computer engineers want it out.

"Is the computer industry willing to negotiate with itself? The answer is no," says Jim Burger, Apple's former senior director for government affairs.

"They're playing the bully," counters Peter Fannon, chairman of a coalition pushing for the standard's adoption. "The best move is to adopt the standard as recommended."

Others hope that Intel Corp. will be able to broker a compromise. They point to the company's recent recruitment of Paul Misener as a Washington representative. As a top aide to the FCC Advisory Committee, Misener oversaw the ATV standard's development.

FCC, Commerce funding remain uncertain

With the legislative clock winding down and the fiscal calendar running out, congressional GOP leaders plan to roll outstanding spending bills for FY '97—including the one funding the FCC and Commerce Department—into a single measure this week.

As negotiations between Republican and Democrat leadership and the administration is ongoing, it remains unclear how much money either the FCC or Commerce will get. The Clinton administration seeks an additional $6 billion in spending, to be partially offset by digital audio radio satellite (DARS) spectrum auction revenues.

In a letter to House leadership, however, Reps. Thomas Billey (R-Va.) and John Dingell (D-Mich) urged against using the DARS auction proceeds.

"Spectrum auctions appear to have become a convenient funding source of last resort," the lawmakers wrote. "Whenever a worthy spending initiative is conceived...the proponents urge Congress to shake the spectrum piggy bank a little bit harder."

The lawmakers said it is "a bipartisan problem, and we urge you to avoid repeating it during your discussions with the Administration," the lawmakers said.

A House Commerce Committee aide said Billey is "trying to keep an eye on the ball, but he realizes this is a very tempting potential source of revenue that may well be irresistible."  

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President Clinton has been actively making telecommunications policy ever since he arrived at the White House nearly four years ago. With Vice President Gore on the point, he has promoted the information superhighway, signed telecommunications-reform legislation lowering barriers to competition, capitalized on the value of spectrum and won program ratings and more educational programing for kids. Taken as a lot, the actions describe a policy of measured deregulation with a social conscience. There are still plenty of restrictions to go around, but every electronic communication medium—broadcast TV, cable, radio and telephone—has considerably more room to maneuver than it did before Bill Clinton took over.

In this exclusive written Q&A with Broadcasting & Cable editors, the President says "no" to further relaxation of TV ownership rules, justifies the program ratings and kids TV requirement, reaffirms his commitment to giving broadcasters a second channel for digital TV and promises to keep an eye on rising cable rates.

Clinton on Communications

Your administration supported the V-chip and the FCC rule that requires TV stations to air three hours of children's educational programing per week. How do you justify such intrusions into TV content in light of the First Amendment?

Neither the V-chip nor the children's television rule intrudes on First Amendment rights. The V-chip, after all, is just an extension of the remote control—it allows parents to turn off certain programs when the parents aren't home or aren't in the TV room. As long as the television industry, not the government, provides the ratings—as the industry has agreed to do—I don't see how there is a First Amendment problem.

As for the children's three-hour rule, the Children's Television Act requires broadcasters to serve the educational and informational needs of children. The guidelines agreed to by my administration and the broadcasters that the FCC then adopted clarify what broadcasters must do to show they have complied with the act. The Supreme Court has consistently treated children as a special, protected class, and the FCC action falls within that approach.

Can you see the day when broadcasting enjoys the same First Amendment protections as publishing?

As you know, the distinction between broadcasting and publishing in terms of the First Amendment is based on the scarcity principle. Free over-the-air broadcasting will continue to be a vital part of our media, and availability of licenses will continue to be limited. When that changes, the distinction between broadcasting and print will change too.

Do you think the V-chip will protect children from what you see as excessive sex and violence on TV?

It will help parents to guide their children's viewing—I don't think it will necessarily reduce excessive violence or sex on television, but I do think that it will help parents to limit the amount of adult material that their children see. So it will reduce the overall amount of violence and sexual content that children see on television.

Do you advocate the return of the family viewing hour and do you support Senator Hollings's proposed ban on violent TV programing during all but late-night hours?

I am supportive of efforts by the broadcast industry to provide more family-oriented, positive programing in the early
Telecom goals for a second term

- The deployment of computers in the classrooms throughout the nation, with every classroom connected to the internet by 2000.
- The implementation of the Telecommunications Act of 1996, particularly with respect to competition in local and cable service.
- The deployment of the V-chip with a ratings system that is understandable and useful to American parents.
- The deployment of advanced television in a way that brings the benefits of the digital age to the American people. The potential of this new technology to enhance the American people’s enjoyment of television and to facilitate the convergence of television and computing services is vast.
- Working to open international markets for American telecommunications companies to promote the creation of good, high-paying skilled jobs here at home;
- Promoting consumer privacy on computer and other information networks.
- Reinventing government by using computers and information technology to provide more services with less government.

evening. But I have not supported legislation to force a family viewing hour in prime time.

In the wake of the FCC’s adoption of the three-hour kids TV requirement, should the FCC impose other specific public interest obligations on TV stations? Free political advertising time, for instance? How would that square with the First Amendment?

Broadcasters using the public airwaves have always been required to serve the public interest, and that has never posed a First Amendment problem. The nature of that obligation has changed over time. As we move to digital transmission and increase the capacity and efficiency of broadcasts, it may be appropriate to expand the public service obligations in certain ways, including free time for political debate and advertising.

Your administration favors giving TV stations a second channel to make the transition to digital, but wants the stations to return the analog channel by 2005, earlier than most broadcasters would like. Would you be willing to postpone the give-back date in exchange for broadcasters’ support of your proposal to auction TV spectrum between channels 60 and 69?

I have proposed a plan for the return of the analog television channels within seven years of the advent of digital broadcasting, with exceptions for small, rural and non-commercial broadcasters. I do not think it is unreasonable to expect that this transition will take place in seven years.

As for channels 60 to 69, the FCC, which is developing the plan for the transition, has indicated that these channels are not absolutely necessary for the transition. This large block of spectrum could be auctioned for other services that are in great demand, such as mobile phone service or data transmission services.

Bob Dole as well as some liberal and con-
servative groups say broadcasters should pay for the digital spectrum. They contend that giving broadcasters the spectrum, even for a transition period, amounts to "corporate welfare." How do you respond?

I think that digital television will be of tremendous benefit to the American public, and I fully support the transition. In addition, by waiting to auction the spectrum that is returned by broadcasters we will be able to auction contiguous spectrum blocks, which are far more valuable than scattered pieces, which are less valuable for new services.

By delaying the auction we will be able to raise more revenue for deficit reduction while allowing for a smooth transition to digital technology for free over-the-air television. Free broadcast television provides a valuable service—local news, sports programming and many other programs that are enjoyed by millions of people—and I support a plan that will insure its continued availability. Auctioning the digital television channels may mean that the services offered over their channels are not free.

Should the FCC mandate a standard for digital TV broadcasting?

The best standard would be one developed by and supported by all the affected industries, which could then be endorsed by the FCC. I am still hopeful that this is possible, although at the moment broadcasters and computer manufacturers disagree on many details of the national standard for television transmission. We want to make sure that there are no roadblocks to future compatibility between television and computers.

So far, the Telecommunications Act of 1996 has paved the way for a number of mergers and acquisitions, particularly in radio and telephone, but little of the competition that was promised. Does media consolidation concern you?

First, let me address your statement that the

“As you know, the distinction between broadcasting and publishing in terms of the First Amendment is based on the scarcity principle. Free over-the-air broadcasting will continue to be a vital part of our media, and availability of licenses will continue to be limited. When that changes, the distinction between broadcasting and print will change, too.”
"Broadcasters using the public airwaves have always been required to serve the public interest, and that has never posed a First Amendment problem. The nature of that obligation has changed over time. As we move to digital transmission and increase the capacity and efficiency of broadcasts, it may be appropriate to expand the public service obligations in certain ways, including free time for political debate and advertising."

The act has not yet produced the competition that is intended. As you know, the incumbent telephone companies and many competitors are in the process of negotiating agreements that will allow the competitors to offer new services in the local market. I am told that by next year we will see a host of new wired competitors, and we are already seeing new wireless services being offered. I am very hopeful that the promise of the act—choice for consumers—will be fulfilled in the very near future.

With respect to concentration, we have consistently voiced our concern over the concentration particularly of mass media ownership because of the potential to silence the great diversity of voices we enjoy in this free country. I said that I would veto an earlier version of the bill that contained what I viewed as unhealthy concentration in the ownership of media outlets. These provisions were changed in the final bill, which maintains important limits on common ownership of media outlets in local markets, such as ownership of radio and television stations and the local television stations.

In addition, one of my top priorities in the legislation was to assure that there were limits placed on the common ownership of both the telephone company and the local cable operator in any particular community or region. These limits were included in the act and will go far toward insuring that these various companies compete to offer services in a region rather than merge and that consumers will have a choice of providers for these services.

We will remain watchful and vigilant with respect to this issue. As you know, the Department of Justice regularly reviews these mergers to assure that there are no anticompetitive aspects to the deals. What we want is choice for the American people and a marketplace that allows full and free entry for new players.

What must the FCC do to insure competition in local telephony?

The FCC has recently adopted a pro-competitive national framework for implementing the 1996 Telecommunications Act. Its Interconnection Order fairly sets the rules for incumbent telephone companies and new competitors while protecting consumers and partnering with the states to insure that a robust telecommunication market develops for local telephone service. The FCC, together with the state regulatory commissions, must vigorously enforce these rules and move promptly to address any remaining barriers to investment in this growth (i.e., access-charge reform).

The FCC is considering loosening its local TV ownership rules to permit common ownership of two TVs or a TV and newspaper in the same market. Do you think relaxation of these rules is a good idea?

No, I don't.

Are you concerned by recent cable rate hikes outpacing inflation?

I am certainly concerned about potential rate increases. That is why I argued for the continuation of cable rate regulation, particularly on basic services, until competition truly exists in local markets. The most effective way to protect consumers from cable rate hikes is to clear the way for competition to provide a check on unreasonable prices. We are working to clear the way for new competitors to cable operators such as DBS [direct broadcast satellite] and wireless cable so that consumers have a choice in service providers and can protect themselves against unreasonable price quality.

Broadcasting and cable have also been subject to increasing vertical integration—common ownership of programing and distribution. Is this a cause for concern?

We certainly need to keep a close eye on it. It provides for a more efficient market in some ways, particularly when you look at global competition, but concentration is a serious problem when it is broad enough to allow for anticompetitive behavior.

I believe strongly that diverse ownership of the mass media is critical to the free flow of ideas and that we must work to assure that there are multiple voices available in each and every community. One of the things in our favor here is the fact that competition can spring up in the most unexpected places. For example, the emergence of radio stations on the Internet. So I think that the important thing is to retain reasonable limits on concentration of ownership and to keep the door open for new competitors whenever possible.

What's your plan for funding public broadcasting?

I strongly support public television and public radio. I think it is very important to have a noncommercial voice available in every market. It provides some balance, and it also provides an important source of educational and cultural programing that might not be available on commercial stations.

There are several proposals to create a trust fund to pay for the annual operations of public broadcasting. I support this idea if it can be structured and funded in such a way as to maintain the same level of support for public broadcasting that it has enjoyed in recent years. I believe it is very important to continue to support public broadcasting, and I will again ask the Congress to reverse the funding reductions it enacted for these programs last year.
Prime time for gay roles

'TV Guide' reports on 'Ellen' story line put focus on TV's homosexual characters

By Lynette Rice

Reports that Ellen DeGeneres's character on the ABC sitcom 'Ellen' will reveal herself to be a homosexual this season have put a spotlight on the depiction of gays on television.

Gay advocates are all for it, saying the Touchstone Television sitcom would be a pioneer by having an openly gay lead character. On the other side, conservative groups argue that it would represent another example of Hollywood's depicting homosexuality as morally acceptable—and during the 8-9 p.m. hour, no less. Neither the network nor the show's producer was saying anything last week.

Whatever happens on 'Ellen', which debuted Sept. 18, it certainly won't mark the first time a gay character has been depicted in prime time. At least five new shows this season have gay supporting characters, including Fox's 'Party Girl' and 'Lush Life', ABC's 'Spin City', CBS's 'Public Morals' and ABC's 'Relativity'.

In the last, actress Lisa Edelstein plays Rhonda, the lesbian sister of the main character Leo (David Conrad). The second episode of the ABC drama that will air at 10 p.m. Saturday deals with Rhonda's failed relationship with another woman.

The character "just felt right for the family we were creating," says co-executive producer Jason Katims. "If there is something positive to come out of having a lesbian character, it's simply that we are treating her like a human being, making the relationship she's going through in life as valid as [those of] any of the other characters."

Other established gay characters can be found on Fox's 'Melrose Place' (Doug Savant's character); ABC's 'Roseanne' (Martin Mull's recurring character), and NBC's 'Friends' (Jane Sibbett plays the ex-wife of Ross, whom she left after discovering her homosexuality). Coincidentally, Edelstein's cousin, Jessica Hecht, plays Sibbett's lover on the Thursday night sitcom.

The trend of depicting homosexual characters in prime time dates back to the late '70s and Billy Crystal's character on the controversial ABC sitcom 'Soap' (which had its own share of protests from religious groups). In 1981 NBC premiered the sitcom 'Love, Sidney' based on the film Sidney Shorr, about a gay man.

The NBC show, which was canceled in 1983, implied that Tony Randall's character was homosexual, but it was never mentioned.

That relatively high TV profile for gay characters notwithstanding, the 'Ellen' story was making waves last week.

ABC was referring all calls to Touchstone, which continues to say that it doesn't comment on rumors. Yet that didn't stop 'TV Guide' from providing a clue about Ellen's reported intentions this season, citing episodes that supposedly lead to the character's coming out of the closet—literally. In the latest issue, 'TV Guide' cites one episode in which DeGeneres' character emerges from a closet, saying "Yeah, there's plenty of room, but it's not comfortable."

"I don't foresee an increase in ratings as a result of this," says media buyer Paul Schulman. "I think the biggest problem right now is whether she comes out of the closet, but whether 'The Nanny' beats 'Ellen' badly on Wednesday at 8. 'Ellen' is not a powerhouse show. It's a Wednesday when all six networks are competing with 16 comedies. To have a possible problem in the subject mat-


**That’s Saul, folks**

Comedian Mort Sahl has signed a deal with Dove Entertainment to produce a movie and TV series based on his one-man stage show, “Mort Sahl’s America.”

Plans for the TV series are still sketchy, but Dove plans to shop the project to network and cable outlets later this year.

“Mort Sahl is the premier political humorist of our time,” says Michael Viner, president of Dove. “He could do any number of things on TV—his style stretches all the way from David Brinkley to Bill Maher.”

Sahl’s critically praised two-act show opened at Los Angeles’s Tiffany Theatre in mid-July. It moves to San Francisco next month, where Dove will tape the performances for a theatrical release that also will serve as the pilot for the TV series.

Sahl, 69, gained fame in the 1950s for his politically potent humor. In 1962 he served as one of several guest hosts of The Tonight Show in the months between the departure of Jack Paar and the arrival of Johnny Carson.

—CL

---

**‘Total Recall’ heads to TV**

**Team Entertainment commits $25 million to action drama**

By Cynthia Littleton

Team Entertainment Group formally opened its doors for business last week by unveiling plans to produce an hour-long action/adventure series based on the 1990 Arnold Schwarzenegger blockbuster “Total Recall.”

Team is a new worldwide production/distribution company launched by industry veteran Drew Levin, who paid $1.2 million for the TV rights to “Total Recall” at a Carolco Pictures bankruptcy auction earlier this year.

Levin says Team has committed a $25 million budget to Total Recall: The Series and will soon announce a co-production partner. Syndication, possibly with a pay cable window, seems the most likely distribution option, but the project also is being shopped to the networks. Team is headed to MIPCOM next month to meet with foreign buyers.

Levin is launching Team with an estimated $40 million in backing from several investors, ranging from the Swiss bank Affida to New York real estate developers the Wolfson Group to the American Heritage Fund.

Team’s game plan is to serve as a clearinghouse for independent producers, drawing on staff contacts with foreign buyers and the domestic advertisers to set up sponsorship, advance sales and co-production deals.

Made-for-TV movies and children’s programming will be a major focus for the company. Among the series projects in development at Team are Acrobat Alley for PBS and Amazing Tails...
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for the Discovery Channel, produced as a joint venture with the media and advertising investment consortium Interpublic Group.

Team also has inherited 600 half-hours of programing from DSL Entertainment, which Levin ran for the past seven years before folding the assets into Team. The DSL library includes the PBS series *Future Quest* and numerous productions for the Discovery networks.

Heading Team’s staff of about 20 is Peter Keefe, an independent producer whose credits include the first-run animated series *Denver, the Last Dinosaur; Widget, the World Watcher,* and *Twinkle the Dream Being.* Keefe was also a managing partner of Zen Entertainment and co-founder of Zodiac Entertainment.

---

**Tribune broadens development slate**

*Diversifies with more projects targeted to cable and network; projects include new strip hosted by Holly Robinson Peete*

**By Cynthia Littleton**

Tri...
Syndicators take page from Thighmaster

By Cynthia Littleton

They can sell food dehydrators, exercise machines, miracle stain removers and psychic friends—why not television shows?

Syndicators are turning to infomercials in an effort to cast a wider promotional net across an increasingly fragmented TV landscape. Although expensive, infomercials will become a popular marketing tool for hard-to-promote first-run weeklies with erratic clearances, observers predict.

Paramount Network Television has produced a half-hour promotional vehicle for its new first-run action-hour Viper. MGM Worldwide Television hired direct-response specialists In-Finnty Productions to create a behind-the-scenes special for The Outer Limits, distributed barter-free this month to more than 150 stations carrying the second season of the acclaimed anthology series.

The marketing team at Paramount sparked the trend last year by launching an infomercial for the studio's first-year NBC drama, JAG. The move helped the show get a second chance this season on CBS after NBC dropped the costly series.

With Viper: Fully Loaded, the studio aims to raise awareness among "a segment of the audience that loves to channel-surf," says John Wentworth, Paramount Television's executive vice president of marketing and media relations.

In addition to running Viper: Fully Loaded on Viper stations, Paramount is buying time slots for the infomercial on independent broadcast outlets and basic cable, including USA Network, Sci-Fi Channel, CNBC and Discovery Channel.

MGM opted to fund an Outer Limits special after the success of its innovative infomercial campaign last year for GoldenEye, a theatrical hit that revived the studio's fortunes as well as reopening its James Bond gold mine.

Infomercials pitches for movies and TV shows are a hybrid form of promotion and entertainment, says Patt Finn, chairman of In-Finnty Productions. The Outer Limits Phenomenon, which features interviews with guest stars and clips from the original 1960s series, is also a marketing tool for MGM's Outer Limits home video collection.

MGM is considering buying time for a half-hour version of the special that would be produced in a more traditional infomercial format to promote the series and pitch the home videos.

"The line between entertainment and promotion continues to get blurred," Finn says, adding that producers of direct-response programming are "in the forefront of a new era of transactional television."

Miramax's 'new line' TV

Film company to produce updated 'What's My Line?'

By Cynthia Littleton

The film company that brought us "The Crying Game" and "Pulp Fiction" is teaming with All American Television to produce a modern version of What's My Line?

The joint venture marks Miramax Films' first foray into television production. The partners say the series is being developed as a half-hour weekly for network prime time, although syndication remains an option.

What's My Line? aired in prime time for 18 years in the 1950s and '60s, followed by a seven-year revival in syndication. The quiz show featured a panel of celebrities who questioned contestants in an effort to guess their occupations. Another regular feature called for the blindfolded panelists to guess the identity of a famous person.

The new model will blend those features with contemporary special effects and interactive twists. All American acquired the rights to the show last year with its $50 million purchase of the Mark Goodson Productions library. Robert Noah, president of Mark Good-

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Broadcasting & Cable September 23 1996
‘Afros and Bellbottoms’
Sinbad takes on the fads and fashions of the 1970s in a new barter comedy special from David & Goliath Productions and Baruch Entertainment. Afros and Bellbottoms, which aired as a live HBO special in 1994, is being offered for broadcast between Oct. 19 and Dec. 22 for an even seven-minute barter split. Baruch Entertainment is pitching the hour as a family-friendly special. The broadcast window coincides with Sinbad’s appearance in two new children’s theatricals—Disney’s “First Kid” and Fox’s “Jingle All the Way”—and a new HBO movie, The Cherokee Kid.

In the rerunning for new car
Columbia TriStar Television Distribution is teaming with Toyota and People magazine for a cross-promotion to support the off-network launch of Mad About You. The cornerstone of the campaign is a “watch to win” contest running Oct. 7-18, giving loyal Mad About You viewers a shot at winning one of 20 new Toyota Camry LEs. Entry forms will be published in two upcoming issues of People. A teaser campaign beginning the week of Sept. 30 will instruct viewers to watch for a different “secret word” superimposed on each off-network airing of the sitcom during the contest period. John Moczulski, CTTD’s senior vice president, marketing, says the goal is to make sure fans of the hit NBC comedy know that reruns are airing six days a week in advance of the November sweeps.

Good-bye, Mr. Phelps
Peter Graves has chosen not to accept the mission—as host of MG/Perin’s new first-run weekly Could It Be a Miracle, so he’s been replaced by another 1960s spy-drama star, Robert Culp of I Spy fame. Graves, who’s probably better known these days as host of A&E’s Biography than for his starring role on Mission: Impossible, bowed at the last minute because of “contractual differences,” according to an MG/Perin spokesperson. Could It Be a Miracle, an hour show exploring reports of miracles and other strange phenomena, is set to debut this weekend on 102 stations covering 76% of the country.

Salley forth
Buena Vista Television taped a pilot last week for a potential new latenight vehicle hosted by the Chicago Bulls’ John Salley. Guests on the show were Ed McMahon, NBC’s Bob Costas, singer/actress Vanessa Williams and O.J. Simpson prosecutor Christopher Darden. Buena Vista has yet to unveil its 1997 development slate, but the distributor is also said to be developing an urban-oriented daytime talk show.

Thrall leaves Multimedia
Richard Thrall is leaving Multimedia Entertainment after 30 years with the company. A three-time Emmy winner, he most recently was senior VP, programing, for the distributor of Sally Jessy Raphael, Donahue and Jerry Springer. Thrall also was instrumental in the launch of Multimedia’s cable network, NewsTalk Television.

Grandolph exits King World
After 11 years as a top sales executive, Gary Grandolph has left King World Productions to form his own distribution company focusing on the growing market for educational children’s programming. Grandolph’s Chicago-based Young America Entertainment has acquired the broadcast rights to Young America Outdoors, a live-action series that has aired on the regional Prime Sports networks for the past three years. Young America is offering 39 half-hour episodes on an even-barter basis beginning in January.

On the road again
Charles Kuralt is heading back out on road as host of An American Moment, a series of program inserts distributed by Ninth Wave Productions of Austin, Tex. The 90-second vignettes—focusing on people, places and other aspects of Americana—cues are being written by Twentieth Century Mutual Funds and the Benham Group. Ninth Wave is offering broadcasters one-year package of 156 two-minute spots, which include 30-second commercial for Twentieth Century in exchange for a series to air the spots three times a week in morning time periods. “Covered bridges are being terribly overlooked on television,” said Kuralt, who retired from CBS News in 1994. “So are a lot of other American treasures... We thought we ought to do something about that.” —CL

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by Karen Raugust
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September 23 1996 Broadcasting & Cable
Paramount signs Kemp

Barry Kemp has signed a multiyear, overall deal to develop and produce television series under his Bungalow 78 Entertainment banner for the Paramount Television Group. Kemp, who has created and/or produced 12 series totaling more than 440 half-hours of programming, will develop a show to fulfill his 13-episode series commitment from CBS. Kemp serves as the executive producer of ABC’s Coach and created Newhart for the network.

‘TV Guide’ on TV

News Corp.—owned Twentieth Television has signed an exclusive deal with News Corp.—owned TV Guide to produce TV Guide—branded programming for cable, syndication, network and home video. The unit, TV Guide 20th Productions, also will produce three-hour-long specials for the USA Network. “This marks the first time in its long and distinguished publishing history that TV Guide is moving into television production,” said Steve Reddickiffe, editor in chief, TV Guide, who will oversee the production company along with Rick Jacobsen, president and chief operating officer, and Peter Faiman, president, programming and production, both of Twentieth TV. The three specials for USA are TV Guide looks at Christmas, TV Guide Looks at Sci-Fi and TV Guide Looks at Cops. In addition, the production company will develop several network specials and a yet-untitled magazine strip.

New series from Barron, Pennette

The writing-producing team of Fred Barron and Marco Pennette, who serve as executive producers on NBC’s sitcom Caroline in the City, have been tapped to create comedy series for the network.

The duo originally worked together on the CBS sitcom Dave’s World—he as creator/executive producer and she as supervising producer—before launching Caroline in 1995. “Fred and Marco have had terrific success providing one of NBC’s most important half-hour shows,” says Tom Nunan, senior vice president, prime time series. “Their enthusiastic approach toward talent and sophisticated comedy style furthers our goal in delivering more ‘Must See TV’ hits.”

Lead-in lag

Stronger lead-ins have yet to percolate down to the fledgling Fox After Breakfast, which has averaged a 1.3 rating/5 share since it debuted Aug. 12. In comparison, lead-ins featuring syndicated shows and local news have averaged a 2.1/8. The live show, which is shot in New York, is based on Fox’s FX cable network show After Breakfast, which aired for 20 months before it was taken off the air last March.

Busby upped at Universal

Kathy Busby has been named director, comedy development, Universal Television, from senior director of International at Atlanta’s LaFace Records. She’ll report to Maria Grasso, president, comedy development.

Award winners

Dennis Franz (NYPD Blue), Sherry Stringfield (ER) and Christine Baranski (Cybill) will be among the 12 recipients at the 12th annual Quality Awards on Sept. 28 in Los Angeles. Sponsored by Viewers for Quality Television, the ceremony also will award the first Network Commitment to Quality Award to NBC’s Warren Littlefield.

Beam her up

The Klingons will have to do without her. First Lady Hillary Clinton has pulled out of an Oct. 6 special that will pay homage to the 30th anniversary
### PEOPLE'S CHOICE Ratings according to Nielsen
**Sept. 9-15**

**KEY:** RANKING, SHOW (PROGRAM RATING-SHARE) • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TELEVISION UNIVERSE ESTIMATED AT 95.9 MILLION HOUSEHOLDS; ONE RATINGS POINT: 950,000 TV HOMES

**YELLOW TINT IS WINNER OF TIME SLOT • (NR) NOT RANKED; RATING-SHARE ESTIMATED FOR PERIOD SHOWN • PREMIERE • SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH • GRAPHIC BY KENNETH RAY

#### Week 52

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<td>23. Mad About You</td>
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This Tuesday, September 24, the best and the brightest minds in the business of television will gather in New York for InterfaceX.

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InterfaceX

You're bright. Right? Be there.

Tuesday, September 24.
The Grand Hyatt, New York.
to register call 212.337.6940.

presented by

Broadcasting & Cable

Communications Equity Associates
Young hopes to raise $165 million

Young Broadcasting's upcoming stock offering will not raise enough money to offset the cost of KCAL-TV Los Angeles, the company says in a recent prospectus. Although the offering is expected to raise about $165 million, KCAL will cost $368 million. Young has borrowed $286 million and will use another $2.1 million cash on hand to fund the station's purchase from the Walt Disney Co., according to the prospectus.

It also shows that KCAL will mean greater losses for Young. "A significant amount of the company's cash flow will be required for debt service," the prospectus states. As of June 30, Young was some $401.8 million in debt. After the offering and with the purchase of KCAL, its debt would be about $687.2 million.

Young plans to offer 6 million shares of Class A common stock in a week or two. At the hoped-for price of $33 per share, that would raise about $165 million (after expenses). Young's stock closed last Thursday at $33.38.

Simultaneously with the offering, the company will repurchase 1.5 million shares of Class C common stock (and warrants for more) owned by Capital Cities/ABC Inc. It will pay about $56 million; ABC paid $25 million for the shares and warrants in 1994. ABC buyer Disney pledged to sell ABC's interest in Young to avoid ownership questions by the Justice Department.

Young's prospectus also shows the anticipated effect of the independent KCAL on the company. Pro forma estimates show that KCAL alone would have provided 44.6% ($120 million) of Young's net revenue for the fiscal year ended June 30. Young owns 11 other TV stations, all network affiliates.

But KCAL also would mean a greater net loss. On a pro forma basis, Young's net loss of $6.6 million for 1995 would grow to $7.5 million if KCAL and other acquisitions were included, the prospectus states. Savings at KCAL are expected, however. Young says it has identified $20.9 million in yearly "personnel and other costs" that could be cut and $10.6 million in programming savings.

Young has incurred net losses in each of the past five fiscal years, mostly because of interest expenses, according to the prospectus.

After the offering, chairman Vincent Young and his father, Adam Young, together will control about 62% of the company's voting power. Before the offering, that percentage was 76.7%.

——EAR

**Changing Hands**

The week's tabulation of station sales

**Proposed station trades**

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

**THIS WEEK:**

<table>
<thead>
<tr>
<th>Type</th>
<th>Station</th>
<th>City</th>
<th>Buyer</th>
<th>Price</th>
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<tbody>
<tr>
<td>TVs</td>
<td>WORO(FM)</td>
<td>Weehawken, N.J.</td>
<td>Capital Cities/ABC Inc.</td>
<td>$97,500,000</td>
</tr>
<tr>
<td>Combos</td>
<td>KPAB</td>
<td>Los Angeles, Calif.</td>
<td>Ainsworth Communications Group</td>
<td>$10,645,617,029</td>
</tr>
<tr>
<td>FM</td>
<td>KMUL-FM</td>
<td>Anchorage, Alaska</td>
<td>Litton Media Inc.</td>
<td>$1,500,000</td>
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**SAME PERIOD IN 1995:**

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<th>Type</th>
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<tr>
<td>TVs</td>
<td>WOJQ</td>
<td>Marina del Rey, Calif.</td>
<td>Capital Cities/ABC Inc.</td>
<td>$1,000,000</td>
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<tr>
<td>Combos</td>
<td>KROI</td>
<td>Dallas, Texas</td>
<td>CBS Broadcasting Inc.</td>
<td>$1,000,000</td>
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<tr>
<td>FM</td>
<td>KVME</td>
<td>San Antonio, Texas</td>
<td>American General Corp.</td>
<td>$1,000,000</td>
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**Source:** BROADCASTING & CABLE

**TV**

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<tr>
<td>KCNS-TV</td>
<td>San Francisco</td>
<td>$300,000</td>
<td>Ramcast Corp., New York (Rachamim Anatian, chairman/92.5% owner; Barbara Laun- rence, president); is buying WRAY(TM) Wilson/Raleigh, N.C.</td>
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**COMBOS**

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<td>$3.5 million</td>
<td>Midwest Communications Inc., Wausau, Wis. (Duke E. &quot;Dudey&quot; Wright, president/92% owner); owns WNOX(AM)-WPT(FM) Kalamazoo and WWYB(AM)-WWNO-FM Coldwater/Kalamazoo, Mich., and WWZ-FM New London/Appleton, WGEF(AM)-WWX-FM Green Bay and WGEE-FM Sturgeon Bay, Wis.</td>
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Raycom Media, Incorporated

has purchased

Ellis Communications, Inc.

for

$732,000,000

financing provided by

The Retirement Systems of Alabama
Dr. David G. Bronner, Chief Executive Officer

Brian E. Cobb

of

MEDIA VENTURE PARTNERS

and

Donald Tomlin

of

Tomlin & Company, Inc.

acted as advisors to the buyer
Third Quarter TV Closings

KTNC-TV (KFCB-TV) San Francisco, CA DMA

WSWS-TV Columbus, GA DMA

WBFX-TV Greensboro, NC DMA

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WWJR (FM) Sheboygan, Wis.
Facilities: WROE: 94.3 mhz, 25 kw, ant. 338 ft.; WNCY-FM: 100.3 mhz, 45 kw, ant. 489 ft.; WNFL: 1440 khz, 5 kw day, 500 w night; WWKO: 650 khz, 10 kw day, 500 w night; WTBX: 93.9 mhz, 100 kw, ant. 548 ft.
Formats: WROE: soft hits; WNRY-FM: country; WNFL: news/talk; WWKO: country; WTBX: CHR
Broker: Blackburn & Co. (seller)
WPIC (AM)-WYFM (FM) Sharon, Pa.
Price: $5.885 million (includes 1.5 million noncompete agreement)
Seller: Wicks Broadcast Group LP, New York (WBG Management Inc., general partner; Edgar R. Berner, president/41.7% owner); for holdings, see “Changing Hands,” July 29
Facilities: AM: 790 kHz, 1 kw day, 51 w night; FM: 102.9 mhz, 44 kw, ant. 455 ft.

Call for authors

Broadcasting & Cable and Focal Press are seeking authors for a new series of books to be written by and for broadcast and cable professionals, addressing topics essential to their needs.

The books will be sponsored by Broadcasting & Cable and will be published internationally by Focal Press, a leading publisher of books and videos about media topics.

Areas of interest include, but are not limited to: telco entry, new distribution technologies, high-definition television, ratings, interactive programming and management issues. Books that cover innovative ideas and practical solutions are encouraged.

For more information or to submit a proposal please contact Marie Lee, Acquisitions Editor, Focal Press, 313 Washington St., Newton, Mass. 02158-1626.

September 23 1996 Broadcasting & Cable
Broadcasting & Cable  September 23 1996

WTXL-TV Tallahassee, Fla., and 5% of WMOO(FM) Bostwick, Ga.

Seller: Sonic Broadcasting Inc., Toccoa (Eugene J. Mark Jr., president); no other broadcast interests

Facilities: AM: 1420 kHz, 5 kW day; FM: 106.1 mHz, 100 kW, ant. 1,132 ft.

Formats: AM: news/talk; FM: adult contemporary

KATs(FM) owner/brother

see "Changing Hands," July 22

Buying

Price:

KPFX(FM) Fargo, N.D.

Buyer: Ingstad Broadcasting Inc., Fargo, N.D. (James D. Ingstad, president/owner/brother of seller); is buying KQFN(AM) West Fargo-KQWB-FM Moorhead, Minn. (for other holdings, see "Changing Hands," July 22)

Seller: T&J Broadcasting Inc., Orono, Minn. (Thomas E. Ingstad, president/owner/brother of buyer); owns KLT(A) (FM) Breckenridge/Fargo, KIT(AM)-KATS(FM) Yakima and KXXX(FM) Toppenish, Wash.; is buying KMW(AM)-KFFM(FM) Yakima. Ingstad also owns KXIC(AM)-KKRG(FM) Iowa City; KMK(AM), KFXS(FM) and KOUT-FM Rapid City and KSOO(AM)-KMTC-FM Sioux Falls, S.D., and 75% of KPXR(FM) and KEAG(FM) Anchorage; is selling KHAR(AM)-KBRJ(FM) Anchorage

Facilities: 107.9 mHz, 100 kW, ant. 713 ft.

Format: Classic rock

67% of KTCX(FM) Beaumont, Tex.

Price: $650,200 for stock

Buyer: Pacific Broadcasting of Beaumont Inc., Clayton, Mo. (P. Stephen Bunyard, president/50.1% owner); owns KAPW(FM) Beaumont; 33% of KTCX(FM). Bunyard owns 51% of company buying KKNG(FM) Laramie, Wyo.; 50% of KDUK-AM-FM Eugene, Ore.; is selling 50% of KMGF-FM Monte Rio, Calif.

Seller: Alice Marie Felix Ramsey, Beaumont (67% owner before sale, 0% after); no other broadcast interests

Facilities: 102.5 mHz, 50 kW, ant. 492 ft.

Format: Adult urban

WQVE(FM) Camilla, Ga.

Price: $325,000

Buyer: Williams Broadcasting System Inc., Atlanta (James Elari Williams, president/51% owner); no other broadcast interests

Seller: Mitchell Broadcasting Inc., Camilla (W.H. NeSmith Jr., president); no other broadcast interests

Facilities: 105.5 mHz, 6 kW, ant. 300 ft.

Format: Urban contemporary

KOXC-FM Wichita Falls, Tex.

Price: $10,000

Buyer: Sam F. Beard, Wichita Falls; owns KLUR-FM Wichita Falls and KYVI (FM) Burbknett, Tex.; 50% of KSVP (AM)-KZTA(FM) Artesia, N.M.

Seller: Red River Communications
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BIA Consulting, Inc. • BIA Capital Corp. • BIA Publications, Inc.

---

Inc., Nebraska City, Neb. (David Messing, principal); no other broadcast interests
Facilities: 102.5 mhz, 4.5 kw, ant. 328 ft.
Format: AOR

RADIO: AM

WSCR(AM) Chicago
Price: $7.5 million
Buyer: N. John Douglas, Palo Alto, Calif.; owns WNDZ(AM) Portage, Ind./Chicago and wWxx(FM) Highland Park/Chicago (for other holdings, see "Changing Hands," Sept. 16)
Seller: CBS Radio, New York (Dan Mason, president); owns WBBM-AM-FM, WMAQ(AM)-WXRT-FM Chicago; is buying WUSN-FM, WWJD(AM)-WJMK-FM and WCKG(FM) Chicago; is selling WSVY(FM) Chicago (for other holdings, see "Changing Hands," May 13)
Facilities: 820 khz, 5 kw day
Format: Sports talk
Broker: H. R. LaRue Media Brokers (buyer)

KLVL(AM) Pasadena/Houston, Tex.
Price: $1 million
Buyer: El Dorado Communications Inc., Los Angeles (Thomas H. Castro, president/45% owner); is buying keyH(AM) Houston (for other holdings, see "Changing Hands," July 8)
Seller: Estate of Angela Vera Morales, Houston; no other broadcast interests
Facilities: 1480 khz, 1 kw day, 500 w night
Format: Norteño music

WERA(AM) Plainfield, N.J.
Price: $1 million
Seller: Cloud 9 Broadcasting Inc., Plainfield (Jesse B. Carroll Jr., president); no other broadcast interests
Facilities: 1590 khz, 500 w
Format: Full service

KTOB(AM) Petaluma, Calif.
Price: $450,000
Buyer: Kim Broadcasting Corp., (Edward S. Kim, president); no other broadcast interests
Seller: Petaluma Broadcasting Corp., Petaluma (David Devoto, president); no other broadcast interests
Facilities: 1490 khz, 1 kw
Format: Adult contemporary
Broker: Exline Co.

KBRC(AM) Mount Vernon, Wash.
Price: $340,000

---

WIZO(AM) Franklin, Tenn.
Price: $220,000
Buyer: Mid-State Communications Corp., Nashville (Randolph V. Bell, president/51% owner). Bell owns WJSQ(FM) Princeton, Ind.
Seller: AJ Communications Inc., Franklin (Alice A. Jackson, president); no other broadcast interests
Facilities: 1380 khz, 5 kw day, 500 w night
Format: Classic rock

WLDX(AM) Fayette, Ala.
Price: $220,000
Buyer: Thomley Broadcasting Co. Inc., Fayette (Eloise Thomley, president/55% owner); no other broadcast interests
Seller: SIS Sound Inc., Jasper, Ala. (William A. Grant Jr., president/owner); owns wZ0I(AM) Jasper, WJRD(AM) Russellville and wSPO(AM) Tuscaloosa, all Ala. Grant also owns 1% of wRAG(AM)-WZBO(FM) Carrollton, Ala.
Facilities: 990 khz, 1 kw day, 42 w night
Format: Country

KOKB(AM) Blackwell, Okla.
Price: $90,000
Seller: Moore Communications Inc., Blackwell (Donald Moore, principal); no other broadcast interests
Facilities: 1580 khz, 1 kw day, 49 w night
Format: News/talk

KMRC(AM) Morgan City, La.
Price: $85,000
Buyer: Tiger Island Broadcasting Inc., Morgan City (Dennis C. Miller, president/80% owner); no other broadcast interests
Seller: Tri-City Broadcasting Inc., Morgan City (Warren Fortier, president); no other broadcast interests
Facilities: 1430 khz, 500 w day, 100 w night
Format: Adult contemporary

---

Buyers: Jim and Ann Keane, Mount Vernon; own kaps(AM) Mount Vernon
Facilities: 1430 khz, 5 kw day, 1 kw night
Format: Adult contemporary
Bigger means better bottom lines
That’s the gist of Alex. Brown study of radio group owners

By Donna Petrozzello

Large, consolidated radio groups command more advertising revenue and generate higher broadcast-cash-flow margins than does the radio industry in general, according to a recent report by Alex. Brown & Sons analysts.

Alex. Brown’s “Media & Communications” report for September 1996 shows that advertising revenue growth on a same-station basis for publicly traded radio groups consistently has outperformed, by up to 10%, advertising growth for the industry since first quarter 1994. Broadcast cash flow on a same-station basis for public groups also paced far ahead of, in some cases more than doubling, the level of radio’s ad growth.

These results led radio research analyst Drew Marcus of Alex. Brown to predict that radio will be the fastest-growing segment of broadcast media next year.

In the report, Marcus says that “the newly formed, larger [radio] players are able to meaningfully outperform their improved competitive positioning into accelerated revenue growth and higher cash-flow margins.” Listed as “strong buys” on Marcus’s radio scorecard are American Radio Systems, Clear Channel Communications, Evergreen Media Corp. and Sinclair Broadcast Group.

In second quarter 1996, Alex. Brown recorded 6% overall growth in radio advertising. Comparatively, public radio groups increased ad revenue by 8% and enlarged their broadcast cash flow by 20%, each on a same-station basis, according to the report.

The ability of consolidated radio groups to outperform has spurred an influx of investors and venture capitalists interested in the medium. Alex. Brown’s Media and Communications seminar, held at New York’s Waldorf-Astoria Sept. 16-17, attracted 1,200 attendees, roughly 50% more than last year, Marcus says.

Meanwhile, single-station sellers are reaping the rewards of radio’s solid performance on Wall Street and with advertisers. Media broker Bill Steding of Star Media Group says that station purchase prices have ballooned by about 40% since first quarter 1995.

Rather than price stations on a 12-times-broadcast-cash-flow basis, as was typical in first quarter 1995, deals hammered out in 1996 are based on a roughly 15-times-cash-flow basis, using projections of 1997’s performance as a yardstick, Steding says.

As a result of rising prices, Marcus says, some investors are skittish about about 6%, as a result of a generally sluggish economy.

Yet Marcus contends that “the aggressive acquirers will be able to meaningfully outperform the underlying industry in 1997 due to the magnitude of consolidation activity.”

Premiere makes Internet investment
Spends $4 million as part of alliance with AudioNet

By Donna Petrozzello

Amid a flurry of recent investments, Premiere Radio Networks has announced plans to sink $4 million into Internet broadcast provider AudioNet.

Premiere’s investment is part of a strategic alliance with AudioNet under which Premiere will provide affiliate marketing services and exclusive sales representation to AudioNet. In return, AudioNet has agreed to advertise on Premiere’s affiliate stations and to include content from Premiere’s World Wide Web site on its Web site.

The AudioNet investment comes on the heels of a $1.3 million deal that Premiere struck earlier this month to acquire the Philadelphia Music Works, a radio jingle company, and an $8.5 million deal, struck in August, to acquire comedy syndicator Cutler Productions. In a separate deal last week, Premiere won exclusive representation of national ad sales for the One-on-One Sports Network.

Premiere President Steve Lehman says the diverse acquisitions by Premiere will provide “new service capabilities” for affiliates. The investments are also examples of a “growth through acquisition” strategy that Premiere outlined in January, when it announced the sale of 1.4 million shares of its Class A common stock. Lehman adds, Premiere hopes to collect roughly $20 million from sale of the stock.
Good news for Chancellor

Chancellor Broadcasting Co. stock bounced skyward early last week after Montgomery Securities analysts gave the stock (Nasdaq: CBCA) a "buy" rating.

Chancellor began trading the week of Sept. 16 at $40 per share, but jumped to $43 on Tuesday, following the Montgomery release on Monday. By Wednesday, Sept. 18, Chancellor was trading at $43.50.

Montgomery analyst Gordon Hodge estimates that Chancellor's after-tax cash flow will be $1.65 per share in fiscal 1997 and $2.10 per share in 1998. He also estimates a target price of $48 per share, or approximately 20% growth, for Chancellor stock by year's end.

Media broker Bill Steding attributes the uptick to the Montgomery rating and to Wall Street's positive outlook on radio in general: "There is so much money trying to find something to buy, that a 'buy' recommendation from an investment firm can move the company's stock up in this market."

Steding downplays speculation that the stock hike may precede as-yet-unannounced merger or acquisition plans by Chancellor: "I've heard of no discussions of sales, mergers or acquisitions by Chancellor lately."

---DP

Fab Four 24 hours a day

Classic-rock aficionado and radio programmer Tony Rodriguez is out to prove that "all you need is" Beatles music to strike a chord with listeners around Dallas.

Rodriguez, president of New World Broadcasters, debuted a 24-hour all-Beatles format of music and taped interviews with John, Paul, George and Ringo on the once-dark KT CY(FM) Denison, Tex., on Aug. 10. Although Rodriguez says the programming quirk was his own idea, KYST(AM) Texas City, Tex., aired full-time Beatles for about eight months in the early 1980s.

Contrary to KYST's straight-ahead Beatles-only playlist, Rodriguez includes Beatles songs done by other artists ranging from Ray Charles to Bing Crosby. And KT CY also airs archival material, including interviews.

KT CY is not now carrying advertising, but Rodriguez hopes that will change once ratings begin to build. He also hopes to air the Beatles nonstop for an entire year, but, he admits, "it's hard to say" how long it will last.

For Rodriguez, airing all-Beatles all the time is not about making money but about driving home his opinion that "radio programming as it presently exists is flawed. With the advent of large mergers, there is separation between those who run the stations and those who control the musical content. This maximizes listeners for the moment, causes a sensation and allows me to maintain a pure artistic statement on the 1960s and the Beatles." Rodriguez also oversees New World's KXBA-AM-FM McKinney and KXEB(AM) Sherman, both Texas. ---DP

Riding gain

Revenue ups and downs in New York

Local ad revenue for New York market radio stations increased an average 15.9%, but national revenue fell an average 8.7% in August 1996 compared with August 1995. A survey of market revenue by the New York Market Radio Broadcasters Association (NYMRAD) reported local revenue of $32.8 million and national revenue totaling $5.5 million in August 1996. On a combined basis, revenue was up an average 11.6% last month compared with August 1995, NYMRAD reported. From January through August 1996, revenue totaled $295.9 million in New York, marking a 4.7% growth in local revenue and a 10.7% growth in national revenue from the same period last year, NYMRAD reported.

Total Traffic to launch in Atlanta

As Jacor's merger with Citicasters was sealed last week, Jacor announced plans to launch an in-house traffic reporting service, Total Traffic, in Atlanta on Jan. 1. Total Traffic will replace Traffic Scan—the market's dominant traffic news reporter, owned by MetroTraffic—on several Jacor-owned stations in the market, including WKLX-FM, WPCH(FM) and WGST(AM).

Through Total Traffic, Jacor can sell ads during traffic reports in-house, says Jacor executive John Hogan. Currently, commercials during traffic reports are sold by Traffic Scan through a barter arrangement with Jacor. "With consolidation in Atlanta and the opportunity for Jacor to have a greater presence in the market, this made sense," Hogan says.

With the acquisition of Citicasters, Jacor controls four stations in Atlanta.

Tops of the pop

AccuRatings' summer 1996 radio listenership ratings survey cited disco dance WKTR(FM) New York, contemporary hits KUPR(FM) Los Angeles and urban WGCI-FM Chicago as first in their markets with listeners 12-plus. ---DP
Conan gets double exposure on CNBC

NBC affiliate chairman says move, if isolated incident, poses no problem

By Rich Brown

Cable
September 23, 1996

NBC beginning in December will air prime time reruns of *Late Night with Conan O'Brien* as part of a programming revamp under way at the NBC-owned cable network.

Although the decision might not sit well with all NBC affiliates, NBC/CNBC's Don Ohlmeyer says the shared arrangement represents "a changing industry" that many stations seem ready to accept.

The move to air reruns of *Late Night* on CNBC weeknights at 10 ET is the first in a series of programming changes to come at the business/talk network, according to Ohlmeyer and other members of the new executive team that took the reins of the cable network in January.

"We're in the process of trying to determine what we want CNBC to be in prime time," says Ohlmeyer, who heads CNBC's prime time lineup in addition to his role as NBC West Coast president. "We have original programming concepts we're working on that we're not ready to talk about yet."

CNBC President Bill Bolster during a conference call with reporters last week declined to provide any demographic data on the network.

It would seem the team is looking to bring younger viewers to CNBC, considering that *Late Night* on NBC actively courts a college crowd that does not typically watch the cable network. More than half of CNBC's nightly viewers are over age 65, according to second-quarter VPVH (viewers per viewing household) Nielsen numbers (8 p.m.-midnight) supplied by a competing network. Second-quarter VPVH numbers also indicated that 32% of CNBC viewers during that time period were in the 25-54 age group.

Although *Late Night*'s CNBC telecasts will air on a 30-day delayed basis from their original broadcast on NBC, not all affiliates of the network...

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Broadcasting and cable and cable and broadcasting

The ex-NBC affiliate board chairman wasn't the only broadcaster slightly irked last week by NBC's plans to give a broadcast show some cable play as well (see above). In this case it was a syndicated show that had its origins in...a cable network.

NBC's CNBC is adding a weekend version of the first-run magazine show *Court TV: Inside America's Courts* next month. NBC is a co-owner of *Court TV*, the cable network that spawned the half-hour strip, along with Time Warner and Tele-Communications Inc.

Some broadcasters carrying the half-hour strip say they are not surprised by the news, with shared windows for original programming becoming increasingly common—a trend fueled by consolidation in the cable and broadcasting businesses.

"Blurring the lines between running programs over the air and on cable is hurting everybody," says Kevin O'Brien, vice president, general manager of KTVU(TV) San Francisco, which carries *Inside America's Courts*. "It causes disruption in viewing and confusion in the [Nielsen] meters and diaries."

Distributors counter that exposure on cable amounts to promotion for broadcasters by boosting the audience's overall awareness of the show. Rising programming costs also have forced producers to look for extra revenue from cable.

"In a market this cluttered, we take our promotion any way we can," says Bob Friedman, president of New Line Television, which distributes *Inside America's Courts*. "We think we'll bring new viewers to the broadcast version." Friedman says the CNBC version will carry spots promoting the shows on local stations. He says the move has not generated any complaint from *Inside America's Courts* affiliates. —CL
are sold on the idea of sharing the wealth. "I don't like to see us competing [with] ourselves," says Jim Waterbury, president and general manager, KWWL(TV) Cedar Rapids (Waterloo), Iowa, and immediate past chairman of the NBC affiliate board. "Until viewers have more than one set of eyes they're still going to watch one channel at a time. It's one more half rating point gone if Conan is a huge hit."

NBC took some heat from its affiliates earlier this year for the company's growing involvement in cable and multimedia. A major sore point was the company's decision to telecast certain NBA Finals postgame shows exclusively on CNBC. Particularly vexing to some NBC affiliates were promotions for the cable shows during the NBA game coverage on NBC.

Ohlmeyer says the NBA situation was not handled as well as it could have been with affiliates. Some affiliates made legitimate complaints that they had not been amply warned about the plan, he says.

He says that NBC discussed its plans to air Late Night reruns with affiliates before making the announcement and that stations agreed the cable exposure would help the show. CNBC airings of Late Night will include day-and-date promotions for NBC Late Night telecasts. Ohlmeyer says he assured affiliates that the plan to air Late Night reruns on CNBC was not a "slippery slope" that would lead to other NBC shows being time shifted on co-owned cable networks.

"In shows that we own, we have the availability to sell them into syndication or whatever we want to do with them," says Ohlmeyer. "They understand what we're trying to accomplish here. We're in a changing industry."

Pulitzer Broadcasting President and NBC Affiliate Board Chairman Ken Elkins says he was forewarned about the Conan move and does not have a problem with the time shifting of Late Night. "I think affiliates would have a significant concern if this became a precedent," says Elkins.

The addition of Conan to the CNBC lineup pushes back the start of the Charles Grodin talk show from 10 to 11 p.m. Grodin moves into the slot occupied by soon-to-be-canceled America After Hours, an entertainment-oriented talk show created for NBC's now-defunct America's Talking network. CNBC officials offered no details on their current contract renewal discussions with Grodin.

In other programing moves, CNBC has axed weekend shows hosted by Cal Thomas and Al Roker. Although CNBC officials say the decision was based on low ratings, the network is keeping a lower-rated weekend show hosted by NBC News personality Tim Russert. Earlier this month, CNBC axed a weekend show hosted by lawyer Gerry Spence.

Beginning in October, new shows joining the CNBC weekend schedule will be a technology show called Sean (5:30-6 p.m.) and a Saturday night airing of courtroom show Inside America's Courts (see box, page 39). In other weekend shifts, CNBC will move its weekend morning business lineup to an early evening time block beginning at 5 ET.

CNBC continues to remain committed to business news during the day and has signed reporters Shawn Tully, Gregory Miles and Sharon Epperson. The reporters formerly worked for Fortune, Business Week and Time, respectively.

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**Fox builds sports franchise**

*Looks to add Cablevision Systems' SportsChannel networks to growing stable*

**By Jim McConville**

looking to vie with national sports network ESPN, News Corp.'s Fox Sports continues to hunt for regional sports networks in markets where it hasn't yet secured a foothold.

Published reports last week said that Fox Sports Net is trying to cut an affiliation deal or even make a deal to buy Cablevision Systems-owned SportsChannel regional networks in New York, Chicago and San Francisco. Regional sports networks not owned outright by Cablevision but shared with Tele-Communications Inc. (TCI)--owned Liberty Media are SportsChannel Philadelphia/PRISM (78%), SportsChannel Chicago (50%) and SportsChannel Pacific (50%).

While refusing comment on a possible deal, Fox officials wouldn't rule out Fox's acquiring additional regional networks. "Obviously, Fox is looking to fill markets that we [think] we need to fill out in," says Fox Sports spokesman Vince Waldaika.

Industry observers say that Fox is far from done collecting networks, including securing one in the highly desirable New York market. "With Liberty as partner, Fox is now in many of the top regions; I could see Fox paying top dollar to get New York," says one former Madison Square Garden (MSG) executive. "They [Fox] are really in a position where they want to compete. They're not going to do it like ESPN across the board—they're going to go regionally across the country.

Fox Sports Net is the centerpiece for the national sports network created by last year's partnership of News Corp.-owned Fox Sports and Liberty Sports Network.

Liberty is providing its 14 PrimeSports regional sports networks, while Fox is supplying cable network FX and $300 million cash. Liberty's regional networks will relaunch Nov. 1 under the Fox Sports Net banner.

Fox apparently isn't the only company trying to acquire a piece of SportsChannel New York. Published reports last week say
CEA’s Expanding Universe

As the information age unfolds, Communications Equity Associates is poised to play a key role in transactions across all media

By Kathy Haley

There’s never been a more intriguing time for media property owners. Technological convergence and regulatory changes have superheated the market, triggering a wave of consolidation in radio and cable and threatening one in broadcast TV. Overseas, privatization and the dawn of digital communications have opened up opportunities in satellite, cable and broadcast TV as well as programming and telecommunications. Both inside and outside the U.S., the Internet looms as a vast new territory for development.

In this rapidly-moving marketplace, Communications Equity Associates has emerged as uniquely positioned to play an important role in the changes underway. Consistently ranked among the top media investment bankers and brokers in the U.S., CEA is the first firm of its size to command a global network of contacts and professionals.

Over the past five years, CEA has been expanding rapidly, diversifying its work to include a broader range of media and adding more specialized professionals, both in the U.S. and in offices around the world. It has added two new offices this year, in Santa Monica, CA, and Madrid, and is in the process of adding others in Dusseldorf and Bombay. This will bring its total of offices to 13, with five in the U.S. and eight overseas.

Although it concentrated its domestic activities primarily on investment banking and brokerage for the cable industry during its first decade of operations, CEA has been completing broadcast transactions since 1981 and over the past five years, has substantially increased that part of its practice. Over the past three years alone, CEA has completed close to $2.5 billion in broadcast transactions including financings and brokerage. This year, about 40 percent of the company’s domestic business will be on the broadcast side.

Activity in the entertainment industry is also on the rise and in June, a joint venture with Santa Monica-based consultants Montgomery & Associates began expanding CEA’s work with new media, such as Internet, satellite and other technology companies.

Even as its domestic business expands, CEA’s international activity is also experiencing rapid growth. Its European business has doubled in volume during each of the past four years, while the company has become increasingly active in Asia, India, Latin America, Australia and most recently, the Middle East.

Both in the U.S. and overseas, CEA is active in a broad spectrum of media, from cable and broadcast, to paging, cellular telephone, personal communications services (PCS), private cable (SMATV), DBS, MMDS, publishing and Internet services.

Along with its investment banking, corporate finance, brokerage and mergers and acquisition services, CEA continues to expand its merchant banking effort. It co-manages investment funds for Europe and Asia and is raising capital for a fund targeting the U.S. In the planning stages are funds for Latin America and the Indian Ocean region and a second European fund, this one targeting countries in Eastern Europe.

Two years from now, CEA expects to have approximately $650 million in managed or co-managed investment funds, all targeting medium-sized, privately held companies in need of investment capital.

In addition to its fund-management activities, CEA professionals continue to invest directly in media companies with smaller financing needs than those targeted by the funds. CEA played a founding role in the formation of River City Broadcasting and United States Broadcasting Group and is a part owner in a number of programming companies, including video cable...
channel The Box, Drive Entertainment, a Los Angeles music production and programming outlet, Cre-deence Sound and Vision, a Bombay animation and production company, Eastern Publishing, a Singapore magazine group and Timespan, a Los Angeles historical video and photo library.

A third leg of CEA’s merchant banking effort is in the planning stages and will involve what CEA founder and chairman Rick Michaels calls development companies. These will generate ideas for new media companies, seek out the right management teams and provide the capital necessary to launch them and facilitate their growth.

With more than $12 billion in accumulated transactions since its founding in 1973 and a client list that reads like the who’s who of world media, CEA is poised for a key role in the unfolding information and entertainment age.

“CEA is now an international media and entertainment investment bank with approximately 100 full-time employees working around the world,” says David Burns, CEA executive vice president and chief operating officer. Burns believes CEA has attained the unique position it occupies today by having the vision to stay ahead of the curve and by being willing to risk expansion into areas its competitors felt were uncertain. “We try to stay ahead of our clients,” he says. “When we thought, for example, that India was going to become hot, we started becoming involved there and getting to know the players. Then, when our clients began asking about India, we were able to help them.”

Clients concur that vision and an entrepreneurial spirit set CEA apart, but add that creativity is also key to the company’s success. Herb Granath, president of ABC Cable & International Broadcasting Group, says CEA has provided “a consistent stream of ideas for us. They’ve been able to come up with things so unusual that they always pique my curiosity.”

Sanford Anstey, managing director at BancBoston Capital of Boston, adds that CEA has built a diverse team of professionals capable of completing a wide range of transactions. “It’s a very entrepreneurial firm, with people who specialize in very different things,” he says. “Whether it’s brokering broadcast properties or cable properties or raising capital for a Latin American communications opportunity, CEA is active and completing transactions on many fronts.”

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Innovations On the Broadcast Front

CEA’s team in New York is known for sophisticated transactions built to suit entrepreneurs’ needs.

Home Shopping Network founder Bud Paxson wanted the near impossible: to quickly assemble a sizable group of TV stations, but without the complications of taking his company public. His investment banker and financial adviser came up with the solution: a reverse merger, allowing Paxson’s firm to be absorbed by a small, publicly-traded radio network company. Financing packages assembled for Paxson enabled him to continue owning a large percentage of his company and to retain voting control. Within two and a half years, Paxson Communications had built the 20th largest TV station group in the U.S. and mounted inTV, a 24-hour-a-day vehicle for infomercials and now the seventh largest network in the U.S.

A reverse merger is an exotic transaction for a company the size of Paxson’s but suited the needs of the well-known entrepreneur perfectly. It is also the kind of deal that is becoming increasingly common at CEA.

“We’re not known for doing plain vanilla deals,” says Bill Lisecky, executive vice president of CEA’s broadcast division. Steve Pruett, senior vice president of the group, adds that while CEA has built a reputation for sophisticated transactions, its investment banking and finance skills, even when used on less complicated deals, are second to none.

The amount of analysis and due diligence CEA invests in each transaction puts it in league with Wall Street investment banks, Pruett says, “except that we have an advantage over Wall Street in that our focus is all on media. If it involves the sale or financing of a media property in the private mar-
Thank you CEA...

for your partnership and support throughout the years.

We salute your leadership and innovation in communications.
"We’re an entrepreneurially-minded company helping entrepreneurs across all media build their businesses.” — Bill Lisecky, executive vice president of CEA’s broadcast division

kets, there is no one with more ability or knowledge than we have."

In addition to thorough preparation and a deep well of industry knowledge and contacts, CEA brings an entrepreneurial perspective to its work that, in addition to helping it find creative solutions, has tended to keep it involved, long-term, with many clients. CEA began working with Paxson, for example, during his days as HSN chairman, when he wanted to acquire a group of TV stations to expand the network’s distribution. It provided seed capital and assembled financing for the launch of River City Broadcasting and has stayed involved with the firm through its recent merger with Sinclair Communications. It has completed a number of transactions for Pappas Telecasting, helping it expand its group from five stations to 15.

“We’re an entrepreneurially-minded company helping entrepreneurs across all media build their businesses,” Lisecky says, noting that, while most of his group’s work has been in broadcasting, it has completed transactions in publishing, outdoor advertising, paging, personal communications, entertainment and cable.

CEA’s ability to work across all media, in fact, is one of its biggest assets. When long-time cable client Harron Communications decided to sell one of its TV stations, CEA’s knowledge of the broadcast market enabled it to bring Harron an even better idea. CEA found a buyer, but it also found a co-located station that wanted to forge a local marketing agreement with the Harron outlet. The LMA proposal would bring even more value to Harron’s asset than an outright sale would.

“CEA pursued all kinds of options for us, everything from a sale to an LMA,” says Jack Pruett, vice president and chief financial officer at Harron. “They are very thorough and they know all the players and know what everybody wants to do and who’s trying to get into which markets. They had a great relationship with everyone working with us.”

Quigley and other media owners note that all the due diligence and analysis that goes into CEA’s efforts is centered on discerning what’s best for an entrepreneur’s needs. Christopher Marks, chairman of EXCL Communications, a San Jose based operator of Spanish radio stations, sought CEA’s help when he faced an opportunity to buy out his original partners. “CEA had access to many different levels of financing tiers and were able to match us with some that had the same growth ideals that we do,” Marks says. “They brought us a couple of options and we worked together to choose the best one.”

Working with Lisecky and Pruett in CEA’s New York office are Gretchen Shugart, senior vice president, John Morrison and Evan Blum, senior associates, and Clark Gadson, associate. Shugart, who directed Bank of Montreal’s Communications and Media Group prior to joining CEA in February, has experience in a number of media, including broadcast, cable, cellular and paging. Blum, who came to CEA from Marine Midland Bank’s Communications Department, concentrates on investment banking services for broadcasting companies. Morrison joined CEA in March from First Fidelity Bank’s Investment Banking Group, while Gadson, who also came on board in March, had been media/communications specialist at Bank of Montreal.

In today’s frenzied, consolidating market for radio and TV properties, an important part of CEA’s work lies in advising family-owned businesses about their options. “Many of these companies feel ambushed by potential buyers, and yet they’re afraid that if they talk to an investment banker, people will feel their company is for sale,” says Pruett, who notes that CEA is currently representing a number of family-owned companies with holdings ranging from a single station to many. “We have been able to provide a lot of help to these companies. Sometimes it has resulted in a sale, sometimes in another strategy.”

Most of all, Pruett says, these companies “should not feel they have to go it alone out there.” In fact, companies that have been ambushed into a quick sale have frequently gone for prices significantly below their true market value. “I’ve seen owners leave hundreds of thousands on the table,” he says.

“Building a relationship with an investment banker is important, whatever you think your future might be,” Pruett says, “because ultimately, we can help you add value to your company.”

Harry Pappas, president and CEO of Pappas Telecasting, calls CEA “exceptional. They always come through,” he says. “They know their work and they know the industry extremely well.”
“EXCEPTIONAL”...

“THEY ALWAYS COME THROUGH”...

“THEY KNOW THEIR WORK AND THEY KNOW THE INDUSTRY EXTREMELY WELL.”

- Harry J. Pappas
  President/CEO, Pappas Telecasting Companies

$72,400,000 Senior Credit Facility has been arranged for PAPPAS TELECASTING COMPANIES, Visalia, California. Agent Bank: Canadian Imperial Bank of Commerce. Additional funding provided by: Bankers Trust Company, ING Capital Corp, Bank of Montreal. The undersigned represented the borrower in this transaction.

Acquired: PAPPAS TELECASTING COMPANIES has acquired KRBK-TV, Sacramento, California. The undersigned acted as buyer’s representative.

$30,000,000 Senior Credit Facility has been arranged for PAPPAS TELECASTING COMPANIES, Visalia, California. Funds were provided by: CIBC, Inc. The undersigned represented the borrower in this transaction.

THANK YOU CEA FOR ALL YOUR HARD WORK.
An Impressive Track Record in Cable

CEA's cable team is unmatched in experience and creativity

Lenfest Cable had decided to buy several clusters of Pennsylvania cable systems from Sammons Communications, but three of the systems didn't quite fit into Lenfest's own geographic clusters. Long-time Lenfest investment banker Tom MacCrory, who has headed CEA's cable group since 1981, mapped out a solution that did a lot more than simply dispose of the three systems: he found a buyer for two of the systems and a trade for the third. Tied in with the trade was a 30-percent equity acquisition that gave Lenfest an interest in a small cable company whose systems fit well geographically with Lenfest's.

The multi-part deal saved Lenfest the hassle of having to raise capital to acquire systems that weren't perfect fits for it and put the systems in the hands of companies for which they held much greater strategic value. It also put Lenfest's clout behind a smaller operator and gave Lenfest an interest in a company it may some day want to acquire.

Transactions like this one—intricate and tailor-made for the entrepreneurs involved—have distinguished CEA's cable investment banking and brokerage effort since its founding in 1973. As a wave of consolidation triggered by deregulation transforms the industry, CEA is deeply involved in helping medium sized and smaller operators chart their future course.

"When cable first started, you needed a lot of creativity to assemble financing and we were able to do a lot of interesting things," says MacCrory. "In today's market, you need the same kind of creativity to help entrepreneurs achieve their goals."

CEA's track record in creative deal-making is well known. Its accomplishments include the first tax-free Industrial Development Authority financing for a cable company and one of the earliest sale of a part-interest in a cable network to a large cable operator. In 1992 and '93, when cable system trading had ground to a halt following a re-imposition of rate regulation by the government, CEA broke the ice by completing two major transactions, one involving acquisitions by Cardinal Communications and the other a significant expansion by Charter Cable.

Eight of CEA's professionals work primarily on cable and their long-term experience with the industry is one of the company's most important assets. Brian Sweeney, who works with MacCrory and two other professionals in
CEA's Philadelphia office, has been part of the CEA team since 1982 and has been involved in approximately $1.5 billion in cable transactions. Ed Frazier and Jay Dugan, two well-known brokers based in CEA's Tampa headquarters, have been part of the company for 18 and 15 years, respectively. Bob Berger, who joined CEA three years ago and now heads CEA's Denver office, also has a long history in cable.

"We've had a lot of experience in cable and we know our markets," says CEA vice-chairman Harold Ewen, whose own background in cable investment banking, finance and brokerage spans three and a half decades.

Many of the transactions CEA has completed over the years, in cable as well as other media, have one important thing in common: they started out in the minds of CEA professionals. "We don't wait for a listing," Ewen says. "We try to suggest to people what they should be trying to go after and then help them execute their strategy."

Although MacCrory's group primarily works on cable transactions, its members also complete transactions in other media. Berger, for example, also specializes in private cable and wireless.

With a cable heritage that goes back 23 years, CEA can claim a role in the formation of what have since become major companies. "CEA will always have a very warm place in my heart, because it was CEA that brought us the deal that got NBC launched into the cable industry," says Tom Rogers, president of NBC cable and executive vice president of NBC Inc. Rogers piloted that entry into cable programming by overseeing NBC's acquisition of Tempo TV, a small cable network later used to launch CNBC. "Twenty networks later, we owe our initial step to CEA," he says. "They deserve credit for what was a huge diversification effort that started with cable and later moved into international and now includes interactive and new media."

As with CEA's broadcast group, the cable group spends a good deal of time these days advising family-owned businesses about their future strategy in a consolidating marketplace. There's a profitable role to play for such cable operations in future years, as long as they develop a strategy, says MacCrory, who has arranged strategic partnerships for a number of smaller firms in recent months.

"The biggest difference in the future will be the existence of winners and losers," he says. "Before, it was a matter of how much an operator would make, but with competition, that won't be true anymore. You're going to have winners and losers in some markets and you really got to prepare for that."

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The success of Communications Equity Associates was built on vision, creativity, flexibility, and competence. These qualities have helped CEA contribute greatly to the cable industry and growth of Adelphia.

To our friends at CEA, congratulations.

Adelphia
Building on a Prosperous Year

1996 TRANSACTIONS TO DATE

ANNOX, INC.
ROBERTSON, CHEATHAM, DICKSON
AND DAVIDSON COUNTIES, TENNESSEE
TO
INTERMEDIA PARTNERS
SAN FRANCISCO, CALIFORNIA
SOLD
JANUARY 1996

EASTERN TELECOM
CORPORATION
AND
ROBINSON CABLE TV, INC.
TO
ADELPHIA COMMUNICATIONS
CORPORATION
SOLD
JANUARY 1996

GENESIS CABLE
OF CAROLINA, L.P.
HICKENS COUNTY, SOUTH CAROLINA
TO
CHARTER
COMMUNICATIONS, INC.
ST. LOUIS, MISSOURI
SOLD
JANUARY 1996

ADELPHIA COMMUNICATIONS
CORPORATION
ACQUIRED
LEADERSHIP CABLEVISION
DELRAY BEACH, GULF STREAM,
OCEAN RIDGE AND PALM
BEACH COUNTY, FLORIDA
ACQUIRED
JANUARY 1996

KABEL INVEST
TO
CABLE PLUS
SOLD
JANUARY 1996

NORTHSTAR
ENTERTAINMENT, INC.
AND
TREAT ENTERTAINMENT
HAVE FORMED
REPIES ENTERTAINMENT INVESTORS LLC
PRODUCING CHILDREN SERIES
FOR PUBLIC TELEVISION

SENIOR DEBT FINANCING
ARRANGED FOR
U.S. BROADCAST GROUP,
L.L.C.
$58,000,000
FEBRUARY 1996

U.S. BROADCAST GROUP, L.L.C.
ACQUIRED BROADCAST PROPERTIES OF
CITADEL COMMUNICATIONS
CORPORATION, LTD.
PRICE
COMMUNICATIONS
EVERGREEN BROADCASTING
CORPORATION
CEA REPRESENTED THE BUYER
$57,000,000
FEBRUARY 1996

SUBORDINATED DEBT
FINANCING AND PREFERRED
AND COMMON EQUITY CAPITAL
ARRANGED FOR
U.S. BROADCAST GROUP, L.L.C.
$24,600,000 and $15,000,000
RESPECTIVELY
FEBRUARY 1996

G.S. COMMUNICATIONS, INC.
FREDERICK, MARYLAND
ACQUIRED CERTAIN ASSETS IN
MARTINSBURG, WEST VIRGINIA
FROM
TIME WARNER
ENTERTAINMENT CO., L.P.
ACQUIRED
FEBRUARY 1996

SENIOR DEBT FINANCING
ARRANGED FOR
SERVICE ELECTRIC
CABLEVISION, INC.
$50,000,000
FEBRUARY 1996

The Cable Television System
SERVING FLEETWOOD, PENNSYLVANIA
AND SURROUNDING AREAS
TO
SERVICE ELECTRIC
CABLEVISION, INC.
SOLD
FEBRUARY 1996

TAMPA
101 East Kennedy Blvd.
Suite 3300
Tampa, FL
813.226.8844 Fax 813.225.1513

PHILADELPHIA
1235 Westlakes Drive
Suite 245
Berwyn, PA 19312
610.251.0650 Fax 610.251.9180

DENVER
4582 S. Ulster Street
Suite 402
Denver, CO 80237
303.694.3090 Fax 303.220.8029

NEW YORK
CEA, Inc.
375 Park Avenue Suite 3808
New York, NY 10152
212.319.1968 Fax 212.319.4293

www.americanradiohistory.com
Expanding in New Media and Entertainment

From financing programming to funding Internet providers, CEA is putting down roots in media-related businesses

CEA has long been involved in investment banking and brokerage for the entertainment industry. Its most notable accomplishments have included the sale of an equity interest in The Family Channel to Tele-Communications Inc., the sale of Action Pay Per View to Black Entertainment Television Inc. and sale of Country Music Television to Gaylord Entertainment Co.

Although entertainment represents a relatively small percentage of its total business, CEA has been expanding its activity there, as well as in the burgeoning world of new media. "Our group is just beginning to take shape," says Tom Cardy, senior vice president of entertainment and new media at CEA, whose group includes four professionals and a joint venture, CEA/Montgomery Media LLC, which is designed to expand the company's work in new fields such as the Internet.

One leg of CEA's entertainment effort lies in investment banking and brokerage for TV program producers, film libraries, music companies and other content suppliers. CEA principals have invested in Drive Entertainment, a Los Angeles-based producer of music programming that includes "The Elephant Show," which ran on Nickelodeon until the end of 1994 and a big band special set to air on PBS this fall. Since becoming a part-owner of Drive, CEA has arranged for an equity investment in Drive by a joint venture of Sanyo Corp. and Verbatim and for Drive's acquisition of the Golden Records Library.

Other transactions have included finding equity partners for producers of "The Reppies," a children's program airing on PBS, and assembling financing for Timespan Communications, a company that owns the Paramount and Pathé newsreel libraries.

An important part of CEA's expanding entertainment and new media practice centers around CEA/Montgomery Media, a niche investment bank formed in April through a joint venture with Santa Monica, Calif.-based consultant Montgomery & Associates. The new company, which began operations in Santa Monica in July, focuses on new media, such as edutainment software and Internet and online services, as well as emerging communications platforms including satellite, cellular, PCS, fiber and cable.

"Our goal is that CEA/Montgomery Media become the leading investment bank in southern California for the whole emerging Internet, digital media and broadband technology area," says Jamie Montgomery, chairman and CEO of Montgomery & Associates and vice chairman of CEA/Montgomery Media. "Our focus will be on mergers and acquisitions, strategic equity investments coming from strategic investors and some private placements of institutional money."
Networking the World
After years of spade work, CEA's international effort is growing rapidly

CEA's international presence has for several years now distinguished it as the lone private investment bank specializing in media that is active virtually around the world. Today, after 15 years of development work, CEA's international effort is expanding rapidly.

In Europe, where CEA operates offices in London, Munich, Prague, Madrid and Dusseldorf, the company is working in a broad array of media, according to Stephan Goetz, executive vice president of international operations. "We're involved in many things, from classical telecommunications to cable to new television channels, cable channels and digital packaging deals," he says. "We're providing strategic analysis for telecommunications players, radio networks, and Internet services, online service providers and digital TV service providers. We're doing everything from mergers and acquisitions to investment banking and strategic advisory services and brokerage."

Recently, CEA has expanded its presence in publishing, Goetz says. "Most of the German publishing companies are now our clients.

The company has also become increasingly active in publishing and newer media. "Our focus on the convergence between telecommunications and media and particularly digital services is very high, probably higher than other company's," he says. "We see the connection because we're involved in so many areas."

In Latin America, where CEA has been increasingly active over the past two years, it has completed transactions in broadcasting, cable TV, MMDS, programming and paging.

The company is currently working on a dozen mandates for companies in a number of countries, including Mexico, Columbia, Ecuador, Peru, Chile, Panama, Argentina and Brazil and also has mandates on three Caribbean islands.

In Asia, the focus is primarily on corporate finance and investment banking, says Tracy Nazzaro, man-
The manager of new business development. Because foreign ownership of TV stations and cable systems is restricted in much of Asia, CEA's work thus far has been mainly with programming companies. Amy Chen, managing director of CEA Pacific Rim Inc., heads up the company's efforts in the region.

In India, CEA completed its first major transaction in 1993, when it arranged for News Corp. to invest in Zee TV, the region's most successful Hindi language channel. The company also helped ESPN secure a distribution outlet in India and arranged a joint venture between United Artists and Modi Group for development of multiplex cinemas.

"We have probably been involved in most major media transactions in India recently," says Sarah Combs, managing director of the Indian Ocean Region for CEA. "We are one of the primary players there."

Currently in India, CEA is working on projects in a number of different fields, including TV program production, satellite data transfer and publishing. The company hopes to have its office in Bombay opened by the end of the year.

CEA's burgeoning international business, which represents about 30 percent of its total activity, is known not only for its valuable contacts all over the world, but for the quality of its work. "CEA has assembled a first-rate team all over the world," says Jeffrey A. Sine, managing director of Morgan Stanley Media Group. "We see them frequently, in a lot of different geographies and we've worked with them. We find their people to be of very high quality and well-integrated into the local culture."

"There's been explosive growth in media and communications overseas," adds Sine. "CEA got in front of that curve. In the early part of the '90s, when business was slow in the U.S., I'm sure it was somewhat painful to make the investment in capital and human resources that was necessary to expand overseas, but that long-term orientation is paying off for them now."

Merchant Banking's Expanded Role

CEA is capitalizing on a strong investment track record by managing funds and creating development companies.

One of the fastest growing sectors of CEA's practice is merchant banking, an effort that is moving forward on three fronts.

First, CEA is creating and managing investment funds, each of which targets privately held media, entertainment, non-infrastructure, or non-wireline, telecommunications companies and new media. "For years, CEA principals have invested, not through CEA but through affiliated companies, in media properties from time to time," explains CEA vice chairman Harold Ewen.

"We've had a pretty good track record, so we decided to institutionalize that effort by becoming fund managers for private equity funds."

An independent analysis of the 50 investments CEA professionals have made together over the years,
THINGS ARE NOT WHAT THEY SEEM

take white light for instance refracted in a pyramid reveals the complexities of its spectral nature
the broadcast industry is no different seldom is it as simple as it appears and as it continues to evolve, it becomes increasingly complex that's why it's important that you talk to CEA before you make any strategic decisions concerning the future of your business we see your environment from all of its myriad angles and we understand just how they will affect your decisions we can shed light on the many different and creative ways to achieve your goals if you're thinking about the future of your company, before you make a move, call CEA we'll simplify the intricacies, give you a fresh angle on the market, and assure your continued success.

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CEA and CEA, Inc., are members of the National Association of Securities Dealers, Inc. and their professional associates are registered with the NASD, Member SIPC.
28 of which have been realized as of December 1995, found that CEA had an average internal rate of return of better than 93 percent per annum.

CEA's first fund, Baring Communications Equity Ltd., totals $90 million and targets Europe. CEA manages this fund with Baring Venture Partners, an affiliate of Europe's ING Bank and one of the world's largest international private equity investment groups. It is based in London.

A second fund, Baring Communications Equity Asia-Pacific Fund, will invest in Asian media companies. It has raised $60 million, including $25 million from the Tribune Company, and plans to raise another $100 million by year's end.

Baring Communications Emerging Europe, a third fund, will most likely be based in Prague and will total $50 million. A fourth, the Australasia Media and Communications Fund, is based in Sydney and half-owned by Gresham Partners, a Sydney-based investment and merchant banking firm part-owned by Wesfarmers of Perth. This fund has co-investment agreements with CEA's Singapore fund.

CEA's fifth fund will work closer to home, with plans for $150 million to be invested domestically in all of the media with which CEA works on a fee basis: publishing, broadcast, cable, satellite, outdoor, programming services, post-production companies, music publishing companies and non-wireline telecommunications services such as paging, cellular and PCS. CEA Capital Partners USA L.P. is now in the fund-raising stages and expects to have its first closing by year's end, according to Don Russell, who heads the fund-raising effort for CEA Capital Partners USA L.P.

Funds planned for launching in 1997 will include one for Latin America and one for the Indian Ocean region, according to CEA chairman Rick Michaels.

The third and newest branch of CEA's merchant banking effort centers on development companies. "These are entrepreneurial companies that seek out or create investments as principals," Michaels explains.

Entrepreneur With a Vision

CEA's founder and chairman builds on a successful company and an interesting life

Rick Michaels' friends thought he was crazy when he launched his own brokerage firm in late 1973. At the age of 28, with $2,000 in capital and his wife's high school typewriter, he opened Communications Equity Associates in his apartment in Guttenberg, N.J. "We nearly starved to death," he laughs, admitting he convinced more than one client to advance him consulting fees in those days so he could make ends meet.

Today, with offices in 13 cities around the world, $12 billion in accumulated transactions and about 100 employees working in fields as varied as mergers and acquisitions and fund management, CEA ranks among the top media investment banking and brokerage firms in the world. Media executives who've worked with the firm cite its creativity, thoroughness, sophisticated deal-making skills and wide network of global contacts, spread across many media, as primary assets.

Although known for the varied skills of its professionals, CEA is even more closely identified with another of its trademarks: the vision of its founder.

"He's an extremely unusual man in that while being a first-rate businessman, he also has an extremely active imagination and he can postulate things that others don't see," says Herb Granath, president of ABC Cable & International Broadcasting Group. "He envisions things in an extremely graphic way, and that translates into business. Usually one thinks of dreamers and business people as opposites, but Rick is an excellent balance of both."

Barry Baker, CEO of Sinclair Communications and a founding partner in River City Broadcasting, adds: "Rick Michaels is the consummate entrepreneur, who understood where the brokerage business was going, where the investment business opportunities were and where the broadcast, cable and tangential businesses, like programming, were headed. He anticipated the channel capacity crunch long before things ever got tight and made innovative deals for people trying to get channels on the air. He also used a very healthy
At CEA, we are known for our vision. We have been proactively entering emerging areas in the media industry before they were trends, identified opportunities, and formed relationships all over the world. While we continue to stay one step ahead - exploring areas, both strategically and geographically where we see potential, we maintain a strong focus on the domestic cable industry. CEA has a network of top offices of experienced professionals worldwide, including experts dedicated exclusively to brokerage and investment banking for the US cable market.

For over twenty years, we've put together deals and made them happen in 48 states.

CEA. Focused on the domestic cable industry, with an eye on the future.
travel schedule to build up contacts all over the world."

A native Floridian who also lived in Jamaica for a time while growing up, Michaels worked his way through college selling Bibles and dictionaries door to door. He earned his undergraduate degree at Tulane University and later studied at the Annenberg School of Communications and the London School of Economics. While studying in London, he became one of the early players in Britain's emerging private radio industry by working for a time as a disc jockey.

Michaels entered the cable industry in 1969, when as one of the first employees of Times Mirror Cable, he competed for local franchises. Later, he joined investment bank Cable Funding, where he became convinced the budding cable industry could use more financial help, particularly in the area of assembling financing for acquisitions and expansion.

By 1973, when Michaels formed his own company, he had begun to develop many of the solid relationships with cable pioneers and executives at larger companies, including Tele-Communications Inc. and Storer Cable, that would later give him a reputation as one of television's most well-connected insiders.

In the early 1980s, Michaels expanded his list of contacts to include relationships with media and programming players in Europe, Asia, Latin America and elsewhere and has continued to build on that network. "Rick Michaels is one of the most plugged-in guys in the U.S. cable industry and in telecommunications throughout the world, says NBC Cable president Tom Rogers."

Known for his hard work and unbelievably high energy level, Michaels travels at least 250 days a year, almost always with killer itineraries.

An avid fox hunter who became involved in the sport as a way of spending more time with his daughter, Michaels is writing his second novel, having finished one centered on the horse racing industry.

We salute our friends at CEA!

Disney/ABC International Television
Cablevision Systems plans to repay ITT Corp. with cash and a half ownership of SportsChannel toward its $250 million loan from ITT. The two companies jointly purchased MSG in 1995.

Cablevision reportedly will make most of the payment in cash, with the 50% SportsChannel stake valued at under $100 million.

Such a deal could allow MSG or its WGN-TV to carry SportsChannel's New York Mets, New Jersey Nets and Devils and New York Islanders games. WGN-TV is the former WNYC-TV New York, bought by ITT and Dow Jones for $207 million last December with the plan of turning it into a sports and business news cable channel.

MSG assets include the MSG arena and New York Knicks and Rangers sports teams. MSG Network also owns TV rights to New York Yankees, Knicks and Rangers games.

Officials at Cablevision Systems, ITT and MSG would not comment.

Cablevision also faces losing sports programming for SportsChannel/PRISM in Philadelphia. Last spring, Comcast Corp. purchased the Philadelphia 76ers and Flyers teams and arenas as part of its plans to launch a regional cable sports network by 1997.

SportsChannel Philadelphia's contract with the Flyers has expired. Talks between Comcast, Cablevision and the Flyers are still going on for TV rights to the 1996-97 Flyers season, which begins Oct. 8.

Fox, meanwhile, continues to build on its TV sports empire.

Last month Fox/Liberty Sports made a bid for Westinghouse-owned Home Team Sports (HTS), the regional cable sports channel that serves Baltimore-Washington. When the bid was rejected, Fox bid for the rights to cover the three sports franchises that compose the backbone of HTS's programming: Washington Bullets basketball, Washington Capitals hockey and Baltimore Orioles baseball.

As part of TCI's Viacom cable system acquisition, Liberty will get to increase its stake in Prime Sports West from 60% to 100%.

The Time Warner/Turner merger will give Liberty rights to acquire TBS's 44% of SportsSouth and Time Warner's interest in The Sunshine Network sports network.

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AlphaStar cuts price, seeks partner

Sprint, US West said to be eyeing DBS company

By Jim McConvillle

Responding to recent DBS price cuts, AlphaStar Television has reduced its satellite hardware price $300 and will offer a $60 discount on its DBS programming packages.

At the same time, AlphaStar's Canadian parent company, Tee-Comm Electronics, apparently has stepped up efforts to court a strategic partner with deep pockets to help fund AlphaStar's U.S. market introduction.

Published reports last week said Tee-Comm is talking with Excel Communications about a possible investment or buyout. Other telcos on Tee-Comm's suitor list reportedly include U.S. telco giants Sprint and US West.

"The rumor mill is stronger than it has been. There are certainly a lot of people who think that a deal is imminent," says Vince Valentini, analyst for Midland Walwyn.

Valentini says Tee-Comm is in a better position to shop itself now that AlphaStar has launched. "They have a lot more to sell because they've got the AlphaStar system working and they can prove it."

Signing a strategic partner, Valentini says, becomes a high priority now that Tee-Comm plans to subsidize selling AlphaStar hardware just above cost. AlphaStar will sell DBS hardware for $269-$299 to dealers, who will then set the price.

"The price war that's going on in the industry makes it imperative that you have a strong balance sheet so you can finance subscriber acquisitions," Valentini says.

For its second quarter ending June 30, Tee-Comm reported that its revenue fell from $9.17 million to $4.3 million, while its net loss increased from $922,000 to $3.3 million.

UBS Securities last week reduced its 1996 earning estimates for AlphaStar from a loss of $0.60 per share to $1.10 per share, citing "intensifying competitive pressures" coming from recent DBS price cuts.

AlphaStar last week cut the price of its Star Trak 1000 brand 30-inch DBS satellite receiver—finally launched in July after technical delays—from $699 to $399, still $200 higher than the special price promotions being offered by EchoStar, DirecTV and USSB.

AlphaStar also will offer a $60 discount, or $5 a month, off each of its DBS programming packages.

Tee-Comm Chairman Al Bahnman says that unlike other DBS price promotions, AlphaStar's offer doesn't force consumers to sign for a year of programming. "We are not just joining a price war—there are no gimmicks, no conditions that limit choice in this package," he says.

AlphaStar will be selling its DBS system without partner Amway Distributors, which terminated its distribution contract after numerous product shipment delays.

Stuart Jacob, AlphaStar vice president of marketing, says the company is shipping approximately 8,000 satellite units a week to TVRO dealers and estimates that it will have 125,000 units to market by year's end.
There’s probably an where everyone a 24-hour sports. Because, let’s face more advanced.

The 24-hour sports news network with the best highlights, up-to-the Northeast or Southeast Region (860) 585-7479, Central (312) 228-5800, Rocky Mountain (303) 740-8940.
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it, they're so much
than we are.
Jones getting out of limited partnerships

It's selling interests in systems with 853,000 subs

By Price Colman

Jones Intercable Inc. hopes to liquidate its 24 remaining managed limited partnerships during the next two years as it seeks to increase shareholder value and change the complexion of the company. The key question is what Jones will look like when the liquidations are over. Signs are that it will be a markedly smaller, though more focused, company. Those managed limited partnerships account for 853,000 subs, or roughly 61% of the total, while the wholly owned portion represents 576,000 customers.

"We'd like to be able to move on with our lives and not be a general partner... and also be in areas where we want to be for the rest of the time," said Kevin Coyle, head of Jones's financial operations, at the company's annual meeting.

Analysts are cautiously positive about the liquidation strategy. "I like their direction," says Ted Henderson of JANCO Partners in Denver. "I think it's important that they make it a little more easily understandable.... The performance of the stock indicates it is a tough company to evaluate, with a lot of off-balance sheet assets."

Technologically, Jones is focusing on offering local telephone service and Internet access as well as core video services. Geographically, the company has targeted clusters in Virginia and Maryland, and in the Augusta/Savannah, Ga., area. Jones, the eighth-largest cable MSO, already has embarked on the makeover, liquidating managed limited partnerships representing roughly 228,000 subscribers. It also has put its suburban Chicago systems, with some 204,000 subs, up for sale and recently committed to sell or trade its Denver metro-area systems (about 45,000 subs) to Tele-Communications Inc. With the exception of systems encompassing about 26,500 subs around Denver, all are managed limited partnerships.

Although Coyle says the company is in an acquisitive mode and has about $500 million in credit available for purchases, it also has more than $500 million in long-term debt. Jones enjoys certain advantages in cashing out of the limited partnerships. First, even though the subscriber base could fall well below 1 million, revenue actually could grow because as sole owner of the systems, all the money flows to Jones. Moreover, if Jones wants to buy out the limited partnerships in markets it considers important—Albuquerque, N.M.; Independence, Mo.; Broward County, Fla., and Palmdale/Lancaster, Calif., among them—it probably will pay discounted prices.

But the company faces two major challenges, namely its status and stock price. Jones may rank as number nine on the MSO food chain, but it's considerably smaller than the biggest players and, given its current strategy, not likely to get bigger. "Without a joint venture or an alliance with a major domestic telecommunications player, it appears to be next to impossible for Jones to become a major participant in the telecommunications environment that's developing," says Chuck Kersch, of Neidiger Tucker Bruner, a Denver brokerage.

The stock price may represent a bigger hurdle. In selling a 30% ownership in Jones to Bell Canada, Glenn Jones engineered a deal that increasingly looks good for him but less positive for public shareholders and Bell Canada. First, when Bell Canada increased its stake in Jones to 30%, it paid a whopping $27.50 a share for 7,414 million shares of Intercable Class A. As part of the deal, Glenn Jones received $50 million for the option, prompting widespread shareholder grumbling. The company's 6.5:1 debt-to-cash flow ratio, an uphill struggle in the competitive telecommunications arena's downward pressure on cable-sector stocks in general, suggests that it will take more than a liquidation strategy to get the stock price up.

Helping hands from Nickelodeon

Nickelodeon is looking to top last year's record 5 million pledges as its third annual Big-Help-a-Thon gets under way this Sunday (Sept. 29).

The network each year holds the eight-hour event on-air to encourage kids to pledge their time as volunteers in their communities.

Big-Help-a-Thon promos featuring Rosie O'Donnell and Whoopi Goldberg will air the night before the event during Nickelodeon's Saturday night SNICK block.

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TCI signs infomercial deal with Guthy-Renker

Operators hope to beat cable networks to the punch by negotiating deals of their own with infomercial providers

By Michael Katz

TCI has been on a shopping spree lately, striking deals with infomercial companies to get a share of the revenue cable networks earn from showing infomercials to fill out their programming schedules.

“We have created these agreements for the purpose of replacing overnight infomercial blocks on the networks with this other programming,” says TCI spokesperson LaRae Marsik.

The nation’s largest MSO last week signed a five-year affiliation agreement with infomercial company Guthy-Renker’s GRTV Network. Beginning this fall, GRTV Network programming will be carried by TCI to four million subscribers, and possibly 10 million during 1997.

Irritated by paying affiliate fees to networks that program blocks of infomercials without sharing the bounty, the move illustrates a trend of cable operators looking to beat networks to the punch by making deals of their own with infomercial providers.

“What we hear from the cable operators is that they’re sick and tired of spending money for programming of a particular genre and getting infomercials,” says Michael Wex, president of Guthy-Renker. “We understand the desire of the cable operator to want a piece of the revenues.”

Wex says that Guthy-Renker alone spends approximately $50 million a year purchasing time on cable networks, and is eager to make deals with cable operators because they are more affordable. “The cost of time on the networks have gone up exponentially over the last five years,” he says.

In the seven months since it was created, GRTV Network has signed similar agreements with Time Warner and Continental Cablevision, the second- and third-largest cable operators respectively.

Earlier this month, TCI made deals with home shopping services Shop at Home and ValueVision to preempt infomercial time on The Nashville Network and other channels. Each of the services will pay TCI for a minimum of six hours of programming time nightly to no fewer than 4 million subscribers by November, with plans to grow to as many as 10 million within the first year.

Cable MSOs Jones Inter- cable, Cox Communications, and Adelphia Communications, have also attempted to divert the infomercial revenue their way by jointly establishing the Product Information Network, a 24-hour-a-day infomercial network.

Guthy-Renker, one of the world’s largest infomercial providers, is responsible for infomercials selling the Power Rider, Tony Robbins’ motivational tapes, and Victoria Principal’s cosmetics line.

Canada boasts world’s biggest MMDS system

Will provide service to potential base of one million-plus subscribers

By Noel Meyer, special correspondent

What is being billed as the world’s largest and first digital MMDS (wireless) cable system will launch in Manitoba, Canada, next month, when privately owned Craig Broadcast Systems rolls out wholly owned subsidiary SkyCable Inc.

SkyCable was the first Canadian company to receive a wireless license from the Canadian Radio-Television and Telecommunications Commission last December.

When the system is completed next year, it will cover more than a half-million square kilometers and provide service to a potential subscription base of slightly over 1 million. Its service area will stretch from the borders of Ontario and Saskatchewan and south of the 52nd parallel to the U.S. border. Because it is flat, Manitoba is ideal territory for wireless cable.

The system has been up and running for a month. “We are broadcasting 35 channels right now and have the capacity to go to 150,” says Sky-
Cable Vice President Miles Craig. One master antenna and one repeat
transmitter already have been built.
Plans call for an additional master
antenna and six more repeaters. Each
transmitter can broadcast in a 100-
kilometer—65-mile—radius.
The addressable system was
designed and built by Winnipeg-
based Broadband Networks
Inc. (BNI) and will be able to offer inter-
active services and Internet access.
BNI also has built LMDS systems for
such customers as Nippon Telephone
and Telegraph in Japan and China.

"We are
broadcasting
35 channels
right now and
have the
capacity to
go to 150."

Miles Craig,
SkyCable vice president

SkyCable officials now decline to
release channel pricing or installation
costs, but shortly after the company's
license was awarded last year, owner
Stewart Craig said that SkyCable's
initial target market would comprise
the 50,000 rural Manitobans without
cable—after which it planned to go	head to head with cable.
Under its original business plan,
SkyCable intended to invest C$26
million to build and launch the sys-
tem, which would have required
30,000 subs to be profitable. Sub-
scribers were to pay a C$100 installa-
tion charge and C$200 refundable
equipment deposit. Subscription
prices initially were pegged at $18.95
for a 20-channel basic tier, with three
advanced tiers ranging in price from
$6 to $8.95.
**CNN** designates four bureaus

CNN, the cable sports network from CNN and Sports Illustrated scheduled to launch in December, will open sports news bureaus in four locations: Chicago, New York, Los Angeles and Dallas. Bureau staffed by a reporter and producer, will augment CNN's existing national news coverage.

**ESPN2 to offer racing replays**

ESPN2 will air replay highlights of the 1996 racing car season on weekday afternoons starting Oct. 2 at 4 with encore presentations of Formula One, IndyCar and NASCAR Winston Cup telecasts. The series will lead off with the 16 Formula One telecasts, starting with the season-opening Grand Prix of Australia.

**National Wireless sells cable unit**

National Wireless Holdings Inc. will sell its south Florida cable television unit to BellSouth Corp. for $48 million in stock. The sale includes all National Wireless cable TV assets in the Miami area. National Wireless will concentrate instead on its satellite venture, which provides a way for doctors to electronically transmit health care claims to insurance companies.

**Cablevision appointment**

Cablevision Systems Corp. has appointed Margaret Albergo to senior vice president of planning and performance. Albergo, previously senior vice president of operations for Cablevision subsidiary Rainbow Programming, will report to Cablevision CEO James L. Dolan. In her newly created role, Albergo will be responsible for developing and coordinating Cablevision's internal planning.

**BET buys back stock**

Black Entertainment Television (BET) has purchased 6,600 shares of its common stock on the open market at prices ranging between $24.38 and $25.75 per share. The purchases, made from July 16 to Aug. 21, are part of BET's previously disclosed plan to periodically repurchase stock as authorized by its board of directors. Repurchased shares will become treasury shares and used for general corporate purposes, including stock options and employee incentive plans.

**Cable fund-raiser**

The National Academy of Cable Programming, in cooperation with Lifetime Television for Women, announced that the non-televised CableACE Awards, to be presented Nov. 15 at the Ebell Club of Los Angeles, will serve as a fund-raiser for the National Alliance of Breast Cancer Organizations.

**Fox Sports will carry 40 Nuggets games**

Prime Sports Rocky Mountain (soon to be renamed Fox Sports Rocky Mountain as part of the Fox/Liberty Sports Network) will carry 40 regular-season Denver Nugget games during the 1996-97 NBA season, the most Nuggets games carried to date by the network. Coverage begins Nov. 3 with the Nuggets vs. the San Antonio Spurs.

**Cable operators will highlight week without violence**

Cable operators throughout the country are participating in USA Networks' YWCA Week Without Violence, to be held Oct. 6-12. Post-Newsweek Cable of Texarkana, Tex., will co-host an event with its local YWCA to paint over downtown neighborhood graffiti. Cablevision of Kauai, Hawaii, will air USA's original antiviolence show Erase the Hate throughout the week.

**Worldwide weather**

Landmark Communications subsidiary The Weather Channel has acquired a 50% equity and 29.9% voting interest in Pelmorex, a Mississauga, Ontario-based company that operates two Canadian weather channels and has investments in overseas services La Chaine Meteo (France), The Weather Network (UK) and soon-to-be-launched The Weather Network Italy. TWC owns weather programming services in the UK, Scandinavia and the Benelux and has investments in a German-language weather network serving Germany, Austria and Switzerland. TWC also will launch a Latin American service on Oct. 1. An earlier attempt by United Video Satellite Group to invest in Pelmorex has been terminated.

**HSN, BET make it official**

Home Shopping Network and Black Entertainment Television (BET) have confirmed plans to dissolve a two-year-old joint venture that included a weekly shopping show on BET and plans for a possible 24-hour network ("Closed Circuit," Sept. 2). BET Shop will continue to air Saturdays until the end of the year.

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DTH gives cable run for PPV money

Cable told to take risks

By Jim McConville

Direct-to-home (DTH) satellite delivery has given the pay-per-view movie business a revenue boost the past two years, while cable operators continue to treat PPV as a forgotten second cousin, says one major Hollywood studio executive.

"The history of cable pay per view has been that everything else has had priority over PPV," says Ed Bleier, president of Domestic Pay TV, Cable & Network Features, Warner Bros., a longtime PPV critic. "PPV has been every cable operator's last priority—it's languished until DTH."

DTH, now with only about 5 million subscribers, will account for 30% of Time Warner's PPV revenue for 1996, more than double its share for 1995. "DTH has been PPV heaven," Bleier says.

Cable, meanwhile, with an estimated 67.5 million subscribers, will account for only a little over 37% of Time Warner's 1996 PPV revenue. And that's compared with a little over 50% for 1995.

The main culprit in the dramatic decline in cable PPV usage, says Bleier: outdated technology that limits movie title selection and makes ordering more complicated than need be.

The good news: Cable operators are now playing catch-up, installing new digital systems that expand PPV capacity. "That's why TCI is putting in digital boxes and everybody is preparing for a digital rollout with a near-video-on-demand schedule," Bleier says.

To get there, cable systems will need to use near-video-on-demand schedules that provide movies on the half-hour, and install systems that let subscribers order by TV remote control rather than telephone.

Besides upgrading technology, movies without conditions or strings attached.

Operators have to get out of the habit of expecting to get movie titles purely on consignment with no obligation to deliver even minimum PPV amounts, he says. "There's not one movie market that gets its product purely on consignment except PPV. That's got to come to an end."

New terms, Bleier says, may include a minimum guaranteed number of viewers or shelf space. "If we're going to send you the product without charging, reassure us that it will at least be exhibited a number of times that's satisfactory to us."

Wrestling mania on USA

Plans two new shows

By Rich Brown

USA is adding not one but two new shows designed to cash in on the growing popularity of professional wrestling.

Building on the success of its two existing shows on USA—Monday Night Raw and Saturday morning's Mania—the World Wrestling Federation is producing two additional weekend shows for the cable network. The WWF also has just introduced WWF Blast Off, a new magazine-style series on superstation WGN-TV, as first reported in Broadcasting & Cable (Sept. 2).

Meanwhile, rumors are circulating that Turner Broadcasting-owned WWF rival World Championship Wrestling is preparing a spin-off series of its own. TNT's popular WCW Monday Nitro is scheduled to hand over tonight's show to a group of bad-guy wrestlers who call themselves the "New World Order," fueling speculation that the network could be planning a separate series starring high-profile wrestler Hulk Hogan.

USA's new Saturday morning WWF show, WWF Live Wire (10 ET), will allow the TV audience to interact with wrestling personalities by phone, fax and e-mail. The other new addition to the USA schedule, WWF Superstars (Sunday, 11 a.m.), is moving to the cable network after a 10-year run in syndication.
Telepiu takes checkered flag

Italy's pay-TV service, Telepiu, owned by pay-TV group NetHold, Germany's Kircn Group and Italy's Fininvest, has acquired 10-year exclusive pay-TV and pay-per-view rights to the FIA Formula One World Championship beginning in 1997, with an option to renew for an additional five years. Formula One racing will be carried on PPV service TelepiuCalcio, which launched Sept. 7 on digital satellite platform DStv.

Like Kirch's DSF Plus in Germany, Telepiu will carry Formula One on five channels, giving viewers different perspectives on the race.

Slovakian TV

Central European broadcast investor Central European Media Enterprises launched its latest broadcast venture, Slovakia's TV Markiza, on Aug. 31. Markiza is CME's largest investment to date; the company invested $33 million for a 49% voting interest and an 80% financial interest in the Slovak Television Company, the holding company for TV Markiza. The remaining 51% voting stake is held by Markiza Slovakia, owned by the two Slovak entrepreneurs who contributed the broadcast license. CME will have spent $200 million in Central Europe by the end of this year.

Spanish DTH

Mexican media giant Televisa has confirmed that it is in advanced discussions with Spanish public broadcaster Televisión Española about launching a digital DTH platform in Spain. The agreement would encompass developing "signals, programming and services" for other markets such as Latin America. Other alliances could be in the pipeline. The two parties say they are negotiating with potential partners, possibly including commercial broadcaster Antena 3, Spanish telco Telefonica or Televisa's partners in Sky Latin America: News Corp., TCI International and Brazil's Globo. Canal+ España links with DIRECTV International for DTH.

—By Debra Johnson
Continental Cablevision intros 'Net Highway

Branded service expected to reach 650,000 subscribers

By Richard Tedesco

Continental Cablevision becomes the second major MSO to launch a high-speed Internet-access service, as it launches its Highway 1 service in the Jacksonville, Fla., and Boston areas this week.

Continental expects to put the national branded service before more than 650,000 subscribers there as well as in greater New England and the Detroit, Chicago and Los Angeles metro areas by year’s end. Technical tests have been under way in Detroit.

Highway 1 will be a tiered route of access in Jacksonville with three levels of service: unlimited Internet access via General Instrument hybrid Surfboard cable modems at $34.95 monthly for existing Continental subscribers; $44.95 monthly for non-cable subs, and dial-up service for $17.95 per month. Cable modem service also carries a $99.95 installation charge. Some 2,000 customers will be hooked up by the end of October.

In the Boston area, service will be available to Continental subscribers via LANcity modems in Needham, Wellesley and Newton, Mass., for $49.95 monthly, with nonsubs paying $59.95 and all installations for $99.95.

Continental’s prime selling point is, of course, the accelerated downstream transmission speeds: a maximum 27 mbps with GI’s Surfboard, which uses a telephone return path, and 10 mbps with the LANcity boxes Continental had been using for its Boston-area trial in 220 households. (It’s claiming a 70% subscription rate among those trial participants.)

But Continental also hopes to sell subs on its customized content, including a version of Netscape’s Navigator 3.0 browser featuring opening pages intended to ease ‘Net navigation, and localized news and weather information along with other programming features to be cached or developed in joint ventures, according to Will Richmond, Continental’s vice president, business development.

Richmond sees Continental’s initial target audience as “power users” who aim to increase their online productivity with greater access speeds. But Continental expects to expand Highway 1’s appeal in short order. “Over time, as we bring the monthly price of service down, we’ll be addressing a broader market of individuals,” Richmond says. “These markets move extremely fast, and Continental is ready to move with them.”

Continental’s sense of the potential market is indicated by its 50,000-unit order in place for LANcity modems and the 10,000-unit order it made for GI boxes.

Online Services

Progressive debuts RealAudio 3.0

By Richard Tedesco

Progressive Networks last week introduced the latest version of its RealAudio product.

RealAudio 3.0 significantly improves online audio quality, permitting stereo sound to be delivered via 28.8 kbps modem and near-CD-quality sound over ISDN and LAN bandwidths.

Meanwhile, the Canadian Broadcasting Corp. was poised to launch 24-hour service on its Web site by month’s end, and start-up service FedNet was ready to roll out wall-to-wall congressional-floor coverage.

The CBS Radio, NBC and ABC sites added RealAudio last week, along with music Internet sites, and several record company Web sites also incorporated the technology as soon as it was available.

The CBC plans to present all of its news network and stereo network content on the Inter-
We are at the beginning of the second evolution of broadcasting. The first was in the late 1940s when radio broadcasters looked into the future and decided if they were going to invest in the nascent industry called television. Now we enter broadcasting’s second evolution when television managers are “looking into the future to decide if they will make the investment to move their local broadcasting franchise into the interactive online arena. Those who make the investment now will be the leaders for decades to come.”

Jim Moloshok
Warner Bros. Online

Our seasoned panel will discuss the explosion of the Internet and whether it is or will be a viable revenue source for broadcasters, cablecasters and programmers.

PANELISTS

Thom Kozik
President
MindShare Media

Phil Pikelny
New Business Development Manager
KLAS-TV

Jim Rea
Publisher
TeleWeb Publishing

Jim Moloshok
Sr. Vice President
Warner Bros. Online

Produced and Moderated by

Rod Rightmire, Indiana University

LIVE VIA SATELLITE

1:30 PM EASTERN

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We welcome advance questions via e-mail questions@natpe.org
Federal News (www.radio.cbc.ca) later this month, according to Robert Kerr, CBC manager of radio technoworks.

The CBC will add entertainment services to its existing stereo service, which carries jazz and classical music shows in addition to information programming. “All along we’ve been concerned about quality, particularly with our stereo programming, and this 3.0 is a real enhancement in sound quality,” Kerr says.

FedNet was struggling to overcome technical glitches at midweek as it moved toward launching complete coverage of congressional-floor activity over its Web site (www.fednet.net) as well as coverage of congressional hearings and press conferences. “It should be launching any second, actually,” said Keith Carney, president of FedNet, which will archive all of its content for random access.

AudioNet, SonicNet, and ENSO/Muzak also incorporated the latest RealAudio release along with Sony Music/Epic & Columbia Records (www.sony.com), Capitol Records, Warner/Reprise Records, BMG Entertainment and PolyGram.

PointCast debuts latest 'Net news service
PointCast Inc. recast its Internet news service last week, issuing PointCast Network 1.1.

PointCast users will automatically receive this latest generation within the next two weeks, featuring 50% text compression and selectable channels to reduce download times.

Later this fall, PointCast will start featuring several news channels, including CNN, The New York Times, the Minneapolis Star Tribune, the San Jose Mercury News, the Miami Herald, the Philadelphia Inquirer and Philadelphia Daily News and The Tampa Tribune. Users also will be able to access six new international weather maps and weather reports from 115 international cities.

CMP TechWeb’s TechWire, a compendium of news from CMP Publications’ computer magazines, also will be available to PointCast viewers.—RT

Interactive

NBC puts Intercast in NFL, ‘Dateline’ plans

By Richard Tedesco

NBC is putting the Intercast into its NFL playbook and supplementing Dateline NBC content with interactive PC technology as well.

Quarterly analyses of stats and historical facts for one nationally telecast contest each week will be available via PC. While watching live game action in an on-screen window, viewers also will be able to access highlights from previous games, player profiles and other background information being developed by NFL Interactive and NBC Sports.

Next month, Dateline telecasts will be accompanied by Intercast content that will include related program content, stats and background information relevant to each show’s primary piece. Data is transmitted direct to PC via the vertical blanking interval.

“There’s hunger out there for more. People (accustomed to working on a PC) want more information,” says Bob Myers, senior vice president, NBC Interactive Media.

NBC previously had announced plans to provide background information about characters, official reports and fictional personnel files for its Homicide: Life on the Street cop drama via Intercast when it premiered last week.

Add-on boards enabling the Intercast technology are being produced by Hauppauge Computer Works, with computer makers beginning to incorporate them.

Brands must stand out in information age

The massive amount of information released in this era of expanded media sometimes makes the individual content provider seem less important, an entertainment executive told a Washington conference on technology last week, but it actually makes branded content more valuable.

Sometimes, said Danny Hillis, vice president, research and development, Walt Disney Imagineering, “more information is worth less. There’s too much; you can’t swallow it all. Content providers that will be successful will be the ones that make the content mean something.”

Disney, Hillis told the Wall Street Journal Executive Conference on Business Technology, has long banked on its branded association with family entertainment. Obviously, he said, the Internet gives unprecedented opportunity to disseminate information.

“If anybody can be a publisher, everybody is a publisher,” Hillis said, adding that, like public-access TV, “it’s junk.” Pointing to fellow pianist and jazz musician Herbie Hancock, Hillis noted that he could record an album himself and offer it over the Internet. “But it would not be the album Herbie Hancock would record.”

In an interview following the panel, Hillis objected to a panelist’s characterization of Hollywood as an opponent to technological innovation. Panelists had cited as evidence the failure of digital audio tape, and even more recent threats to DVD acceptance—both because of intellectual-property-protection problems perceived by Hollywood interests.

“Let’s say Hollywood is careful,” Hillis said. But entertainment companies are always looking for a medium to tell a story, and broadcast television, he added, remains the preeminent storyteller. “Disney’s view is that what really matters is the story. All of this other stuff will settle out. We will offer other ways to get the story out. But in some sense, the content generator doesn’t change at all.”

Regarding interactive TV, Hillis suggested that it probably is better suited to education than to entertainment. He described his own young son’s frustration at his inability to use the remote control to make a broadcast picture slow down or speed up. “You’re right,” he told his son. “It’s broken.”—DT

Calendar


September 23 1996 Broadcasting & Cable
Tektronix strikes two big digital deals

Introduces new members of Profile line; sells systems to UK's Central and HTV

By Glen Dickson

Tektronix made its presence known in a big way at IBC '96 announcing large systems contracts with Central Broadcasting and HTV in the UK and introducing a slew of additions to its popular Profile digital disk recorder line.

The company placed a heavy emphasis on selling integrated systems composed of its Profile DDRs, Lightworks nonlinear editors and Grass Valley switchers, effects mixers and infrastructure products.

"We've turned ourselves upside down in the past 18 months," says Lucie Fjelstad, Tektronix Video and Networking Division president. "We've gone from being a box company to an integrated solutions provider."

Fjeldstad laid out four "cornerstones" for Tektronix's digital strategy: Profile video disk recording; an architecture with plug-and-play capability with "every other vendor that wants to plug and play"; FibreChannel Networking, and the MPEG 4:2:2 standard, which Tektronix plans to support during 1997.

"You have to optimize compression to the system, not the box," Fjeldstad says of Tektronix's 4:2:2 plans. "Our customers want scalability and contribution and distribution qualities for their video."

In that vein, Tektronix announced a $22.5 million deal to build an all-digital television facility for Central Broadcasting in Birmingham, England. As Central's "technology partner," Tektronix will outfit the new 60,000-square-foot Television Center with a full range of production and transmission gear.

The facility will rely on MPEG 4:2:2 compression, which the Profile will support by mid-1997 through a new MPEG-2 board set. (The Profile DDR now uses JPEG compression.) FibreChannel networking, which Tektronix also will bring to market by 1997, will distribute digital CCl601 video and AES/EBU audio throughout the plant.

The Central Broadcasting operation will be modeled on the $20 million facility that Tektronix recently completed at TV4 in Stockholm. It will house 300 staff members pumping out 700 hours of news and sports and 200 hours of regional programming.

According to Stephen King, general manager for Tektronix VND in Europe, the Birmingham facility will implement a stationwide shift to disk-based operation, with a distributed arrangement of 10 four-channel Profiles as the operational backbone.

Journalists will compose scripts and perform cuts-only video editing with NewStar's EditStar workstations, which will be linked to Profile DDRs and conventional VTRs. Online work will be performed on the new Lightworks V.I.P. nonlinear editing system, which also uses the Profile for storage.

Archiving will be handled by the new Profile PLS200 library system, which uses 80 8mm segmented data tapes for a total storage capacity of 1.6 terabytes. The news archive will store material in date order—up to about 80 days at a typical 90 minutes per day—while a second archive will store up to 5,000 30-second commercials.

Central's promos, interstitials and news all will be played off Profiles under the control of the OmniBus station automation system. The use of OmniBus software, which will handle Central's media management, machine control and transmission, is consistent with Tektronix's "open platform" approach, King says.

Work on the Central facility begins in October, with completion scheduled for summer 1997.

The installation at HTV's facility in Bristol also begins this fall, with full
Family Channel buys PowerVu

Cable network’s West Coast feed to go to MPEG-2 digital compression

By Glen Dickson

The Family Channel has purchased Scientific-Atlanta’s PowerVu digital video compression system and will use the MPEG-2 gear to convert its West Coast feed to digital delivery by early November.

The Family Channel is the first major U.S. programer to tap the Scientific-Atlanta MPEG-2 system for domestic cable distribution; international customers include PanAmSat, Discovery International, Armed Forces Radio and Television Service and The Australian Broadcasting Corp.

The $3 million PowerVu purchase includes six MPEG-2 encoders and the PowerVu Command Centre 2000 network management, signal security, and subscriber access control system, which are being installed at The Family Channel’s uplink facility in Virginia Beach, Va.; and more than 1,600 integrated receiver/decoders (IRDs) for the network’s West Coast affiliates.

According to Randy Seiler, senior vice president of engineering for Family parent International Family Entertainment, The Family Channel has been evaluating compression systems for three years, including systems from Scientific-Atlanta, General Instrument and TV/COM. Seiler says that Family went with PowerVu because S-A could meet the channel’s delivery deadline and its technical guidelines, which included vertical blanking interval support and enough audio channels (PowerVu has four, GI has two) to deliver cue tones for local ad insertion.

“Those were the biggest factors in our need to service West Coast affiliates,” he says. The Family Channel already has taken delivery of the system and is testing it, Seiler says, and the network has started shipping IRDs to 1,637 affiliated headends. The network hopes to start delivering an MPEG-2 West Coast feed off the GE Satcom C-3 satellite on Nov. 4.

The facility will use Lightworks nonlinear editors and Grass Valley vision mixers, matrices and infrastructure products.

In other Tektronix news, the company’s Test and Measurement Division announced an agreement with the David Sarnoff Research Center to commercialize Sarnoff’s Just Noticeable Difference (JND) testing methodology for compressed video. JND uses a sophisticated human vision system model to evaluate pictures before and after compression; Sarnoff claims that its predictions closely match the results of subjective viewer trials.

Although the system is capable of supporting up to six channels off a single transponder, Seiler says, The Family Channel will start with a single West Coast MPEG-2 feed encoded at a data rate of 8.3 megabits per second. “We want to make sure that the picture is every bit as good—if not better—before we consider compressing further. We’re feeding everything with a D-1 signal [CCIR601-quality], and so far the tests show that the compressed picture is head and shoulders above the analog we’re delivering now.”

If the network does decide to transmit more channels off its Satcom C-3 transponder, possible applications include distributing MMt syndication and ad hoc programing as well as selling extra transponder capacity. “There are more reasons to do this than getting a better signal,” Seiler says. “The biggest reason is to help us with the international expansion of The Family Channel.”

For backyard-dish viewers on the West Coast, the network will make available its analog East Coast feed; Seiler says the look angle of the East Coast feed is within eight degrees of the West Coast feed that DTH viewers now tune to.

The Family Channel also won’t start using conditional access on the new signal right away. “We’ll start when we [think] it’s appropriate,” says Seiler. “With the digital signal being so new, we’re not too worried about pirates. We want to make the switch as painless as possible [for] our affiliates.”

Seiler says that if the PowerVu system works out well for the West Coast, the network will consider migrating its East Coast operations to MPEG-2 as well. However, the current transition model of subsidizing the IRDs may change, says Seiler, as The Family Channel has many more affiliated headends on the East Coast (its total is more than 30,000).
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Have you talked to Tektronix?
CNN makes another Clipbox buy

$3 million video server purchase goes to new Spanish-language network

By Glen Dickson

CNN en Español, Turner’s new 24-hour Spanish-language news network, has purchased two Quantel Clipbox video servers to be the foundation of its feed recording, editing and transmission operations.

The roughly $3 million purchase, which includes two Clipboxes and six Newsbox nonlinear editors, is CNN’s second big Quantel buy in the past four months: In June, the Turner/Time Warner joint venture CNN/SI purchased three Clipboxes and 10 Quantel nonlinear editors. CNN also has purchased Avid server-based news production systems for CNNfn and Headline News during the past year.

“We've been buying server-based systems for all our new networks,” says Dave Silver, director of engineering at CNN International. “This is just consistent with what we've been doing.”

When CNN en Español launches late in first quarter 1997, the network will use one 14-port Clipbox with 40 hours of storage (at 5:1 compression) for feed recording and editing. Six ports will handle incoming video feeds, six will link to Newsboxes for editing and one will be a viewing port for previewing material. The final port will transfer completed material directly to the transmission server, which will play out all programming and spots.

The direct-to-air Clipbox will have 20 hours of storage and will be configured with A, B and master control outputs in addition to commercial caching and on-air editing facilities.

“Certain programs, such as the top stories of the day, will be chopped up and re-edited for playback overnight,” says Silver. “That will be done on the transmission server, which will be linked to some type of [as yet undetermined] editor.”

Like CNN/SI, CNN en Español also will buy Sony Betacam SX hybrid tape/disk recorders, says Silver (Broadcasting & Cable, Sept. 16). The high-speed SX recorder/players, which can digitize a tape at four times real time, will handle archiving and any feed-recording overflow. With their backward compatibility with Betacam SP, they’ll also be able to play CNN’s current library, Silver says.

“Every Newsbox will be tied to an SX hybrid recorder,” says Silver. “If the Clipbox takes in six feeds, we'll have SX tape machines to handle any overflow. Those tapes can then be put in an edit room and used to edit packages on the Newsbox. For archival, we'll take edited material out of the Clipbox and put it on SX tape. Then if we need it again, we can dub it into a Newsbox.”

As the first non-English, 24-hour network independently produced by CNN, CNN en Español will use far more original material than do other CNN networks. “Spanish will use a lot of its own material with its own reporters,” says Silver.

In that vein, CNN en Español is building new studios within the CNN Center in Atlanta. Video will be component serial digital with embedded audio, and CNN en Español will purchase Sony component digital switchers as has CNN/SI. The new Spanish network is still shopping for a newsroom system that will connect with the common CNN database to share universal material such as sports and weather news.
By Glen Dickson

wcb-ty, the NBC affiliate in Bristol, Va., has purchased Sony Betacam SX gear and it will be the first over-the-air broadcaster to use the new format in the U.S. (Cox's wsb-ty Atlanta will use Betacam SX as part of a larger Sony system deal due for completion in 1998.) wcb-ty is buying $1 million worth of SX gear, including seven DNW-7 camcorders, nine DNW-A45 hybrid tape/disk recorders, eight DNW-A100 high-speed recorders, two DNV-5 dockable SX recorders, and seven DNE-50 edit controllers.

Tektronix and Panasonic parent Matsushita are co-developing a 4X real-time DVCPRO interface to the Tektronix Profile digital disk recorder. The joint engineering project, which follows a commitment the companies made at NAB '96, will allow broadcasters to rapidly download DVCPRO field footage to a Profile recorder for fast access to material for editing, viewing and playback to air. In addition, Panasonic and Tektronix have announced upcoming MPEG-2 4:2:2 products in their respective DVCPRO and Profile lines.

MTV is using Chyron's pc-Codi graphics board on its 'Yack Live! show to transmit broadcast-quality text messages live from the MTV Chat Rooms on America Online while simultaneously airing music videos. MTV producers select Chat Room comments for air and send them to a pc-Codi-equipped computer at MTV's network operations center, where the live chat is combined with music videos for broadcast. Since America Online doesn't allow the screening of its forums, MTV is using a custom shareware program to pull the chat text into the pc-Codi.

RGB Spectrum has introduced the SuperView 1000 video windowing system, which displays multiple live images on a single screen. Video input signals may be NTSC, PAL or S-Video, and the display screen may be any monitor or data display projector up to 1,600 by 1,280 pixel resolution. Standard SuperView 1000 models are configured for four- or six-video display, but can be upgraded to handle up to 24 live video windows simultaneously. Features include pan and zoom, the ability to independent-ly position and scale windows, and automatic genlock to a computer signal for overlaying graphics. The SuperView 1000 can be used in two modes: with the screen displaying only video windows or with a computer screen in the background.

Hewlett-Packard and Odetics Broadcast have reached a reseller agreement in which Odetics will combine the HP MediaStream Server with its CacheMachine and SpotBank systems to create integrated caching and spot-playback solutions. The first Odetics/HP solution will use the HP server as a caching device along with a cart machine, to cut down on videotape wear. The second system will combine the MediaStream with the Odetics Spotbank disk-based insertion system, providing an alternative to an automated video library by storing all the commercial inventory in the HP server.

Artel Video Systems is introducing new features for its MegaLink fiber transport product, which can function as a D-1 component video transmission system, as a multiport repeater with no loss of quality or signal strength and as an interface to digital video switchers. New capabilities include AES/EBU digital audio transport, and SMPTE time code capability.

Carter Cartop has introduced a three-person camera platform to fit all maxivans. The 47-inch by 126-inch platform provides more than 36 square feet of deck area for a stable platform for photographers, videographers or TV news crews. The platform, built of spar-varnished woodwork and epoxy-coated aluminum stanchions, can support up to five times its weight. All Carter Cartop models include a 56-inch aluminum ladder for the rear of the van or rain gutter.

M&C Systems, Plano, Tex., has introduced its redundant architecture for earth station monitoring and control for PC-based monitor and control systems. With the redundant architecture, available with M&C Systems' SYSCON 2000 monitor and control system, the secondary computer constantly polls the primary PC, and in case of failure, continues all site operations without disruption in service. When the primary PC comes back on line, the secondary system automatically releases control of the site functions.
RADIO

HELP WANTED MANAGEMENT

QUINNIPIAC COLLEGE

RADIO STATION OPPORTUNITIES

Quinnipiac College seeks enthusiastic, experienced professionals for its recently acquired 1000 watt AM radio station. Four positions are anticipated.

General Manager/Program Director
The selected candidate will plan, direct, and supervise general operations of the station, ensuring that it operates within all FCC regulations and College policies. Additional responsibilities include working with all Schools and departments in the development and creation of innovative programming; and working closely with the Mass Communications Department to ensure opportunities for student internships in all aspects of radio production. Reporting to the College’s Vice President for Public Affairs, you will have overall responsibility for station budget and personnel.

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Working from 6am-2pm, you will open operations in the morning, host a live AM music/talk/news program, work news/production and assist GM/PD in the development and production of local origination programming.

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Working either 5:30am-1:30pm or 3:30pm-11:30pm, the selected candidates will be responsible for local news. This will involve working the production studio, doing call-outs and developing news.

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Please forward applications to: WQUN Radio Search, Office of Public Affairs, Quinnipiac College, Hamden, CT 06518. No phone calls, please. Applications will be accepted until the positions are filled.

Quinnipiac College has a strong commitment to the principles and practices of diversity throughout the College community. Women, minorities and individuals with disabilities are invited and encouraged to consider this opportunity and to apply.

General Manager: wanted for America’s premier Ag. radio station, WNAX in South Dakota. Saga Communications is seeking a motivated leader with great people skills and a background in agriculture. Fax resume to Larry Goldberg, chairman search committee, at 413-525-4334, E.O.E.

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New radio network seeks broadcast pros for unique franchise opportunity under $10,000. Write Radio Tour/USA, P.O. Box 199, Kilauea, HI 96754.

HELP WANTED SALES

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General Sales Manager: Arrow 93.3 WERO in the Greenville-New Bern-Jacksonville, North Carolina market is looking for a general sales manager. Send your resume with references to Webster A. James, GM, WERO, PO Box 1707, Washington, NC 27889. Or fax your resume to 919-946-0330. WERO is an EOE.

General Sales Manager: For five years we’ve simulcast our two nostalgia AM’s in Maine’s two largest markets. It has done so well we’re simulcasting it on our newest FM acquisition. We need a selling GSM who understands the 45+ market and can build a retail team from scratch. We’re a group who’s promoted 5 successful GSM’s into partnership of their own New England stations. Resume, references, accomplishments, philosophy to: Ron Frizzell, WLAM - KISS-FM, 1330, Washington Avenue, Portland, ME 04103. Fax 207-784-5581. Equal Opportunity Employer.

Advertising Sales Manager. WLEV/WEST, The Lehigh Valley’s #1 radio station, seeks aggressive individual who can motivate, teach and sell to established and potential customers. Qualified candidates must have 2 years of broadcast related sales management experience with a verified sales track record. Send resume and salary requirements to: EEO-TD, Box 25096, Lehigh Valley, PA 18002. No phone calls! Equal Opportunity Employer. M/F.

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Engineering Assistant. Paxson Communications of Jacksonville has an opening for an Assistant Engineer for a six radio station complex. Applicant should have at least an Associate’s degree in Electronics, a minimum of three years experience in radio broadcast engineering and should be capable of handling any emergency from the studio site to the transmitter sites. Computer knowledge a plus. No phone calls please. Send resume to: Kyle D. Dickson, Director of Engineering, Paxson Communications, 8386 Baymeadows Road, Suite 107, Jacksonville, FL 32256. EOE.

HELP WANTED NEWS

F/T News Anchor/Report in N.W. NJ. Automation system, computer/production equipment and sports knowledge helpful. Tape/resume to: Paul Mencher, WNNJ AM/FM, Box 40, Newton, NJ 07860. EOE.
HELP WANTED SALES

Television Distribution Company looking for aggressive, knowledgeable, experienced Salespeople. Fax resume in confidence to: 310-277-5509.

National Sales Manager, FOX 56 WDKY is seeking a qualified candidate with a proven sales record. Must have prior television sales management experience, good organizational skills and be willing to travel as needed. Minorities and women are encouraged to apply. EOE. Send resumes with references to Personnel-NSM, WDKY-TV, 836 Euclid Avenue, Lexington, Kentucky 40502.

National Sales Manager, WHOI-TV, Peoria, Illinois' ABC affiliate is looking for a real go-getter to manage our National Sales. We want a National Sales Manager that takes charge and "sells it like local." Applicants should have a minimum of 5 years broadcast sales experience. Reg experience or prior management experience a plus. Send cover letter and resume, with references to Sheryl Jonsson, General Manager, WHOI-TV, 500 North Stewart Street, Creve Coeur, IL 60610. M/F. EOE. Position closes September 30, 1996.

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General Sales Manager, WMDS-TV has an immediate opening for a GSM to lead our local sales staff to the next level. Strong leadership capabilities with proven track record in local sales development, training, inventory control and community relationships essential. Familiarity with use of Swolow Data and TV-Scan a plus. Resume and references to Kathleen McClain, GM, P.O. Box 4009, Salisbury, MD 21803. Equal Opportunity Employer.

Account Executive, WBSN. The WB affiliate in Hartford/New Haven Connecticut seeks high performance Account Executive with 2+ years television sales success. Knowledge of TVSCAN, vendor programs and value-added important. Join the LIN Television team. Send or fax your resume to Marty Marc, General Sales Manager, WBSN, 8 Elm Street, New Haven, CT 06510. Fax-#203-782-5995. EOE.

Account Executive: Clear Channel Television Inc. (ABC 24 and UPN 30) has immediate openings for experienced Account Executives. You need to be results driven, direct business oriented, numbers versed and no "B.S." Call the General Sales Manager today at (901)5321-7691 or fax a resume to (901)323-9427. EOE.

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Thirteen/WNET
Attn: Director of HR 3612.0082
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New York, NY 10019

No phone, no agency, please. EOE.
HELP WANTED TECHNICAL

What's Tektronix doing here?

Customer Technical Support Specialist

Tektronix is spearheading the technology that merges audio, data, images and video into diverse transmission networks. Our products can be found wherever signals are stored, processed, manipulated, transmitted and received. Our Grass Valley, CA site is located at the base of the Sierra Nevada foothills where you'll find the quality of life you desire - clean air, affordable housing, less congestion, and an excellent school system. Come join us. We currently have the following opportunity available for a talented, experienced individual:

Provide post-sales, customer technical support of hardware and software relative to product installations, maintenance, integration, and solving application problems. Requires an AS in Electronics or equivalent and 5+ years' technical experience with Grass Valley Products such as editors, digital effects and switchers in a systems environment. Must also have excellent customer interface and communication skills.

To become part of our winning team, mail your resume to: Tektronix, Inc., P.O. Box 1114, Dept. BC/325/FM, MS N4-21H, Grass Valley, CA 95945. Alttn: Ron Marocco; Fax to (916) 478-3808; or E-mail to internet address: ron.marocco@tek.com For more information, visit us on the WWW at http://www.tek.com Principals only, please. All employment offers are contingent upon successful completion of our pre-employment drug test. Tektronix is an equal opportunity-affirmative action employer.

Video/Photographer Technician: KSDK-St. Louis' #1 station and #1 NBC Affiliate seeks superstar technician. Must be proficient on CMX Omni Editor, Chyron Max, and Ampex Apto and Century Switcher. Person will work closely with producers and be responsible for promotion and sales production. Must be creative and able to meet strict deadlines. Please send resume and tape to: KSDK-TV 5, Warren Canull, Director of Human Resources, 1000 Market Street, St. Louis, MO 63101. No calls please. EOE.

Television Assistant Chief Engineer. Exceptional growth opportunity. Growing NBC affiliate seeks qualified Engineer to assume the role of Assistant Chief Engineer with opportunity for rapid advancement. Requirements include: FCC General Class License, experience with UHF transmitter, studio design, videotape maintenance, computer skills. Management experience necessary. Resume and references ASAP to: David Boyer, C.E., WCBD TV, 250 South Country Fair Drive, Champaign, IL 61821. EOE.

Technical Director: West Coast affiliate looking for someone who can punch and call live newscast. Successful candidate has experience as a Director/T.D. and knowledge of routers, microwave, satellites, tape machines, audio, character generators, editing and master control. Send resume and non-returnable tape (with director track) to Box 00935 EOE.

Teleport Maintenance Engineer. Vyvx/Teleport Denver has an immediate opening for a Maintenance Engineer. Applicants must have 5 years experience in the broadcast industry, component-level experience with MCL HPA's and TWT's, 3/4" and 1/2" tape machines, and all related audio, video, satellite and RF equipment. Successful applicant will assist Chief Engineer in the design, construction, and maintenance of state-of-the-art satellite communications facility. Please send or fax resume to: Mark Kramer, Teleport Denver, 9174 South Jamaica Street, Englewood, CO 80112. Fax 303-799-8325. No phone calls. EOE. M/F/V/D.

Hands-on, experienced television Studio Engineer to repair of videotape and other studio equipment to component level. Resume, salary to: Jerrell Kautz, CE, WCBI-TV, Box 271, Columbus, MS 39701, Fax 601-329-1004, E-Mail: jkautz@wcbi.com

Potomac Television/Communications, Inc., an independent Washington, DC, television production company, is looking for experienced personnel for the following positions: Audio Technician, (2) Broadcast Engineers, Project Assistant, and (2) ENG Photographer/Editors. Minimum of two years experience. Fax resume to Marcia Wheately at (202)783-1961.

TV Chief Engineer, Arkansas ETV Network seeks a Chief Engineer responsible for supervision of on-air operations, equipment installation and maintenance of the operations center of a state-wide, public television network. Duties include: master control, transmission systems, satellite systems, graphics and editing systems, studio and field production equipment. Position reports to Director of Engineering. Candidates need to have 6 years TV maintenance work experience including 2 years in a supervisory role. FCC General and/or SBE Certification and valid Drivers License. Mail applications, including the names and phone numbers of three professional references and salary history to AETN-Personnel Office, PO Box 1250, Conway, AR 72033-1250. EOE/ADA Employer.

Teleport Engineer. UpSouth, the largest satellite teleport in the southeast and most respected in the country has an exceptional opportunity to offer to the suitable maintenance engineer. Applicants must have 5 years in the broadcast industry, component-level experience with MCL HPA's and TWT's, 3/4" and 1/2" tape machines, and all related audio, video, satellite, and RF equipment. Successful applicant will assist Chief Engineer in the design, construction, and maintenance of a state-of-the-art satellite communications facility. Please send or fax resume to: Carl McDaniels c/o UpSouth Teleport, P.O. Box 15498, Atlanta, GA 30329 fax (404)325-3949. No phone calls. EOE. M/F/D/V.

Video/Photographer Technician: KSDK-St. Louis' #1 station and #1 NBC Affiliate seeks superstar technician. Must be proficient on CMX Omni Editor, Chyron Max, and Ampex Apto and Century Switcher. Person will work closely with producers and be responsible for promotion and sales production. Must be creative and able to meet strict deadlines. Please send resume and tape to: KSDK-TV 5, Warren Canull, Director of Human Resources, 1000 Market Street, St. Louis, MO 63101. No calls please. EOE.

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Manager of Media Operations, Tribune Broadcasting. Washington Bureau. Manage and maintain state of the art technical facilities of the Tribune Media Center in Washington, D.C. Must be prepared to provide the needed guidance in the utilization of new techniques and technologies. Must have a thorough understanding of computer and communication technologies: WAN, LAN, MAN, Novel, IBM PC, etc. Will serve as a performance of the bureau's technical computer and broadcast operations. Must have technical working knowledge of satellites, up-links, fiber, digital non-linear systems, Newstar computer system. Will also be responsible for computer and phone support for Tribune newspapers. Must have BSEE and/or minimum of five years television broadcast operations, management and computer network experience within a major market television station of News Bureau. Must have strong management, communication and interpersonal skills. Send resumes to Cissy Baker, Bureau Chief, Tribune Broadcasting, 1325 G Street, NW, Suite 200, Washington, DC 20005.

Operations Technician - Miami based television network seeks to fill a position in its Technical Operations Center. Candidate should be experienced in all phases of station operations with a special emphasis on camera shading and satellite downlink operations. Experience in the operation of uplink transmitters, studio and production equipment desirable. Competitive salary for the right person. Send resume to: Telemundo Network, Human Resources Department, 2470 West 8th Avenue, Hialeah, FL 33010. EOE.
EXECUTIVE PRODUCER

KNXV-TV, ABC affiliate in Phoenix, is accepting applications for an Executive Producer to supervise our 10pm newscast. You must know the importance of showcasing coverage, graphics and great teases. Send resume, philosophy statement and a tape to:

Human Resources

KNXV-TV
4625 South 33rd Place
Phoenix, AZ 85040

EOE. No phone calls, please.

We're awaiting the perfect combination of skill and desire in a team player to be our next Reporter/Photographer. If you have the ability to find news without being assigned, dig to find the story beneath the meeting, and tell a story viewers actually want to remember, you may fit the spot. Ability to shoot a plus, positive attitude a must. Send resume and VHS tape to Jim Bailey, News Director, WKJG-TV, 2633 West State Boulevard, Fort Wayne, Indiana 46808. Phone calls immediately disqualify. Minorities are encouraged to apply. WKJG-TV is an Equal Opportunity Employer.

WHOI-TV, the ABC affiliate in Peoria, Illinois is looking for a Photoreporter. We're looking for someone with one year shooting and editing experience. Betacam and live truck experience is a plus. You must have a creative eye, super attitude and the will to make yourself a great photographer. Rush tape and resume to John Sprugel, News Director, WHOI-TV, 500 North Stewart, Creve Coeur, IL 61610, EOE.

WHOI-TV, the ABC affiliate in Peoria, Illinois is looking for a General Assignment Reporter. Prefer one year experience, ideal candidate is a news junkie, uncover the lead story every night, great writer, self motivator, does great creative live shoots, and uses natural sound to enhance a story. If you're a young reporter, this is a great opportunity to strengthen your reporting skills. Rush tape and resume to: John Sprugel, News Director, WHOI-TV, 500 North Stewart, Creve Coeur, IL 61610, EOE.

Sports Director/Afternoon Air Talent. Heavy local sports play by play, Afternoon air shift plus live remotes. No entry level, No calls. Send resume and tape to: Hugh Hardaway, KSUE/KJDX, 3015 Johnstowne Road, Susanville, CA 96130, EOE.

REPORTER/ANCHOR/WAVY News 10 is looking for a dynamic Reporter who can also anchor. Health reporting experience a plus. Candidate must have at least 3 years experience. No beginners! Send non-returnable VHS tape and resume to: David T. Strickland, News Director, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. WAVY Broadcasting, Inc. is an Equal Opportunity Employer.

REPORTER/ANCHOR - KCRG-TV 9, Eastern Iowa's 24 Hour News Source, is looking for a great Reporter to join our great news team. One year reporting experience required. We have it all! Four live trucks, live helicopter, computerized newsroom and more! If you're the best, this is the best place to be. Send resume and non-returnable tape to: Bob Smith, KCRG-TV 9, 2nd Avenue at 5th Street, S.E., Cedar Rapids, Iowa 52401. EOE.

Producer, WBFS, a Post-Newsweek Station, is looking for a high energy, creative Producer with killer news instincts, rock solid news judgement, terrific writing skills, the ability to communicate well with our talented staff and a rock n' roll attitude. We have all the tools, you get to use them to shape a fast-paced, compelling and entertaining newscast. Minimum 2-3 years producing experience. Send tape and resume to: Bob Longo, Assistant News Director, 3 Constitution Plaza, Hartford, CT 06103-1892, EOE.

Producers, A.H. Belo's KOTV, honored by the RTNDA as having the best newscast in Texas and Oklahoma, is looking for the ideal Producer: someone who has outstanding editorial judgment, a great writing and logistical skills, manages time and crises well, and works amicably with the assignment desk, reporters and other staff. Must have four-year degree and at least three years fulltime commercial TV newscast producing experience. Rush resume, tape and references to: Robert Cohen, Assistant News Director, KOTV, 302 South Frankfort, Tulsa, OK 74120.

Part-Time Assignment Editor. WFSB, a Post- Newsweek Station, has an immediate opening for a part-time Assignment Editor to work overnight. We're looking for an aggressive newshound who can oversee newsgathering, track leads and give us the stories the other stations can't find. Qualified candidates should rush their resume to Peter Spiller and Sue Maier, Assignment Managers, 3 Constitution Plaza, Hartford, CT 06103-1892. EOE.

Number 1 News Department at Number 1 station on the beautiful California Central Coast. KSBY-TV, an NBC affiliate, has an opening for an experienced News Director to direct its highly rated news operation. Send resume and other information to General Manager, KSBY-TV, 467 Hall Street, San Luis Obispo, CA 93401. State salary requirements in first letter. No phone calls please. EOE. M/F.

NE NBC affiliate has an opening for a Full-Time Meteorologist in the News Department for a #1 station in the market for their prime-evening newscasts. Applicant must have three (3) years minimum experience and have Meteorology Degree. Please send tape and resume to Brian Zelasko, WWLP, P.O. Box 2210, Springfield, MA 01102-2210. EOE. No calls please.

On-Air Television Meteorologist. Top 30 network affiliate. M-F evening newscasts. Three to five years experience in daily weather broadcasts required. Top candidate will have the ability to take complicated weather data and boil it down to accurate, easy-to-understand forecasts. Candidate should have a clear understanding that our viewers only want an accurate, local forecast, and not a complex scientific briefing. Experience in forecasting severe weather including tropical weather systems is a must. Candidates must be able to produce weathercasts using Kavouras, WSI and similar computer production systems. A degree in meteorology, atmospheric science, or a related field is required. Certification by AMS or NWA is a plus but not required. EOE. Send non-returnable tape and resume to Box 00931.

News Photographer/Editor. Videotape news events for broadcast. Duties include microwave truck operation for live shots; helicopter flying for tape and live; satellite truck editing; and live shoots; editing video tape for broadcast. Three years minimum experience as photographer in TV news; broadcast journalism or related degree preferred. Strong visual storytelling ability a must! Resume, cover letter and non-returnable tape: Michael Kinney, KOAT-TV, 3801 Carlisle Boulevard, NE, Albuquerque, NM 87107. Drug free workplace. KOAT-TV is an Equal Opportunity Employer.

Chief Photographer. WMDT-TV47 has an opening for a Chief Photographer/Editor beginning October 1st. Proficiency with 3/4", N-8 and live truck required. Position reports to News Director. No phone calls please. Resumes and tapes to Scott Michlin, News Director, P.O. Box 4008, Salisbury, MD 21803. Equal Opportunity Employer.

Photographer - WAYS 10 is searching for an experienced Producer to join its award-winning news team. If you are creative, a good writer and willing to learn, we have a position open for you. No stackers! No beginners! Send non-returnable VHS tape and resume to David T. Strickland, News Director, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. Wavy Broadcasting Inc. is an Equal Opportunity Employer.

Photographer/Techn. Support: The Washington D.C. News Bureau of The Providence Journal papers, has an immediate opening. Will provide technical support and light maintenance work, manage daily satellite feeds and studio and remote live shots, and edit and shoot. If you have two years experience in TV news/photography and editing and enjoy working in a fast paced environment, send your resume and a non-returnable 3/4" or Beta tape to: D.C. News Bureau, Attn: George Snyder, 400 North Capital Street, #990, Washington, D.C. 20001. (202)737-4624. EOE. M/F/DV.

Photographer. Channel 6 For the Heartland is seeking an applicant with two years of experience in broadcast news. A degree in broadcast journalism is preferred. Successful applicant must have good writing skills and will be expected to learn to operate newsroom computer (NewStar) and phone systems. Successful applicant should be able to photograph, write, narrate and edit breaking news stories. Must be a self-starter, able to lift up to 50 pounds. A valid driver's license is required. Must be able to or willing to learn to operate a live microwave truck. Experience in satellite news gathering, truck operations a plus. No phone calls. Chronicle Broadcasting Company is a drug-free company and requires pre-employment drug testing. Send tape/fax resume to or fill out an application at: WOWT/ Human Resources - NP, 3950 Farnam Street, Omaha, NE 68113-3356. Fax: (402)233-7885.

News Director. WTV, an NBC affiliate, is an experienced News Director who wants more than just to manage the news team. We're seeking a professional, self-starter, able to lift up to 50 pounds. A valid driver's license is required. Must be able to or willing to learn to operate a live microwave truck. Experience in satellite news gathering, truck operations a plus. No phone calls. Chronicle Broadcasting Company is a drug-free company and requires pre-employment drug testing. Send tape/fax resume to or fill out an application at: WOWT/ Human Resources - NP, 3950 Farnam Street, Omaha, NE 68113-3356. Fax: (402)233-7885.

News Director for NBC affiliate in a top-70 market. Good opportunity for a strong team leader in a positive working environment with state-of-the-art facilities. Minimum five years television news management experience. Resume, references, salary requirements and 3/4" or VHS tape to: Personnel - ND, WGBA NBC 26, P.O. Box 19099, Green Bay, WI 54307-9099. EOE.

News Director: The Last Frontier? KTVA-TV (CBS) seeks a News Director. Beauty, mountains and outdoor life as well as a sophisticated cultural community abound in a cosmopolitan city of 260,000. We need a quality News Director who can do it all, but wants more than just a job. Must be able to lead, hire, motivate, budget, create and design, as it will be your job to do whatever it takes. If you think you know storytelling and want to know Anchorage, Alaska, let us know. This is a great opportunity for the right individual. Please send resume to K. Ferrell, KTVA-TV, 1007 West 32nd Avenue, Anchorage, AK 99503 or fax (907)561-4988. Salary DOE. EOE.
Broadcasting

to the classified ad in Broadcasting & Cable,
call Antoinette Fasulo (212) 337-7073
or Sandra Frey (212) 337-6941

HELP WANTED PROMOTION
D A I R Y

D I R E C T O R
O N - A I R
P R O M O T I O N S

Upgrade your career to the cutting-edge creative environment of MSNBC, the revolutionary cable/internet partnership of NBC and Microsoft. As you oversee the day-to-day efforts of our advertising and promotion department, you'll join in building the news network of the future.

In this versatile position, you will write, produce, and generate promotional materials. You will also ensure that all on-air promotions meet the American Radio History standards of professionalism and creativity. Please send your resume to:

MSNBC, Employee Relations, Department AAR, 2200 Fitcher Avenue, Fort Lee, NJ 07024. Fax: 201-585-6275.

An Equal Opportunity Employer M/F.

Graphic Designer: Design and execute news and promotional graphics. Experience preferred with Quaintel paintbox and Digital FX. V-series, Harriet, Infini, MAC, Quark Xpress and print design experience a plus. Must have a good design sense, strong organizational skills and work well under deadline pressure. Letter, resume and non-returnable VHS or broadcast beta tape (no calls) to Valari Staeb, Director of Creative Services, WPVI-TV, 4100 City Avenue, Suite 400, Philadelphia, PA 19131. EOE.

Promotion Writer/Producer. Come to the beach and the South's most beautiful city. WCIV-TV has an immediate opening! In Charleston's hottest promotion department for a highly creative, aggressive, self-motivated Writer/Producer. Minimum two years experience in writing, editing and producing news, promotions and spot copy. Send resume and VHS (preferred) and resumes to Box 00936 EOE.

To place your classified ad in Broadcasting & Cable, call Antoinette Fasulo (212) 337-7073
or Sandra Frey (212) 337-6941

Classifieds

News Director: Hands on, take-charge individual needed to provide the leadership to create, exci-
tivating, relevant newscast. Must have at least two years experience as successful newscast pro-
ducer or executive producer; must be able to en-
terprise and create compelling story opportunities and to inspire and motivate others to do so. Strong people skills and teamwork essential. Samples of produced newscasts required upon request. Send resume and salary requirements to: General Manager, WJKG-TV, 2633 West State Boulevard, Fort Wayne, IN 46808. Phone calls immediately disqualifies. WJKG-TV is an Equal Opportunity Employer.

News Director - Up and coming North Texas CBS affiliate is seeking a news director. This is a hands on position that requires strong writing, editing and producing skills. Must be able to take the news department to the next level. Excellent opportunity for assistant news director or executive producer in a larger market. Must be a team player and lead by example. This is not a desk job. Send resumes to: General Manager, KAUZ-TV, P.O. Box 2130, Wichita Falls, TX 76307. KAUZ is a Benedek Broadcasting Station and an Equal Opportunity Employer.

News Chief Editor, Edit videotape for daily newscast, record satellite and microwave feeds, supervise edit staff and report to Chief Photo-
grapher. Responsible for quality of edited material broadcast. 3 years editing experience in commercial news operation. Degree preferred. Resume, cover letter and non-returnable tape: Michael Kinney, KOAT-TV, 3801 Carlisle Boulevard, NE, Albuquerque, NM 87107. Drug free workplace. KOAT-TV is an Equal Opportunity Employer.

Meteorologist: For Monday - Friday, 5:00 pm and 10:00 pm newscasts with NBC affiliate. Prefer 2-3 years on-air experience. Send resume and tape to: Terry Keegan, News Director, KDRT-
TV, 3600 South Westport Avenue, Sioux Falls, SD 57106.

KKCO, Grand Junction seeking experienced in-
dividual to build a News program from the ground up. We are currently hiring Producers, Weather Anchor, Sports Anchor and General Assignment Reporters. Couples encouraged. Re-
quires Bachelors in Journalism, Communications or related field. Prefer at least one year of experi-
ence. Send tapes (BETA, please) resume and letter of news philosophy to Christian Frank, KKCO, Interstate Avenue, Grand Junction, CO 81505.

KDBC-TV, El Paso, Texas, an Imes Communica-
tions Station, is searching for a Technical Director as well as an Assistant Production Man-
ger. Experience with different systems is a must. Send resume to: Bill Day, KDBC-TV, 2201
Wyoming Avenue, El Paso, TX 79903. Fax: 915-

Helicopter Pilot/Reporter. Major market television station seeks an experienced Pilot/Reporter for live/shot traffic and news reports on various newscasts. Must have a minimum of 2,000 hours total helicopter flying time with a minimum of 500 hours in an AS350 A-Star. In addition, candi-
date should have a minimum of 2 years experi-
ence as an on-air reporter. Please send resume, cover letter and videotape to Box 00934 EOE.

Chief Photographer for Rocky Mountain area. Full-time, good benefits. Must have a degree in broadcasting or related field and at least 2 years experience in television news. Management experience a plus. Resume and a non-returnable tape to: KRDO-TV, EEO Officer, PO Box 1457, Colorado Springs, CO 80901. EOE.

Associate Producer. Excellent opportunity to get on the Producer track. You'll write and assist in producing an expanded morning news seg-
ment and you'll become a member of one of the hottest producing teams in the country. We need someone with a keen news judgement and ex-
cellent writing skills. Tapes/resumes to Human Resources Manager, WYFF-TV, 505 Rutherford Street, Greenville, SC 29609. WYFF-TV is an Equal Opportunity Employer.

Anchor/Reporter, WFSB, a Post-Newsweek Sta-
tion has an immediate opening for a Daybreak News Anchor/Reporter. Your anchoring must be energetic and comfortable, not frenetic. You must be able to write news stories clearly, intelligently and effectively and present them in an appealing manner. Your storytelling must be compelling and entertaining, not average. You must be creative and organized, able to communicate ef-
ficiently with a crack team of producers, photographers and editors. Minimum 2 years TV news Anchor/Reporter experience. Send tape and resume to Bob Longo, Assistant News Director, 3 Constitution Plaza, Hartford, CT 06103-1992. EOE.

Chief Editor, KTBC-TV, Responsible for all tape editing systems. Coordinate and control all editing content. Critique and supervise editors. Edit videotape from various sources for evening newscast. Archive tape, take feeds and generally maintain tape system. Must have at least 2 years news editing or photography experience at small to medium market; general understanding of television news operation and film/ photography techniques; ability to edit television news stories, in all formats, as based on current industry standards. Please send resume/cover letter/tape by 9/26/96 to: News Department Human Resources, KTBC-TV, 119 East 10th Street, Aus-
tin, TX 78701. Ref: Chief Editor. No phone calls. Please, EEO Employer.

Anchor, Weather, Producer, 3 openings for a brand new morning newscast. Need a News Anchor to shine in the A.M. A Weather person to deliver the forecast plus play a big role as Co-
Anchor. And seeking a Producer to put it all to-
gether. Send tape and resume (VHS preferred) and resumes to Box 00936 EOE.

To place your classified ad in Broadcasting & Cable, call Antoinette Fasulo (212) 337-7073
or Sandra Frey (212) 337-6941

Broadcasting & Cable September 23 1996 65
HELP WANTED PRODUCTION

Promotion Writer/Producer. Dominant NBC affiliate is looking for an experienced promotion professional to help us increase market share. News is the name of the game. If you understand that concept is more important than technique, can combine words, images and sound into an effective spot, aren't afraid of hard work and have a good sense of humor, you could be the next member of our award-winning team. Position is hands-on and requires good writing, editing and directing skills. WGAL is the Pulitzer Broadcasting Company station in beautiful, livable Lancaster, PA. Rush your resume and non-returnable tape now to: Cil Frazier, Creative Director, WGAL, P.O. Box 7127, Lancaster, PA 17604-7127. WGAL 8 is an Equal Opportunity Employer. M/F.


Promotion Writer/Producer. Want to be a part of a WB affiliate team with "attitude" in the 34th market? If you are wildly creative with 1 year experience writing, producing and editing entertainment and image, this job is for you. Beta editing skills a must. Off line editing skills a plus. Send non-returnable resume tape and salary expectations ASAP to: CSD Manager, P.O. Box 4, Columbus, Ohio 43216. No phone calls. EOE.

Promotion Manager. KLKN-TV, Lincoln's new ABC affiliate, is seeking an aggressive individual to plan and implement station promotion. Experience in television promotion and production is extremely helpful. Send resume and non-returnable tape to: Jo Anne Ganey, Station Administrator, KLKN-TV, 3240 South 10th Street, Lincoln, NE 68502. Equal Opportunity Employer.

Promotion Manager, WLFL/WRDC, Raleigh, N.C. is looking for that creative individual with an ability to motivate and manage a multiple promotion department for two stations. If you know how to create campaigns bigger than life with timely execution, and successfully motivate people this is that great opportunity you've been waiting for. Send résumé, salary history and references to: C. Dale Young, WRDC TV, 3012 Highwoods Boulevard, Suite 101, Raleigh, N.C. 27604. EOE.

KSAT-TV, Post-Newsweek Station, San Antonio is seeking a creative hands-on graphics artist. We've got SGI with paint, 2D and 3D capabilities and much more! Great design and people skills a must. Send resume and video demo tape to: Jim Hart, CSM, KSAT-TV, 1408 North St. Mary's Street, San Antonio, TX 78207. No phone calls please. Any job offer contingent upon successful completion of pre-employment physical including drug screen. EOE/M/F/D/V/ADA.

Writer/Producer - Top 20 ABC needs top-notch promo guerilla. We're #2 after only 2 years on the air. Can you help us get to #1? Must have 2-5 years experience producing news topicalis, news series, promotion. Send great reel and resume to: KNXV-TV, 4625 South 33rd Place, Phoenix, AR 85040, Attn: Human Resources.

South Florida's News Leader is looking for the following:

PROMOTION PRODUCER: A creative dynamo to produce breakthrough news image/series promotion. Must be an effective communicator with superior skills in conceptualizing and writing. 3 to 5 years broadcast promotion experience a must.

GRAPHIC DESIGNER: An innovative and energetic person to take South Florida's News Leader to the next level. Requires 3 to 5 years design experience and BA, BFA or Design School degree. Must have working knowledge of video production, compositing and animation. Print experience is important. Requires work experience on Quantel Paintbox Express and Power Mac.

Rush resume and non-returnable reel to: Jim Ladas Creative Services Director WSVN-TV 1401 79th Street Causeway Miami, FL 33141. EOE. No phone calls please.

WBS-TV is seeking a Graphics Manager. Our Graphics Department produces on-air and other media with new graphics as our first priority. We're building a state-of-the-art digital facility to open in 1998. The Graphics Manager will have a hands-on role leading our team, helping translate a successful, established look into all facets of the product, including sets and print. The ideal candidate for this position has a strong background in TV news graphics, minimum of 5-7 years in daily news graphics production. Supervisory skills are important. This is a job in which people are the key, so don't apply unless you enjoy working with a team. Solid knowledge of the Quantel Paintbox and Mac graphics is required. We need someone who thrives on designing at speed, collaborating with news, marketing and local programming producers and translating information into clean, clear images that reach our target audience. No calls. Please send resume, cover letter, print samples and non-returnable tape to: Lee Armstrong, WBS-TV, 1601 West Peachtree Street, Atlanta, GA 30309. EOE.

Wanted - Experienced shooters/editors with strong beta cam skills and video toaster experience. Send tape and resume to: The Firm, P.O. Box 309, Citra, FL 32113.

Responsibilities: Responsible for the operation of the Chyron Infinit during daily live newscasts and productions, creating cutting edge animations to enhance local news and programming efforts, train production department personnel and setup and operate Art Department networking and NewStar Leader election software.

Qualifications: Three to five years experience with television character generator operation. Must have comprehensive knowledge of transform and multi-effects generation.

Submit Resume to: Jeff Jeandheur Production Manager KPRC-TV 8181 SW Freeway Houston, Texas 77074

No phone calls please.

An Equal Opportunity Employer

POST-NEWSWEEK STATIONS, INC.

TV/Radio Coordinator, if you have a talent for scripting and producing excellent video news spots, Kansas State University has the job for you. Our ideal candidate has at least one year's experience reporting news for a network-affiliate television station and additional experience writing radio news. Required: Bachelor's degree in radio-TV or related area. Salary $28,000 per year, with excellent benefits and liberal vacation. Send resume, letter of application, names and phone numbers of three references by October 11. Send to Search Committee, TV/Radio Coordinator, News Services, 9 Anderson Hall, Kansas State University, Manhattan, KS 66506-0117. After initial screening and before interviews, finalists will be asked to submit a VHS demo tape. Visit our web site at http://www.newsw.ksu.edu. Kansas State University is an Equal Opportunity Employer.

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

Be a part of this knockout team if you truly have sophisticated on-air and design and branding experience.

Work closely with super-talented marketing and promotion executives to create station ids, promos, and graphic packages. Collaborate with a great group of producers and editors with top-notch standards and genuine good vibes. Must be capable of developing concepts and following them through entire production process. Familiarity needed with QuanTel, Hal, SGI, and Mac. Cinetel has an interesting cross-section of clients including Home & Garden - HGTV, A&E, Discovery and The History Channel.

Fax your resume to Hands-On Broadcast 212-604-9036 and send 1/2" reel to 124 TV Producer/Director - WUNI-TV 27, Boston's Univision affiliate, seeks a full-time, bilingual Producer/Director. We're looking for a creative, energetic team player who has a thorough understanding of commercial production and is capable of dazzling promotional strategies. Applicant must have commercial shooting and editing experience and live production experience (3 to 5 years), Spanish fluency and translation skills a must. College degree preferred. Send resume with salary history and demo reel to: WUNI-TV 27, 33 Fourth Avenue, Needham, MA 02194; Attn: M. Godin. No phone calls please. EOE.

Special Projects Producer, Immediate opening for a Special Projects Producer/Public Affairs Assistant with strong writing, organizational and creative skills. Interest and ability to assist in all Public Affairs tasks and be able to interface in a positive manner with the community. NEWSSTAR knowledge a plus. College degree required. No phone calls please. Send non-returnable VHS tape and resume to David Whitener, Production Manager, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704, Wavy Broadcasting, Inc. is an Equal Opportunity Employer.

Post Production Editor: KDKA-TV seeks a post production editor with experience in news editing/shooting. Primary emphasis on high end on-line post editing. Tapes and resumes to Jeff Weissbar, KDKA-TV, One Gateway Center, Pittsburgh, PA 15222, EOE.

Art Director (Flushing): Responsible for creation of layouts of sceneries and backdrops for TV set prods for Korean lang. TV broadcasts. Design coml. logos and layouts. Supv. and plan co's Art Dept. in formulation of artistic concepts and execution of layout designs for presentation as backdrops on program. Prepare and review illustrative material and confer w/mtg re. various aspects of design presentation, incl budget and allocation to Art Dept., background info objectives, presentation approaches of style, artistic techniques and related factors. Formulate basic artistic layout designs. Supv 2 eses (asst artist and studio worker). Bach deg in Art + 1 yr exp in job offered and fluency in Korean req'd. 40 hr/wk, $36,409/yr. Send resume/letter in dup to CBN 48, 810 S. One Main St, Bloym, NY 11201.

Part-Time Camera Operators(2), Bachelor's or Associate Degree in broadcasting or equivalent experience. The Production Department at WBNS-10TV is looking for two enthusiastic and energetic Part-Time Camera Operators for an evening shift and a very early morning shift. If you're a self starter with previous broadcast television experience, this is the opportunity you've been waiting for. You'll be responsible for the operation of studio cameras along with basic lighting, floor direction, and script preparation. A hands on knowledge of production equipment and a willingness to learn a variety of operational duties is absolutely necessary. If you're ready to work in one of the best markets in the country, rush a cover letter and resume to: Dispatch Broadcast Group, Business Office #161, 770 Twin Rivers Drive, Columbus, Ohio 43215. Qualified minorities and women are encouraged to apply. Equal Opportunity Employer. We are a smoke-free and drug-free workplace.

Hands-On Video Services Management: #1 small market CBS affiliate. Three years of commercial production or equal required. EOE employer. Resumes only (no phone calls) should be sent to: General Manager, WBTOC-TV, 1729 North Salisbury Boulevard, Salisbury, MD 21801.

Commercial Director: Enchanting Opportunity - Sunshine and blue skies in Albuquerque, NM! Qualified Editor sought for broadcast production/post production facility. Extensive experience with GVG Editor, ADO, Chyron Infinit! and Audio Production desired. Avid experience preferred. Applicant must possess good studio, lighting and shooting skills. Additional experience in special events and project coordination helpful. Professional attitude and good human relation skills are required. Position requires a flexible schedule. Applicant must be capable of climbing ladders and lifting 50lbs. Resume, cover letter and non-returnable tape: Teri Hernandez, KOAT-TV, 3801 Carlisle Boulevard NE, Albuquerque, NM 87107. Drug free workplace. KOAT-TV is an Equal Opportunity Employer.

Building a News Team of solid go-getters! KDBC-TV, El Paso, Texas, an Imes Communications Station, is creating a Texas powerhouse Executive Producer, Producers, Reporters, Video Editors needed Even more exciting is the opportunity for the right person to team with the newly hired News Director, Al Martinez, as we bring to El Paso, Texas a super-talented group of Art Director, WTIT, FOX O&O in Washington, DC, is looking for top-notch Art Director with creative skills to take our great station to the next level. Ideal candidate has a knockout portfolio from a minimum five years in TV. Proven ability to conceptualize, communicate, motivate and deliver great creative ideas quickly and tirelessly is a must. Exciting position with direct supervision of Art Department. Strong emphasis on News and Promotion maximizing the talent of a four-member graphics staff. Must have management and post-production experience. Position demands working knowledge of graphic arts technology, SGI, Liberty, Alias, Flint, Aurora, Mac and Chyron Infinit. Knowledge of marketing plan design and execution is a plus. For consideration send resume, reel, print samples and salary requirements to: Lydia M. Martinez, Director of Personnel, WTIT FOX TV, 5151 Wisconsin Avenue, NW, Washington, DC 20016. EOE/AFM/D/V. No phone calls please.

HELP WANTED PROGRAMMING

New Jersey Network is accepting applications for the position of Deputy Director of Programming and Production. This position reports directly to the Executive Director of the Network and is responsible for the overall administration of NJN broadcast activities. Activities reporting to the Deputy Director include: broadcast scheduling, program acquisitions, education programs, program development, production, engineering, art and graphics and related services. The Deputy Director develops and implements program standards and ensures that the broadcast service of NJN fulfills its mission to serve the community. He/she also helps department managers and the senior management team with the development of overall station budgets, strategic plans and policies. A Bachelor's degree in communication or related field required. Master's degree preferred. At least ten years of recent public television management experience and proven administrative ability, including a minimum of five years of public television programming and production. This experience shall include: 1) Written communication proficiency, 2) Budget preparation and oversight experience, 3) Experience with contract negotiations and closures, 4) Full knowledge of the principles and practices of public broadcasting, broadcast rules and regulations and station management, 5) Executive public television production experience and credits, 6) Previous successful relationship with PTV funding and support organizations, 7) Demonstrated national level creative program design production and development capabilities, 8) Experience with non-profit, governmental and FCC policies and regulations. New Jersey Network is an Equal Opportunity Employer. Interested applicants who meet the requirements above should send written application to NJN, Kim Burnett, Personnel Manager, CN 777, Trenton, NJ 08625-0777.

To Place An Ad In Broadcasting & Cable

Classified Section

Call Antoineine Fusao

Phone 212-377-7073

or Sandra Frey

Phone 212-337-6941

Fax 212-206-8327

www.americanradiohistory.com
Classifieds

HELP WANTED
FINANCIAL & ACCOUNTING

WFXT Fox 25 is seeking a Vice President of Finance to oversee all financial matters. Primary responsibilities include managing accounting personnel, financial reporting and analysis, identifying and resolving operational issues, overseeing departmental budgets and participating in the annual budget process. Degree in accounting or finance and four to seven years management experience in broadcasting or related field required. Ability to think strategically is essential. MBA and/or CPA preferred. Send a resume with a cover letter to:

Personnel Director, WFXT FOX 25, 25 Fox Drive, PO Box 9125, Dedham, MA 02027-9125. (NO PHONE CALLS, PLEASE). EOE/M/F/D/V.

Financial Analyst. WTTG, the FOX Television Station in Washington, DC, has an immediate opening for a Financial Analyst. Position is responsible for Station's external reporting function including highly detailed revenue reporting, weekly P&L, forecast, and tax packages. Must have at least 3 years of financial analysis experience, preferably in the communications industry. Degree in Accounting or related field required. Familiarity with forecasting and G/L accounting highly desirable. Extreme proficiency in Lotus 1-2-3 essential. Self auditing skills a plus. For consideration rush resume and salary requirements to: WTTG FOX 5, 5151 Wisconsin Avenue NW, Washington, DC 20016. Attn: Lydia Martinez. NO phone calls please. EOE/M/F/D/V.

Accounting Manager. WTTG, the FOX Television Station in Washington, DC, has an immediate opening for an Accounting Manager. Supervisory responsibility for professional staff of five. Responsibilities include overseeing payroll, billing and A/P functions. This position is also responsible for periodic financial reporting requirements (cash flow, profit and loss, forecast and tax packages). Responsibilities also involve ensuring compliance with contractual agreements and corporate policy. Auditing experience a plus. Expert proficiency in Lotus 1-2-3 essential. Must have at least 3 years of management experience in a financial environment, preferably in the communications industry. CPA required. For consideration submit resume and salary requirements to: WTTG FOX 5, 5151 Wisconsin Avenue NW, Washington, DC 20016. Attn: Lydia Martinez. No phone calls please. EOE/M/F/D/V.

SITUATIONS WANTED MANAGEMENT

Experienced GM available. Excellent track record. Emphasis on Sales and Programming. A turn-around specialist. For Mid-size or small market TV. Reply to Box 00929.

SITUATIONS WANTED NEWS

Sports Anchor, working but available, looking for sports director's job. Will consider weekend or sportswrap in bigger markets. Strong manager who produces quick paced entertaining shows, and covers local bases. Call 1-800-727-3063 and leave message.

SITUATIONS WANTED PROGRAMMING

AS A SENIOR TALENT I ATTRACT ALL AGE VIEWERS

My experience includes: TV-Radio-Cable Producing; Host, General Manager Entertainer, Kiddie-Adult TV Shows, Stand-Up Comic, Seminar Speaker, Dancing, Singing, Acting, Crime Shows, Puppeteering, Cartoons, Fund Raising, TV Sales, Writing, Syndicatable, Amy Moeller. (954)972-6661.

SITUATIONS WANTED WRITING AND DEVELOPMENT

An experienced writer who produces quick-paced, entertaining shows, is highly sought after by clients. Excellent production background. Seeking opportunities in a fast-paced environment, preferably in a training capacity. EOE/M/F/D/V.

CABLE
HELP WANTED SALES

Manager, Local Ad Sales/New Business

Assist in the development and management of local ad sales and Local Sports Break affiliate programs, campaigns and materials. Coordinate strategies that impact new ESPN and ESPNEWS local ad sales launches. A Degree in marketing, MBA preferred or equivalent work experience. Exceptional presentation and writing skills coupled with sports knowledge.

Computer literacy and ability to travel 50% of the time also required. Interested applicants should send resumes to: ESPN, Inc., ESPN Plaza, Bristol, CT 06010-7454, Attn: Ad# 1026, or Email to: Jones@espn.com, (unencrypted and nonmimed).

No Phone Calls Please.

TV 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.

Great Britain. Trained in America; working in London. For all your video production needs in the U.K. Sam Green TV. 44-171-722-0998.

In Washington, D.C. Friendly and professional ENG and ESP crews. SP Betacam packages, Avid Editing and rentals. Montage Production Ltd. 202-393-3767.

Please Note!!!

Effective October 1, 1996, New Classified Rates are:

Non-Display - $2.10 per word Display - $187.00 per inch

For further information please contact:

Antoinette Fasulo 212-337-3073
or
Sandra Frey 212-337-6941

September 23 1996 Broadcasting & Cable
HELP WANTED SALES

ACCOUNT EXECUTIVES
SALES MANAGERS

Join TCI Media Services on an explosive growth curve! Immediate openings for Account Executives and Sales Managers throughout the United States. We're seeking candidates with a strong work ethic and experience in the areas of sales, promotions, marketing and new business development. Candidates should have high-energy and goal-oriented. Sell CNN, ESPN, MTV, USA, TNT and many other popular networks. This is a career opportunity of a lifetime. Drug test and background check required of successful applicant. Interview will be required of final candidates. Accommodation will be arranged if needed for the interview. Send resume and geographic preference to Jim Birschbach - V.P. of Advertising Sales, TCI MEDIA SERVICES, 5519 DTC Parkway, Englewood, CO 80111. Or E-mail resume to birschbach.jim@tcinc.com. EOE

TCI
TCI Media Services

GENERAL SALES MANAGER

CableRep Hampton Roads is seeking a General Sales Manager who will have the complete responsibility for total revenue of local, national, regional, and zone sales. They will direct the activity of the local and regional Sales Manager, Production Coordinators, video page operators and will determine pricing structures as well as monitoring inventory usage.

The General Sales Manager should have a minimum of 4-5 years of cable and/or television advertising experience. They should have a successful track record of sales management and interaction with direct reports, college degree preferred. Hands on use of media research a must. Excellent communications skills to include: written and verbal presentations, and strong personal computer proficiency required.

Please send resume to:
Human Resources * Cox Communications
225 Clearfield Avenue
Virginia Beach, VA 23462
EOE

Ad Sales Engineer. Degree 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.

Account Executive: A performing rights organization has an immediate opening for a licensing executive. To succeed in this position, the ideal candidate will have 2 or more direct experience in cable licensing or a related cable field. We're looking for a self motivated person with computer skills and above average communication skills to fill this exciting position. Salary commences with experience. EOE. Fax resume vitae requirements to P. Collins (212) 469-6599.

HELP WANTED HUMAN RESOURCES

COX BROADCASTING
A SUBSIDIARY OF COX ENTERPRISES, INC.

DIRECTOR
HUMAN RESOURCES

Excellent opportunity and benefits at a successful and growing organization for top-notch human resources generalist:

- Directs the development & implementation of Cox Broadcasting H.R. programs including employment, labor relations, FICA license renewals, training & development, employee benefits, compensation, safety & employee relations.
- Serves as primary resource & support to Cox Broadcasting management for HR issues.
- Requires at least 5 years experience as a Human Resources Generalist (or related experience in broadcast industry). College degree required. SPHR certificate a plus.
- Must have working knowledge of FMLA, ADA, FLSA, Civil Rights, EEO & other employment regulations.
- Must be able to work effectively with all levels of management & employees. Must have excellent communication, organizational & consulting skills.

COX BROADCASTING, INC.
P.O. Box 105337
Atlanta, GA 30348
Attn: CEI HR Dept. - 5th Floor
or fax resume to (404) 843-5770
NO PHONE CALLS (EOE)

HELP WANTED MARKETING

COMCAST
THE PREMIUM CHOICE

Comcast Cablevision is one of the nation's largest cable TV systems and a subsidiary of a diversified communications entity that's changed the business landscape in Philadelphia. We are seeking dynamic and talented individuals to work in the Philadelphia area for the following positions:

AREA MARKETING DIRECTOR

The selected candidate will assist the Area Vice President in business planning and competitive strategies, programming, sales and retentions opportunities, and team building as well as develop the annual budget and marketing plan. Must have a Bachelor's Degree in Business, Marketing or recognized equivalent in work experience. Five years progressive responsibility in Sales and Marketing Management required.

AREA AD SALES MANAGEMENT

This position is available for an individual to plan, organize, direct and motivate the area advertising sales staff to achieve financial goals and objectives. Must have a High School degree plus five to seven years experience. Business Administration, Sales, Media Sales and Marketing Techniques or equivalent work experience required.

AD SALES BUSINESS MANAGER

Responsibilities will include managing the daily activities of the business and traffic functions in the advertising sales department for the area. Must have a Bachelor's Degree in Accounting or the recognized equivalent in work experience or self study. Three or more years of experience in general accounting, accounts receivable/payable, budgeting and operational analysis is required. Make the premium choice and join Comcast Cablevision. We offer competitive salaries and excellent benefits. To apply, please send resume including salary requirements and indicating position of interest to: Jane D. Vaeger, Area Human Resources Director, Comcast Cablevision of Philadelphia, Inc., 11400 Northeast Avenue, Philadelphia, PA 19116. Equal Opportunity Employer.

HELP WANTED PRODUCTION

Production Manager: CableRep Advertising is looking for an individual to manage our Connecticut Video Production Department. You must be able to manage, train and schedule production staff to produce high quality, creative commercial spot production on a consistent basis. You must also be able to develop other revenue streams, i.e. corporate videos and short and long format infomercials. Management and production skills necessary. Send resume to: Business Manager, CableRep New England, 801 Parker Street, Manchester, CT 06040. A COX Communications Company. EOE.

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

www.americanradiohistory.com
HELP WANTED RESEARCH

RESEARCH DIRECTOR

CableRep Hampton Roads is seeking a Research Director responsible for the creation of research documents, proposals and client presentations. Cable’s multi-channel diversity and knowledge of competitive media necessary. Must have the ability to present essential research such as Nielsen, Scarborough, CableScan and MRI data in an organized media format.

Position requires a B.A./B.S. degree in marketing, communications, research or equivalent. Looking for one year minimum experience in cable and/or TV media research. Excellent communication skills both written and verbal, along with personal computer proficiency required.

Please send resume to:
Human Resources * Cox Communications
225 Clearfield Avenue
Virginia Beach, VA 23462
EOE

HELP WANTED DRIVER

Television Driver: Driver needed for brand new, Los Angeles based, 51 foot TV remote production truck. Driver will also perform light TV maintenance duties such as repair of video and audio cables and other items as instructed by engineer in charge of unit. Candidate must be willing to travel, able to work flexible hours and some moderate to heavy lifting is involved. Commercial drivers license, an excellent driving and safety record and five to ten years experience driving large trucks are necessary. Preference will be given to those with experience driving television remote units. Send resume to Tom Edwards, TCI National Digital Television Center, 4100 E. Dry Creek Road, Littleton, CO 80122. No phone calls please. A drug test and criminal background check will be required of the successful candidate. EOE.

UNIVERSITY OF SOUTH CAROLINA

HELP WANTED INSTRUCTION

The College of Journalism and Mass Communications seeks applicants for a full-time faculty position, not on the tenure track, in its electronic journalism program. This twelve-month position, a year-to-year renewable appointment at the rank of instructor, is available in January 1997, although the effective date might be postponed to July 1997 at the request of the successful candidate.

Qualifications: Minimum of 5 years professional experience in electronic journalism is required, with the majority of that experience producing television news. Bachelor’s degree is required. Master’s degree and part-time or full-time teaching experience will be given preference.

Duties: Teach, coach and mentor as part of a faculty team assigned to the College’s senior semester capstone project in electronic journalism and possibly assist in other broadcast journalism courses. (Senior students produce a daily live half-hour television newscast broadcast over cable and also produce several daily live radio newscasts broadcast over the campus radio station.) Advise students on academic requirements and career planning. Participate in faculty governance and professional service activities.

Salary: Nationally competitive for academic positions.

Application Procedure: Screening of applicants will begin in October 1996, but applications will be accepted until the position is filled. Send letter of application, vita/resume, VHS tape of three of your recent productions, and the names, addresses and telephone numbers of three references to:
Dr. M. Kent Sidel, Chair
Electronic Journalism Search Committee
College of Journalism and Mass Communications
University of South Carolina
Columbia, SC 29208

The University of South Carolina is an equal opportunity employer and specifically invites and encourages applications from women and minorities.

EMPLOYMENT SERVICES

National Sports Jobs Weekly, PO Box 5725
Glendale AZ. 85312, http://www.sportsjobs.com
(602) 933-4345, 4 issues for $39, 13 for $89.


SALES TRAINING

EXECUTIVE SEARCH
You’re making $100,000!
But you want and need more, more time freedom!
1-800-223-4567
**Classifieds**

**TOWER RENTAL SPACE**

Tower Rental Space, 1120 Tower in Janesville, WI with ability to cover Madison, Rockford and the surrounding areas. Contact WJNW-TV at 815-229-6000 for more information.

**PUBLIC AFFAIRS**

Deputy for Public Affairs: Consumer-oriented, elected State Insurance Commissioner is seeking an experienced and motivated manager to implement her agency’s public information and consumer education program. The successful candidate will have experience as a reporter or editor with the commercial media, excellent verbal and writing skills, the ability to work independently, to develop create ideas and to supervise a professional staff. We offer an excellent benefits package and a salary up to $60,000 annually. The Office of Insurance Commissioner is located in the State Capitol on the shores of the beautiful Puget Sound. Please send resume by October 11, 1996 to: Office of Insurance Commissioner, Attn: PIO, P.O. Box 40257, Olympia, WA 98504-0257. EOE.

**FINANCIAL SERVICES**

Loans By Phone: Lease/finance new or used broadcasting equipment. Flexible payment plans. Flexible credit criteria. Call Jeff Wetter at Flex Lease, Inc. 800/699-FLEX.

**EDUCATIONAL SERVICES**


How to Get a Job as a TV News Reporter. Workshop Oct. 5. For information, call Julie Eckhert, ESP. 914-937-1719.

**WANTED TO BUY EQUIPMENT**

Used videotape: Cash for 3/4" SP, M-290’s, Betacam SP’s. Call Carpel Video 301-694-3500.

**FOR SALE STATIONS**

AT AUCTION
THE BROADCAST ASSETS OF
GUARDIAN COMMUNICATIONS, INC.

- NINE RADIO STATIONS
ALBUQUERQUE AREA RADIO STATIONS
KARS-AM 860 - KDNR-FM 106.3
KKim-AM 1000 - KLVO-FM 97.7
BALTIMORE RADIO STATION
WITH AM 1230
CINCINNATI RADIO STATION
WTJS - AM 1050
CLEVELAND AREA RADIO STATION
WCCD - AM 1000
PUEBLO, CO RADIO STATIONS
KFEL - AM 970 - KNKN - FM 107.1

Some seller financing available. Fax or overnight delivered bids accepted for preliminary rounds. Each bid must be accompanied by a $25,000 bid deposit per market. Minimum bid and other restrictions and reservations apply. Bidders must be registered prior to bidding. All sales subject to normal FCC requirements. BIDDING BEGINS OCTOBER 14, 1996. For an information and registration packet: Call Auction Agent at (513) 931-8222 or fax request to (513) 931-8108 or mail request to 800 Compton Road, Unit 33, Cincinnati, OH 45231

**FOR SALE**

Full-day, individual seminar for radio investors, given privately to you, Group owner/ operator with 29 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 Ernest Krasnow today for details and a brochure.

The Deer River Group
Washington, DC - (202) 635-8090

Combo FM in Midwest area of 100K population. 2nd FM-CP to be built. Great growth opportunity! Cash flowing, will hold note, 250K down, balance of 650K at just 8%! Fax financial qualifications to: (606) 931-8708.


West Texas attractive combo, FM upgradeable; Florida Keys, very attractive FM; Florida Gulf and Atlantic LPTV’s; Mayo Communications Inc., 813-971-2061.

**ROCKY MOUNTAIN VHF-TV**

Network affiliate in smaller market with LMA in place on second affiliated station. Cash flow near $2.0 million. Great upside. Real estate included. All replies confidential. Reply with letter of interest and financial qualifications to Box 00932.

**YOUR AD COULD BE HERE!**

To place an ad in Broadcasting & Cable
Classified section, call Antoinette Fasulo
TEL: 212-337-7073
FAX: 212-206-8327

or Sandra Frey
TEL: 212-337-6941
FAX: 212-206-8327

AFASULO@B&C.CAHNERS.COM
S.FRERY@B&C.CAHNERS.COM

**CLEARLY PRUDENT.**

For video duplication, demos, auction 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

Carpel Video

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

**AM/FM Gulf Coast, super deal...$395K**

AM/FM Class C Atlantic Coast, Resort $1.7M

HADDEN & ASSOC.

PH 407-365-7832 FAX 407-366-8801

Broadcasting & Cable September 23 1996
“For the Record” compiles applications filed with and actions taken by the FCC. Applications and actions are listed by state; the date the application was filed or the action was taken, when available, appears in italics.

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

OWNERSHIP CHANGES

Accepted for filing
Ponce, P.R. (BAPLCT-960820IC)—Hector Nicolau for WRTV (ch. 14): involuntary AOL of CP and license to estate of Hector Nicolau. Aug. 20

NEW STATIONS

Filed/Accepted for filing


Bayshore, Fla. (BEPD-960826MR)—Community Resource Foundation Inc. (Melody A. Ote, president, 79 Evergreen Ave., Elmira, NY 14905) for FM at 91.9 mhz, ERP 3.2 kw, ant. 30 m., 20410 Welborn Dr., North Fort Myers, Fla. Aug. 26

Cleveland, Fla. (BEPD-960822MA)—American Educational Broadcasting Inc. (Carl J. Auel, president/33 1/3% owner, 1601 Belvedere Rd., 204 E, West Palm Beach, FL 33406) for noncommercial educational FM at 91.5 mhz, ERP 1 kw, ant. 125 m., 19 km E of Hwy 832, 6 km SE of center of Cleveland. AEB has applied for FMs in Globe and Tucson, Ariz.; Hawthorne, Nev., and Orlando and Okeechobee, Fla., and in Hava na, Fla., and Hawthorne. Nev. Auel owns wmbv(fm) Gainesville, Fla.; 50.1% of kmkm(fm) Gonzales, Calif., and CP for wdru(fm) Christmas, Fla., 50% of wcfp(fm) Chapin, N.Y., and wcfv(fm) Royal Palm Beach, Fla., and 33 1/3% of kmkk(fm) Las Vegas, and has 50% voting interests in CPs for noncommercial FMs in Key Largo and Florida City, Fla., and applications for noncommercial FMs in Naples, Fla.; in City, Holli ster and Pad railway, all Calif., and Chapin and Rou se Point, N.Y., and a 33 1/3% interest in application for noncommercial FM in Mesquite, Nev. He jointly (with Edwina J. Auel) owns 50% of kxyc(fm) South Orville and kxkk(fm) Paradise, Calif. Aug. 22

Sebring, Fla. (BEPD-960820MB)—Moody Bible Institute of Chicago (Joseph M. Stowell, president, 820 N. LaSalle Blvd., Chicago IL 60610) for FM at 91.5 mhz, ERP 25 kw, ant. 93 m., 10 km SSW of Sebring. Moody owns wmbh(fm) Dixon’s Mills, Ala.; wkes(fm) St. Petersburg and wmba(fm) Boynton Beach, Fla.; wmbf(fm) Atlanta; wmba-am-fm Chicago, wdmw-am-fm East Moline and wmbb(fm) Monee, all Ill.; wmbc(fm) Kokomo, Ind.; wmus(fm) Pikeville, Ky.; wmbg(fm) Zeeland, Mich.; wmbj(fm) Forest, Miss.; kspl(fm) Kaisipell, Mont.; wmbw(fm) Cleveland and wmbg(fm) Sandusky, Ohio; wmbm(fm) New Castle, Pa.; wmbh(fm) Chattanooga, wmbi(fm) Crossville and wmbj(fm) Murfreesboro, all Tenn.; wmbi(fm) Moses Lake and wmbg(fm) Spokane, Wash.; is buying FMs in Nashville and Lakeland, and CP for FM in Vero Beach, all Fla., and has applied for FMs in Prichard, Ala.; La Crosse, Sebastian and Sebring, Fla.; Crown Point, Ind.; Keokuk, Iowa; Wilmington, N.C., and Las Cruces, N.M. Aug. 19

BY THE NUMBERS

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<table>
<thead>
<tr>
<th>Service</th>
<th>Total</th>
</tr>
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<tbody>
<tr>
<td>Commercial VHF TV</td>
<td>559</td>
</tr>
<tr>
<td>Commercial UHF TV</td>
<td>622</td>
</tr>
<tr>
<td>Educational VHF TV</td>
<td>123</td>
</tr>
<tr>
<td>Educational UHF TV</td>
<td>240</td>
</tr>
<tr>
<td>Total TV</td>
<td>1,544</td>
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<table>
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<tr>
<th>CABLE</th>
<th></th>
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<tbody>
<tr>
<td>Total systems</td>
<td>11,660</td>
</tr>
<tr>
<td>Total subscribers</td>
<td>62,231,730</td>
</tr>
<tr>
<td>Homes passed</td>
<td>91,750,000</td>
</tr>
<tr>
<td>Cable penetration*</td>
<td>65.3%</td>
</tr>
</tbody>
</table>

*Based on TV household universe of 95.9 million

Sources: FCC, Nielsen, Paul Kagan Associates

GRAPHIC BY BROADCASTING & CABLE

September 23 1996 Broadcasting & Cable

http://www.broadcastingcable.com

www.americanradiohistory.com
For The Record

38803) for FM at 91.9 mhz, ERP 1 kw, ant. 60 m., Central School Rd., Rte. 2, Glen, Miss. Family owns WLMN (FM) Carrollton and WAKO (FM) Sheffield, Ala.; WOFO (FM) Cleveland, WGST-AM-FM Forest and WAFR (FM) Tupelo, Miss.; KCFM (FM) Wichita and KBZU (FM) Topeka, Kan.; has CP for FS in Ozark, Ala.; St. Martinville, La.; Hattiesburg, Miss., and Clavis, N.M., and has applied for noncommercial FS in Selma, Ala.; Bentonville, Des Arc, El Dorado, Fayetteville and Forrest City, all Ark.; Americus, Dublin and Waycross, all Ga.; Flora, Kankakee, Kewanee and Pana, all Ill.; Manhattan, Salina and Independence, all Kan.; Mount Sterling, Ky.; Westdale, La.; Muskogon, Mich.; Corinth, Duck Hill, Laurel, McComb and Natchez, all Miss.; Kennett, Mo.; Hubbard, Neb.; Ahoskie and Fayetteville, N.C.; Shelby and Steubenville, Ohio; Ada, Archbold, Durant, Stillwater and Weatherford, all Okla.; all Okla.; Reedsport, Ore.; Salt Lake City and Provo, Utah; Urbana, Ill.; Grandon, Wis. and Jackson, Wyo. Aug. 22

Endwell, N.Y. (BPH-960826MC)—Educational Media Foundation (Richard Jenkins, president, 1425 N. Market Blvd., Ste. 9, Sacramento, CA 95834) for FM at 107.5 mhz, ERP 3 kw, ant. 99 m., Ely Hill. EMF owns FSs in Magalia, Garberville, Chowchilla, Santa Rosa and Kingsburg, all Calif., and AM in Tigard, Ore., and has applied to build FSs in Klamath Falls, Cherryville and Winchester, all Ore.; Tucson, Ariz., and Fairmead, Redding, Fountain Hills and Livingstone, all Calif. Aug. 26

Mason, Tex. (BPH-960823MF)—BK Radio (Bryan King, 50% owner, 1809 Lightsryd Rd., Austin, TX 78704) for FM at 97.7 mhz, ERP 50 kw, ant. 150 m., 2.4 km from Hilda, Tex., near Hwy 783. BK has applied for FM in Gregory and Winona, Tex., and is building KAKF (FM) Ingleside, Tex. Aug. 23

Rudolph, Tex. (BPD-960827MB)—Fath Pleases God Church Corp. (Carlos Ontiz, 4501 W. Expressway 83, Harlingen, TX 78552) for FM at 90.7 mhz, ERP 2.4 kw, ant. 68 m., SR 77. The corporation has applied for TVs in Big Springs, Del Rio, Laredo, San Angelo and Texarkana, all Tex. Aug. 27

Mt. Vernon, Wash. (BPH-960821BM)—Northern Sound Public Radio (Charles Snyder, chairman, 119 N. Commercial, #270, Burlington, WA 98225) for noncommercial educational FM at 91.7 mhz, ERP. 17 kw, ant. 390 m., Devils Mountain electronics site, 7.5 km SE of Mt. Vernon. NPR owns KZAZ (FM) Bellingham. Aug. 21

White Sulphur Springs, W.Va. (BPH-960816MH)—Northern Michigan Educational Television Association (Lyle Robert Evans, president/75% owner, P.O. Box 221, Ironwood, MI 69938) for FM at 93.3 mhz, ERP kw, ant. ~132 m. Evans owns WERF (FM) Brillion, 90% of wwsb-FM Mayville and 50% of wmez (all) Chilton, all Wis., and is building FSs in Stephenson, Mich., and Birnamwood, Wis., and has applied for FS in Kentland, Ind.; Crystal Falls and Hancock, Mich., and New Holstein, Wis., and TV in Eagle River, Wis., and has 75% interest in application for TV in Ironwood. Aug. 16

Gillette, Wyo. (BPH-960821MC)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for FM at 89.7 mhz, ERP 25 kw, ant. 27 m., near Hwy 59, 4 1/2 m. SSE of Gillette. Family owns WDNW (FM) Carrollton and WAKO (FM) Sheffield, Ala.; WDFX (FM) Cleveland, WGST-AM-FM Forest and WAFR (FM) Tupelo, Miss.; KCFM (FM) Wichita and KBZU (FM) Topeka, Kan.; has CP for FSs in Ozark, Ala.; St. Martinville, La.; Hattiesburg, Miss., and Clavis, N.M., and has applied for noncommercial FSs in Selma, Ala.; Bentonville, Des Arc, El Dorado, Fayetteville and Forrest City, all Ark.; Americus, Dublin and Waycross, all Ga.; Flora, Kankakee, Kewanee and Pana, all Ill.; Manhattan, Salina and Independence, all Kan.; Mount Sterling, Ky.; Westdale, La.; Muskogon, Mich.; Corinth, Duck Hill, Laurel, McComb and Natchez, all Miss.; Kennett, Mo.; Hubbard, Neb.; Ahoskie and Fayetteville, N.C.; Shelby and Steubenville, Ohio; Ada, Archbold, Durant, Stillwater and Weatherford, all Okla.; all Okla.; Reedsport, Ore.; Salt Lake City and Provo, Utah; Urbana, Ill.; Grandon, Wis. and Jackson, Wyo. Aug. 22

FACILITIES CHANGES

Accepted for filing

Huntsville, Ala. (BPH-960826KF)—Rock- et City Television Inc. for waww-TV ch. 31: change ERP to 5,000 kw visual, ant. Aug. 26

Jackson, Miss. (BMHP-9608211E)—Capital Assets Inc. for WHO-FM 94.5 mhz: change ERP, ant., TL, class. Aug. 21

San Mateo, Calif. (BPH-960830AD)—Pacific FM Inc. for KOFY (AM) 1050 khz: make changes in night ant. system. Aug. 30

Thousand Oaks, Calif. (BPH-960818B)— Amaturo Group of L.A. Ltd. for KJNO (FM) 92.7 mhz: change ant. Aug. 21

Charlotte Harbor, Fla. (BMPH-960821A)—Intermet Broadcasting SW Florida Inc. for WXXC (FM) 92.9 mhz: change ERP, ant., TL, ant. supporting-structure height. Aug. 28

Okeechobee, Fla. (BPH-960830AB)—Okee- chobee Broadcasters Inc. for WJCI (FM) 1590 khz: change TL, studio location, power, ant. system. Aug. 30

Brevard, N.C. (BPH-960821AA)—Phoenix Broadcast Partners Inc. for WSBD (AM) 1400 khz: change TL, power, ant. system. Aug. 21

Rexburg, Idaho (960823MC)—Ricks Col- lege Corp. for KRC (FM) 100.5 mhz: change ERP, ant., TL. Aug. 23

Terre Haute, Ind. (960823MD)—American Family Association for WAPC (FM) 91.9 mhz: change TL. Aug. 23

Belot, Kan. (BPH-960823AB)—Solomon Valley Broadcasting Inc. for KGSV (AM) 1190 khz: add night service. Aug. 23

Russellville, Ky. (BPH-960823AA)—WRUS Inc. for WNN (AM) 610 khz: change TL, power, ant. system. Aug. 23

Walkersville, Md. (960829AA)—Ellic- liot Broadcasting Corp. for WWTL (AM) 700 khz: change city of license, TL, studio location, power, ant. system. Aug. 29

Kalispell, Mont. (BPH-960819IA)—Cloud Nine Broadcasting Inc. for KKIR (FM) 106.3 mhz: change ERP, ant., TL. Aug. 19

Grand Island, Neb. (BMPCT-960724KF)— Hill Broadcasting Co. Inc. for KTVG (TV) ch. 17: change overall height of tower to 610 m., ant. to 614 m., TL to 1.3 km of CH 35 and Sod Town Rd. intersection, 11.3 km SE of Ravanna. July 24

Winchester, Nev. (BPH-960820AB)—Robert Adelman for KZTY (AM) 620 khz: change ant. system, TL, power. Aug. 20

Compiled by Jessica Sandin
Broadcasting & Cable

September 23, 1996

**Broadcasting & Cable**

**OCTOBER**


Oct. 8—“The V-Mac: Worth and Reality,” panel discussion presented by the Academy of Television Arts & Sciences. Directors Guild of America, Los Angeles. Contact: (818) 508-2080.

Oct. 3—“Managing Change in an Evolving Industry,” course presented by Women in Cable & Telecommunications. TCI Building, Denver. Contact: Molly Coyle, (312) 634-2353.

Oct. 3—SCATI/Indi Link, conference on Indian cable and programming. ICAC International Exposition, Bombay, India. Contact: (713) 342-9026.

Oct. 4—Women In Communications 87th annual conference on information and technology. Red Lion Inn, Portland, Ore. Contact: (703) 359-9000.


Oct. 5—MIPCOM Junior, youth programing convention and exhibition, presented by the Reed Midem Organisation. Palais des Festivals, Cannes, France. Contact: Madeline Noel, (203) 840-5301.

Oct. 6—Third annual Frost & Sullivan Cable Television Conference. The Westin Hotel, San Francisco. Contact: (212) 964-7000.

Oct. 7—711—MIPCOM ‘96, international communications convention and exhibition, presented by the Reed Midem Organisation. Palais des Festivals, Cannes, France. Contact: Bernie Bernhardt, (212) 689-4220.

Oct. 8—10—CES Mexico, multimedia trade show presented by the Electronic Industries Association of Mexico, at the World Expositors Association. Palacio de Los Deportes, Mexico City. Contact: Margaret Cassily, (703) 907-7600.

Oct. 9—12—World Media Expo, comprising the National Convention of Broadcasters Radio Show (contact: [800] 342-2460); Radio-Television News Directors Association international conference (contact: Rick Rosmanis, [203] 467-5200); Society of Broadcast Engineers technical conference (contact: John Poray, [317] 253-1640); Society of Motion Picture and Television Engineers 138th technical conference (contact: [914] 761-1100), and Television Broadcasters Association 1st annual private forecasting conference (contact: [212] 486-1111). Los Angeles Convention Center, Los Angeles. Contact: (212) 775-4970.


Oct. 19—21—Tennessee Association of Broadcasters annual convention and EAS seminar. Memphis Marriott Hotel, Memphis. Contact: (615) 399-3791.


Oct. 22—Electronic data interchange (EDI) workshop for network cable television operators and sellers, presented by the Electronic Commerce Committee, Offices of Price Waterhouse, New York City. Contact: Elizabeth Carr, (212) 258-8163.


Oct. 24—Vendor Product Showcase of the Society of Cable Telecommunications Engineers Central Florida chapter, Royal Plaza Hotel—Walt Disney World Village, Orlando, Fla. Contact: (713) 342-9826.


NOVEMBER


DECEMBER

Dec. 11—13—The Western Show, presented by the California Cable Television and EAS seminars. Anaheim Convention Center, Anaheim, Calif. Contact: (510) 428-2225.

JANUARY 1997


MARCH 1997

March 16—18—Cable ’97, National Cable Television Association annual convention and exhibition. Ernest Morial Convention Center, New Orleans. Contact: (504) 453-4440.

APRIL 1997

April 4—7—Broadcast Education Association 42nd annual convention. Las Vegas Convention Center, Las Vegas, Contact: (202) 429-5354.

April 7—10—National Association of Broadcasters annual convention and exhibition. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

Major Meeting dates in red

—Compiled by Kenneth Ray (ken.ray@bdc.cahners.com)
When Tom Hicks talks radio, other investors listen.

Hicks is a leader in the ongoing rush to consolidate radio stations. In late July, Hicks and his Dallas-based private investment firm, Hicks, Muse, Tate & Furst Inc., said they would put $100 million toward acquiring up to 300 radio stations via Capstar Broadcasting Partners Inc. Capstar already has moved to buy Osborn Communications Corp. and Commodore Media Inc.

Meanwhile, privately held GulfStar Communications Inc. is led by Hicks's younger brother William R., although Tom Hicks remains its majority owner. GulfStar previously was run by another of the four Hicks brothers, R. Steven, who now runs Capstar.

Hicks Muse's first major radio investment was in Chancellor Broadcasting Co., formed in 1993. Hicks Muse has put $80 million into Chancellor, Hicks says. Brokers figure that Chancellor now may be worth $2 billion.

Altogether, Hicks Muse counts more than 130 radio stations (owned or being bought) in its multibillion-dollar portfolio. By Hicks's reckoning, only he and Sam Zell—70% owner of Jacor Communications Inc.—are investors who have achieved "true critical mass" in radio. By that, he means they're big enough to be consolidators rather than be consolidated.

As chairman of Hicks Muse, Hicks is all business. He's not interested in managing radio stations; he just wants to make money from them. "It's all about growth," he says. The stations must be well managed, however: "A lousy manager can ruin what could be a good company."

Radio stations are a good investment because of "the tremendous free cash flow you can generate because there's no capital," Hicks says. To balance Hicks Muse's portfolio, however, he limits radio to 10% of its investments. Hicks Muse's diverse holdings include hotels, Ghirardelli Chocolate Co., a circuit-board maker, Hat Brands (makers of Stetson) and, most recently, the maker of Chef Boyardee and Jiffy Pop.

Hicks says his successful "buy and build" strategy applies to any business, anywhere. According to this strategy, a core business is bought at a bargain price. Other related businesses are added to it. The ensuing enlarged company may go public or be sold at a higher price.

"We saw a real void in the smaller markets...and we don't think that will last."

**Thomas Ollis Hicks**


Chancellor right now. Hicks, however, will not confirm long-standing rumors that Chancellor is on the block. He does admit that the company may have hit its peak, at least under Hicks Muse's terms. "It's really a question of making attractive purchases, and that's getting harder" in the major markets where Chancellor does business, he says.

So Capstar is stepping into midsize and smaller markets, where Hicks still sees radio opportunities. "We saw a real void in the smaller markets...and we don't think that will last," he says.

Although Chancellor was Hicks's first major radio investment, Hicks is no stranger to the medium. When he was in the eighth grade, his father left a radio rep firm to buy a share in KALO(AM) Port Arthur, Tex. Hicks filled in as a weekend DJ and engineer.

Hicks's father eventually acquired radio stations all over the state. "I just kind of grew up in it. It became second nature."

But when it came time to choose a career, Hicks went his own way. His father wanted each of his four sons to join him "in the family business." Instead, "feeling very independent, I want off to New York. That was a big disappointment to my dad at the time," Hicks says.

That disappointment didn't last long. Hicks returned to Texas in 1974. In the late '70s, he and brother Steve bought out their father, who wanted to retire. "He made us a very attractive proposition," Hicks recalls. One of the stations involved, KLVI(AM) Beaumont, still is part of the family portfolio under GulfStar.

Their father, who died in 1993, would be pleased at what his sons have done, Hicks says, but "he would be scratching his head watching all the changes in the industry."

Changes that are just frosting on the cake for an already wealthy man. Hicks's sweeping Dallas office is more reminiscent of Versailles than of the Southwest. He has a summer home in exclusive La Jolla, Calif., where he, his wife and six children can beat the Dallas heat. Last December, Hicks put down $84 million of his own money to buy the Dallas Stars NHL team.

Bowing to the success it has had with radio, Hicks Muse now wants to buy TV stations. There is a handshake agreement with one operator in a small to midsize market, Hicks says, but he declines to be specific.

Hicks Muse also is looking to expand its cable holdings to Latin America. It already owns Dallas-based Marcus Cable Co.
**Fates & Fortunes**

**Broadcasting & Cable** September 23, 1996

**Broadcasting**

**Joan Danilowicz**, president, joins NBC Entertainment, New York, named director, business development, NBC News.

**Clare Tully**, director, business affairs, NBC Entertainment, New York, named director, business development, NBC News.

**Kent Jarrell**, national reporter, WUSA(TV) Washington, joins Ryan McGinn, Arlington, Va., as senior VP.

Appointments at WBBM-TV Chicago: **Jodine Costanzo**, reporter/anchor, WYHC-TV Cleveland, joins as co-anchor, Channel 2 News This Morning; **Sara Lucero**, sports director/reporter and host, Arriba Spurs, KWEX-TV San Antonio, Tex., joins as general assignment reporter.

**Kelly Sugai**, president/VP, Billings, Mont., joins KTVQ(TV) Anchorage, Alaska, in same capacity.

**Gary Zenobi**, local/general sales manager, WTIC-TV Hartford, Conn., joins WZLA(TV) Miami as GMS.

Appointments at KEYC-TV Mankato, Minn.: **Rick Thiesse**, senior news reporter, named assistant news director; **Dan Marries**, anchor, KREX-TV Grand Junction, Colo., joins as anchor/producer; **Ellie Merritt** joins as news reporter; **Megan Mark**, news reporter, KOMU-TV Columbia, Mo., joins as anchor/producer.

**Mark Burnett**, director, KPIX-TV San Francisco, joins KRON-TV in same capacity.

Appointments at WFTX-TV Boston: **Peter Boucheard**, staff meteorologist, WGBM-TVA Portland, Maine., joins as weekend meteorologist; **Joanne Palotta**, producer, WYCH-TV Boston, joins in same capacity; **Joe Spada**, chief assignment editor, WJAR(TV) Providence, R.I., joins as assignment editor; **Larry Watzman**, executive producer, creative services, WHDH-TV Boston, joins as news promotion manager.

**Vicki Montet**, senior executive producer, news and specials projects, WUSA(TV) Washington, joins WSOX-TV Charlotte, N.C., as news director.

Appointments at Katz Continental Television research team, New York: **Robert Harris**, research analyst, named research manager; **Chris Peliss**, research analyst, named senior research analyst; **Maria Bilan** joins as senior research analyst.

**Selena Campbell**, broadcast operations shift supervisor, WWTC-TV Hampton, Va., joins KKSI(X) and KANE-TV Reno as assistant chief engineer, operations.

Appointments at KVUE-TV Austin, Tex.: **Carole Kneeland**, news director, named VP, news; **Cathy McFeaters**, executive producer, named news director; **Mike George**, news manager, named executive producer; **Pamela McCown**, staff meteorologist, KBTX-TV Bryan, Tex., joins as fourth meteorologist member of storm team.

**Stephen Wilson**, consultant, joins National Geographic Television, Washington, as managing director, company's location-based entertainment operation.

**Marianne Romano**, manager, electronic publicity, NBC Entertainment, Burbank, Calif., named publicity director, NBC Studios.

Appointments at Trident Entertainment Inc., Universal City, Calif.: **Jason Harvey**, principal and executive producer, The Celebrity Arabian Adventure, named director, strategic alliances;


Appointments at Columbia TriStar Television, Culver City, Calif.: **Susan Wycoff**, manager, series development, CBS Productions, joins as director, current programming; **Paul Gilbert**, head, international program development, King World Productions, joins as VP, international program development and format sales.

**Lily Gallo**, creative services director, WSVN(TV) Miami, named director, special projects, Univision Network, there.

**Gary Tomlin**, head writer, Search for Tomorrow, NBC, Burbank, Calif., named executive producer, Sunset Beach.

**Beth Kelty**, director, Western regional sales, MTM Worldwide Distribution, Studio City, Calif., named VP.


**Barry Buetel**, television host, Empire Sports Network, Buffalo, N.Y., joins Fox Sports Arizona as anchor/reporter.

**Shelley Brown**, executive director, television finance and administration, MGM Worldwide Televisio, Santa Monica, Calif., named VP.

Appointments at Rysher Entertainment's newly formed international and pay-television and research unit, Los Angeles: **Eri June Morino**, director, pay television, Warner Bros., joins as director, international pay television; **Christopher Jacquemin**, manager, marketing research, domestic division, named director, international research and sales control.

**Robert Sehwy**, chairman/CEO, New World Television Station Group, joins Granite Broadcasting Corp., New York, as president/CEO.
York, as COO.

Ian McDougall, independent producer, joins Alliance Television, Toronto/ Los Angeles, as senior VP, production.

Pam van der Lee, VP, advertising sales and promotions marketing, Nickelodeon/Nick at Nite, named VP, marketing, Viacom Inc., New York.

Jeff Scherb, technology executive, Dun & Bradstreet Software, joins Tribune Co., Chicago, as senior VP/chief technology officer.

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**RADIO**

Suzanne McDonald, VP/GM. American Radio Systems Corp., Hartford, Conn., joins operations committee that identifies operating priorities, strategies and objectives for the company.

Lou Villanulis, director, sports, WMIAQ(AM) Chicago, joins WMVP(AM) there as host, Chicago Bulls coverage.


Adam Pullman, account executive, McGavent Guild, New York, named director, sales, Philadelphia.

Dennis Begley, GM, WOOL-FM Philadelphia, joins WPEC(AM) and WMGK(FM) there as VP/GM.

Robert Lyons, senior producer, WGBH(FM) Boston, named director, radio project development.

National Public Radio has established the NPR Program Strategy Board. It's mission is to insure that programing opportunities meet the organization's strategic goal. Sandra Rattley-Lewis, VP, cultural programing, named executive director and chair; Murray Horwitz, director, jazz, classical music and entertainment programing, named acting VP, cultural programing.

Robert Melfi, station manager, WSNE(FM) Providence, R.I., joins Personal Achievement Radio (PAR) as GM, PAR station in Seattle.

Daniel Savadove, VP/GM, Patterson Broadcasting's Harrisburg, Pa., stations, named VP, Eastern region, and adds stations in Savannah, Ga.; Pensacola, Fla., and Allentown, Pa., to his responsibilities.

Appointments at Paragon Research. Denver: Mike Henderson, director, sales, named VP, radio; Larry Johnson, research manager, named VP, research.

Dennis Green, operations manager/affiliate relations director, Illinois and Wisconsin Radio Networks, LH&S Communications, joins Westwood One Entertainment, New York, as Midwest regional manager, affiliate relations.

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**CABLE**

Appointments at Cable Network Inc.: Michael Labriola, director, Eastern division, assumes expanded responsibilities as director, sales; John Collins, VP, affiliate relations, named VP, special projects/new business development.

Bonnie Lyster, associate producer, sports, USA Network, New York, named producer, *USA Tuesday Night Fights*.

Nicole Browning, senior VP, regional operations, affiliate sales and marketing, MTV Networks, named executive VP, affiliate sales and marketing.

Victor Cruz, director, regulatory and government relations, RCN Corp., named director, special markets, Time Warner Cable of New York City.

Melvin Weidner, operations director for the launch of MSNBC, New York, named VP, technical operations, responsible for the design and construction of MSNBC's new headquarters in Secaucus, N.J.


Sue Ann Haedike, senior news promotion producer, KDKA-TV Pittsburgh, joins Home & Garden Television, Knoxville, Tenn., as writer/producer.

Appointments at The Golf Channel. Orlando, Fla.: Nicci Fry, account executive, satellite department, named manager, marketing; Sean Riley, manager, affiliate relations. SportsChannel New York, joins as manager, affiliate sales, Western region.

David Bartolone, project director, National TeleConsultants, joins GRTV Network, Santa Monica, Calif., as director, operations.

Elaine Parrish, executive VP, SpectraVision Inc., joins Game Show Network, Culver City, Calif., as senior VP, sales and affiliate marketing.

Appointments at American Movie Classics, Woodbury, N.Y.: Pamela Hyatt, talent coordinator, *Stephanie Miller Show* and *MAD TV*, as manager, talent relations; Jennifer Geisser, joins as director, public relations.

Marietta Lee, researcher, investigative unit, KTRK-TV Houston, joins Court TV, New York, as Washington producer.

Diane Walsh, VP, television, Ruddy Morgan Organization, joins The Family Channel, Studio City, Calif., as director, programing.

Tom Zangas, manager, ad sales research, International Family Entertainment, New York, named manager, sales resource development.

Appointments at Jones Intercable Inc.: Joanie Brooks, manager, marketing/customer service/sales, Wheaton, Ill., system, named operations marketing director. Her territory will include Colorado, California, Nevada, Arizona and Texas.

Guy McCare, director, marketing strategy and planning, BellCablemedia, joins as director, marketing development; David Cowan, managing consultant/industry analyst, Bell Symga's Information Systems, joins as operations system manager; Tracy Hollingsworth, public relations manager, Jones Digital Century, joins in same capacity.

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**MULTIMEDIA**

Rod Bates, managing general partner, Bates and Associates: Communication Specialists, Lincoln, Neb., joins Nebraska Educational Telecommunications there as GM.

David Barrett, VP/deputy GM, Hearst Broadcasting Group, and George Irish, VP/group executive, Hearst Newspaper Group, New York, elected to the corporation's board of directors.

Keith Folz, station manager, WNAC-TV Providence, R.I., joins Showplace
Broadcasting, Chicago, as partner/COO.

**ADVERTISING/MARKETING**

Jeff Gurler, account executive, Petry Television, Dallas, joins Seltel Inc., New York, as sales manager, Knights sales team, Dallas.

Joel Richardson III, regional sales manager, Caribbean and Venezuela, Turner International, Atlanta, named director, sales, Andean and Caribbean regions.

Meg Hogan, affiliate representative, affiliate relations, Group W Satellite Communications, Stamford, Conn., named marketing specialist, Group W Network Services.

Philip Press, executive VP, sales and marketing, CBS Television Stations, New York, joins Media Inc. there as executive director.

Amy Lu Riley, assistant account manager, public relations, Keller Crescent, Evansville, Ind., named account manager.

Appointments at BBDO Chicago: Jeff Drooger, producer, named VP/senior producer; Heather Enloe named broadcast negotiator; Jeff Jass named research analyst; Lisa Lupinski named assistant media planner.

**ASSOCIATIONS/LAW FIRMS**

Catherine White, director, finance, and treasurer, Consortium of Universities of the Washington Metropolitan Area, joins NIMA International, Washington, as controller.

David Bronston, general counsel, Department of Information Technology and Telecommunications, New York, joins Lowenthal, Landau, Fischer & Bring PC, there, as of counsel.

Michiko Yano, lawyer, corporate and international tax, KPMG Peat Marwick LLP, New York, elected to firm's partnership; Rosemary DeVito, lawyer, KPMG's information, communication and entertainment group, also named partner.

**SATELLITE/WIRELESS**

Rick Irwin, manager, videotape operations, syndication services, Atlantic Satellite Communications Inc., Northvale, N.J., named manager, tape operations; Anthony Sotomayor, supervisor, operations, Waterfront Communications Corp., named manager.

Sherita Ceasar, director, manufacturing, Motorola Inc.'s North America paging subscriber division, joins Scientific-Atlanta Inc., Atlanta, as VP, quality assurance.

Benjamin Katcoff, director, human resources, Polaroid Corp., joins Intelsat, Washington, in same capacity.

Jim Giacobazzi, director, product operations, cellular advanced product division, Motorola, joins Comsat RSI, Des Plaines, Ill., as general manager, Mark and CSA antenna systems.

Jim Hargrave, VP, sales/national accounts, ICS Communications, Richardson, Tex., joins PrimeStar Partners, BalanCynwyd, Pa., as director, commercial accounts.

Kim Bayliss, lawyer, United Video Satellite Group, Washington, named VP, government relations, and legislative counsel.

**TECHNOLOGY**

Scott Chandler, VP/GM, US West Communications Cable & Multimedia, joins C-COR Electronics Inc., State College, Pa., as president/CEO.

Appointments at Broadcast Electronics Inc., Quincy, Ill.: Susan Dingethal, Western sales manager, digital products, named director, national accounts; Mike Troje, RF and studio sales manager, named director, domestic sales.

Appointments at Telex Communications Inc., Minneapolis: Gary Bosiacki, regional manager, named national dealer sales manager, sound-reinforcement products; Tom Hansen, Eastern region sales manager, named national dealer sales manager, broadcast products; John King and Lisa Hankins promoted to Eastern and Western sales managers, respectively.

Appointments at Chyron Corp.: John Harris III, area manager, Shoreline Professional Video, Hollywood, joins as Western regional manager, video computer division, Los Angeles; Peter Jarrett joins as product specialist, Wantage, Oxfordshire, UK.

Jay Kuca, director, marketing communications, Grass Valley Group, joins Sierra Video Systems, Grass Valley, Calif., as director, marketing.

Appointments at Leitch Technology Corp., Toronto: John Piercy, VP, marketing, Unitel Communications, joins as VP, marketing; Frederick Godard, CFO, named executive VP.

Peter Kuebler, controller, Titan Information Systems, joins General Instrument Corp., San Diego, as controller, communications division, Western operations.

John Lancken, international sales and marketing manager, Fairlight, Sydney, Australia, named CEO, Fairlight USA, Culver City, Calif.

**DEATHS**

Bibi Besch, 56, actress, died of cancer Sept. 7 in Los Angeles. Besch had several roles in movies and such television series as The Secret Storm; The Edge of Night; the miniseries Backstairs at the White House; The Six Million Dollar Man; Charlie's Angels; and The Rockford Files. She recently appeared in Northern Exposure; Dr. Quinn, Medicine Woman; ER, and Coach.

Homer Felix Dunnivant, 98, died Sept. 11 in Athens, Ala. Dunnivant's first radio station went on the air in 1948. That station gave birth to Athens Broadcasting, which owns WZYP(FM), WVNN(AM), WPZM(FM) and WUMP(AM) Athens and WTXT(FM) Tuscaloosa, all Alabama. Survivors include a son.

Blair Walliser, 87, producer/director, died Sept. 7 in New York Hospital. Walliser began his career at WGN(AM) Chicago as a continuity writer, then moved up to editor. While there he wrote, produced and directed Harold Teen, a 15-minute program based on a Tribune comic strip. In the '30s, Walliser helped to create Painted Dreams, one of the first radio soap operas. He directed and produced Just Plain Bill, The Romance of Helen Trent, Sierra Dallas and Fifth Row Center. The director of thousands of radio shows and more than 500 television programs, Walliser also served as president of the Mutual Broadcast System in the 1950s. In 1961 he became president of Communications Corp. of America. Survivors include his wife, Ursula; five children, and a sister.

Max Plaugher, 71, former news director, WHK(A) Akron, Ohio, died Sept. 6 in Chippewa Lake, Ohio, of a heart attack. Plaugher is survived by his wife.


—Compiled by Denise Smith

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Sources say Fox will announce this week a new far-reaching strategic alliance involving the Fox Children's Network. The deal is said to involve a cable outlet and will mark a "change in the structure of Fox's affiliation" to the children's programming venture owned by Fox affiliates.

Evergreen Media Corp. will control about 25% of the radio ad revenue in San Francisco and Philadelphia with station acquisitions announced last Friday. Evergreen is buying the last of the Brown Organization's stations, KDFC-AM/FM and KKSF-FM San Francisco, for $115 million. It also is buying WNAS-AM/FM Philadelphia for $103 million from Beasley Broadcasting Group, leaving Beasley with WTEL(AM)-WXTU(FM) in that city. Evergreen, however, will have to sell or trade away another FM in Philadelphia to meet the federal ownership limit of no more than five FMs in a major market. The deal with Beasley would increase Evergreen's Philadelphia holdings to six FMs and one AM. The stations in San Francisco "create our fourth major-market 'superdupoly' with five full-powered FM signals," company chairman Scott K. Ginsburg says. Evergreen stock rose last Friday, to $31.50.

FCC Chairman Reed Hundt says he will delay action on the pending advanced TV standard until after the presidential election. Hundt points to the possibility that, in a Dole administration, the commission would be told to auction the digital TV licenses. In that case, Hundt says, the FCC would want to hear from potential bidders about the broadcast standard. "That's the way PCS was done," Hundt says. The FCC chairman meanwhile is planning to attend a demonstration this Friday in Los Angeles hosted by the Directors Guild of America and the American Society of Cinematographers. The groups are holding a presentation to highlight their objections to the proposed digital TV standard—namely the standard's use of a 16:9 screen aspect ratio rather than 2:1.

Microsoft Corp. issued a statement late last week saying it had received notification of an imminent request for information from the Department of Justice. William Neukom, Microsoft senior VP for law and corporate affairs, said the inquiry was prompted by "complaints from competitors that are reminiscent of allegations that were thoroughly reviewed in the past." Antitrust lawyer Gary Rebak sent a letter to Justice last month on behalf of Netscape Communications charging Microsoft with anticompetitive practices (Broadcasting & Cable, Aug. 12).

PBS had hoped last week to amend pending Senate copyright legislation so that it could distribute programming directly to homes via DBS. But the Senate Judiciary Committee postponed markup and, given more pressing copyright issues, PBS officials say, it's unlikely the committee will take up the PBS amendment this year. And PBS COO Bob Ottenhoff says PBS isn't certain it will renew its effort next year.

FCC officials hope to launch their review of broadcast ownership rules on Oct. 29, when the commission will hold its next open meeting. The commission had scheduled an Oct. 3 meeting, but canceled it last week.

Sinclair Broadcast Group Inc. plans to help fund its $1.2 billion purchase of River City Broadcasting LP by offering 5 million shares of Class A common stock and 2 million shares of Series C preferred stock. The company owes $861.5 million, according to a prospectus filed last Wednesday with the Securities and Exchange Commission. Sinclair says the offerings are expected to raise $388 million-$416.5 million. Sinclair's stock price fell from $39.50 last Tuesday to $38.50 on Friday. Also last week, the trial of Sinclair President David D. Smith on charges of committing a pervaded sexual practice was postponed until Nov. 22. It had been scheduled.

Hughes merges with PanAmSat in $3 billion deal

The long-awaited deal by Hughes Electronics for PanAmSat happened last Friday, as Hughes Communications and PanAmSat agreed to merge to form a new public company called PanAmSat Corp. The deal creates an international satellite capacity giant, combining Hughes's 10 domestic birds with PanAmSat's four international birds, with seven more planned for launch through 1998.

"For our company, it's strategically the right thing to do," says Hughes Electronics Chairman Michael Armstrong. "Our customers are going global, and the borders between domestic and international service are coming down."

Hughes is paying $3 billion in cash and stock for 71.5% of the new PanAmSat, for which current PanAmSat shareholders will receive an aggregate $1.5 billion in cash and 28.5% of the new company's shares. The price reflects roughly a 9% premium over PanAmSat's market value of $2.77 billion.
The WB weaves its Web

Warner Bros. is mounting a full-court press this week to get broadcasters and rival distributors to help launch a ground-breaking system for strengthening the national reach of The WB network.

Warner Bros. is planning to establish WB channels on cable systems in small markets with few TV stations. The company is looking to sign LMA-type agreements with broadcasters in those markets to sell the local ad time on the channels and use their retransmission consent rights to secure carriage with local cable operators.

On Tuesday (Sept. 24), Warner Bros. is inviting broadcasters in markets below the top 100 to take part in a teleconference (see coordinates below) in which Jamie Kellner, The WB chief executive, and others will offer details of the plan for the ad hoc cable network dubbed The WeB. Warner Bros. already has reached agreements with Benedek Broadcasting and Smith Broadcasting.

for last Wednesday in Baltimore District Court.

The Radio-Television News Directors Association last week asked the U.S. Court of Appeals in Washington to order FCC action on RTNDA petitions to repeal the "personal attack" and "political editorial" rules. The personal attack rules require broadcasters to notify the subjects of on-air personal attacks and offer them an opportunity to respond. The editorial rules require stations to provide an opportunity to those wishing to respond to an editorial.

"The commission's refusal to act on our petitions for eight years is inexcusable," RTNDA President David Bartlett said.

Westinghouse-owned regional sports network Home Team Sports has matched the proposal made last summer by Fox Sports/Liberty Media to secure cable rights to Baltimore Orioles baseball, Washington Capitals hockey and Washington Bullets basketball teams. HTS officials say they have the legal right to match Fox's offer. "We communicated to the teams that we're matching the rights, and we did that in writing," says Ted Ewanciw, communications manager, Group W Sports. HTS rights for the Orioles end with this season. Mike Lehr, the team's executive director of marketing and communications, declined to give details on the negotiations.

Partner Stations Network is close to signing a first-look deal with a major production company—and a distribution pact with a broadcast group—that would provide PSN with outlets in New York and Los Angeles. PSN, a programing venture formed in 1993 by LIN Television, River City Broadcasting and three other mid-size broadcast groups, is shifting its focus from developing internally generated programing toward using the clout of a cooperative to clear programs in 45 unduplicated markets covering 32% of the country.

Former financial-advice guru Irwin "Sonny" Bloch pleaded guilty to nine felony charges of wire fraud, mail fraud and conspiracy for allegedly cheating his audience out of $21 million on investments he knew to be bogus. If convicted, Bloch faces up to five years in a federal prison on most of the charges and millions in fines, according to the U.S. District Attorney of New Jersey.

"I thought I should warn you: Your station said they think you're out on a safe!"

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Incorporating The Fifth Estate TELEVISION Broadcasters

*CL*
Thank you—and no thank you—Mr. President

In response to Broadcasting & Cable’s queries, the President provided some encouraging words for broadcasters last week with the kind of ringing endorsement of free over-the-air TV that warms the cockles of Jim Quello’s heart:

“I think that digital television will be of tremendous benefit to the American public, and I fully support the transition.... By delaying the auction we will be able to raise more revenue for deficit reduction while allowing for a smooth transition to digital technology for free over-the-air television. Free broadcast television provides a valuable service—local news, sports programming and many other programs that are enjoyed by millions of people—and I support a plan that will insure its continued availability.”

Although the President hit the mark squarely on that issue, elsewhere in the Q&A (page 22) he spurred the dead horse of scarcity to defend broadcasters’ compromised First Amendment status. “As you know,” he said, “the distinction between broadcasting and publishing in terms of the First Amendment is based on the scarcity principle.”

With all due respect, that principle no longer holds—if it ever did. With so many media voices, scarcity has become ludicrous on its face.

The President certainly recognizes that the communications landscape is changing dramatically, and uses that change to justify further content controls: “As we move to digital transmission and increase the capacity and efficiency of broadcasts, it may be appropriate to expand the public service obligations in certain ways, including free time for political debate and advertising.” We also see a broad new digital landscape and say that it argues instead for less government intrusion into content, not more.

The public interest that broadcasters are licensed to serve is best served by a broadcast press as free as print’s. The multiplicity of voices in the digital age provides not only further justification to correct that inequity but a mandate to do so.

Ties that bind

The name Broadcasting & Cable never seemed quite as appropriate as it did last week, when the industry’s major players never seemed quite so entwined—especially if you were an NBC affiliate.

At the risk of sounding like Lou Costello in Who’s on First, here goes. NBC, which owns Late Night with Conan O’Brien and airs it on its broadcast network, is going to run repeats of the show on its cable network CNBC in prime time, on which cablecasts it will cross-promote the late-night broadcast on the network. Meanwhile, that same broadcast network owner (NBC), which is also co-owner of cable channel Court TV, has decided to carry Court TV: Inside America’s Courts—a half-hour show spun off from the cable channel and syndicated to broadcast stations—on another cable channel, CNBC (which is owned by NBC [see above]), while it simultaneously airs in syndication. Talk about entangling alliances.

How do broadcasters feel about sharing the wealth? Not overjoyed. “I don’t like to see us competing [with] ourselves,” Jim Waterbury, president and general manager, KWWL-TV Cedar Rapids, Iowa, and immediate past chairman of the NBC affiliate board, said last week. “Until viewers have more than one set of eyes they’re still going to watch one channel at a time.” But others appear resigned to the new media reality that alliances are getting only more entangling.

In this magazine’s Internet home page address, “broadcastcable” is one word. It may be ahead of the curve.
Without question, the World Wide Web is changing the business of television. More and more broadcast and cable industry players add sites to the Internet every day; they hope to utilize this new outlet for promotion, increased audience affinity and, of course, profit.

On October 28, Broadcasting & Cable logs on to take a close look at the phenomenon of the “Net.” Our in-depth report will review innovative entertainment web sites, examine the top reasons industry execs are investing in the Internet, explore its profit potential, investigate possible future Net technology and content, and identify key trends lending themselves to success in this medium.

If you are caught up in the Web, or would like catch up with those who are expanding their presence on the Internet, this special report is an excellent vehicle for your message. You’ll reach 35,000 leading decisionmakers in television, cable, radio and related multimedia and new technology. Call your ad sales representative to reserve your space in this must-save issue today.

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