SPECIAL REPORT

CAUGHT IN THE WEB

How Television, Cable and Radio Are Plugging Into the Internet

John Malone On The Comeback Trail

Justice Department Writes New Radio Law In Rochester
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EVERY TALK SHOW THAT BECAME A LONG-TERM FRANCHISE STARTED WITH ONE THING IN COMMON...
Malone retakes the point  John Malone tells analysts last week his health is good and reassures analysts about the health of TCI. Speculation on both have taken their toll on TCI stock. / 4

Sports networks in search of subscribers  The much ballyhooed battle between soon-to-launch rival sports networks ESPNEWS and CNNSI may take place on opposing satellite dishies, not cable systems. / 6

Justice heightens antitrust scrutiny  The Justice Department has ordered American Radio Systems to shed three radio stations it owns or plans to own in Rochester, N.Y., limiting its market share to 40%. A deputy assistant attorney general says the newly deregulated industry will face “traditional antitrust principles.” / 10

Tauzin hopes to run Telcom subcommittee  When Democrat Billy Tauzin became Republican Billy Tauzin, he made sure he wouldn’t give up his seniority toward assuming the chairmanship of the House Telecommunications Subcommittee. The cagey Cajun is profiled. / 20

CBS considers dropping Saturday cartoons  Because of increasing costs and declining ratings, CBS is seriously considering dropping its Saturday animation line-up in favor of a mix of live-action kids programing, educational programing and sports. / 59

MCA will focus on music  MCA, the music arm of Seagram Co., will focus more attention on music than on film, president Edgar Bronfman Jr. told analysts at a conference in Phoenix. / 60

Merv gearing up for push  Merv Griffin Entertainment is gearing up for a big push on its TV side next year, with a slate of programs that includes an animal show hosted by Betty White, a detective show and a Jackie Mason special. / 60

Programers benefit from consolidation  Radio station managers looking for successful programing are making life easier for radio networks and program syndicators. / 73

ASkyB breaks ground, seeks partner  News Corp. and MCA Communications plan to broadcast 360 channels on their ASkyE uplink center, but they would like at least one more investor for the billion-dollar project. / 76

NYC—News Corp.—TW/Turner battle in court  Round two of the battle between Mayor Giuliani, News Corp. and TW/Turner for New York City’s public access channels moves the fight to a courtroom this week. / 78

COVER STORY  50 sites to see  Television, radio and cable networks, stations and shows are establishing their presence on the World Wide Web. Broadcasting & Cable picks 50 sites on the information and entertainment highway. / 30

Cover art by Dick Palulian

’Net gains?  The Internet is still growing, only more slowly. Those looking to capitalize on it will have to fight for their slice of the pie. Among the key battles brewing is the fight to be the bandwidth standard-bearer. Which will come out on top: analog or cable modems, ISDN or ADSL? / 34

On-site profits remain elusive  Business is taking to the Internet, but what will it take to make money on-site? Broadcasting and cable businesses are trying their hand at ad sales, subscription services and merchandising on the World Wide Web. / 36

TECHNOLOGY  89

Sony snags ASkyB contract  American Sky Broadcasting has chosen Sony for the $50 million design and equipment contract at its $130 million satellite uplink and operations facility in Arizona. / 89

WavePhore, PBS using vertical blanking  WavePhore is joining PBS National Datacast to develop a data service with an amalgam of information providers. / 90

Changing Hands  68 Datebook  107 For the Record  104
Classified  94 Editorials  114 In Brief  112
Closed Circuit  18 Fates & Fortunes  109 Network Ratings  65
Malone retakes the point

TCI chief assures nervous analysts that his company is fundamentally solid

By Price Colman

PHOENIX

It's kind of fun to be Darth Vader again," John Malone told analysts last week, trying to reassure them—in the face of his company's disappointing third-quarter results—that the force was still with him.

"Rumors that I have expired, or am terminally ill, or have lost interest in the cable company are substantially inaccurate," declared a smiling, relaxed Malone.

Speculation about health problems— for Malone and TCI alike—have taken their toll on the TCI stock (Nasdaq: TOCA) over the past several months. It hit another 52-week low last Thursday at 11 5/8, but rebounded a half point on Friday.

Malone and TCI Communications President Brendan Clouston delivered the news unflinchingly, with no excuses: TCI's third-quarter results will reflect solid but unimpressive revenue growth, anemic cash-flow growth and a drop in subscribers (see box).

The financial preview, delivered at Bear Stearns's 10th annual Media & Communications Conference in Phoenix, came at roughly the same time that TCI headquarters in Englewood, Colo. was broadcasting it via press release.

What was reserved for the investment group alone was the message they'd been waiting to hear: Darth Vader, aka Malone, is back.

Malone wasn't officially on the schedule until the dinner keynote speech. His tag-teaming with Clouston in the afternoon session served two purposes: it reassured investors about TCI and, perhaps more important, about John Malone.

The Bear Stearns stage revealed the quintessential Malone, if somewhat grayer than the Malone of a few years back. Like the George Foreman of the cable world, the head of the nation's largest cable system demonstrated that he still packs a powerful punch when it comes to convincing skeptics about TCI's fundamental strength.

Characterizing the players in the DBS industry as the "seven dwarfs," Malone repeated the theme that Clouston had introduced—digital cable works will be a powerful weapon in freeing the cable industry from the perception that DBS is its Death Star.

When we're free, like Gulliver and the Lilliputians, to use our muscle, we'll use our muscle," he said.

And in the first indication of how TCI will price its ALL TV digital cable service, Malone said that it will be less than $20 a month as an add-on to basic cable service. ALL TV will provide 200-plus channels, including movies, special interest, music and pay per view.

For that price, "you'll have the equivalent of a satellite system and get signals on all your TV sets," Malone said. "We think it will be far superior to satellite in cost."

Malone also sought to dispel widespread concerns that TCI will have a tough time getting digital set-top boxes for what TCI is characterizing as an aggressive rollout of digital cable.

"We told [General Instrument] to build another production line exclu-
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Top of the Week

See John Malone talk; see TCI’s stock rise

DENVER—Few people can work a crowd like John Malone. He proved it again at Bear Stearns’s Media & Communications conference last week. His easy manner, grasp of facts and classic Malone humor blending smart-ass cleverness and irony gave skeptics reason to restore their faith—in TCI and Malone alike.

“Rupert called me the other day,” Malone said. “‘Is Ted crazy?’ he asked. ‘No more than usual,' I said. ‘Now I don’t mind being compared to Hitler,’ Rupert said... That’s a very interesting statement.”

The crowd was with him all the way, of course, laughing in the right places. “I’m starting to sound like Al Gore,” Malone quipped at one point, referring to how digital cable offers MSOs and programmers a chance to help each other. But it wasn’t all jive and jokes. An attentive hush fell when Malone opened the door to DBS alliances with ASkyB and EchoStar. Or when he projected free cash flow of $750 million—$1 billion for TCI by the end of 1997. Throughout it all, there was the trademark Malone catchphrase, delivered in a low-key, casual manner: “We think that’s kind of interesting.”

In comedy, and in business, timing is everything. Malone’s was impeccable on both counts. Although his conference showing was scheduled well in advance, it came at a time when the investment community was considering a TKO for TCI a real possibility. With Malone showing plenty of fight, it’s clear the later rounds are still to come.

—PC

Sports nets in search of subs

New cable nets to debut with few MSOs on line

By Jim McConville
NEW YORK

What if there were a cable war and nobody came?

With few big-name MSOs on board, the much-hyped battle between soon-to-launch rival sports networks ESPNews and CNNSI may initially be the subscriber battle that nobody was hopped up to see.

As a result of severely limited cable space, it looks as though the two sports networks will begin life as rivals on opposing satellite dishes rather than on cable systems.

ESPNews, with 24-hour breaking sports news, scores and video highlights, is first out of the box, launching this Friday, Nov. 1. ESPN officials won’t disclose the service’s carriage deals or the number of estimated subscribers until launch, but comments made by ESPN officials last week hint that the rollout will be high on potential but low on subscribers.

At press time the names of MSOs that haven’t signed to carry ESPNEWS or CNNSI reads like a who’s who of major cable operators: Tele-Communications Inc., Time Warner Cable, Cox Communications, Continental Cablevision, Cablevision Systems, Comcast Corp. and Falcon Cable.

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FALL 1997
Justice tells ARS to sell stations

Radio station group must reduce share of ad revenues in Rochester to 42%; drop JSA

By Elizabeth A. Rathbun

WASHINGTON

The Justice Department has lowered the revenue that a particular radio broadcaster can reap in a market—from about 50% in Cincinnati to 42% in Rochester, N.Y. And that number could go lower, depending on the city and the holdings, a department official indicates.

Although "a substantial amount of consolidation can occur without provoking a challenge," some broadcasters may be in violation of antitrust laws even if they comply with the local ownership cap of eight stations per market, says David Turetsky, deputy assistant attorney general.

In cases such as that of American Radio Systems Corp. in Rochester, the cap—which also limits holdings to five of a kind, AM or FM—"may not be achievable," Turetsky says.

Justice last Thursday ordered ARS to get rid of three radio stations it owns or is buying in Rochester, limiting the company to four FMs and 42% of the market's radio revenue. As part of the settlement, ARS also must unwind the joint sales agreement under which it sells advertising for WNVE-FM Rochester.

In challenging JSAs for the first time, the department says it considered the issue separate from the acquisitions that would have given ARS 64% of the radio revenue in Rochester. Other JSAs across the country also are being scrutinized, Turetsky says.

The department's actions and statements send a clear signal to broadcasters—radio and TV—that Justice is "going to apply traditional antitrust principles" to the newly deregulated industry, says Edward P. Henneberry, outside antitrust counsel for the National Association of Broadcasters. "There's no question that they are intent on doing this.... They're not going to go away."

Justice sent its first signal in May, when the Walt Disney Co. sold one of two VHF TV stations in Los Angeles in order to secure antitrust approval of its merger with Capital Cities/ABC Inc. In August, Justice and Jacor Communications agreed that Jacor would sell an FM in Cincinnati to bring it to a roughly 50% share of the market's radio revenue.

Justice pointedly did not make a decision about Jacor's ownership of a TV station in the same market, which may open TV-radio crossownership for the entire industry. "We pursued what we thought was the antitrust violation," Turetsky says.

In investigating ARS, Justice found that some advertisers use radio exclusively and would be shut out if ARS were to raise its ad rates.

As for market revenue, there's no particular percentage Justice is aiming for, Turetsky says. Each market must be investigated separately. But asked if 40% seems like a low number, he says, "I don't think so."

And that applies to all industries, not just radio, Turetsky says.

After weeks of discussions with Justice, broadcasters for the most part have given up on entering into LMAs connected with larger deals. Last week, Justice re-emphasized that LMAs constitute an unacceptable form of ownership, at least during an antitrust-review waiting period.

While agreeing not to penalize companies with existing LMAs connected to a merger, Justice issued a warning about future deals. "If they don't [comply], we'll use our powers to pursue them," Turetsky says.

"It was certainly welcome that the department doesn't intend to seek civil penalties for past LMAs," says Timothy J. O'Rourke, attorney for Cox Radio and Paxson Communications. But "there is a potential for harm" if the lengthy investigations continue, he says.

That should ease. "Over time, there'll be less need for antitrust activity," Turetsky promises. "We're talking about tremendous change in a very short time here."
FCC would count LMAs toward TV limits

WASHINGTON—The FCC this week plans to propose that future local marketing agreements (LMAs) count toward TV ownership limits.

Existing LMAs would be grandfathered unless determined to be anticompetitive by the commission. Current FCC attribution rules count radio LMAs as “owned” stations, but not TV LMAs.

The proposal to treat new TV LMAs the same as radio LMAs is part of three broadcast ownership rulemaking proceedings that FCC sources expect to be launched this week.

The proposal would allow common ownership of stations as long as their “designated market areas” and Grade A signals don’t overlap. Current rules restrict common ownership of stations with overlapping Grade B signals. Grade B signals reach roughly 70 miles from a station’s transmitter, while Grade A signals extend up to 45 miles.

The proposals also invite comment on whether the FCC should allow common ownership of TV stations within a market, how the FCC should treat applications to combine a TV station with several radio stations within a market, and how the commission should treat UHF stations in calculating a broadcaster’s national audience reach. —CM

Late-breaking news from the station-trading front

- Jacor Communications has expanded its holdings in San Diego, acquiring KPOP(AM) and KGBF-FM from Nationwide Communications, which had recently purchased them for $50 million. In return, Jacor spins off its KSIX(FM) Scottsdale, Ariz., and KPOP(AM) Phoenix, which removes Jacor from the market, to Nationwide. With the new stations, Jacor would control nine outlets in San Diego, but the company plans to spin off KCBQ(AM) there to stay within the eight-station limit. Jacor also entered a new market, Casper, Wyo., last week, by acquiring KTWO(AM), KMGW-FM and the Wyoming Radio Network from Clear Channel Communications. Meanwhile, Nationwide plans to spin off KSIX and KOPA to Sandusky Radio to complete the three-way swap. Nationwide still owns and operates KCEO(AM), KUPR(FM) and KSFD-FM, all San Diego.

- Univision is acquiring KCOS-TV Modesto/Sacramento, Calif., for more than $40 million. Seller Chester Smith told a local newspaper that the Spanish-language broadcaster has been trying to buy the station for some time. The station currently carries Univision programming from 11 a.m. to 2 a.m., with the balance of time reserved for Christian shows.

- Capstar Broadcasting Partners is acquiring five more stations in Florida. The Hicks, Muse, Tate & Furst radio investment group is buying WMYM(AM) and WLRQ-FM Cocoa from EZY Com Inc.; WHKR(FM) Rockledge from Roper Broadcasting Inc., and WMMI(AM) and WGGT-FM Melbourne from City Broadcasting Co. Capstar Chairman R. Steven Hicks said that these were the first of “a sizable number of [planned] add-on acquisitions.”

- Three TVs in Seattle/Tacoma are for sale. Gaylord has announced that it is ready to sell its CBS station KSTW, while Belo’s acquisition of the Providence Journal Co., owner of KING-TV, is prompting it to spin off KIRO-TV. Dudley Communication Corp.’s KTZZ-TV also is reported to be on the market.

- TV stations in Orlando; Portland, Ore., and Greenville, S.C., are also up for grabs. Atlanta-based First Media Television LP is exploring the possibility of selling CBS affiliate WCXJ-TV Orlando and Fox stations KFOX-TV Portland and WHNS(TV) Greenville.

- SFX Broadcasting Inc. is adding WWYZ(FM) to its Hartford, Conn., holdings. The company is paying the Gilmore family $25.25 million for the country station. SFX already owns or is buying three FM stations and one AM in Hartford. —JS

Clear Channel wants to buy VOA Europe

By Steve McClellan
NEW YORK

In what may be the first of several agreements to privatize U.S. government-sponsored broadcasting operations, a group of commercial broadcasters led by Clear Channel Communications and ABC is negotiating with the Voice of America to take control of VOA Europe, a satellite-delivered radio service heard in 64 countries.

Organizing the effort is Sherrill Taylor, a former CBS vice president and former chairman of the VOA’s private sector advisory committee. Taylor will chair VOA Global, a new private company that will acquire VOA Europe.

Taylor says negotiations are entering a “final phase” and that the parties hope to have a deal signed in the next 30-60 days. He also confirmed Clear Channel’s involvement, but would not comment on whether ABC was involved: “We’re putting together a small consortium, and we’re looking for at least one other partner.” ABC declined to comment.

VOA Director Geoffrey Cowen confirmed the talks but said they were not far enough along that he would be “remotely comfortable with a news story being written about it.”

There is some urgency attached to the talks because funding for VOA Europe is set to expire at the first of the year. Government-sponsored broadcasting operations such as VOA and Radio Free Europe have been exploring privatization for several years, as their tax-based budgets and grants have come under increased pressure from politicians looking for programs to cut.

Taylor says his group hopes to create a model privatization agreement that will be a win-win situation for taxpayers, the government operation involved and the private entities that will take control. One issue still on the table is the government’s compensation for the radio service. Talks have focused on royalty payments for the first year that would equal 15% of gross billings. With a $2 million budget, VOA Global expects to break even in year one. Taylor says, and has already saved $20 million in advertising inventory.
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EVIL COMES IN MANY FORMS, BUT ABSOLUTE TERROR ONLY KNOWS ONE NAME
Fox hits Homer with 1996 World Series

Baseball delivers big ratings, promotional opportunities for network

By Lynette Rice
HOLLYWOOD

By game five of the World Series, Fox was well on its way to its first weekly win—not to mention the promise of more viewers for its most valuable prime time shows.

Fox Sports's telecast of game five earned a 20.0 Nielsen household rating/share, catapulting the network to its fifth consecutive nightly win last week. The network easily surpassed Thursday’s Must See TV on NBC, which bowed out of the competition by stacking its lineup with reruns.

It was certainly a week of firsts for Fox, whose telecast of games two, three and four helped the network capture Monday, Tuesday and Wednesday nights for the first time. Through five games, Fox's World Series broadcast averaged a 17.0/28, significantly above Fox's seven-night prime time average of 6.1/10 (through Oct. 1, before post-season baseball).

The World Series also afforded Fox the rare chance to cross-promote its prime time lineup, especially the much-ballyhooed Millenium, which debuted Friday, The X-Files and The Simpsons.

"For this kind of programming, you get a different kind of attention. These games are life or death for some people," said Tracy Dolgin, executive vice president for marketing, Fox Sports. "So for shows like Millenium, you're getting viewers who don't watch Fox that often. People who may not normally [watch Fox] now will really pay attention to the network."

At least 15 promotional spots for Fox shows aired during each of the broadcasts, including a 10-second original spot from The Simpsons that depicted a beer-holding Homer watching baseball on TV. The spot reminded viewers that The Simpsons was on hiatus while the World Series was airing on Fox, Dolgin said.

Other Fox shows got their share of plugs—if not with audio promos from the sportscasters, then with appearances by Fox stars in the stadiums.

It was Fox Chairman David Hill's idea to fly in stars like Scott Wolf (Party of Five), Brian Austin Green (Beverly Hills, 90210) and David Duchovny (X-Files) to the games and have the cameras flash to them periodically. Even Judd Hirsch, who appeared in 20th Century Fox's "Independence Day," and Dennis Franz, star of Twentieth Television's NYPD Blue, were captured at the games by Fox cameras.

So effective were the actors' appearances that Dolgin was stopped twice in the airport by Braves fans who saw 90210's Green flash his Yankee cap to the camera on Monday.

Liss replaces Reiss at Buena Vista

The longtime general manager of ABC's New York flagship was promoted to the top of Disney's syndication unit last week following the resignation of veteran Disney executive Randy Reiss.

Walter Liss, who has run WABC-TV since 1987, has been named chairman of Buena Vista Television, where he will oversee Disney's syndication and pay-TV units. Station sources say there's no front-runner yet to replace Liss, who will move to Los Angeles.

Many view the move as the first step toward combining the management of Buena Vista Television and the ABC station group.

Reiss says his departure was prompted by the recent restructuring of ABC's and Disney's distribution operations, in which he lost oversight of Disney's international programming operations. Reiss also managed kcal(Tv) Los Angeles, which Disney was forced to sell this year in order to keep ABC's WABC-TV there.

"I really lost most of my job, and I didn't feel like syndication and pay TV was enough of a challenge," Reiss says. Michael Eisner, Disney chief executive, called Reiss a "talented executive who has helped pioneer modern syndication."

Reiss joined Disney as president of network television in 1987; three years later he was promoted to executive vice president of the studio. Insiders say he had hoped to be made head of ABC's TV group, but those duties belong to group president Lawrence Pollock and Bob Iger, president of ABC Inc.

Liss, who joined Capital Cities in 1971, takes over the helm of syndication at a time when the ABC station group is in need of new first-run franchises and Buena Vista Television is in need of successful new strips. In addition to years with CapCities/ABC, Liss served as president of Cox Broadcasting from 1983 to 1987. -CL
‘Cybill’ sees more defections

Two executive producers, three co-executive producers, three writers and director have departed in past two months

By Lynette Rice

HOLLYWOOD

The prime time season may be five weeks old, but it’s virtually a new episode on the set of CBS’s Cybill, where at least nine executive producers and writers have left in the past two months.

Executive producer Jay Daniel departed earlier this season, and his successor, executive producer Howard Gould, left a short time later. Gould says of the ensuing exodus that it is unique “for any show to change over that much in the middle of the year.”

At least three writers and a director, together with three co-executive producers, have joined Daniel and Gould in leaving the Carsey-Werner production. Some of the departures are due to creative differences with Shepherd, a source close to the show says.

“She does have control of the show and has some very strong ideas,” says former co-executive producer Russ Woody, who was set to join NBC’s The Jeff Foxworthy Show today as a consulting producer.

A spokesperson for Carsey-Werner—certainly no stranger to high turnover, given the track record of ABC’s Roseanne and Grace Under Fire—says that personnel changes are expected whenever a new executive producer comes on board. The production company has tapped Roseanne executive producer Bob Myer to succeed Gould and is now “moving on.”

The first executive change on Cybill occurred not long after the show debuted Sept. 16. Daniel—the second executive producer on the show after creator Chuck Lorre was let go last season—reportedly was banned from the set. Daniel went on to sign a production deal with Brillstein-Grey.

Co-executive producer Gould had been promoted, if only for a short time, before deciding to walk away from his contract, later to join Foxworthy as executive producer. He said Cybill’s strict filming schedule and top-heavy management gave him the impetus to leave.

“There were many active executive producers,” said Gould. “There were many voices that needed to be heard and accommodated and less time to do it.”

Changes behind the scenes have not adversely affected the show’s ratings, which have improved in both households and key demographics from last year. Cybill is averaging a 12.6 Nielsen rating/19 share in households so far this season, up 26% from last year’s 10.0/16.

Cybill also has shown significant improvement in adults 18-49 (7.4 vs. last year’s 4.6) and women 25-54 (11.1 vs. last year’s 6.7).

HBO gets Matoian

One month after resigning from the top programming post at the Fox network, John Matoian has been tapped to run two HBO production units.

As president of HBO Pictures and HBO NYC Productions, Matoian fills the vacancy left last month by Robert Cooper, who was appointed president of Sony’s TriStar Pictures.

Matoian spent two years as president of Fox Entertainment Group. Before joining Fox, he was a program development executive at CBS for eight years, concentrating on movies and miniseries.

“It is a dream situation,” Matoian says of his new post. “Clearly, HBO has set the standard for original movie fare on TV.”

HBO also announced the promotions of two senior executives, Richard Waltzer and Colin Callender, who now serve as executive vice presidents of HBO Pictures and HBO NYC, respectively. Waltzer and Callender will report to Matoian.

Hall leaving ‘Single Guy’

HOLLYWOOD—Another show producer, this time on NBC’s The Single Guy, is expected to leave his post this season.

Brad Hall, creator and executive producer of the Thursday night series, reportedly will leave the sitcom at the end of its second season to begin work on a three-series development deal with CBS, a source close to the negotiations said last week. The deal, which involves a firm commitment for 13 episodes and is still being finalized, was brokered by Marty Adelstein of Endeavor.

Hall, a former comedian on Saturday Night Live, wrote for CBS’s short-lived Brooklyn Bridge, which aired in 1991-93. CBS declined to comment on the deal.

When ‘Single Guy’ ends its second season, it will lose its executive producer Brad Hall.

While ratings for CBS’s ‘Cybill’ are up, so is staff turnover.
“Would I watch a 24-hour sports news network from ESPN?
Yes.
Would I like getting scores and highlights all the time?
Yes.
Would I call my cable operator to get ESPNEWS?
Yes.
Would I dance the Macarena to get ESPNEWS?
Never.”

—Tom Miller, Time Warner Cable subscriber
Broadcasters talk ATV with foes

By Chris McConnell

WASHINGTON

Broadcasters say they will meet with their computer industry foes but that they still like the Grand Alliance digital TV standard as is.

Responding to FCC Commissioner Susan Ness's call last week for a cross-industry compromise on digital TV, broadcasters said the early meetings are already under way.

In her letter to computer industry representatives, broadcasters, set makers and filmmakers, Ness called on the groups to set a schedule of meetings by Oct. 30 and to report on the results by Nov. 25. Ness said she hoped the commission could wrap up the standard issue by mid-December.

"Preliminary discussions have been ongoing between broadcasters and other interested parties, looking toward a series of meetings beginning as early as next week," the Broadcasters Caucus—a group of broadcast organizations including the networks—said in response. "We are more than happy to meet with computer industry representatives," NAB President Eddie Fritts added.

But Fritts and the caucus also restated their support for the Grand Alliance digital broadcasting standard, and others voiced doubts about the prospects for resolving such long-standing technical disputes as the standard's inclusion of interlace scanning. Computer companies oppose the standard's inclusion of interlace scanning; broadcasters support it.

"I don't know what could happen here," said Gary Shapiro, president of the Consumer Electronics Manufacturers Association. Others predicted that the standard's supporters might agree to a sunset on the standard or its use of interlace scanning, but not to the technical changes sought by Microsoft and other companies.

"They're not going to be bullied," said one industry source. To that end, the NAB today is holding a rally for the Grand Alliance standard.

FCC Commissioner James Quello, meanwhile, last week restated his support for swift FCC action on the issue. Although he applauded Ness's timetable, Quello voiced opposition to FCC delay "beyond the end of this one last negotiation period."

DENVER

Intro exit

Tele-Communications Inc. programming arm Liberty Media will pull the plug on Intro TV Network Dec. 31, according to a Liberty Media executive. The network, which launched in September 1994 as TV! Network, was used as a testing ground for new and would-be networks. Poor carriage outside of TCI cable systems and pressure to find space for other cable networks led to the decision, the executive said. "With all the competition for channel space these days, we just had to make some tough decisions. It wasn't catching on, and we weren't able to sell it outside the company."

WASHINGTON

Pressler campaign stop

Dan Nelson, campaign treasurer for Senate Commerce Committee Chairman Larry Pressler, recently paid a visit to Young Broadcasting to complain about the coverage of the South Dakota race. Nelson asked that KELO-TV's coverage be reined in on the campaign trail. Pressler's campaign did not return calls. "We stand by our stories that were broadcast," said Jim Morgan, a spokesman for Young, which owns KELO-TV. "We offered the campaign the opportunity to respond to allegations regarding [Pressler's] campaign finances." The Pressler campaign also has had complaints about several newspapers in the state. He is refusing to talk to the editorial boards of the Sioux Falls Argus Leader, the Brookings Daily Register and the Huron Daily Plainsman.

Emmis deal in works

Radio owner Emmis Broadcasting is taking a beating from analysts for not buying stations despite deregulation's feeding frenzy.

"Investors are getting really tired of waiting for an acquisition. It's always imminent, but nothing ever happens," one analyst says. Indianapolis-based Emmis has been bidding for stations this year, but hasn't won—yet. Under pressure it may open its pockets and emerge with a deal in one of its Midwest markets this week, the analyst says.

HOLLYWOOD

Web-minded WB

Warner Bros. Online is soliciting support from Web-minded TV stations for a new advertiser-supported Internet service that would interconnect stations' local Websites, according to station sources. The service would seek national advertisers, they say. Warner Bros. Online, which has aggressively exploited the Web to promote TV shows, declined comment on its latest initiative for cyberspace.

NEW YORK

Home of the Braves

Ted Turner's Atlanta Braves are one of the hottest and most popular teams in baseball. Unfortunately for Turner and Time Warner, archrival Fox is in a position to block the team from appearing on WTBS once that station converts to a basic cable network. Time Warner wants to make the conversion so that it can earn millions more in fees that now go to a third-party satellite carrier.

But analysts say the value of WTBS, at least to cable systems that carry it, would drop significantly without the Braves. The problem is that Fox, Liberty and ESPN are the only authorized national cable rightsholders for Major League Baseball in the current rights cycle. Fox parent News Corp. already has blocked a Time Warner program service from one of its international satellite platforms in retaliation for canceling its handshake agreement to carry Fox News Channel. Sources say only an FNC carriage deal would get Fox to free up the Braves for WTBS.
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Cagey Cajun ready to take over
Democrat-turned-Republican Tauzin hopes to chair House Telcom Subcommittee

By Heather Fleming

Stumping through the swamps and bayous of Cajun-country Louisiana, Billy Tauzin sailed through previous House re-election bids as a Democrat, with an average 90% of the vote. This time around, he demonstrated his political dexterity by becoming the first to switch parties and run unopposed for re-election.

The same political savvy that cleared the way for his return to Washington without challenge netted him the Republicans’ top slot on the House Telecommunications Subcommittee. If Republicans keep their majority, Tauzin will be chairman this January.

After serving on the subcommittee for more than a decade, Tauzin is a known friend of broadcasters. A staunch opponent of auctioning the digital TV spectrum, Tauzin plans hearings early in the session to address all facets of the transition. In 1983 he co-sponsored with former representative Tom Tauke (R-Iowa) legislation to deregulate radio and TV. The bill ultimately failed.

National Association of Broadcasters President Eddie Fritts profusely praises Tauzin’s legislative abilities: “In his years in Congress he has gone out of his way to understand the issues involving every facet of telecommunications and, as a result, is knowledgeable on new technology and how it impacts legislative and regulatory policies.”

He has crossed swords with the cable industry on several occasions. Tauzin says that after years of “watching as the old players of the cable industry and others made it very difficult for that industry to grow,” he teamed with then-Representative Albert Gore (D-Tenn.) to push through the Satellite Home Viewer Act in 1984. It legitimized rural consumers’ reception of cable programing via satellite.

He was a strong backer of the 1992 Cable Act and was the driving force behind the program-access amendment (see box, page 23). He also sided with the local telephone companies in the Telecommunications Act of 1996.

Upset over the FCC’s Interconnection Order, Tauzin says his first priority will be to oversee the FCC’s implementation of the Telecommunications Act, “I have great fears about the way the FCC is now interpreting [the act].”

Tauzin says, “When I read a 700- to 900-page regulation interpreting a part of the act, I get the impression the FCC can’t get past this whole paradigm of regulation.”

If the commission can’t interpret the act properly, Tauzin says, the committee may have to look at restructuring the agency.

But Tauzin sees himself as neither friend nor enemy of any particular industry. “Anybody who wants an unfair advantage over other players doesn’t find a friend in me,” he says. Although he befriended the DBS and wireless cable industries in the program-access debate, he says that was only because they were the “underdogs” that were “getting beaten down by dominant monopoly-type power.”

National Cable Television Association President Decker Anstrom says the cable industry is “encouraged” by Tauzin’s leadership because he has “consistently had a pro-competitive view [of the industry]. He’s been very consistent throughout his whole career.” Although Tauzin has not seen eye-to-eye with the cable industry in the past, Anstrom says Tauzin has “been very clear, ultimately, in terms of what position he has on something. That is all you can ask of a public official.”

Whatever his agenda, Tauzin’s coalition-building skills will be put to the test. His party-switching in August 1995 not only created waves among Democrats on the subcommittee and its parent Commerce Committee but also put him at odds with fellow Republican Michael Oxley (Ohio).

As part of the party-switching deal, House Speaker Newt Gingrich promised Tauzin that he could keep the seniority he had accumulated as a Democrat. What resulted was a struggle between Tauzin and Oxley, who would have been in line to chair the subcommittee if Tauzin had not switched. The issue was resolved by splitting the Telecommunications and Finance Subcommittee into two subcommittees and putting Tauzin at the head of telecommunications and Oxley at the helm of finance. Both now say there are no hard feelings.

Although Tauzin says “there was really no room anymore for conservative Democrats” and his party-switching made him “more intellectually honest,” Democrats on the committee are less than pleased.

Telecommunications and Finance Subcommittee ranking member Edward Markey (D-Mass.) would say only that he and Tauzin could work together.

“I’m sure that Billy’s happy in his new associations with Newt Gingrich.”

"I have great fears about the way the FCC is now interpreting the Telecommunications Act." Rep. Billy Tauzin
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With a special salute to the 1996 International Emmy Awards

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Stanley Hubbard, President/CEO, Hubbard Broadcasting Co. (USA)
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Producer: Paul Loewenwarter

Panelists:

Thomas Dooley, Deputy Chairman, Viacom Inc. (USA)
Richard Dunn, Executive Director, News International Television (UK)
Steven Rattner, Managing Director, Lazard Freres & Co. (USA)
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says Commerce Committee ranking member John Dingell (D-Mich.).

Tauzin says there are no hard feelings, but neither Dingell nor Markey offers a ringing endorsement of him or his party change.

Several industry and hill sources say Dingell was “livid” when Tauzin switched to the GOP. “Expecting it and being pleased about it are two different things,” one lobbyist explained.

Representative Rick Boucher (D-Va.), another longtime member of the Telecommunications and Finance Subcommittee, says he has no hard feelings but saw “continually amused by [Tauzin’s] political dexterity and political flexibility.”

“Observing his party-switching; his decision to run for Senate, then not run for Senate, and his contest with Oxley as the heir apparent to the Telecommunications Subcommittee chairmanship — it is all good theater,” Boucher says.

Still, Tauzin says that one of his goals is to “build civility” in the House and on his subcommittee, “I want [the subcommittee] to be a civil place where we can have honest differences in opinion but where we try to resolve them in a fashion that we've always done in the past.”

Several industry sources expect Tauzin’s personal appeal and mastery of dealmaking will smooth things over.

“He knows how to make the legislative process work,” says former colleague Tauke, “He knows how to compromise to get a result, and I would expect that any agenda he sets will be accomplished.”

Even beyond the confines of the Commerce Committee, Tauzin has made a name for himself as a skilled legislator.

Earlier this year, as Deputy Republican Whip, Tauzin helped to round up votes for the only veto override of the Clinton administration—a securities-litigation-reform bill he co-sponsored.

Going to bat for his energy-producing district, Tauzin also went up against a coalition of environmentalists and the powerful House Budget Committee Chairman John Kasich (R-Ohio) on a bill for the government to provide incentives for offshore deep-water oil drilling. After two failed attempts at pushing the bill through the House, Tauzin finally managed to tack it onto an Alaska export bill.

Tauzin’s penchant for dealmaking was well known even when he was a young Democratic Louisiana House member, from 1972 to 1980. John

Top of the Week

“He knows how to make the legislative process work, He knows how to compromise to get a result, and I would expect that any agenda he sets will be accomplished.”

Former Rep. Tom Tauke

sits of Republican Dave Treen in 1980, who resigned after being elected governor. Tauzin also chaired the influential Natural Resources Committee.

Growing up in a middle-class family in the small rural town of Chackbay, Tauzin worked on an oil rig to put himself through college. He received a B.A. in 1964 from Nicholls State University in Thibodaux, La., and a law degree from Louisiana State University in 1967. He is married to the former Cecile Bergeron, who met Tauzin while working in her Washington office. He has five children from a previous marriage.

A young lawyer working in the district, longtime friend and current campaign treasurer Clifford Smith, says Tauzin’s appearance on the political scene was “inevitable.” His gregarious personality coupled with his interest in politics made him a perfect fit for the job, Smith says.

“When I first met Billy he was going to the local university and was starring in Shakespeare’s ‘Hamlet’,” recalls Ray Saadi, owner of KHOME-FM in Houma, La., and KTIB-AM Thibodaux. “I don’t want to say he overacted, but the very next day they changed the marquee to read Shakespeare’s ‘Ham’. He hasn’t changed a bit.”

Known for his quick wit and Cajun joke-telling, Tauzin’s fun-loving personality and enjoyment of campaigning have served him well. Although, Smith says, Tauzin “ran on a shoestring” in 1980, he has no fund-raising problems today.

Federal Election Commission documents as of Oct. 21 show that, although unopposed, Tauzin raised $493,460 from political action committees (PACs) in the ’95-’96 election cycle. Communications industry contributors include local telephone companies ($23,500), the National Association of Broadcasters ($7,500), the National Cable Television Association ($7,499), Time Warner ($3,000), Turner Broadcasting ($2,000), Viacom ($2,000), Comsat ($1,500) and Hughes
**Tauzin’s tactics helped build wireless, DBS industries**

Billy Tauzin’s shining legislative moment came on July 23, 1992, when the House passed his program-access amendment over the opposition of the White House and key congressional Democrats.

The 338-68 “victory against the odds” not only proved Tauzin a shrewd legislative tactician but marked a watershed for the wireless cable and DBS industries. The amendment, which sunsets in 2002, requires cable-affiliated companies to make their programming available on a nondiscriminatory basis to competitors.

“The amendment made it possible to raise money on Wall Street because it guaranteed that our technology would have content to provide customers,” says Andrew Kreig, vice president and general counsel of the Wireless Cable Association. “There were hidden obstacles within the programming companies and their corporate parents in which the corporate parents were making it clear they did not want programmers to serve competitors to the hardware core of the business.”

Larry Sidman, a lawyer with Verner, Liipfert, Bernhard, McPherson & Hand, which represents DIRECTV, agrees. “The amendment is the lifeblood of the DBS and wireless cable industries,” he says. “There is substantial question as to whether those industries would have been able to get off the ground, much less flourish without it.”

But the path to victory was a long one, uncertain all the way to Congress’s override of President George Bush’s veto—the only one of his presidency.

With much dispute, Tauzin’s amendment was accepted first by the Telecommunications and Finance Subcommittee, under the leadership of Representative Edward Markey (D-Mass.). Full committee chairman John Dingell (D-Mich.) opposed the measure and had it stripped out in markup.

By all accounts, it was Tauzin’s impassioned speech on the House floor that saved the amendment.

“When the bill hit the floor, the [thought was] we’d get beaten badly,” says Tauzin. “It was one of those rare moments in congressional history where members actually listened to the debate and were swayed by the power of it. It was a fine moment and a victory no one expected.”

Fellow Commerce Committee member Rick Boucher (D-Va.) agrees. “Debate on the floor was critical. The cable industry staunchly resisted and fought the amendment, even after the veto,” he recalls. “It was the single biggest loss for the cable industry.”

The circumstances also were unique, as one Washington lobbyist explains: “The merits of the argument were on the side of the satellites. For years the cable industry stifled any attempt to get programming. [The 1992 Cable Act] came about at the height of cable’s unpopularity, and here was a competitive alternative.”

Even cable companies recognize Tauzin’s accomplishment in the program-access amendment. Bert Carp, vice president government affairs, Turner Broadcasting, says the “brilliance” of Tauzin’s legislative tactics was in allowing the bill to be reported from committee without the amendment. When it got to the House floor with no provisions protecting rural areas, Tauzin was able to sell his measure as “the only game in town” for rural Americans. “In a funny way, his defeat in committee maneuvered a total victory.”

—HF

Electronics ($1,500).

With a Cajun flair, his fund-raisers are no dry affairs. Every year on his birthday Tauzin throws a “Billy Bash,” complete with Cajun-style food and bands for 200 to 300 of his supporters back home. He charges $25 a ticket—although many are given away—and gears the party toward the “average Joe,” Smith says. The event is duplicated in Washington at least once a year for staff, lobbyists and other supporters. He also holds an annual $500-a-couple black-tie affair, known as the “Billy Club,” in New Orleans.

His talent for fund-raising may come in handy if he makes another run for statewide office. His recent success may have paved the way.

After Tauzin joined the GOP, Democrats promised a fight to the end in his 1996 re-election bid, but they could not even recruit a candidate.

With about 60% of Tauzin’s district registered Democrat, Tauzin still enjoys wide support on both sides of the aisle. But Kirk Cheramie, a Democratic state party official and former Tauzin supporter, says that many in the state are upset with Tauzin’s switching.

“For years he was a very conservative member of Congress, yet still ran under a Democratic party ticket—it was very politically convenient because Democrats wouldn’t run anyone against an incumbent,” says Cheramie. “He had the best of both worlds.”

Tauzin toyed with the idea of running for retiring Democratic Senator Bennett Johnston’s seat this year, but decided against it once he was assured the chairmanship of the Telecommunications Subcommittee.

In 1987 he ran for governor against his former mentor, Edwin Edwards, and ran up against a million-dollar debt that put nearly four years to pay, Smith says. Tauzin ran only after being assured by Edwards that Edwards would not, a Tauzin spokesperson says. He changed his mind and jumped into the race, causing hard feelings between the two for years. Neither won.

This year, Tauzin found himself in the uncomfortable position of going against longtime friend Jimmy Hayes, a fellow congressional party-switcher. Although Tauzin helped Hayes to campaign and raised money for Hayes’s U.S. Senate campaign, a week before the primary Tauzin endorsed Republican Woody Jenkins. It was a “difficult” decision for Tauzin, but in the end, “a strategic decision was made to endorse Jenkins,” who was considered the only Republican with a shot at making it to the general election, a Tauzin spokesperson says.

For now, Tauzin’s most important concern is the November election and control of the House. If Tauzin finds himself in the minority after the election, Representative Boucher speculated that he may switch back to the Democrats. “I look forward to working with him, whichever party he’s in, and I wouldn’t place bets on that,” says Boucher. “Winston Churchill changed parties two times and was re-elected. Billy is at least as politically agile as Mr. Churchill.”

Broadcasting & Cable  October 28 1996 23
Announcing the dawn of a new era in television.

OCTOBER 20, 1996
THE LAUNCH OF DIGITAL CABLE -- AND DIGITAL DISCOVERY.
AN OPEN LETTER FROM THE CHAIRMAN OF DISCOVERY COMMUNICATIONS, INC.

October 20, 1996 marked the beginning of a new era in cable television—the dawn of the digital cable revolution. Welcome to a new world of quality, convenience and choice: The quality of digital pictures. The convenience of programs on demand. And the choice of new showcase networks dedicated to specific programming genres. All from the company that brings you Discovery Channel, The Learning Channel, Animal Planet and a revolutionary new service, Your Choice TV.

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<tr>
<th>Sample Prime Time Schedule</th>
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<tr>
<td><strong>8pm</strong></td>
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<td>WILD DISCOVERY: Scorpions</td>
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<td>The tale behind the sting</td>
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<td>TLC</td>
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<td>Wonders of Weather: Fear of Flying</td>
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<td>Legends: The Story of Wernher von Braun</td>
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<td>Amazing Technology: Snowless Ski Jumps</td>
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<td>Global Delights: French Chef Yves M.</td>
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<td>Sweet Dreams: Classic Fairy Tales</td>
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<td>Movie Magic: Ghost Effects</td>
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<td>Makeup and computer special effects</td>
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<td>Wild Guess: Game show-children test their animal knowledge</td>
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<td>Animal Planet</td>
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<td>Human Science: The Psychology of Love</td>
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<td>Lost Civilizations: China: Dynasties of Power Emperors Who Built the Great Wall</td>
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<td>Ultimate Adventures: White Water Rafting in Costa Rica</td>
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<td>Travel &amp; Living Network</td>
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<td>Junior Paleontologist: The Amazing T-Rex</td>
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<td>Science Network</td>
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<td>Nerds Are Us: Teenagers Cash in on the Web</td>
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For Information on Discovery Channel, The Learning Channel, Animal Planet, Civilization Network, Science Network, Travel & Living Network or Kids Channel, call Bill Goodwyn at 301.986.0444 ext. 5454.

www.americanradiohistory.com
By Richard Tedesco

Broadcasting and cable are on the "Net. The industry, which specializes in communication, is learning a new language for a new medium.

"New media, to paraphrase McLuhan, always look like the old media," says Emily Green, senior analyst for Forrester Research, Cambridge, Mass. "They have this internal handicap. It's very hard for TV people to see this as much different from television."

A look at the Web pages of broadcasters and cablecasters turns up many prosaic examples, supporting Green's view, but there are brilliant exceptions.

In this special report, we single out 50 quality sites—10 in each of five categories, networks, news & information, TV stations, TV programs and radio stations—for review.

"I think [broadcasting and cable are] slowly coming up the ramp," says media analyst Jim Rea. "My sense is that their first inclination is to look at it as a promotional tool that gives the user something to come back to."

But there are some brilliant exceptions. Green cites the Discovery Channel's site as one that embodies the potential of the Internet: compelling, original content that mirrors the cable network's on-air mission, but presents a unique experience in a new medium.

The best of what broadcasting and cable have created in cyberspace is content that translates a message to PC screens and serves their on-air audiences differently but still relates to viewer interests. Lifetime Television accomplishes that by offering material on health topics and personal issues pertinent to its public. "What we'd like to do is to create an information platform for women, to meet the needs of our audience," says Brian Donlon, vice president of public affairs. On Nov. 5, Lifetime will debut an eight-part online drama, with RealAudio, called The House of Dreams, which will feature interactive elements.

NBC has created its own site, along with MSNBC, and plans to spin off more Websites as a programing strategy distinct from what it does on-air, according to Edmond Sanctis, executive vice president and senior producer, NBC Interactive Media. "It will be a portfolio. You don't want to be too expansive, but you want enough sites that cover all the categories and niches."
Sanctis says.

TV and radio stations around the country are also providing viewers and listeners with an online experience that expands stations' roles as information providers and community resources. KRON-TV’s online content, drawn from the high-tech shows it produces with Discovery and the Jones Computer Network, is an exceptional example. WRAL-TV Raleigh, N.C., produces a less spectacular but equally appealing site replete with news content and community information.

New York’s WCBS(AM) effectively takes its all-news mission to the Internet with up-to-the-minute news: the site also allows users to e-mail Mayor Rudy Giuliani and other politicians. On the higher-tech end of the radio spectrum there’s KLBJ-FM in Austin, Texas, which features the CU-SeeME technology and a link to Local Licks, a show that focuses on Austin’s renowned homegrown musical talent.

The grass-roots appeal of online content is vital in how quickly PC penetration vaults the Internet to mainstream-medium status. In a recent survey, New York–based Find/SVP and Jupiter Communications estimate that 14.7 million U.S. households are making Internet connections, a considerable leap from the 6.2 million households they estimate were making the link a year ago. Find/SVP and Jupiter say that home PCs now have a 37% penetration rate among telephone households, with 23% equipped with modems.

But even if the Internet becomes ubiquitous in the next decade, some observers doubt that programming on the Web will rival or supplant TV. "I don’t see it serving the same function as TV or movies, because those media do very well on their own," says Robert Broadwater, managing director for Verizon Suhler in New York. "And if there’s one thing we know [from] the past 100 years, it’s that [a medium] does not transmogrify itself."

In this case, it probably won’t imitate well either. Broadwater says, "I would be highly skeptical if Seinfeld or the equivalent were threatened by anything on the Internet. One is a let-your-mind-flow medium, the other is not," he says, adding that current cybershows are "fundamentally horrible—duller than dirt after you get over the initial novelty."

The novelty doesn’t wear off with media sites rich in information, such as those of CNN or PBS, which offer users an opportunity for a recap of material seen on their networks, such as documentaries or PBS’s NewsHour. At its best, Internet content that extends the

### INTERNET TV WAITING IN WINGS

It’s still too early to tell whether consumers will make Internet TV the next must-have telemedia product. Will computer users want to surf the Internet with their TV sets, and will TV viewers feel compelled to switch from sitcoms to chat rooms?

WebTV appears to be the best poised of the companies developing the necessary set-top boxes and TV sets to register a significant blip on anyone’s screen in the near future. It recently scored a coup with an agreement that made Microsoft one of its backers for an unspecified amount, with WebTV adopting Internet Explorer as its browser in future product releases (“Telemedia Week,” Oct. 7).

Citcorp, VeriTone, Times Mirror and Lauder Partners joined Microsoft as investors in WebTV, which has content alliances with Yahoo, Excite, Spyglass, Concentric Networks and Thomas Dolby’s Headspace.

Meanwhile, Sony Electronics and Philips Consumer Electronics have shipped their own versions of WebTV set-top boxes, priced at $329 and $349, respectively. There is no word on how many units shipped or how many have been purchased, but WebTV doubtless hopes for a green Christmas.

Also in the running is ViewCall America, which has been conducting limited consumer trials in the Atlanta area and in Canada for the past several months. ViewCall struck a deal with Mitsubishi last month to make its On-TV Internet service the preferred service in 1 million DiamondWeb large-screen TVs to be manufactured beginning next summer.

ViewCall also has a deal in place with Yahoo! and is seeking to strike deals with other content providers to work with it via its WEBster TV-centric and $300 set-top enabling hardware.

At the high end of the Internet TV scale, there’s Gateway 2000’s Destination PC/TV, equipped with 16 mb of DRAM, a Pentium 120 mhz processor, a CD-ROM drive, a 31-inch screen and a $3,999 price tag. It’s available at The Wiz stores on the East Coast and at CompUSA’s stores across the country.

Foreign manufacturers are becoming particularly active in this area. Most recently, South Korea–based Daewoo Electronics licensed technology from Teknema Inc. to produce an Internet TV that would be exported to the U.S. in second quarter 1997. —RT
presence of an individual TV series provides another dimension of content: David Letterman fans can peruse The Late Show's Top 10 lists since 1993, while X-Files addicts can examine case files of FBI agents Mulder and Scully from the series' inception.

The next dimension in Internet services is represented by PointCast, an intelligent news-gathering agent that permits users to customize the type of information to be accessed.

And now there's Web television, providing Internet access through TV set-top boxes or software in the set. But Thom Kozik, president of MindShare Media, thinks the mediocre data this technology affords won't fly for long. "Second-wave consumers to the Web will have much higher expectations than [did] the first wave," Kozik says. "They're going to expect the experience to be very snappy and more responsive than they're going to see at 28.8 [kbps]."

Some pundits push television as the future telecommunications focal point, around which families will gather for a shared multimedia and social experience. "It isn't going to happen that way," argues JoAn Couche, principal telecommunications analyst for Dataquest. "It's going to happen with communities of interest, and that will bring people together."

Communities of interest are already a phenomenon in cyberspace. The advent of the American Cybercast Network suggests that a Web-centric entertainment model may also be evolving. Those are two parts of the evolution as broadcasters and cablecasters experiment in cyberspace.

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**WEBSITE DESIGN 101**

As the number of Internet users increases, many companies in the TV and radio industries realize the importance of establishing their own Web pages. But they shouldn't be too hasty, warns John Whitehead, technical director of WRAL-TV OnLine.

"Don't think of it as just an experiment that you can unleash on the Internet," he says. "Take it as seriously as anything you would produce for TV or radio. Make sure you have enough people, enough computers and hardware, and money, and don't expect that one person working on it part-time" will suffice.

Otherwise, Whitehead says, the site will look like many shoddy ones he has seen on the Internet with poor editing, out-of-date material and bad links.

The first thing that Schmidt Mead Media does before creating a site is to look at the client's target audience. "We find out what their needs and goals are," says company CEO Bradford Schmidt, "and examine how we can express what they're trying to convey on the Web."

It is key to know your market and your client, says Schmidt. "Work with them as closely as possible," he says. "Get inside their head and find out what they want to get across, and put that above everything else."

Designing a Website can also be tricky when you have a special target audience such as Scholastic Corp.'s sites, which are aimed at children. "You have to be very careful," says Eric Nissenbaum, a Web designer for Scholastic Productions. "You can't link to something unsafe like Pete's Porno Palace."

Another hazard of Web designing is getting caught up in the state-of-the-art Internet technology. "Have great visuals," says Nissenbaum, "but make sure images are downloadable to 14.4 or 28.8 modems."

Matt Farber, MTV senior vice president, programming/new business, says a TV Website also must offer something more than what a viewer can get from the network or a show. It is also paramount to keep the site fresh. "What makes a bad Website is static content," Farber says. "Or what's the point?"

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**RADIO STATIONS**

**PAGES 52-54**

**WBCN-FM Boston**
www.wbcn.com

**KISW-FM Seattle**
http://www.kisw.com

**WGST-AM-FM Atlanta**
www.wgst.com

**WRIT-AM Nashville**
www.wr.it

**KLBJ-AM Austin, Tex.**
www.1b.j.com/tm/index

**KFOG(FM) San Francisco**
www.kfog.com

**KKRZ(FM) Portland, Ore.**
www.z100portland.com

**WCBS(AM) New York**
www.newsradio880.com

**WQAM(AM) Miami**
www.wqam.com

**WBZZ(FM) Pittsburgh**
www.johnandave.com
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The future is now for the Internet

Rate of growth is slowing; high price holds back use of interactive capabilities, and future of cable modems looks 'grim'

By Dan Trigoboff

Speculation abounds about the future of the Internet: Who will be key players, what technologies will prove determinative and will the 'Net be a major medium?

There is no agreement on how many people have access, how much time is spent or the nature of usage. But many agree on this: The novelty is over, and the Internet—for business and pleasure—will be defined in the next few years.

"Historically, it has proved to be very difficult for new media to establish themselves," says a recent study from Yankelovich Partners. "Few targeted media have survived more than a few years of novelty and advertiser experimentation."

"The online medium," Yankelovich concludes, "is approaching a critical juncture."

Among the study's principal findings is that although Internet use continues to grow, the rate of growth is declining. If growth is no longer assured, investment must become more selective. Internet business already is more competitive as the field becomes crowded with Internet service providers (ISPs), transmission methods and even browsers.

"Every industry grows from a point where everyone can share in its growth to a point where everybody is fighting for market share," says Yankelovich researcher and analyst Dr. Walker Smith. "This is the real issue of Internet growth."

"Certain kinds of interactive capabilities are a little bit further down the line," Smith says. "Most cyber-citizens do not have the capabilities to enjoy these kinds of offerings. Most don't have [either] the interest or the computer sophistication."

It may be that the sophistication required breeds the lack of interest. The personal computer is a marvel of information and entertainment value. But the $1,500-plus price has a somewhat undemocratic effect.

The most common way to connect to the Internet is through a computer modem. But far greater transmission speeds are available through other means such as cable modems, integrated services digital network (ISDN) and advanced digital subscriber line (ADSL).

Simply put, ISDN is faster than the analog modem, but it costs more. Cable modems work with dazzling speed, but they will require billions in investment for infrastructure upgrading—to improve reliability and for two-way transmission. ADSL appears promising, but is not likely to be a significant factor in the next few years.

Barbara Tien of Farallon Communications, an Internet technology vendor that says it can double standard ISDN speed, concedes that "ISDN 'Net access may be more than someone is willing to pay for recreational purposes."

Analog modems have just reached a new speed of 56 kbps, although there likely are millions of modems in the marketplace working at maximum speeds of 33.6, 28.8 or 14.4 kbps.

DeRose thinks that this development will preserve the dominance of standard PC modems.
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www.americanradiohistory.com
Internet business is a waiting game

Profit remains an elusive goal of Websites

By Richard Tedesco

Plenty of business is being done on the Internet, but if anyone is turning a profit on it, they're keeping the news to themselves.

For some direct marketers, the Internet may be like found money. And a recent report from New York-based Jupiter Communications puts Internet ad revenue for the first half of 1996 at $71.7 million, with revenue for the second quarter at $46.4 million—an 83% increase from the previous quarter.

Broadcast and cable programmers' Websites are getting their slice of that attention, but the watchword for all communications companies on the Web is "potential" that they hope pays off in the long run.

The most striking online success in the TV realm is ESPN's ESPNet SportsZone. Among the most consistently popular sites virtually since its inception, ESPN has drawn ad support from such mainstream marketers as Levi's, Pizza Hut and Saturn. Jupiter's AdSpend tracking service estimates ESPN's online ad revenue at more than $2.4 million in the first half of the year.

Name recognition obviously brings traffic to ESPN's site, but to draw 21.8 million hits as it did on Oct. 3, something more is happening. ESPN rotates 60,000 pages of content maintained online. "It's a combination: the content, the promotion and the brand name," says Tom Hagopian, general manager, ESPNet SportsZone. "We have some big guns with the 24-hour sports networks. But we feel we deliver. We have the best [sports] content out there."

ESPN won't reveal how many people have signed up for the subscription portion of its Website (for $4.95 per month they get high-profile sportswriters, analysis and injury reports). And while it won't say how much it's making from merchandise sold online, it does claim 12,000 subs for its online fantasy football game.

Another big media name, the Wall Street Journal, recently went to a paid subscription model and claims 30,000 subscribers for its electronic edition—40% of whom are paying $49 annually as non-subscribers to the newspaper. (Paper subscribers pay $29 for the inter-

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SITE COSTS SOAR AS WEB WEAVES SPELL

So you want to build a Website? Gone are the days when companies could pull a few thousand bucks from a contingency fund and slap something together online; not if you want to draw traffic beyond the odd, accidental surfer.

The reality of the marketplace is starting to register on Web wanna-be companies, according to Robert Clyatt, CEO of IO 360, which specializes in redesigns—most recently for Viacom New Media. "The naiveit is evaporating," says Clyatt. "People got sites up with scraps of money the first time around. Now they realize they need real money behind it."

In fact, according to a recent study by Forrester Research, the going rate for a promotional site typically is $98,000 to launch and $206,000 to maintain for one year. That gets the content provider/product promoter about 250 HTML pages, interactive forms and e-mail.

The next step up is the sort of content site that companies such as ESPN and Discovery Communications created. The tab is just over $1.3 million on average, anticipating a 10-person staff, a $419,000 launch bill and $893,000 for a one-year run with approximately 2,000 pages of content.

Finally, Forrester cites the transaction site as the Cadillac of the category, costing $593,000 to get on the Web and almost $2.8 million to keep it there for one year. It's the platform and marketing costs that make this type of site so expensive.

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Richard Tedesco
active Journal.) "It's still premature to call it an unqualified success. It's a substantial success now, but we're only a month in," says Neil Budde, editor of WSJ Interactive.

The timing, Budde says, was "a matter of getting the marketplace and the technology ready." And being the Wall Street Journal helped, as it pulled in advertisers from the print side.

ESPN's next leap will be one that other TV programmers will watch as closely as all content providers are watching the Journal. Preliminary discussions about testing Broadband ESPNet SportsZone—with multimedia content—have with Time Warner and Tele-Communications Inc.

Meanwhile, the online advertising pie will continue to grow, according to Jupiter, which projects $5 billion in online ad revenue by 2000. 

'NET RATINGS ARE VERY RAW NUMBERS

The Internet ratings race is a tough one to call, but at least two companies are attempting to tackle the task in a comprehensive way.

PC Meter has moved to the fore in measuring household Internet usage by collecting data digitally with software installed in 10,000 PCs across the country. (The Port Washington, N.Y.-based company claims that the households constitute a demographically balanced sample that represents the U.S. population.)

Measuring Internet usage was a natural segue for Nielsen Media Research. It conducted its initial survey in August 1995, made follow-up phone interviews in April among 2,800 of the original 4,200 respondents of that CommerceNet/Nielsen study and found that 22%-24% of the U.S. population 16 or older had access to the Internet—a 50% jump over its previous estimate.

Nielsen's next CommerceNet survey will be conducted in November for an early 1997 release. The company will conduct its third home technical survey among 2,000 phone respondents in December to gauge PC penetration and Internet usage.

Based on a recurring hardware survey, PC Meter places household Internet access at just above 13 million. PC Meter now is working on a system to measure Internet use in offices, a reaction to dissatisfaction among some prominent Web site programmers such as ESPN and CNN who think that a significant amount of their site usage occurs at work.

—TT

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The Discovery Channel—www.discovery.com

The Discovery Channel has one of the most refreshing sites on the Internet, with a minimum of program promotion and plenty of engaging material. Its Dead Inventor's Corner recently profiled Dr. William Higinbotham, the physicist who originated the Pong game on an oscilloscope, and Eadweard Mugbridge, the English photographer who pioneered studies of human and animal motion.

Fox—www.foxnetwork.com

The Fox network site is heavily promotional. It has a neat Fox Kids area, however, and for devotees of Fox series there is good background material, particularly for The X-Files (see page 50). Fans of that series will find a rundown of plot summaries from each episode. The site also features a link to iGuide, an informative and entertaining site in its own right.

Lifetime—www.lifetimetv.com

Lifetime provides a compendium of information that addresses its audience effectively. Users can access the latest information about breast cancer in its Health Times area, for example, or get tips on workouts in Sports and Fitness. A Parenting section includes advice from physicians and a well-written Dad's Diary, by a new father. Connections provides links for single people.

MTV—www.mtv.com

One would expect MTV to have a cool site, and it does. There's plenty of multimedia, reflecting features seen on the channel such as Top 20 and Buzz Clips. Sonic Stew features selected releases each month; Music Features profiles rock groups, with sound clips, and Biohythms profiles individual artists. Music news and reviews are there, as are MTV stars Beavis and Butt-head.

PBS—www.pbs.org

PBS gets high marks for a site that reflects the network's highbrow content. RealAudio clips and transcripts of The NewsHour with Jim Lehrer are there, as well as dueling idealogues Mark Shields and Paul Gigot. Excerpts from the most recent Frontline also can be viewed. But the best recent material comes from the American Experience documentary on Theodore Roosevelt.
Prime-time PC programming, available 24 hours a day. Stay Tuned.

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www.arrive.com
Nick-At-Nite’s TV Land—www.nick-at-nite.com

For eclectic TV nostalgia, Nick-At-Nite has a noteworthy site. Its 40 Years In a Blender features video, sound and images from Phil Silvers and Sonny & Cher to Hill Street Blues. In The Good, Weird and Wonderful, there are sound clips from The Two Eds (Sullivan and Mr. Ed). And in the Museum of TV & Radio Showcase, there are rare clips of James Dean in early TV dramas available for downloading.

The Dominion—www.scifi.com

The Dominion is the Sci-Fi Channel site: Abandon reality, all ye who enter here. An assortment of material ranges from the phantasmagoric images in the Free Zone to the quirky comics in the Pulp section. But if one has a serious interest in the paranormal, there is an extensive list of links to such groups as the Alberta UFO Research Association in an area dubbed Orbit, which also has information on sci-fi societies.

NBC—www.nbc.com

NBC has the best of the lackluster online offerings of the Big Three networks. (ABC’s presence on AOL is a good site, but this report focuses only on the Internet.) Sports has a big presence, including data on the Olympics, and there is educational content too, such as from NBC’s excursion to the Galapagos Islands. Terraquest. There’s also Dark Horse, an amusing game for frustrated politicians. And the site provides a link to MSNBC.

The Golf Channel—www.thegolfchannel.com

The Golf Channel complements its cable programming with everything for the golfer online. The site has audio and video, but doesn’t overdo graphics. It’s also easy to use. There are statistics to satisfy the most inquisitive golf fan, as well as golf lessons, news, player profiles, tournament information, scores and chats with golf-playing movie stars.

Comedy Central—www.comcentral.com

In a political season in need of comic relief, Comedy Central comes to the rescue on its Website. There's Bob Dole's Fall Season (get it?) and a limerick area, which invites submissions. There's a message from the Iraqi Tourism Bureau featuring Saddam Hussein in a bikini, and a quiz from Dr. Katz, the character on Comedy Central. And you can download clips from Mystery Science Theater and Kids in the Hall.
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www.americanradiohistory.com
ESPN—espnet.sportzone.com

This sports network's Website, featuring a remarkable array of fresh and historical information that is continuously updated, reminds us that the word "fan" derives from "fanatic." It is packed with material to read, watch and hear. ESPN provides betting lines, presumably, for those who live in Nevada or Atlantic City.

The Computer Network—www.cnet.com

Part of The Computer Network's web of information sites, this one offers news, gossip and interviews about television and music and movies. The site has strong links to other CNET pages and information all over the Web. Online hosts include former presidential son Ron Reagan. There are some online projects with E! Online.

CNN—www.cnn.com

This is a news site with coverage as diversified as CNN's cable service. Weather, sports, health, travel and entertainment are presented with appealing graphics and easy layout. Also included is a daily guide to CNN programing. Naturally, the site includes a focus on news and politics. Links include AllPolitics.com, CNNfn—CNN's impressive financial-news site—and Time Warner's omnipus Pathfinder.com.

E! Online—www.eonline.com

This is a fun site. Like the cable network, E! Online has an irreverent, in-your-face spirit offering a broad array of showbiz-related news. Major areas include movie news, O.J. news, TV news, music news, celebrity news and industry news. Features include the diary of Madonna's unborn baby and Pieces of Pamela, a cyberspace picture puzzle that permits the user to literally—put the mercurial Pamela Anderson back together.

MSNBC—www.msnbc.com

MSNBC's Website, like the cable service itself, covers news of the world, commerce, science and technology, sports, weather and lifestyle, as well as opinions and local news. Its coverage of the Olympics reportedly was a big hit with users. News on the site is well supported by documentation, and the local angle is examined, using NBC staff worldwide. "We are the NBC News site," says Merrill Brown, editor in chief of MSNBC on Internet.
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MORE INTEGRAL TO ITS PROGRAMMING IDENTITY
THAN THE NEW CABLE NETWORK MSNBC…”
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TOWARD THE FUTURE IS ITS
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WWW.MSNBC.COM
C-SPAN—www.c-span.org

The site is indispensable for political junkies and offers up-to-date news from the campaign trail as well. Users may sift through archives of past C-SPAN programming, and the network’s complete schedule is included. The site provides a daily Washington Journal and live coverage of congressional hearings and other events via its new Public Affairs Today page, with RealAudio sound.

Court TV—www.courttv.com

What the ESPN site is to sports fans, Court TV is to lawyers, students and court-watchers. O.J., the brothers Menendez and the Oklahoma City bombing cases are reported here, as is news of the Bosnia War Crimes Tribunal and other cases. Many documents and case summaries can be found, as well as legal advice and lawyer referrals. The site has its own search engine. The links are useful.

National Public Radio—www.npr.org

This is a true radio site, offering lots of audio, if you have the RealAudio player (offered onsite): hourly news updates, story of the day, past NPR reports and entire presidential debates. The site also offers non-audio Science Friday for kids, and NPR programing information is there for anyone. Like National Public Radio, the site displays no advertising but will accept and identify sponsors.

The Weather Channel—www.weather.com

No surprises here; this one is about weather. Travelers can check the weather for their destination, others can learn what makes weather and how it is forecast. The site plans to offer a page about weather and health. It currently offers weather-related gardening tips and an informative look at fall foliage.

Fox News—www.foxnews.com

This is a new site from a new news channel. It has a bold look, short introductory pages, and presents news “top-of-the-fold,” above its on-screen masthead. Sections include news, business, technology, health and sports, and there are wire service reports from AP and Reuters. The site has its own internal search engine.
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This site goes far beyond the usual TV Website fare to appeal to the Bay Area's Internet-savvy population. Besides detailing local news and community information, the site links to two high-tech TV shows produced by KRON-TV with Discovery Communications (nextstep) and the Jones Computer Network (New Media News). It makes heavy use of RealAudio clips. And there are areas for NFL fans, teens and kids.

Spare use of graphics gets you to the facts quickly on WCCO-TV's Channel 4000 site. And the abbreviated home page ends with an invitation to type in a key word and cut to the quick. The site serves up local news briefs and a detailed weather forecast. Other features: a virtual tour of the Twin Cities, links to kids-friendly sites and info on the big convention in town.

Kids come first on the KCPQ-TV Website, which offers games, jokes, news, video clips and information on freebies, discounts and community events. For adults, the Web page offers sports information as well as links to community organizations. And its Western Washington's Most Wanted has led to the capture of more than 150 criminals.

Wcvb-tv's home page has it all. The Hearst station's site makes the most of its news operation and lists the day's top stories and weather, including satellite imagery and radar maps, and health, consumer, sports and financial news. The site has live video and audio capabilities for watching movie reviews or other features from the station's newscasts.

In Florida, tracking hurricanes is easy, thanks to WFLA-TV's Website. It offers storm news, and its animated Doppler radar enables Tampa residents to watch a storm's progress. There's also a long list of links, including MSNBC, Tampa Tribune, local school systems and "quick eats," an on line ordering service. For health information, the site has a database of doctors.
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Everyday you need to know about Rochester, Minn., is on KTTV's Web page: Chamber of Commerce information, city services, business opportunities and community activities. There's even a link to the Mayo Clinic. KTTV also offers links to NBC's home page and MSNBC. And this month, "KTTV for Kids" features "virtual pumpkins," which kids can carve over the Internet.

KLAS-TV Las Vegas—www.infi.net/vegas/online

KLAS-TV's goal is "to create the premier Las Vegas information source on the Internet." This site features "The Ultimate Guide to major hotels and nightclubs, and who's playing where. Also available are transcripts from the station's latest newscast, while links take you to national news via CNN and other news sites. And it touts its own Internet-access service ($24.95 a month of unlimited access).

KPIX-FM-TV San Francisco—www.kpix.com

KPIX-TV says that 20% of the world's Internet users live within range of its broadcast signal. Hoping to capitalize on that, KPIX-TV and its companion FM talker (95.7 mhz) have developed a sleek site with local news and information, and a special deal for software companies that advertise. They make available demonstration software, for prospective buyers to download.

WRAL-TV Raleigh, N.C.—www.wral-tv.com

WRAL-TV's site is about news—lots of it. The first thing you see is the latest local headlines. Then you'll find dozens of stories conveniently organized. Most come from AP, but some local news comes from WRAL-TV's newsroom. The site has other predictable features, such as community listings, but they are well done. With RealAudio software, you can listen in on newscasts.

WFSB-TV Hartford, Conn.—www.wfsb.com

WFSB-TV's site is far from the prettiest on the Web. But it's a solid performer with plenty of news and a first-rate weather area. Complementing the latest news are scripts of recent investigative reports and other features. The site is loaded with links to Hartford businesses, schools, government agencies and fun places. You can even find out where the fish are biting, on Joe's Connecticut Fishing Page.
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**TV PROGRAMS**

### The X-Files—[www.thex-files.com/index.htm](http://www.thex-files.com/index.htm)

Fox staff spent what must have been an ungodly amount of time on this site. The home page opens with three links: Case Files, Fan Forum and What's New, in addition to other links to the network. The Case Files link is mind-boggling: it contains links to summaries of every X-Files episode ever made. The site also has bios of its characters, the actors, the show's creator and staff.

### Melrose Place—[www.foxnetwork.com/melpindx.htm](http://www.foxnetwork.com/melpindx.htm)

The *Melrose Place* home page offers visitors two links: The Ultimate Melrose Party and Melrose Magazine. In the Party link, you'll find ideas for activities with a *Melrose* spin, such as how to throw a *Melrose*-watching party. The Magazine offers a good fix for *Melrose* junkies, such as tips from character Sydney Andrews on how to get a job without really working.

### Fox After Breakfast—[www.foxnetwork.com/foxab/index.htm](http://www.foxnetwork.com/foxab/index.htm)

The spunky show has an equally spunky Website. With a click on the door, the user enters the apartment featured on the program. Inside, links are available to a chat room, e-mail to the show, a bulletin board, and an instant message function that allows users to interact with the show hosts on the air.

### The Magic School Bus—[www.scholastic.com/magicschoolbus](http://www.scholastic.com/magicschoolbus)

The Website for this PBS children's show is a good way to introduce kids to the Internet. A synopsis of every program aired during the show's three TV seasons is available. Difficult words flash, and if clicked on, a dictionary is displayed. There is also a word game, a riddle, a drawing that can be printed and colored, and an art gallery featuring the drawings of kids who visit the site.

### Inside the NFL—[www.hbo.com/nfl](http://www.hbo.com/nfl)

*Inside the NFL* offers the NFL junkie a fix to bridge the gap between shows and games. The site offers a question-and-answer link allowing surfers and show hosts to chew the fat about the NFL. The Where Are They Now? link updates fans on former NFL players. The site also includes the show's weekly picks, plays of the week, the NFL schedule, a preview of the next show, and more.
The MTV show that peeks into the real lives of seven young people living together allows an even closer look through its Website. There are links to the housemates' bios, as well as a link, Logger Row, that looks at the participants from the perspective of the show's staffers, who watch hours of tape to put together the program. You can even tour the house via the site.

Jay Leno may have the edge in the battle of the late-night talk shows, but David Letterman has a better Website. Letterman's Top 10 List from 1993 through the most recent show can be accessed, as well as the best lines from his monologues each week. There are bios of the staff, a list of guests for upcoming shows, and ticket information. The official Website also offers links to unofficial Letterman Websites.

This site has its own search engine, which will locate brief biographies from its 15,000-name database. Links include Speak, in which users may chat about Biography subjects and other topics, and Read, which features a list of bestselling biographies and its own link to reviews of those books. A visitor can order videos of episodes and see what's coming up on the show.

This futuristic-looking site has everything for the Babylon 5 sci-fi fan. The Image Center has sample pictures of people, hardware and highlights that make up the show's universe. The Stellarcom page has links to other sci-fi and space sites. The BABCOM communications center has a page for a chat area, frequently asked questions and a fan club. The site also offers video and audio clips of the show.

Even after the sun sets, Days can still be lived by fans through its Diamond Anniversary website. The site's Classic Days page has a gallery of Days pictures stretching back through the show's 30-year history. Users also can participate in NBC Cyber Chats featuring actors from the show and an NBC host. If you haven't seen the show since the 1960s, the 30 Years of Our Lives timeline will catch you up.
**Radio Stations**

**WBCN(FM) Boston—www.wbcn.com**

This hip rock Boston radio Website offers several useful links, including a Cyber Mall with lists of "cool deals" and "great jobs." Other areas in the site provide local movie listings, good places to dine in Beantown and the area's concert schedule. There is also the standard background on the DJs, the station's playlist and top 10 requested songs.

**KISW-FM Seattle—http://www.kisw.com**

You can get lost in this site. The home page has a long list of connections to the site's various departments, including Entertainment, News, Requests, Ticket Exchange and The Wall, where browsers can exchange messages. Each department is thorough and detailed. Among other sites is a listening room with a large selection of music to listen to via RealAudio.

**WGST-AM-FM Atlanta—www.wgst.com**

The first thing that appears on the home page for this Atlanta radio station is the three-day weather forecast. Below that is a creative graphic of a car radio with each button representing a different link from the site, including traffic, Comedy Corner, a program schedule and What's New. And for almost every Southern sports fan, there is a NASCAR link.

**WRLT-FM Nashville—www.wrlt.com**

Radio Lightning, as the station likes to refer to itself, offers links to its favorite news sites such as CNN, USA Today and MSNBC, as well as links offering Nashville City information for out-of-town site visitors and the area's time, temperature and weather. If you want to know more about radio, its More Power link gives a history of the radio station and an explanation of how FM radio works.

**KLBJ-FM Austin, Tex.—www.lbj.com/fm/index.html**

This site contains mainly sections devoted to the station's various shows such as the Local Licks link, which centers on a show featuring Austin-area artists. Local concert information is provided through its own search engine. The site also gets high-tech with its CU-SeeME capabilities, which allow listeners to view the studio and chat with DJs 24 hours a day.
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**Where Things Stand**—an updated listing of legislation and regulations pertaining to the telecommunications industries.

Other features include a glossary of industry terms and information on the staff of BROADCASTING & CABLE. Months of back issues can be retrieved on the site and the library will continue to build week after week.

Next time you’re surfing the net, drop by www.broadcastingcable.com, your link to the information superhighway.

www.americanradiohistory.com
At first glance, this site doesn't look as though it contains much information, but it does have much to offer through two of its main links, What's New and What's On. There's Tech Talk for Dummies, for those who are adjusting to online lingo, and Take Part, which encourages community volunteering. The site is updated regularly with new graphics and pictures.

It's easy to get tangled in this site's Web. In addition to links to artists, events, concerts and news, there's a page that lists job openings at the station and a DJ Lounge with pictures of, and interviews with, each of the station's DJs. And if you're looking for a mate, the station will set you up through its Desperate and Dateless link.

This informative news radio link leads off with Top Stories, followed by news, sports and weather. Boot Camp provides computer and technology news, and Lifestyle features daily reports on travel, dining, food and wine. The user may address questions, via e-mail, to New York City Mayor Rudolph Giuliani, New York Governor George Pataki and New Jersey Governor Christine Todd Whitman.

The main area of this sports radio station site is a sports discussion forum where browsers can "vent" opinions. The forums are divided by topic. The site also features links for news, sports, jobs and other entertaining sites. The browser can register with the site to receive e-mail each time the page is updated.

The John and Dave morning show site is updated every day with the team's silly antics, such as a montage of photos showing a contestant drinking as many coffee creamers as possible in one minute. There are pages for weather, news, sports and concerts, as well as a section boasting about the ratings for the show. A downloadable screen saver is available as well.
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PC-TV: threat or promise?

By Cynthia Littleton

A slew of new consumer electronics products set to hit retail stores this fall is designed to bring about the long-promised convergence of the PC and TV.

The threat of increased competition for ad dollars and eyeballs concerns some broadcasters, while others see the online revolution as the next generation of broadcasting.

The PC-TVs and $300-$400 set-top boxes due to arrive on store shelves during the next few months are designed to turn the TV screen into a monitor for Internet browsing with a wireless remote and a wireless keyboard.

"People will be checking their e-mail during the commercial breaks in Friends," says Jim Moloshok, senior vice president of Warner Bros. Online. "It's going to bring the Internet to a population that can't afford computers."

The Electronic Industries Association optimistically predicts that PC-TVs—such as the $3,000-$4,800 big-screen models from South Dakota-based Gateway 2000—will penetrate the marketplace faster than did compact discs and VCRs, reaching 17% of consumers over the next five years.

"What we're really trying to do [on the Internet] is get our customers to spend more time with us," says Phil Pikelny, new business development manager for CBS affiliate KLAS(TV) Las Vegas, one of the first stations to launch a Website, in late 1994.

"If we can get viewers to log on to our traffic report before they leave work, and if we can offer buyers a packaged, multimedia advertising platform, then we're definitely using the Internet for the right purpose," Pikelny says.

Sinclair Broadcast Group is taking a different approach with its Supercast PC data service, which feeds a customized package of Websites into viewers' home computers via a signal embedded in the vertical blanking interval. Silver King Communications is understood to be developing a transactional online component tied to the relaunch next year of a dozen major-market UHF stations that now carry HSN.
CBS might drop Saturday cartoons

But network insists it will honor kids' programing commitment

By Steve McClellan

Increasing competition and costs of animation programing, as well as declining ratings and profits, have CBS seriously considering getting out of the Saturday morning animation business.

Sources say that no decision has been made, but a number of scenarios are being explored—including scrapping all or most of the Saturday animation lineup in favor of a mix of live-action children's educational programing, news and sports.

The network declined to comment on its ongoing re-evaluation of Saturday mornings, but sources stressed that regardless of whether the daypart is reformatted, CBS will honor its commitment to three weekly hours of children's educational programing. A recent development deal with Children's Television Workshop is designed to help fulfill that commitment.

It's also possible that CBS will keep the same basic Saturday morning formula. Sources say some executives are pressing the network to stay with it, arguing that with the right shows—and some aggressive cross-promotion—the kids daypart can be lucrative. One idea being explored, well-placed sources say, is the possibility of CBS's Eyemark Entertainment unit acquiring a syndicator that specializes in children's programs.

That could give CBS a daily platform to cross-promote Saturday morning children's programs, as ABC and co-owned Buena Vista now do. Disney-produced Gargoyles, for example, airs on ABC on Saturdays and daily in Buena Vista's Disney Afternoon animation block. Fox similarly cross-promotes its Saturday morning and weekday afternoon cartoon blocks.

Meanwhile, CBS News President Andrew Heyward confirmed last week that the news division has made a presentation to the network about a news program for children for Saturday mornings. No decision yet, he said, although he expects one in about a month.

CBS's Saturday kids lineup has suffered ratings and revenue drops in the past couple of years. CBS sold about $45 million in advertising in the kids upfront market earlier this year, roughly 10% off the previous year's mark. New competition, from sources such as The WB, has taken its toll. The WB's kids advertising just about doubled this year, to $43 million.

At the same time, animation costs continue to climb. The cost of a high-quality animated half-hour episode may run $400,000, according to one producer. Five years ago, the producer said, the high-end for a half-hour episode was closer to $300,000.

Live-action half-hours can be done for less. Sources say—perhaps for as little as $250,000 per half-hour. Thus, CBS mulls its options. "There's a lot of discussion, but no answers yet," says a CBS insider. "We think we have at least a couple of really good kids shows, but there is a debate about the best way to showcase them."

Big Four neck-and-neck in fifth

Baseball and presidential politics kept the Big Four networks within 2 share points of each other during week five of the 1996-97 season.

ABC still claimed the lion's share of the audience with its 10.5 Nielsen rating/share in households, but second place saw a new winner. ABC finished the week of Oct. 14-21 with a 9.7/16 in total households, thanks to wins on Monday, Tuesday and Friday. ABC also remains number two in the adults 18-49 demo.

Prime time baseball telecasts combined with strong showings for The X-Files and Sliders propelled Fox to its highest weekly household rating ever, with a 9.6/16—number three in total households behind ABC and number one in all key male demographics.

For the third week in a row, X-Files ruled the 9-10 p.m. time period on Friday, not to mention nabbing all of the key adult demographics and households. Baseball also was very, very good to Fox, helping it to win Wednesday (11.6/19) and Sunday (14.1/23).

CBS won yet another Saturday, but saw its ranking drop to fourth during week five, with a 9.4/16. Cosby (12.4/20) and Pearl (11.1/17) on Monday and The Nanny (9.9/17) on Wednesday continued to overshadow the competition; Early Edition (10.4/19) continued as the highest-rated new show this season in households.

UPN and The WB tied the week, with a 3.1/5.

—LR
MCA: More music, fewer movies
Bronfman says studio is focusing on music division; says TV ads won’t stop

By Price Colman

The Seagram Co. intends to rock the U.S. music market but will narrow its focus on filmed entertainment, president Edgar Bronfman Jr. told analysts at Bear Stearns’ 10th Annual Media & Communications Conference in Phoenix last week.

Bronfman also said the company has no plans to stop advertising its products on TV.

The music division of Seagram subsidiary MCA Inc. will have six albums in the Top 15 this week, Bronfman said, and the division itself will move up the charts from third place to second in U.S. music markets.

Bronfman also predicted that the division’s record arm will increase its market share, now about 8% of the domestic market, by 50%-100% by the end of 1997.

“Where MCA is invested is in the domestic music market,” he said. “We made the decision when we bought into the company that music would be a major focus. Most of the people from Time Warner’s domestic music business are now running MCA’s music division.”

As to Seagram’s approximately 10% interest in Time Warner, Bronfman characterized Seagram as a “seller” under the right circumstances.

“We would like to see Time Warner stock higher than it is,” he said. “I suspect there are a number of people in this room who share that view. I think Time Warner management understands that in a way they never have before.”

Meanwhile, Seagram has repurchased about 7.5 million shares of its stock over the past few months in an effort to increase shareholder value, Bronfman said.

Earlier, MCA Chairman and President Frank Biondi said that MCA intends to take capital from its filmed entertainment division and use it to help grow the music and amusement arms.

“We have said we will produce fewer movies,” Bronfman reiterated. “Others have said they will produce fewer movies. I think that will take some of the air out of inflated [movie production] costs.”

In addition to making fewer movies, MCA plans to spread costs among additional investors and focus on more “event-type” movies, such as the “Jurassic Park” sequel, “The Lost World,” due in theaters next year.

Bronfman acknowledged that such movies entail greater risks, in part because their higher production, marketing and promotions budgets mean it takes longer to recoup investment. The flip side, he said, is higher rewards.

While Bronfman characterized the music business as a global business, he said that as popular as U.S.-produced films are around the world, they’re still an export and not a global business. He said MCA intends to make the U.S. film business a global industry.

Biondi told analysts that theme parks are MCA’s number-two priority and that the company has as much as $5 billion—including equity and debt financing—“in the pipeline” for parks in Orlando, Fla., and Osaka, Japan.

In an apparent effort to counter perceptions that Seagram-MCA missed a prime chance to edge out Westinghouse in acquiring CBS, Bronfman quoted investing guru Warren Buffett: “Beware of companies with a strategy. They often spend too much pursuing it.”

He acknowledged that television distribution for products from MCA’s filmed entertainment division “is a good thing for a reasonable price.” But he added that MCA’s TV entertainment division now makes about $50 million a year, and “I don’t think it makes sense to spend $5 billion, $6 billion, $7 billion to protect $50 million.”

Seagram has no plans to discontinue advertising “spirit products”—read liquor—on television, Bronfman said, adding that Seagram has advocated responsibility and restraint regarding liquor since the 1920s.

Merv on the move
MGE developing detective drama and animal show

By Cynthia Littleton

Merv Griffin Entertainment is gearing up for a big push on the TV side next year with a development slate that includes a new detective drama from the creators of Columbo and an animal show hosted by Betty White.

Also in the works are two ABC specials and a Jackie Mason special for PBS and the BBC. MGE is about to begin production on a half-dozen TV projects, two feature films and live entertainment events.

Griffin, the 70s talk-TV fixture who went on to hit the jackpot by developing Wheel of Fortune and Jeopardy!, formed MGE last fall with his longtime friend and producer, Ernie Chambers. Last week, the company increased its staff to nine by adding two vice presidents to oversee programming and creative affairs.

Roger Lefkon formerly was president of entertainment at DIC and an executive with LBS Communications. Peter R. Marino most recently served as executive vice president, programing, for Twentieth Television.

Griffin says MGE’s new team is ready to build “the diversified entertainment company I have always dreamed of.”

MGE’s drama series are being shopped to syndication and cable. Network TV production is too risky for a small, independent production firm that can’t afford to deficit-finance a minimum six hours with no assurance of securing a full-season order, Chambers says.

The new series from Columbo masterminds William Link and William Levenson is based on a real-life married couple who work in law enforcement in Boston. The other drama is an action hour, Legend of Excalibur, from Tom Blomquist, a former producer on CBS’s Walker, Texas Ranger.

The Betty White show is like “Entertainment Tonight for animals,” says Chambers. White will visit acting animals on movie and TV sets and the pets of celebrities.

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IRTS Newsmaker Luncheon celebrates 53rd year

This year’s International Radio & Television Society Foundation Newsmaker Luncheon was held at New York’s Waldorf-Astoria Hotel on Oct. 18. The luncheons date from 1943 and always feature the FCC chairman. This year’s guests (l-r):

**Front row:** Tom Burchill, Petry Media Corp.; Raif D’Amico, CBS Radio Representatives; Ralph Guild, Interrep Radio Store; Tom Olson, Katz Media Group; Don Robinson, Seitel; Peter Ryan, Righter & Parsons; Kay Koplovitz, USA Networks; Steven Brill, Court TV; Judith McHale, Discovery Communications; Ward Quaal, The Ward L. Quaal Co.; Gerry Byrne, Variety.

**Second row:** Tom Rogers, NBC; Al Sikes, Hearst Corp.; Bob Iger, ABC; Peggy Conlon, BROADCASTING & CABLE; Peter Lund, CBS; Reed Hundt, FCC chairman; Steve Weiswasser, Amecast; Bill Blackwell, Jefferson-Pilot; Don Cornwell, Granite Broadcasting Corp.; Mel Karmazin, Infinity Broadcasting Corp./Westwood One; Bob Sillerman, SFX Broadcasting/Sillerman Cos.; Frank Osborn, Osborn Communications; Ron Davenport, Urban Radio Networks.

**Third row:** Edward Bleier, Warner Bros.; Maurie Webster, Center for Radio Information; Jim Greenwald, Katz Media Group; Betty Hudson, Reader's Digest Association; Jim Rosenfield, Veronis Suhler & Associates; Jerry Feniger, Station Representatives Association; Ave Butensky, Television Bureau of Advertising; David Bartlett, Radio-Television News Directors Association; Sandy Josephson, New York Market Radio Broadcasters Association; Lynne Grasz, BDA International.

NATPE ready to break bank in Vegas

*Expects record turnout despite merger-induced farewell to some old friends*

By Cynthia Littleton

By the trade show gauge, television is a growing business. Exhibitions space for syndication’s annual program bazaar in January is expected to cover more than 400,000 square feet, topping the record set by last year’s conference in Las Vegas. NATPE President Bruce Johansen said last week.

Highlights of the four-day (Jan. 13-16) sales marathon in New Orleans will include a Q&A with Ted Turner and an entertainment industry forecast for 1997 from leading Wall Street analysts.

Media mergers have cost NATPE a few high-profile members, such as News Corp.’s newly acquired New World/Genesis Distribution. MGM has opted out of the convention this time around to pursue a different sales strategy. But most other members are on the grow, with notable year-to-year increases in floor space reserved by independents Carsey-Werner Co. and All American Television.

Growth is also being fueled by newcomers to the NATPE tent—international buyers, new media firms and advertising agencies. European companies are leading the charge in the international pavilion, but first-time exhibitors this year also include the Egyptian Radio & TV Union and Television Azteca. Overall, exhibition space reserved by international companies is running 20% ahead of the same period last year.

New themed pavilions for sports programming and the New York Festival programing awards have been added to the existing lineup of international, new media, cable, independent productions, locations and animation pavilions.

For the first time, NATPE is renting hotel suites to companies that want to conduct business at NATPE without mounting an open exhibit. The list includes DreamWorks Television, which is preparing to launch its first strip, the offbeat game show *Majority Rules*.

Johansen announced the list of heavy-hitters for an expanded program of panel sessions and workshops during the conference, but organizers have yet to settle on a moderator for the Q&A bout with Turner.

"We’re trying to find someone who doesn’t work for him," he quipped.
**Must see, Latino style**

NBC has nine of top 21 shows among Hispanic households, Fox second

By Lynette Rice

Must See TV appears to be must-see in Latino households as well. The fourth annual Report on Latino Viewing of Network TV by BBDO New York shows that NBC carried nine of Latino households' top 21 shows, followed by seven on Fox and five on ABC.

CBS, for the second year in a row, saw none of its shows crack the top 20 among Latino viewers.

Among the shows with great crossover appeal to Latinos: Friends, Caroline in the City, Single Guy, Roseanne and Home Improvement.

"I can only speculate as to why there is such a significant increase in crossover programs and NBC's domination of the Latino top 20," says Doug Allgood, BBDO senior vice president and author of the study. "The shows that have been added to the list since last year are all part of NBC's 'Must See TV' Thursday night lineup. So I can't help but think that it's the enormous popularity of those shows that may be affecting the Latino viewer's selection."

The survey—based on Nielsen Hispanic Television Index ratings for November 1995 and February and March 1996 plus a special tabulation of the Nielsen Television Index based on the same months—showed 10 crossover programs, compared with the previous year's four.

Shows with Latino stars remain popular with Latino households but don't insure a spot in the top 20, the survey revealed. NYPD Blue, which stars Jimmy Smits, ranked only 25th, while Chicago Hope with Hector Elizondo ranked 63rd. The John Larroquette Show with Liz Torres was 72nd.

Latinos 12-17 follow shows like New York Undercover, Living Single and Hangin' with Mr. Cooper, while Latinos 18-24, 18-34 and 18-49 are more likely to tune in Beverly Hills, 90210 and Melrose Place, the survey said. Touched by an Angel and Walker, Texas Ranger appeal to Latinos 50-plus.

"It may not be much of a surprise if we see a similar increase in crossover programs in the next Report on Black TV Viewing," Allgood says. "However, that may also be the result of tuning in to see what all the fuss is about."

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**NSS POCKETPIECE**

(N Nielsen's top ranked syndicated shows for the week ending Oct. 13. Numbers represent average audiences/stations % coverage.)

1. Wheel of Fortune 10.2/2-5.94
2. Home Improvement 8.7/22/96
4. Oprah Winfrey Show 7.7/21/96
5. Seinfeld 7.3/21/96
6. Entertainment Tonight 6.0/17/93
7. Hercules, Journeys of 5.8/21/97
9. Simpsons 5.4/20/94
10. Xena: Warrior Princess 5.3/21/96
11. Home Improvement—wknd 5.1/20/96
12. NFL on TNT '96 5.0/2/72
13. inside Edition 4.9/11/93
14. Live with Regis & Kathie Lee 4.2/21/93
15. Baywatch 4.2/21/93
16. Mad About You 4.2/21/93
17. Montel Williams Show 4.2/21/94

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**Talk togetherness**

Just call it the sisterhood of talk show hosts: Rosie O'Donnell has pledged to be one of the first guests on Naomi Judd's upcoming daytime talk show from Rysters Entertainment. During an appearance on O'Donnell's show last week, Judd joked that she may be forced to take drastic measures to prevent her show from being scheduled against O'Donnell or another friend, Oprah Winfrey. "I hate competition," the former country music star said. "They can't put us all in the same time slot or I'll have to bomb the stations."

**Taking wraps off ‘Mummies’**

Mummies, a new animated offering from DIC Entertainment and movie producer Ivan Reitman, has been cleared by Cluster Television for launch next fall in more than 88% of the country. The strip chronicles the adventures of five Egyptian mummies who come back to life as crime-fighters in modern-day San Francisco. Cluster is offering the series on a straight barter basis (2 1/2 minutes national, 3 1/2 minutes local in the second and fourth quarters, 3 minutes national and 3 local in the first and third quarters), DIC and Reitman's Northern Lights Entertainment will produce 52 half-hour episodes of the action/comedy/adventure series. Toy giant Hasbro is planning a major line of new products tied to Mummies.

**‘Bananas’ in Penney's PJs**

B1 and B2 are going out mail-storming. The banana-shaped stars of Sachs Family Entertainment's five-action children's series Bananas in Pajamas are taking a live musical revue on the road to JCPenney stores across the country. The tour also includes a sweepstakes promotion underwritten by United Airlines.

**Short subjects**

Disney's FCC-friendly children's weekly Sing Me a Story with Belle will showcase more than a dozen classic Disney short subjects this season. Among the highlights is the rarely seen 1938 animated adaptation of the Eugene Field poem "Wynken, Blynken and Nod," plus Mickey Mouse and Silly Symphonies cartoons from the early 1930s.

**Herculean contest**

MCA is mounting a monstrous interactive November sweeps promotion for Hercules: The Legendary Journeys that also encourages fans to check out the show's World Wide Web site. From Oct. 14 through Nov. 4, the closing credits of the campy action-hour give viewers a secret password with which to enter a sweepstakes through the Internet or regular mail. The grand-prize winner wins a trip to Hollywood to be "digitized" by the special-effects wizards at Universal Studios, a year of supply of M&Ms and home videos of vintage Universal horror flicks from the 1930s and '40s.—CL
CBS gets Grammys

CBS has signed a new five-year agreement with the National Academy of Recording Arts & Sciences to keep the annual Grammy Awards on the network through 2002. Ellen DeGeneres will host the 39th annual awards on Feb. 26 at Madison Square Garden, the first time the ceremony has been held there. Spoofing the publicity that her ABC show, Ellen, has generated lately, DeGeneres said, "I am very proud to announce I will be coming out to New York to host the Grammys."

'Cybill' assemblage

Although the stage at the Oct. 19 television festival in Los Angeles wasn't nearly as full as the program promised, the cast and crew of CBS's Cybill gave no hint of personnel troubles on the show. Among those missing from the stage were Christine Baranski, who was at home in New York, and Howard Gould, who recently became the third executive producer in two years to leave the show. Gould and co-executive producer Russ Woody reportedly left over creative differences with star Cybill Shepherd. Producer Marcy Carsey told the packed house that "We love Cybil... She's forthright, sane, stable... Cybill is Cybil." Shepherd, who said she doesn't miss working with Bruce Willis, added that she "learned a lot on Moonlighting. I'm calmer now." When one of the actors referred to Gould, Shepherd said: "Howard who?"

Nielsen adds metered markets

Nielsen Media Research will start metered service in five new markets during the next nine months, including 34th-ranked Columbus, Ohio, where meters were turned on Oct. 1. In November, the meters will be turned on in 36th-ranked Salt Lake City, while 41st-ranked New Orleans will become metered effective January 1997. Memphis (42) and Nashville (33) will follow in May and July, respectively. The five additional markets will bring the total of locally metered Nielsen Station Index markets to 38, covering 59% of U.S. TV households. Nielsen said the first clients signing on in Nashville were WZTV-TV (FOX), WUXP-TV (UPN), and WNAB-TV (WB).

'Ink' makes mark

The premiere of CBS's much-anticipated Ink managed to make its mark despite heavy competition from the World Series on the East Coast and ABC Monday Night Football on the West—not to mention an 11th-hour threat of preemption in Los Angeles because of massive coastal wildfires. The DreamWorks comedy marking the return of Ted Danson to prime time garnered an 11.9 Nielsen rating/18 share in households, building on Cosby's 11.1/17. Overall, CBS earned a 12.1/19 for the night, giving it a second-place finish behind Fox's World Series-driven 15.2/24. ABC came in third on Monday, with a 10.0/16; NBC finished fourth, with a 9.7/15.

Series shifts

Melrose Place and the special When Disasters Strike, which were preempted Oct. 21 for game two of the World Series on Fox, will air on Oct. 28. Melrose also will air for two hours on Nov. 11. Other changes prompted by the World Series include moving Wow! The Most Awesome Acts on Earth II from Oct. 28 to Nov. 25. TV's All-Time Funniest Holidays, previously announced for Nov. 25, will be rescheduled. The schedule for Nov. 18 remains as previously announced, with Melrose leading the night at 8, followed by Close Call: Cheating Death at 9.

Life with 'Father'

ABC has added "Father of the Bride" to its November sweeps lineup. The motion picture with Steve Martin and Kimberly Williams, who also stars in the network's Saturday night drama Relativity, will air Nov. 9.

SpyGaze development

SpyGaze Pictures has announced its movie projects in development for CBS and ABC: Sigh Unseen (CBS), starring Marilu Henner, about a psychic who sees a series of murders; After All These Years (CBS), about two high-school sweethearts who reunite after 40 years; A Stolen Life (ABC), about a 20-year-old woman who learns that she was baby-snatched by her mother and, in a similar vein, The Bridget Schaeffer Story, about a nurse who kidnaps a baby from a hospital.

Kids shuffle

The WB has made some changes to its Kids' WB! lineup on Saturday. The new strategy, billed as Big Kids Go First...On Kids' WB!, includes moving shows Freakazoid and Earthworm Jim to 8 and 8:30 a.m., respectively, to bring in older viewers, while Superman and Road Rovers air at 9 and 9:30. The changes were set to coincide with the debut of Waynehead, from executive producer Damon Wayans, at 10 a.m. Oct. 19. "With our new schedule, instead of every network in the kids business competing for exactly the same audience at exactly the same time, our 'Big Kids Go First' strategy will, we [think], bring more kids to the set at the start of the Saturday morning schedule," said Jamie Killinger, CEO of The WB. After Waynehead, the schedule is as follows: Pinky and the Brain, 10:30; Steven Spielberg Presents Animaniacs, 11, and The Sylvester and Tweety Mysteries, 11:30.
# People's Choice Ratings According to Nielsen

**Oct. 14-20**

<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Show Name</th>
<th>Rating</th>
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<tbody>
<tr>
<td>8:00</td>
<td>abc</td>
<td>Dangerous Minds</td>
<td>7.0/11</td>
<td></td>
</tr>
<tr>
<td>8:30</td>
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<td>Mr. Belvedere</td>
<td>7.7/11</td>
<td></td>
</tr>
<tr>
<td>9:00</td>
<td>NBC</td>
<td>Medical Detectives</td>
<td>9.1/15</td>
<td></td>
</tr>
<tr>
<td>9:30</td>
<td>NBC</td>
<td>The Carol Burnett Show</td>
<td>9.0/15</td>
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<td>10:00</td>
<td>NBC</td>
<td>The Golden Girls</td>
<td>9.3/15</td>
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<tr>
<td>10:30</td>
<td>NBC</td>
<td>The Cosby Show</td>
<td>10.1/15</td>
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<tr>
<td>11:00</td>
<td>NBC</td>
<td>The A-Team</td>
<td>9.0/15</td>
<td></td>
</tr>
<tr>
<td>11:30</td>
<td>NBC</td>
<td>The Dukes of Hazzard</td>
<td>8.8/15</td>
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**Monday**

<table>
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<tr>
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<tr>
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<td>11.3/19</td>
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<tr>
<td>8:30</td>
<td>abc</td>
<td>Life's Work</td>
<td>10.6/17</td>
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</tr>
<tr>
<td>9:00</td>
<td>abc</td>
<td>Home Improvement</td>
<td>15.6/25</td>
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<tr>
<td>9:30</td>
<td>abc</td>
<td>Spin City</td>
<td>13.8/22</td>
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<td>Home Improvement</td>
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**Tuesday**

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<tbody>
<tr>
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<td>15.2/24</td>
<td>Almost Perfect</td>
<td>8.6/14</td>
<td></td>
</tr>
<tr>
<td>8:30</td>
<td>15.2/24</td>
<td>Ross Perot</td>
<td>3.9/6</td>
<td></td>
</tr>
<tr>
<td>9:00</td>
<td>15.2/24</td>
<td>The Apprentice</td>
<td>5.8/13</td>
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</tr>
<tr>
<td>9:30</td>
<td>15.2/24</td>
<td>The Apprentice</td>
<td>5.8/13</td>
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<tr>
<td>10:00</td>
<td>15.2/24</td>
<td>The Apprentice</td>
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<td>15.2/24</td>
<td>The Apprentice</td>
<td>5.8/13</td>
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**Wednesday**

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<tbody>
<tr>
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<td>CBS</td>
<td>The Nanny</td>
<td>9.9/17</td>
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<tr>
<td>8:30</td>
<td>CBS</td>
<td>Wings</td>
<td>6.1/10</td>
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<tr>
<td>9:00</td>
<td>CBS</td>
<td>Almost Perfect</td>
<td>8.6/14</td>
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<td>10:00</td>
<td>CBS</td>
<td>Presidential Debate</td>
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**Thursday**

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<tr>
<td>8:00</td>
<td>5.8/9</td>
<td>Diagnosis Murder</td>
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<tr>
<td>8:30</td>
<td>5.8/9</td>
<td>Friends</td>
<td>16.1/26</td>
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<tr>
<td>9:00</td>
<td>5.8/9</td>
<td>The Single Guy</td>
<td>14.8/23</td>
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<tr>
<td>9:30</td>
<td>5.8/9</td>
<td>Seinfeld</td>
<td>10.3/17</td>
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<tr>
<td>10:00</td>
<td>5.8/9</td>
<td>Suddenly Susan</td>
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**Friday**

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<tr>
<td>8:00</td>
<td>10.0/18</td>
<td>Dave's World</td>
<td>7.6/15</td>
<td></td>
</tr>
<tr>
<td>8:30</td>
<td>10.0/18</td>
<td>Unsolved Mysteries</td>
<td>7.6/14</td>
<td></td>
</tr>
<tr>
<td>9:00</td>
<td>10.0/18</td>
<td>Ev Loves Raymd</td>
<td>6.3/12</td>
<td></td>
</tr>
<tr>
<td>9:30</td>
<td>10.0/18</td>
<td>Mr. &amp; Mrs. Smith</td>
<td>6.1/11</td>
<td></td>
</tr>
<tr>
<td>10:00</td>
<td>10.0/18</td>
<td>DateLine NBC</td>
<td>10.3/18</td>
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<tr>
<td>10:30</td>
<td>10.0/18</td>
<td>The X-Files</td>
<td>11.3/20</td>
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**Saturday**

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<tbody>
<tr>
<td>8:00</td>
<td>5.7/11</td>
<td>Dr. Quinn, Medicine Woman</td>
<td>9.8/15</td>
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<tr>
<td>8:30</td>
<td>5.7/11</td>
<td>Dark Skies</td>
<td>5.7/11</td>
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</tr>
<tr>
<td>9:00</td>
<td>5.7/11</td>
<td>Early Edition</td>
<td>10.4/19</td>
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<td>9:30</td>
<td>5.7/11</td>
<td>The Pretender</td>
<td>7.5/14</td>
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<td>10:00</td>
<td>5.7/11</td>
<td>Walker, Texas Ranger</td>
<td>11.8/22</td>
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<tr>
<td>10:30</td>
<td>5.7/11</td>
<td>Profiler</td>
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**Sunday**

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<tr>
<td>7:00</td>
<td>8.8/16</td>
<td>NFL Game 2</td>
<td>16.0/30</td>
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<tr>
<td>7:30</td>
<td>8.8/16</td>
<td>Dateline NBC</td>
<td>7.4/12</td>
<td></td>
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<tr>
<td>8:00</td>
<td>8.8/16</td>
<td>Boston Common</td>
<td>9.2/15</td>
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<tr>
<td>8:30</td>
<td>8.8/16</td>
<td>World Series Game 1 vs. Atlanta Braves</td>
<td>15.7/25</td>
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**Weekend Ratings**

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<tr>
<td>9:00</td>
<td>9.7/16</td>
<td>Roseanne</td>
<td>10.5/18</td>
<td></td>
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<tr>
<td>10:00</td>
<td>9.7/16</td>
<td>NFL Game 2</td>
<td>16.0/30</td>
<td></td>
</tr>
<tr>
<td>11:00</td>
<td>9.7/16</td>
<td>Dateline NBC</td>
<td>7.4/12</td>
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<tr>
<td>12:00</td>
<td>9.7/16</td>
<td>Boston Common</td>
<td>9.2/15</td>
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**Week Average**

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<tr>
<td>abc</td>
<td>9.7/16</td>
<td></td>
</tr>
<tr>
<td>CBS</td>
<td>9.4/16</td>
<td></td>
</tr>
<tr>
<td>NBC</td>
<td>9.1/19</td>
<td></td>
</tr>
<tr>
<td>Fox</td>
<td>9.6/16</td>
<td></td>
</tr>
<tr>
<td>CW</td>
<td>9.1/16</td>
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**Source**

Broadcasting & Cable, October 28, 1996
It's no Secret: Private companies fold in face of deregulation

Station group couldn't grow, so it had to go

By Elizabeth A. Rathbun

The beginning of the end of Secret Communications LP came in July 1995, when Evergreen Media Corp. outbid Secret for Pyramid Communications Inc.'s 12 radio stations.

Looking back, that was Secret's last chance to buy another company that would equip it to survive radio's consolidation wars, Secret President Frank E. Wood says.

The end came on Oct. 21, when Secret publicly announced the sale of its nine remaining radio stations in Pittsburgh, Cleveland and Indianapolis to SFX Broadcasting Inc. (B&C, Oct. 14). At $300 million cash, the deal (which requires FCC approval) is the sixth-largest this year involving AM and FM stations.

A look at SFX's purchase of Secret provides insight into the real world of deregulation. Group owners and radio brokers agree that the battle call of deregulation has been: Get bigger or get out. With no national ownership caps since February, relatively small, private companies such as Secret are the likeliest targets for takeover by public companies. The public companies are fueled by a money supply that is getting bigger as investors flock to radio.

With Secret, for example, SFX now owns 86 radio stations in 24 cities.

'An obvious target'

"We were an obvious target," Wood says. Secret lacked access to public dollars that would have allowed it to participate in the multimillion-dollar deals that now are standard. "We couldn't grow," Wood says. "We weren't threatened in any of our markets, but we [didn't] see ways to make bids for stations at 15 or 16 [times cash-flow multiples] — and the public companies can." SFX's price for Secret amounts to about 17 times trailing cash flow as of August.

Nor could Secret go public. That takes annual cash flow of at least $50 million, Wood says, but Secret's cash flow still is less than that.

So one by one, private radio groups such as Secret are going the way of the dinosaur. A partial list of private companies that have been swallowed by public firms includes River City Broadcasting, Commodore Media, Regent Communications, OmniAmerica Group, Noble Broadcast Group, Granum Holdings, Colfax Communications and NewCity Communications.

But don't cry for Secret, Argentina. Wood and his investors will walk away with a hefty profit on their two-year-old investment. At least one investor is said to be tallying a 50% after-tax return; Wood says he never needs to work again.

"We certainly paid for waterfront property," SFX Executive Chairman Robert F.X. Sillerman says. But in time, the deal should come in on par or even below the cost of other transactions, he says.

Although Cincinnati-based Secret

At a glance

A busy year of deal-making has culminated in the sale of all of Secret Communications LP's radio stations. The following charts the course of Secret's holdings since the beginning of 1996:

**Beginning of year:** Owns KMJ(FM) Sacramento-KSF(M) (FM) Woodland/Sacramento, Calif.; KABC(FM) and KNM (FM) Denver; WDE(M)WRX(FM) and WFBQ(FM) Indianapolis; WLB(FM) and WWMD(FM) Detroit; WYWE(FM) Cleveland, and WDE(FM) Pittsburgh; buying WWKS-FM (later WDX-FM) Beaver Falls/Pittsburgh, Pa.


Feb. 26: Acquires Sheridan Broadcasting Corp.'s WAM-FM Pittsburgh plus $10 million like-kind property in exchange for WDX Beaver Falls/Pittsburgh plus $10 million.


July 1: Buys WDS-FM and WNRQ(FM) (later WYQQ) Pittsburgh from Entertainment Communications Inc. for $20 million; as part of deal, trades rights to buy KTBZ-FM (acquired Jan. 22) to Nationwide Communications Inc.

Aug. 19: Sells WORS and WFLN-FM Philadelphia (both acquired April 29) and WLBW and WWMD Detroit to Evergreen Media Corp. for $237.75 million.

Oct. 15: Sells the last of its stations—WDE-FMWRX and WFBQ Indianapolis; WYWE-FM and WYQQ (both acquired July 1), WDE-WXDFM Pittsburgh and WTMX (AM) (formerly WWWE-WLTF(FM) Cleveland—to SFX Broadcasting Inc. for $300 million cash.

Note: Dates are when item first appeared in "Changing Hands."

Source: Broadcasting & Cable

Photos by H. Edelman Black Star
was busy making deals before its acquisition by SFX (see box), most of its activity was confined to sales and swaps aimed at consolidating its holdings in its stronghold, Pittsburgh.

But its investors wanted Secret to grow or take advantage of the record high prices, Wood says. What they did not want was to stand still. So when Evergreen and Secret met again in August, it was a different story. This time, Evergreen approached Secret about buying its major-market stations. The deal was done for $237.75 million. "Having decided [to do] that, it was likely the rest of [the stations] were going to go," Wood says. "We ran out of chips."

Several potential buyers indicated their interest in a station here or a station there. But Secret's attitude was "we do not have to sell anything...unless the money is so attractive we might as well take our gain and go home," says William J. Steding of Star Media Group Inc.

In conversations with Sillerman, it became clear that SFX would buy Secret's stations as a group for cash. Steding says. Another advantage of such a deal was that the three markets involved were new to SFX, thus avoiding antitrust complications.

Wood, Steding, Sillerman and Michael G. Ferrell, SFX acting president, met in New York to iron out the deal. "It was as easy a negotiation [as] I've ever done," Wood says. It took just three weeks to outline the deal in broad terms, and it was completed over "dinner and a bottle of Opus One" wine, Wood says.

The public announcement was no surprise. Wood had visited each of his radio stations a week earlier to tell employees that a deal was in the works. But Wood returned to the three cities on Oct. 15, the day of the announcement, to deliver the news in person. He was accompanied by Ferrell and this reporter.

Public company, blunt talk

At each meeting with station managers, Ferrell was met with polite—it pointed—silence, along with a few questions about benefits. The tension was especially high in Cleveland, where WTAM(AM)-WLF(AM) already had been dubbed "trade bait" because of its stand-alone status and roller-coaster ratings.

"Welcome to radio in the '90s," Ferrell told the managers there. He couldn't guarantee that the stations wouldn't be sold again. "Every asset in the SFX portfolio is in play," he said. "I wish I could make a promise to you, but I can't."

While extolling the benefits of being part of a large public company, Ferrell warned the local managers that they will be accountable for their economic projections. "In a public company, you share everything with the world and, most important, you build expectations," he said. Analyst reviews are especially important; they can directly affect SFX's stock price, he said.

Although Secret's stations will be part of a huge company, control will be decentralized. Six regional managers, including one in the Midwest, will be named to report to Ferrell in New York. "I don't want to layer it with levels of bureaucracy," Ferrell said. "This is not a CBS. You don't have to fit into our holes."

Secret station staffers said they nevertheless will miss Wood's casual style. He leaves a legacy: the potato cannon. This homemade device uses PVC tubing and hair spray to propel a potato (or an apple, in a pinch) faster and farther than seems possible.

Ferrell, although he loosened up as the day went on, seemed more comfortable with "corporate speak." Wood couldn't help teasing him about it: When Ferrell called a tax loss "a tax event," Wood interrupted to call it "a tax enema."

In Indianapolis, staffers were concerned about rumors that SFX would immediately sell the stations there to Emmis Broadcasting. According to general manager Chris Wheat, word was that "this was just going to be a formality, and tomorrow we would be spun off."

While Wood said he had talked about selling to Emmis Chairman Jeff Smulyan, "there isn't a chance in hell [that] Jeff could take over these stations," he said. If Emmis did, it would control 60% of the market's radio revenue, well over the Justice Department's apparent 50% cap.

Ferrell called the Indianapolis stations a "cornerstone" of Secret. In fact, SFX hopes to add to its holdings in Indianapolis and Pittsburgh, where Secret stations top the ratings, Ferrell said.

The tension still was too high for Wood, who left the room and reappeared a few minutes later with his arms full of light beer. "Lighten up!" he yelled. "This is just the radio business. This is the way it is."

And they did lighten up. Ferrell was officially sworn in when he was invited to fire the legendary potato cannon into the empty field adjoining WFBQ(FM). He did so with a broad grin.
**Proposed station trades**

<table>
<thead>
<tr>
<th>By dollar volume and number of transactions involving substantial non-station assets</th>
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<tbody>
<tr>
<td><strong>Facilities</strong></td>
</tr>
<tr>
<td>----------------</td>
</tr>
<tr>
<td>Ch. 13, 200 kw visual, 479 kw aural, ant. 699 ft.</td>
</tr>
<tr>
<td>Ch. 46, 2,938 kw visual, 294 kw aural, ant. 314 ft.</td>
</tr>
</tbody>
</table>

**Source:** Broadcasting & Cable

### Affiliation: Not on air

**WIBW(TV)** Bloomington/Indianapolis, Ind.

**Value:** $190,800 (stock exchange)

**Buyer:** Dr. David C. McCarus, Lutherville, Md.

**Seller:** David D., Frederick G., J. Duncan and Robert E. Smith (each 25% owner), Baltimore. Smiths, who also own Sinclair Broadcast Group Inc., will exchange 609 Class A shares in wibw into 609 Class B (nonvoting). Class B shares are convertible into voting stock. Sinclair owns/is buying WTTV(TV) Bloomington/Indianapolis and satellite WTRK(TV) Kokomo/Indianapolis; WTTQ(TV) (LMA with WAMF-TV) Birmingham and wbbf(TV) Tuscaloosa, Ala.; KBLA-AM Santa Monica/Los Angeles and kovr(TV) Stockton/Sacramento, Calif.; wyyz(TV) Peoria, Ill.; K4SM-AM Des Moines, Iowa; SDK-FM Lexington, Ky.; KMEZ(FM) Belle Chasse/New Orleans, La., and WLL-FM, WLMQ-FM and wsmh(AM) New Orleans; WBFF(TV) (LMA with WNJU-TV) Baltimore; WHSM(TV) Flint, Mich.; KSMOT-FM Kansas City, kdnl-TV St. Louis, wwrk(FM) Wilmore, Ky./East St. Louis and kprn(AM) St. Genevieve/St. Louis, all Mo.; WBEW(AM), WWKB(AM), WKSE-FM, WMQ(AM), WGR(AM) and WWWS(AM), all Buffalo, N.Y.; wlf(AM) (LMA with WRDC-TV) Raleigh/Durham, N.C.; wstr-TV Cincinnati and wttw(TV)* and wssy(TV) Columbus, Ohio; kccb-TV Oklahoma City; wpfg-TV (LMA with WPTT-TV) Pittsburgh and wkrr-FM, WGGY-FM, WILK(AM), WGBI(AM) and WWSh-FM all Wilkes-Barre/Scranton, Pa.; wlos(TV) and wbfb-TV, wbbcm-FM, wcpa-FM, word(AM) and wspa-FM, all

**Value:** $72 million

**Buyer:** Jacor Communications Inc., Cincinnati (Randy Michaels, CEO; Zell/Chilmark Fund LP, 70% owner); owns khts-FM San Diego and kxra-FM Tijuana, Mexico/San Diego; is acquiring ksdq(AM)-kklx-FM San Diego, ktko(AM)-kfmcl-FM Los Angeles and wdae(AM)-wsu-AM-FM Tampa (see "Big Deal" box); is selling kseg-FM and kkxo-FM Sacramento, Calif. (see item, below). For other holdings, see "Changing Hands," Oct. 21.

**Seller:** Par Broadcasting Co., San Diego (Steve Jacobs, president)

**Facilities:** kkoq: 600 khz, 5 kw; kklq-FM: 106.5 mhz, 7.4 kw, ant. 1,074 ft.; kcbw: 1170 khz, 50 kw day, 1.5 kw night; kicq: 102.1 mhz, 10 kw, ant. 980 ft.

**Brokers:** Kgbq(AM)-kgqr(AM) Omaha

**Value:** $39 million (includes Muzak franchise for Omaha and Lincoln, Neb.)

**Buyer:** Triad Broadcasting Co., San Diego (Norman Feuer, president/26.52% owner; Robert F.X. Sillerman, backer); owns kxrr(AM) Glenwood, Iowa/Omaha and ktnp(AM) (formerly KRRX) Bennington/Omaha; kklq-FM Haysville/Wichita, kfh(AM), kcmd(AM) and kcbf(AM) Wichita, both Kan., and kzkx(AM) Seward/Lincoln and ktkl(AM) Beatrice/Lincoln; is buying wksj(AM) Pritchard and wmyc-FM Mobile, Ala.; kmvk(AM) Benton/Little Rock and ksn(AM) (FM) Little Rock, Ark.; kvon(AM)-kspz-
This advertisement is neither an offer to sell nor a solicitation of an offer to buy any of these securities. The offering is made only by the Prospectus.

October 22, 1996

9,000,000 Shares

EVERGREEN MEDIA CORPORATION

Class A Common Stock

Price $30.625 Per Share

Copies of the Prospectus may be obtained from the undersigned as may legally offer these securities in compliance with the securities laws of the respective states.

ALEX. BROWN & SONS
INCORPORATED

CS FIRST BOSTON

DONALDSON, LUFKIN & JENRETTE
SECURITIES CORPORATION

MORGAN STANLEY & CO.
INCORPORATED

SMITH BARNEY INC.

UBS SECURITIES
FM and KTWK(AM) Colorado Springs and KVJJ-FM Pueblo/Colorado Springs, Colo.; KZSN(AM) Wichita—KZSN-FM Hutchinson/Wichita; KBZ(AM) and KNKB(AM) Lincoln; KEEY-FM Cheney/Spokane, KEY(AM), KUDY(AM)-KZKZ (FM), KAOQ(AM)-KSC(AM) and KNFR(AM) Spokane and KCR(AM)-KBEY(AM)—KBSZ-FM (FM) Richland and KALE(AM)-KOK (FM) Richland, Wash.; has option to buy KEVN (FM) Wichita; has JSAs with KNUY(FM) and KDCA(FM) Spokane

Seller: American Radio Systems Corp., Boston (Steven B. Dodge, president); owns or is buying KKKJ(FM), KMUJ(AM)-KSKS(FM), KNAX-FM, KRBT-FM, KQCO-AM-FM Fresno, KKSJ(AM)-KBBY (FM), KSJO(FM) and KUFX(FM) San Jose/ San Francisco and KRK-FM, KHTK(AM)-KNCI(FM), KXOA(AM), KOPT(AM), KCTC(FM)-KYMX(FM), KSJS-FM and KMJJ(AM)-KSFM (FM) Sacramento, all Calif.; wznk(FM), WRTC-FM, WTCI-AM-FM Hartford, Conn.; WRK-FM, WGGR(AM), WBDZ(AM), WEAT-AM, WMN-FM, WOL-FM and WWPZ-FM West Palm Beach, Fla.; WWMM(FM), WOC(AM), WBMD(AM)-WORS-FM and WGBR(AM), all Baltimore; WRKO(AM)-WBMX(AM), WEI(AM), WEGO-FM, WWTM(AM)-WAF (FM) Boston; KQEO-AM-FM (Kan.) and KKKF-FM (Mo.) Kansas City; KFN(AM)-KEZK-FM, KSAM-FM and KYKY(FM) St. Louis;

The following station-sale application, previously reported in BROADCASTING & CABLE, was made public last week by the FCC:

■ Exchange of Jacor Communications Inc.'s WTSW-TV St. Petersburg/Tampa, Fla., for Gannett Co. Inc.'s KIUS(AM)-KFM(AM) Los Angeles, and KDJO(AM)-KCLX-FM San Diego and WDAE(AM)-WSUA-FM Tampa. Value to be determined.

Broadcasting

Big deal

Citadel Communications has acquired

KRZY-AM/KRST-FM

Albuquerque, New Mexico

KOLT-FM

Santa Fe, New Mexico

from Crescnet Communications for

$23,000,000

The undersigned acted as broker in this transaction and assisted in the negotiations.

CITADEL COMMUNICATIONS

has acquired

KRZY-AM/KRST-FM

Albuquerque, New Mexico

KOLT-FM

Santa Fe, New Mexico

from

CRESCNET COMMUNICATIONS

for

$23,000,000

The undersigned acted as broker in this transaction and assisted in the negotiations.

Kalil & Co., Inc.

3444 North Country Club Tucson, Arizona 85716 (520) 795-1050

October 28 1996  Broadcasting & Cable

FM, KSD-AM (AM), Baltimore; Beach, FM, WOLL-AM, WRCH-FM, WTIC-AM-FM, KYMX(FM), Seller, (FM) KNCI(FM), KXOA(AM), KOPT(FM), KCTC(AM)-KFLX-FM, KYDX(AM), KSJO(FM) K000 president); owns Corp., buy KEGX(FM) Spokane and

KXOA -FM purchases North/Spokane, Sacramento, Francisco and

KFNS(AM)-KEZK-FM, WJYS(FM), WJYR-FM, WCLA(AM)-WAFS(FM), WCFB(AM), KDBX(FM), KBBT(AM)-KUFO (FM), KKDJ(FM), KDJZ(FM), KDJZ-FM, KDJZ(AM)-KBMX(AM), KTRX(AM) and

KUPL(AM)-KLOP-FM, KKJZ(FM) Portland, Ore.; WBBZ(AM) and WZPT(FM) Pittsburgh and

WQSR-FM (under joint sales agreement) Rochester, N.Y.; WMX-FM, WTUE-FM, WONE (AM), WBST(FM) and WLSF(AM) and WJZF(AM) and (under LMA) WJZ-FM and WOOF(AM) all Dayton, Ohio; KDBX(AM), KBBT(AM)-KUFO (FM), KUPL-FM, KJJZ(AM) Portland, Ore.; WBBZ(AM) and WZPT(FM) Pittsburgh and

KOST-FM Los Angeles, KACE-FM Inglewood/Los Angeles and KTUV(TV) Oakland, Calif.; WLFC-FM and WHOT-FM Miami and WTMA(TV) Orlando and WSUN(AM)-WOC-FM St. Petersburg/Tampa and WMM-FM Tampa, Fla.; WSB-AM-FM Atlanta; WSN(AM) Valley Station/ Louisvile, WFRV-FM (formerly WJAE-FM) New Albany, Ind./Louisville and WRKA (FM) St. Matthews/Louisville, Ky.; when (AM)-WFRF(AM) (formerly when) Syracuse, N.Y.; WSOO-FM Charlotte, N.C.; WHO-AM-WHKO-FM Dayton, Ohio; WPX(AM) Pittsburgh; KFOX(TV) El Paso; is acquiring WHTO(AM), WHOO(AM) and WWO(AM) and WMMO(AM) Orlando in exchange for WCKG(AM) Elmwood Park/Chicago and WWSY-FM Aurora/Chicago; is buying W2ZK(AM)-FOF(AM) WOOF(AM) WMMO(AM) Orlando and WNS(AM) Plant City/Tampa, all Fla.; WZFW-FM La Grange/Atlanta; WBBS(FM) Fulton/Syracuse and WSYR(AM)-WYYY(AM) Syracuse, N.Y., and KCJZ(FM) Terrell Hills/San Antonio and KKKY(AM)-KKKY (FM) San Antonio, Tex.; is selling WDD(AM) Miami; has LMAs with WCN(AM) Atlanta and WUP(AM) New Orleans. Cox also owns Rysher Entertainment.

Seller: Kravis Co., Tulsa (George R. Kravis II, president); no other broadcast interests

Facilities: AM: 1050 khz, 1 kw day, 22 kw night; FM: 96.5 mhz, 96 kw, ant. 1,329 ft.

Formats: AM: adult standards; FM: hot AC

Broker: Star Media Group

KQLTV(AM)-KZQQ-FM Missoula, Mont.

Price: $3.9 million

Buyer: Fisher Broadcasting Inc., Seattle (Patrick M. Scott, president; Fisher Cos. Inc., 97% owner); owns KGRZ

KGTO(AM)-KRAV-FM Tulsa, Okla.

Price: $5.5 million

Buyer: Cox Broadcasting Inc., Atlanta (Nicholas D. Trigony, president; Robert F. Nei, executive VP—radio; Cox Enterprises Inc., owner); is buying KGTO(AM)-KRAV-FM, KRMG(AM)-KWMF(AM) and KJSR(FM) Tulsa, Okla.; KF(AM)-KOST-FM Los Angeles, KACE-FM Inglewood/Los Angeles and KTUV(TV) Oakland, Calif.; WLFC-FM and WHOT-FM Miami and WTMA(TV) Orlando and WSUN(AM)-WOCF-FM St. Petersburg/Tampa and WMM-FM Tampa, Fla.; WSBTV-AM-FM Atlanta; WSNU(AM) Valley Station/Louisville, WFRV-FM (formerly WJAE-FM) New Albany, Ind./Louisville and WRKA (FM) St. Matthews/Louisville, Ky.; when (AM)-WFRF(AM) (formerly when) Syracuse, N.Y.; WSOO-FM Charlotte, N.C.; WHO-AM-WHKO-FM Dayton, Ohio; WPX(AM) Pittsburgh; KFOX(TV) El Paso; is acquiring WHTO(AM), WHOO(AM) and WWO(AM) and WMMO(AM) Orlando in exchange for WCKG(AM) Elmwood Park/Chicago and WWSY-FM Aurora/Chicago; is buying W2ZK(AM)-FOF(AM) WOOF(AM) WMMO(AM) Orlando and WNS(AM) Plant City/Tampa, all Fla.; WZFW-FM La Grange/Atlanta; WBBS(FM) Fulton/Syracuse and WSYR(AM)-WYYY(AM) Syracuse, N.Y., and KCJZ(FM) Terrell Hills/San Antonio and KKKY(AM)-KKKY (FM) San Antonio, Tex.; is selling WDD(AM) Miami; has LMAs with WCN(AM) Atlanta and WUP(AM) New Orleans. Cox also owns Rysher Entertainment.

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Price: $3.9 million

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Broadcasting


Seller: JS Marketing & Communications Inc., Missoula (Jeff M. Smith Jr., principal); no other broadcast interests

Facilities: AM: 1340 kHz, 1 kw; FM: 101.1 mhz, 3 kw, ant. -300 ft.

Format: AM: oldies; FM: AOR

RADIO: FM

KSEG(FM) and KRQX-FM Sacramento, Calif.

Price: $45 million

Buyer: Entertainment Communications Inc., Bala Cynwyd, Pa. (Joseph M. Field, president/70.3% owner); is buying Khoa-FM Sacramento (see item, below). For other holdings, see “Changing Hands,” Oct. 21.

Seller: Jacor Communications Inc.; is buying KOGO(AM), KCBQ(AM), KIDZ-FM and KKLO-FM San Diego (see item, above)


Format: KSEG: classic rock; KRQX-FM: AOR

Broker: Kalil & Co.

WKES-FM St. Petersburg, Fla.

Price: $35.323 million

Buyer: Paxson Communications Corp., West Palm Beach, Fla. (Lowell W. “Bud” Paxson, chairman/owner); Paxson Communications Corp., West Palm Beach (Lowell W. “Bud” Paxson, chairman/owner); is selling WFTL-TV-AM Bradenton/Tampa/St. Petersburg; owns kw7r(FM) Flagstaff/Phoenix; KLXV-TV San Jose/San Francisco and KZKZ(TV) San Bernardino/Los Angeles, all Calif.; kubo(FM) Denver; wpbf-TV Tequesta/Palm Beach, WFTL(AM) Fort Lauderdale/Miami, wzn7wz(AM)-WLVE-FM and wzta(FM) Miami Beach/Miami, wzn7wz(AM), wzn7wz(AM) and wroo-FM Jacksonville, wpla(FM) Callahan/Jacksonville, wfs7wfs-AM St. Augustine/Jacksonville, wsrt(AM) Lakeland, wzn7wz(AM) Largo, wmgf(FM) Mt. Dora, wrrr(FM) Cocoa Beach/Orlando, wwnn(AM) Orlando, wne8wne-FM WFSY(FM) Panama City, wzn7wz(AM) Pine Hills, wzn7wz(AM) Pinellas Park/Tampa and whpt(FM) Sarasota, all Fla.; wtlk-TV Rome/Atlanta, Ga.; wgo9rtv(TV) Merrimack, N.H./Boston; wce7wce(TV) Mount Vernon, Ill./St. Louis; wroc(FM) Amsterdam/Albany, N.Y. and whai-FM Bridgeport, Conn./New York; wackc-TV Akron/Cleveland and wtuc(TV) Springfield/Dayton, all Ohio; wto7wto-TV Wilmington, Del./Philadelphia; wptn(AM)-WSQO(FM) Cookeville, Tenn.; KFTH-TV Conroe/ Houston, Tex.; WYVX-FM Martinsburg, W. Va., and infomall Television Network; 49% of wacc(AM) Hialeah/ Miami; is buying wnal-TV Gadsden/Birmingham, Ala.; CP for KAJW-TV Tolleson/Phoenix; kvut(TV) Little Rock, Ark.; kmvy(TV) Sacramento, Calif.; wod7wod(AM) Cloud/Minnepolis/St. Paul; wap7wap-FM Port St. Joe/ Panama City, WEBZ(FM) Mexico Beach/Panama City; WNL5(AM)-WNTF(TV) Tallahassee, WSN1(FM) Thomasville, Ga./Tallahassee and wtpf(FM) Quincy/Tallahassee; and WPVJ-FM Ponte Vedra Beach/Jacksonville, all Fla.; rklx-TV St. Cloud/Minneapolis/St. Paul; WAAP(TV) Burlington/Winston-Salem, N.C., KGLB-FM Oktumgee/Tulsa, Okla.; KNAZ-TV Oklahoma City, and whmb-FM Cookeville, Tenn.; 50% of WSJN-TV San Juan, P.R., and wost-TV Block Island/Providence, R.I.; is selling WTVS(TV) New London/Hartford, Conn.; and KMNZ-TV Oklahoma City; has LMA with WRRR(TV) Melbourne/Orlando; has TBAs with WBBI-TV Lake Worth, WCCT(TV) Miami and WTVX-TV West Palm Beach, all Fla.; wkmn-TV Athens/Atlanta; WJUE-TV Battle Creek, Mich.; wmrn(TV) Rocky Mount, N.C.; woad-TV Canton, Ohio; KOOQ-TG Odgen/Salt Lake City; KSCE(TV) Bellingham/Seattle, and WKE(TV) Kenosha/Milwaukee, Wis.

Seller: Moody Bible Institute of Chicago, Chicago (Joseph M. Stowell, president); for holdings, see “Changing Hands,” July 15

Facilities: 101.5 mhz, 100 kw, ant. 1,358 ft.

Format: Religion

KEWS(FM) (formerly KSNN) Arlington/Dallas, Texas.

Price: $32.1 million and KDFX(AM) Dallas


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The Wall Street Journal Business Brief
Broker: 1,699 ft.; Facilities: currently owned.

Seller: American Radio Systems Corp.; owns/is buying KRAK-FM, KHTK (AM)-KNCI (FM), KOAI (AM), KOPT (FM), KCTC (AM)-KYMX (FM), KSSJ-FM and KMJU (AM)-KSFM (Sacramento); is selling KFAB (AM)-KOOR (FM) Omaha (see item, above).

Facilities: 107.9 mhz, 50 kw, ant. 403 ft.

Format: Rock 'n' roll oldies

KQKS-FM Longmont/Denver, Colo.  Price: $15 million

Buyer: Jefferson-Pilot Communications Co., Greensboro, N.C. (William E. Blackwell, president; Jefferson-Pilot Corp., owner); owns KYGO-AM, KKFQ (FM) and KHTF-FM, all Denver (for other holdings, see "Changing Hands, July 22").

Seller: Western Cities Broadcasting Inc., Montecito, Calif. (Richard C. Phalen, president); no other broadcast interests.

Facilities: 104.3 mhz, 50.3 kw, ant. 1,204 ft.

Format: Rhythmic CHR

Broker: Blackburn & Co.

WBHR(FM) and WJXQ(FM) Jackson, Lansing and WWDX(FM) St. Johns/Lansing, Mich.  Price: $15 million


Seller: Regional Radio Corp., Holt, Mich. (Myron Patten, chairman); no other broadcast interests.

Facilities: WBHR: 94.1 mhz, 40 kw, ant. 551 ft.; WJXQ: 106.1 mhz, 50 kw, ant. 489 ft.; WWDX: 92.1 mhz, 6 kw, 400 ft.

Format: WBHR: country; WJXQ: AOR; WWDX: alternative modern rock

Broker: Richard A. Foreman Associates Inc.

WEMG-FM Crete, Ill.  Price: $2.5 million

Buyer: Flinn Broadcasting Corp., Memphis (George S. Flinn Jr., president/owner); owns KM2N (FM) Marion and KDFE (FM) North Little Rock, Ark.; WCC(Y) (TV) New Orleans, and W FBI (TV) and WBOO (AM) Memphis and WWZ (AM) Germantown, Tenn.; has TBA with WAVN (AM) Southhaven, Miss.

Flinn has applied to build TV stations at Tallahassee, Fla.; Kailua, Hawaii; Jackson, Miss.; Norman, Okla.; Tazewell, Tenn., and Virginia Beach, Va.; is 50% owner of company applying to build TV at Destin, Fla.; Gosnell, Ark.; Des Moines and Newton, Iowa; Minden, La.; Arcade, N.Y.; Greenville, N.C.; Provo, Utah, and Spokane, Wash. Flinn also owns 25% of CP for KDEN (TV) Longmont, Colo.; is building FMs at Maumelle, Ark., and Sun Valley, Nev.; has applied to build FMs at Selma, Ala.; Cambria, Calif.; Grenada and Tunica, Miss.; Sun Valley, Nev., and Forest Acres, S.C.

Seller: Eugene Crane, Chicago (trustee in bankruptcy of Word of Faith)

Facilities: 102.3 mhz, 3 kw, ant. 299 ft.

Format: Gospel
Consolidation a boon for programers

As groups grow larger, they are turning to networks and syndicators for proven formats

By Donna Petrozzello

The business of affiliate marketing has become easier for radio networks and program syndicators whose products increasingly are being sought by station managers looking for shows with staying power.

Cost seems to be one factor feeding the demand for syndication. For groups with large investments in new stations, syndicated and network shows that are proven money-makers seem less risky for programers eager to do nothing that will threaten their bottom line.

“Stations are depending more on programing that delivers ratings,” says Gordon Peil, senior vice president of affiliate relations for Westwood One Entertainment. “These groups have spent millions on these stations, and they have to go with talent that has established itself and will make them money.”

“The opportunities for network programing in the scheme of consolidation have increased dramatically,” says Darryl Brown, senior vice president of affiliate marketing for ABC Radio Networks.

For expanding station groups, the significance of making a profit has spilled over into the management realm. Some groups have eliminated the need for individual station managers by consolidating clusters of stations under one market or regional general manager.

David Baronfeld, manager of KHOU (AM) and KBCO (AM), both Denver, lost his job earlier this year after Jacor Communications took over Noble Broadcasting. Jacor operates eight stations in Denver with three managers.

Lee Larsen, general manager of Jacor’s KOA (AM) Denver, has since added KHOU and KBCO to his responsibilities. Larsen says Jacor’s efforts to find “efficiencies” in running eight stations in the market “precipitated” Baronfeld’s exit.

The job held by Howard Freedman, vice president of programming and operations at XETRA (AM) Tijuana, Mex./San Diego, was eliminated after Jacor pur-
of affiliate relations for Westwood One Radio Networks, adds that winning over a manager of several stations operated by a large group can help incorporate his products into that company's overall programing strategy: "In situations where you have individual managers overseeing multiple stations, we have a chance to become part of a larger overall strategy for the entire market rather than just one station."

Brown agrees, saying that "once you get a regional manager to understand how a network can help his bottom line, you have a coup."

Gehron says another result of consolidation is that station groups may strike programing alliances—some of them exclusive—with networks and syndicators: "Alliances are one direction the business might go in."

Gehron says ARS signed the Dr. Laura Schlessinger talk show to WTC (AM) Hartford, Conn., and after the show performed well, ARS regional managers praised it to the company's station managers in Fresno, Calif.; Las Vegas, Boston, and West Palm Beach. Each of them then bought the show.

On the flip side, if a program performs poorly, a syndicator may have a more difficult time selling it to a co-owned station. Geoffrey Rich, president of Radio Today Entertainment syndication: "If you are a hit, you can influence more stations now. But when you burn a bridge, it's like burning an eight-lane superhighway."

**R IDING GAIN**

News/talk sweeps metro audience

The majority of news/talk listeners live in the nation's top 25 metro areas and news/talk dominates audience share in those metros, according to a recent survey by The Interrep Radio Store. Interrep researchers found that 44% of adults 18 and older, or 35 million people, listen to news/talk formats at least once a week. In addition, news/talk formats claimed 16.6% of audience share on average among listeners 12 and older in the nation's top 25 metros.

**New York ad revenue up 15%**

Combined local and national radio advertising revenue increased by 15.4% in September, according to a market survey by independent accountants and the New York Market Radio Broadcasters Association. September's gains follow increases of 11.6% in August and 16.3% in July. Also in September, local ad revenue increased 15.2%, to $34.1 million, and national ad revenue rose by 13.8%, to $7.8 million, according to NYMRAD. For the first three quarters of 1996, NYMRAD reported local revenue totaled $281.4 million and national revenues totaled $56.2 million.

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**Cigar Dave is smokin'**

Show finds listeners, advertisers eager to light up

By Donna Petrozzello

Some call him "the general." Others describe him as a cigar smoker's best friend. But David Zeplowitz, host of Smoke This, a two-hour radio show that covers everything you wanted to know about cigars—and more—answers to "Cigar Dave."

A media broker with Crisler Capital Co. during the week and a former radio station owner, Zeplowitz commands the attention of cigar lovers tuned in to 30 stations nationwide (including KFI [AM] Los Angeles) each Saturday.

Launched in July 1995 and released for national syndication last December, Smoke This has become so popular that some affiliates are sold out of commercial time during the show each year. Others have tripled or quadrupled their rates for weekend clearances during the show and have kept a strong client base for it, Zeplowitz says: "This is the first time I've had a waiting list for advertisers since I've been in radio."

Zeplowitz attributes advertisers' love affair with Smoke This to its ability to deliver an as-yet-unattacked radio audience to cigar companies. Manufacturers of cigar-related merchandise and restaurant advertisers that cater to cigar lovers. Most of those advertisers are new to radio advertising, he says.

The show also has developed a dedicated listenership. Zeplowitz says his show provides listeners with the escape and relaxing atmosphere they might find with a good cigar along with a chance to connect with other stogie lovers.

"Cigars are like fine wine," Zeplowitz contends. "It is a hobby that people are passionate about, and in this fast-paced world you can kick back on a Saturday and listen to the show and smoke a cigar."

Even Cigar Dave finds the magnitude of the show's popularity a little overwhelming: "If you had told me one year ago when we launched that we'd be on in 30 markets, I'd never have believed it."

From its humble beginnings as a programing brainstorm over an after-lunch cigar Zeplowitz shared with wsun(AM) St. Petersburg, Fla., general manager Todd Leiser, the show has gained prominence with cigar aficionados around the world.

As Cigar Dave, Zeplowitz has traveled to cigar-heavy countries such as the Dominican Republic, where he toured manufacturers and brought back stories for his radio audience. Cigar Dave is preparing to visit Spain where, at the invitation of the Spanish government, he will speak to cigar manufacturers about cigar smoking, cigar clubs and cigar production around the world. Next, it's on to the Canary Islands, a recent hot spot for cigar production, to do research.

As the show's influence expands, Zeplowitz seems more committed. He plans to invite cigar-smoking celebrities, including Cybill Shepherd, to share their passion for a good stogie with his listeners. He also is considering other hobby-related topics that might translate into radio shows, but declines to be specific.

Zeplowitz says he can't wait until Saturdays for his live, noon-2 p.m. ET broadcast from his converted radio studio/humidor at wsun. "This show is the world's largest cigar club that meets over the airwaves."
Viacom, MCA deal/not a deal

Apparent agreement falls through; parties say: ‘See you in court’

By Jim McConville

Viacom and MCA said late last Friday that they had failed to come to terms on a deal to settle their long-running dispute over their joint ownership of USA Network and Sci-Fi Channel.

Early in the week, highly placed sources at Viacom and MCA said the companies had agreed to sign off on a deal in which Viacom would have paid MCA an estimated $1.45 billion and given up its 50% stake in the Sci-Fi Channel in exchange for MCA’s 50% stake in USA (Viacom already owns the other 50%).

Industry analysts estimate the total value of USA Networks at $3 billion–$4 billion.

Chancery Court Vice Chancellor Myron Steele last Monday postponed the Wilmington, Del., trial for two days so that the companies could meet privately to reach an agreement. But apparently not all the details of their deal had been worked out.

Last Wednesday, Viacom and MCA had asked the court to extend the court recess through today (Monday, Oct. 28).

With the talks now broken off, the two sides are again expected to meet in court starting today.

What follows is the deal that wasn’t, or at least isn’t yet.

The settlement effectively would have dissolved the 15-year partnership and allowed each company to launch its own cable networks. One inside source, however, said the two sides might decide not to legally dissolve the partnership for capital gains tax purposes, even though joint ownership of USA and Sci-Fi Channel would end.

Under the deal, USA Networks’ founder and chair, Kay Koplovitz, would have continued to run USA.

The question then would have been how Viacom would incorporate the other half of USA and whether it would fold the network into its MTV Networks cable group, which includes MTV, VH1 and Nickelodeon. Launched in 1980, USA Network has 67 million basic cable subscribers.

Industry analysts say USA Network, which has been run as an independent operation, could increase its estimated cash flow from $165 million to about $215 million by next year if it raised ad rates and were combined with MTV Networks.

The deal also would have changed USA’s executive reporting structure. Under the current arrangement, Koplovitz reports directly to MCA TV Group Chairman Greg Meidel and Paramount TV Group Chairman Kerry McCluggage.

MCA would also have had to decide what part of its company would oversee the Sci-Fi Channel. The network, launched in 1992, boasts 30 million-plus subscribers.

Industry observers say that MCA parent Seagram may decide to use its Viacom monies along with the estimated $2.2 billion it holds in Time Warner stock to acquire a larger cable property.

In reaction to news early in the week of the possible settlement, Viacom stock last Tuesday dropped 62.5 cents, to $33.13, while Seagram stock jumped $1.12, to $36.75 a share.

Reports of the possible deal didn’t affect Viacom’s debt rating. Standard & Poor’s last week reaffirmed Viacom’s double-B-plus senior and double-B-minus subordinated debt ratings, saying full ownership of USA represents a “modest positive” for its business profile.

Regarding the court action, MCA filed suit first, alleging that Viacom’s ownership of competing networks MTV, VH1 and TV Land violates their 1981 agreement barring the companies from starting new cable television channels outside their jointly held USA Network.

Viacom countersued, charging that MCA has acted to harm USA Network’s financial performance. It also claims that MCA reneged on an agreement in which both parties would waive certain contractual rights to let Viacom launch TV Land and to let Seagram hire former Viacom President Frank Biondi to run MCA.

Seagram asked the court to force Viacom to sell either its MTV Networks Inc., the Viacom unit that operates competing basic cable networks, or its 50% share in USA Networks.

MCA contends that owning those networks should have triggered a contract provision forcing Viacom to sell its half of USA Networks to MCA at a price to be determined independently, or to buy MCA out.

Viacom claims that MCA was trying to use whatever leverage it could to force Viacom to sell its share of USA Networks at less than its market value.

Viacom gained its USA Networks stake through its 1994 acquisition of Paramount Communications. MCA bought a one-third stake in USA in 1981 that was increased to 50% six years later, when the third partner, Time Warner, sold out to both Paramount and MCA. Seagram purchased MCA last year.
ASkyB breaks ground, seeks partner
Looking for a little more help to defray costs

By Price Colman

News Corp. and MCI Communications intend to have their ASkyB uplink center broadcasting 300 channels by Nov. 1, 1997, but they'd like to have at least one more partner to help out on the $1.5 billion-$2 billion investment.

At the groundbreaking last week for ASkyB's uplink operation in Gilbert, Ariz., News Corp. Chairman Rupert Murdoch and MCI Chairman Bert Roberts acknowledged that they're open to additional partners or investors.

"I suspect you'll see this entity, as MCI has done in other things, take on partners who complement what we have to do," said Roberts.

Murdoch later echoed Roberts's statement, saying the list of potential partners encompasses "all sorts of people," including cable television firms and other telephone companies.

Neither Roberts nor Murdoch would elaborate on potential partners. But cable giant Tele-Communications Inc. remains at the top of some analysts' short list.

"The best option is John Malone," said Chuck Kersch of Neidiger/Tucker/Bruner in Denver. "Who else has satellites?"

ASkyB's need for birds has been a key factor in leading Kersch and other industry observers to focus on the potential of a TCI/News Corp./MCI alliance. TCI has two fully built satellites but no high-power DBS license.

As recently as June, TCI officials acknowledged that they were talking with News Corp. Since then, however, TCI has publicly pinned its hopes on winning U.S. and Canadian government approvals for joining the Telesat Canada venture and launching DBS service to the U.S. via a Canadian license

Preston Padden, chairman of ASkyB, said that ASkyB has four satellites under construction contracts—two from Loral and two from Hughes.

But satellites capable of delivering digital DBS typically take at least two years to build, giving ASkyB little breathing room, even if it had ordered the birds when its $682.5 million offer won the DBS license-bidding battle in January.

Although ASkyB could pay a premium to have a satellite ready on time, it must still schedule a launch and test the technology before rolling out a full-blown DBS service in just over a year.

Along with TCI, other potential partners that would have quick access to a technologically advanced satellite include satellite builders Loral, Lockheed Martin and Hughes. In addition, DBS competitor EchoStar Communications has one satellite scheduled to be completed next year. But Hughes is a principal in the DIRECTV DBS service, and EchoStar has its own DISH network. That means that short of a merger or acquisition, Hughes and EchoStar are probably not high on ASkyB's partnership list.

By opening the door to the possibility of new partners, Murdoch and Roberts have sparked speculation that the News Corp./MCI alliance may have developed stress fractures. But the two executives' comments at the groundbreaking suggest that money, rather than philosophical differences, is the likely source of that stress.

MCI and News Corp. partnered in May 1995, with MCI committing to invest $2 billion in the venture that now includes American Sky Broadcasting (ASkyB) and SkyMCI. ASkyB is developing digital DBS entertainment and data delivery services for consumers. SkyMCI is targeting businesses.

In exchange for that investment, MCI received 13% of News Corp. stock and Roberts gained a seat on the Australia-based media giant's board. So far, MCI has poured about $1.35 billion into the partnership. Analysts estimate that the ASkyB venture alone could cost as much as $2 billion, meaning that MCI's portion of the 50-50 partnership could easily exceed its original $2 billion commitment.

MCI in January was the winning bidder in the FCC's controversial auction of the remaining DBS license in the 110-degree west longitude orbital slot. A satellite in that slot can beam signals to all of the continental U.S. as well as Alaska and Hawaii. TCI had hoped to obtain the license at private sale for $5 million from a Virginia bidder unable to create a DBS business. The FCC, partly at the urging of Senator John McCain (R-Ariz.), decided instead to auction the license.

TCI and EchoStar competed with MCI in the bidding. EchoStar finished second at $650 million, while TCI dropped out after bidding $297.7 million.
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THE ANSWER'S EASY, WHEN YOU'VE GOT KNOWLEDGE...

* (Source: Beta research, May 1996)
NYC-TW/Turner-News Corp. battle goes to court

Hearings begin to determine fate of two cable channels

By Jim McConville

The second round in the battle between Time Warner Cable and News Corp. gets under way this week with court hearings in Time Warner's challenge to New York City's attempt to force it to carry News Corp.'s Fox News Channel (FNC).

Time Warner seeks to block the mayor's office from turning over two of the city's five "Crosswalks" public access channels to Rupert Murdoch's FNC and the Bloomberg Television Network.

The city contends that Time Warner, which recently merged with Turner Broadcasting System (TBS), refuses to carry the networks to protect Turner-owned CNN from competition.

The hearing, originally scheduled for Wednesday, Oct. 23, was pushed to this week.

Fox, meanwhile, has filed a $2 billion lawsuit against Time Warner, contending that it broke its oral contract to carry FNC and that it has entered into an illegal agreement with TBS to deny FNC access on its New York City cable system.

Launched on Oct. 7 with an estimated 16 million subscribers, FNC is not available to Manhattan's estimated 11.1 million subscribers.

News Corp. officials will argue that to prevent CNN from facing competition from FNC, Time Warner Vice Chairman Ted Turner persuaded Time Warner not to carry FNC after the Time Warner/TBS merger had been given a Federal Trade Commission blessing.

Time Warner/Turner satisfied an FTC requirement to add another news channel by choosing NBC- and Microsoft-owned MSNBC.

But in a sworn deposition before New York City lawyers, Turner said last week that he did not try to influence Time Warner's decision to choose between MSNBC and FNC.

In his testimony, Turner said he recommended that Time Warner carry MSNBC in some markets and FNC in others.

Time Warner President Richard Parsons scoffed at News Corp. officials' assertion that Time Warner chose MSNBC over FNC because it was the weaker of the two networks. Parsons called the idea "laughable," citing NBC's and Microsoft's financial resources and MSNBC's 24 million cable subscribers at launch.

Meanwhile, Mayor Rudolph Giuliani has been cleared by a city panel of conflict-of-interest charges regarding his wife's employment with a Fox station. He will continue his post on the city's Franchise Concession Review Committee.

Manhattan Borough President Ruth Messinger had asked the city's Conflict of Interest Board to decide whether Giuliani should stay on the committee, given that his wife, Donna Hanover Giuliani, works as a reporter for News Corp.-owned local Fox Channel 5 WNYW-TV.

The franchise review committee is studying the Time Warner/Turner merger to examine whether it has created a change in control of the city's cable system. If the committee determines that a change has occurred, it could seek revision of Time Warner's cable franchise agreement with the city, or refuse to renew it.

Giuliani's deputy chief of operations, Randy Mastro, testified last week that the city turned down Time Warner Cable's request last July that the city waive its right to review the company's cable franchise, saying the city had concerns about the impact of the Time Warner merger.

Giuliani stepped into the cable battle after FNC launched on Oct. 7 without carriage in New York City. He maintained that FNC will give city cable subscribers more choice and warned that the city could lose an estimated 1,400 jobs if News Corp. were to decide to move its headquarters elsewhere.

Fox increased the voltage on its anti-Time Warner campaign by running full page ads in the Wall Street Journal and New York Times—and even hired an airplane to fly over Yankee Stadium on Oct. 22 (during the second game of the World Series) with a banner that read "Hey Ted [Turner], be brave. Don't censor the FNC."

While waiting for the hearing, Giuliani and Ted Turner's wife, actress Jane Fonda, got into a tabloid sparring match over whether Giuliani interceded for News Corp. as payback for political favors from Rupert Murdoch and because of his wife's part-time job with the local Fox affiliate.
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UK cable in race to consolidate

C&W, Nynex, Bell Canada merging; Bell Cablemedia buying Videotron

By Debra Johnson

Just as Nynex CableComms reported a positive cash flow for the first time, a rash of cable consolidation hit the UK. On Oct. 22, Cable & Wireless Communications, Nynex CableComms and Bell Canada agreed to merge their UK cable operations, and Bell Cablemedia, the UK’s third-largest MSO, agreed to buy fellow MSO Videotron reportedly for an estimated £1.3 billion ($2 billion).

The new entity, Cable & Wireless Communications, will be the UK’s largest cable operator, with about 6 million franchise homes. The deal pushes TeleWest—currently the UK’s largest MSO, with 3.56 million homes—into second place. TeleWest and Nynex officially called off merger talks in early October after more than a year of negotiations.

The proposed merger, which is contingent on the Videotron deal, will offer serious competition to British Telecom. The new company will be able to offer local, national, international, data and mobile telecommunications, multichannel television and Internet services all under one roof. Cable & Wireless is a Bell Cablemedia shareholder and owner of UK telco Mercury Communications, a BT rival.

As part of the Videotron acquisition, Bell Cablemedia will pay $607 million in cash for Groupe Videotron’s 56% stake in Videotron, eventually increasing that stake to 82%. Bell Cablemedia will then make an offer to buy all Videotron’s public and employee shares for $19.75 cash per Videotron American Depositary Share.

More than 7 million of the UK’s 23 million TV homes now have access to cable services. This year the industry has added more than 2 million new homes and an additional 22 operating franchises, at an investment of more than £2 billion ($3.2 billion). But high construction costs and disappointing sales—only 22% of homes passed in the UK subscribe to cable TV—have been propelling the cable industry toward consolidation. In fact, Richard Brown, Cable & Wireless chief executive, is not ruling out further international alliances.

Just one week before the merger, both Don Cruickshank, director general of telecom regulator OFTEL, and Ian Taylor, the UK’s minister for science and technology, came out supporting strategic cooperation. Speaking at the UK’s European Cable Communications ‘96 conference (Oct. 15-17), Cruickshank said: “Cooperating, if it strengthens the effectiveness of the cable brand, will serve to strengthen competition in the UK market—as long as that cooperation stays within the usual framework of competition law.”

The UK’s broadcast regulator, the Independent Television Commission (ITC), already has approved the deal, which will give Cable and Wireless Communications control of more than one-third of UK franchise homes. The ITC had been imposing a 25% ceiling of franchised cable homes, but with this deal the ITC effectively has abandoned that limit.

Cable & Wireless Communications will be floated on the London and New York stock exchanges next year. The post-offer shareholder structure will be: Cable & Wireless (52.6%), Nynex (18.5%) and Bell Canada International (14.2%). The remaining 14.7% will be publicly held.

Nynex CableComms reported a positive cash flow of £2.2 million for third quarter 1996, up from a negative £10.5 million for the same period last year. Total revenue increased 91% to £109 million, for the first nine months of this year compared with £57 million in 1995. During the quarter, 16,018 new basic cable TV subscribers were added, raising the total to 242,867. Penetration increased to 19.7%, the pay-to-basic ratio grew to 204%, from 179%, and the churn rate was 30.3%.

In a move designed to increase penetration and reduce churn, Nynex will begin offering new “bundled” cable TV and telephony packages in November. The packages, which will include SportsView (£27.99) and MovieView (£27.99), are priced to compete with BSkyB and British Telecom. Stand-alone telephony and cable TV services will still be available.
Broadcasting & Cable  October 28 1996  81

Cable

HEAD ENDINGS

Tarnofsky heads Lifetime programming

Lifetime Television has tapped Dawn Tarnofsky as its senior vice president, programming and production, to oversee the network's programming schedule and production. Before joining Lifetime she was senior vice president, creative affairs, for Fox Television, where she developed new Fox series Millennium and new ABC series Relativity. Tarnofsky will be based in New York and will report to Lifetime CEO Doug McCormick.

Sony, Discovery launch retail store

Discovery Communications will open a Discovery Channel retail store at the Sony Electronics retail entertainment center now being built at Yerba Buena Gardens in San Francisco. The store will feature Discovery retail products and themed-demonstration displays built around Discovery's three cable channels: Discovery Channel, The Learning Channel and Animal Planet. Discovery will also open its first 25,000 square foot "Discovery Channel Desination" store at the new MCI Center in Washington D.C. The three-floor store, nearly ten times larger than its current mall-based Discovery Channel store, will debut with the opening of the MCI Center this fall.

Sundance Channel adds executives

Independent film network the Sundance Channel has added four executives to its programming department roster. The new executives, each of whom reports to Sundance Channel Executive Vice President Dalton Delan: Judith Tolkow, vice president, programming; Nancy Larsen, senior producer, programming; Vincent Stives, production manager, and John Leone, production assistant.

Post-Newsweek adds Missouri cluster

Post-Newsweek's cable unit has acquired a cable system in Branson, Mo., from Rural Missouri Cable TV Inc. The 11,000-subscriber system is positioned near Post-Newsweek's cable system in Joplin, Mo., and a Springfield, Mo., cable system that Post-Newsweek plans to acquire from Tele-Communications Inc. (TCI) in a separate deal.

Family Channel election special

The Family Channel has scheduled a "Three Stooges" special as part of the network's Election Day counterprogramming. Titled "Poke the Vote," it will feature Salute the Stooges, a two-hour block at 11 p.m.-1 a.m. FAM's daytime schedule will feature a "president of Stooqe TV" election hosted by Laugh-In alumnus Gary Owens. Viewers can vote for their favorite stooge through an 800 number or FAM's Website.

ESPN2 simulcast

ESPN will simulcast six-minute ESPNEWS cut-ins on ESPN2 during breaks in its regularly scheduled coverage of NHL hockey games and college basketball games.

MTV adding game show

MTV plans to launch Idiot Savants, a daily game show that will test contestants' knowledge quotient on worthless, inane subject matter. The show, to air Monday-Friday at 7 p.m., starts Dec. 9. MTV has agreed to produce 65 episodes of the show, which will be filmed at its New York studio.

MSNBC to add Roker history show

All-news network MSNBC will add Remember This?, a news quiz show hosted by NBC weatherman Al Roker that starts Oct. 25. The 30-minute program, which tests viewers' memory of historic events, will air weekly on Friday, Saturday and Sunday at 7:30 p.m.

Primestar adding TV Land and Comedy Central

DBS operator Primestar Partners will add cable networks TV Land and Comedy Central and Nick at Nite's TV Land to its basic programming package effective Nov. 5. The additions are the first of the 50 new channels Primestar says it will add by early 1997 as it switches to its GE-2 satellite.

IFC to air documentary special

The Independent Film Channel will air 20 Docs in 20 Days, a salute to documentary filmmakers that will run Nov. 1-20. Hosted by filmmaker Michael Moore, the festival will air an independent documentary each night at 8. The first will be "Roger and Me," Moore's 1989 documentary about auto industry life in Flint, Mich.

HSN numbers up

Home Shopping Network reported unexpectedly high earnings from its core electronic retailing business for the third quarter, ended Sept. 30. The St. Petersburg, Fla.-based company reported a net income of $7.06 million compared with a $17.7 million loss for the same period the previous year. Sales also increased 7.7%, to $234.3 million, from $217.6 million for 1995's third quarter. Electronic retailing revenue was up 11.5%, to $206.9 million, compared with $185.5 million as a result of increased sales from television. HSN's positive results are attributed to layoffs, lower retail prices and the sale of its mail-order catalogue and infomercial businesses.

AHN signs deal with TCI

America's Health Network (AHN) has reached an affiliation agreement with Tele-Communications Inc. that will secure a place for AHN on the digital tier service that TCI plans to roll out next year in Connecticut, California and Illinois. —JM, MK

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National

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Chicago: (312) 494-2801
Los Angeles: (310) 869-8105
Atlanta: (404) 256-9267
Sky to launch in Brazil
Sky Entertainment Latin America, backed by Globo, News Corp. and TCI International, will launch with 30 channels in Brazil on Oct. 29, two months after the launch of rival service Galaxy Latin America's Directv, backed by Hughes, Brazil's TVA, Multivision and Venezuela's Cisneros group. The channel lineup will include movie channel Telecine, a joint venture with Fox, Paramount, Universal and MGM, and Globo News, which launched earlier this month. Sky aims to offer 40 services, including a pay-per-view channel, by the end of November.

Golf Channel takes swing at Japan
The Golf Channel's first foray outside the U.S. is in Asia. PanAmSat's PAS-2 satellite began beaming the channel to Japan on Oct. 1. PAS-2 now transmits more than 20 channels, including Country Music Television, BBC Worldwide and Bloomberg Television, throughout the Asia Pacific region.

Premiere PPV move
German pay-TV service Premiere, which is trying to launch a pay-per-view service early next year, is negotiating with the German Soccer Association for pay-per-view rights. Viewers will be expected to pay DM10-DM20 ($6.50-$13) to watch the most sought-after matches.

Hughes looks for Indian DTH partner
DIRECTV owner Hughes Electronics is understood to be talking with Indian conglomerate Tata about joining DIRECTV's proposed Indian digital DTH venture. DIRECTV had been courting India's Modi Enterprises and apparently is still interested in taking a stake in the DIRECTV service. Indian state broadcaster Doordarshan and Malaysia's Measat Broadcast Networks plan to launch their joint-venture DTH platform in first quarter 1997.

DT hits 16.4 million subs
At the end of September, Germany's telco Deutsche Telekom had connected 16.4 million cable TV homes, an increase of almost 200,000 since the end of June, bringing the total to 6.5 million cable subs. The total number of homes passed rose to 24.7 million in September from 24.2 million in June. According to TV Strategy Group research, 57% of the 1,000 respondents polled would not spend more money on new media services and a worrisome 89% "definitely would not" buy a digital decoder for DM1,000 ($650) on top of a monthly subscription charge to receive digital services. Some 94% of homes spend an average DM36 ($23) per month for TV and radio.

MGM does PPV deal in Japan
MGM/UA has agreed to license pay-per-view rights to first-run films such as "Species" and "Get Shorty" from the MGM library to Japan's PPV provider Perfect Choice. Perfect Choice launched on digital platform PerfectTV on Oct. 1.

Murdoch movies on Sky TV
Independent Newspapers Ltd., 49.5% owned by Rupert Murdoch's News Ltd., is eyeing a significant stake in New Zealand's only pay-TV service, Sky TV. The pay service is 51% controlled by HKP Partnership, backed by Time Warner, TCI, Bell Atlantic and Ameritech. Local shareholders include public broadcaster TVNZ (16.3%), Heatley Jarvis (15.9%), Todd Corp. (8.8%) and Tappenden Holdings (7.5%).

Upsurge predicted for Brazilian pay
Development bank BNDES forecasts that Brazil's pay-TV market will double in size every three years. Brazil now has 1.7 million cable subscribers, with concentration as high as 40% in Santos. Rival services NetSat (associated with Globo, Multicanal and RBS) and TVA (Abril, Falcon Cable and ABC) have invested $440 million and $200 million, respectively, in cable TV since 1992.

BSkyB settles cable dispute
UK pay-TV operator BSkyB has proposed changes to the controversial charges it bills cable operators for carriage of its satellite channels. Sky is offering cable operators the option to take as little as 80% of Sky's total channel package, but charges will rise 1.25% for every percentage point that the package carried falls short of 100%. The system applies only to channels owned by Sky; other channels in its DTH package, owned by third parties, negotiate their own cable deals. TeleWest and Nynex, the UK's two biggest cable operators, are not affected by the changes.

Playboy finds playmate for Latin launch
Playboy Enterprises and Venezuela's Cisneros TV Group will launch two Latin channels: Playboy TV Latin America and AdultVision Latin America. The Cisneros group will control 81% of the venture; Playboy has the option to increase its stake from 19% to 30%. The channels will be offered on GLA's DIRECTV digital platform.

—By Debra Johnson & Nicole McCormick
When the average subscriber leaves, it costs you over two thousand dollars.

(Of course. These guys aren’t average.)

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http://www.thegolfchannel.com
TCI takes stake in LodgeNet

Will invest $40 million in DTH service to apartments

By Jim McConville

Tele-Communications Inc. will invest approximately $40 million in hotel telecommunications company LodgeNet Entertainment in a joint venture to provide direct-to-home service to apartment buildings.

TCI Satellite Entertainment Inc., TCI’s direct broadcast satellite division, will pay $5.4 million in cash and provide an estimated $34.6 million in financing for LodgeNet.

In exchange for its cash, TCI gets 4.99% ownership of LodgeNet’s ResNet Communications Inc., a division set up this year to install and operate private cable TV systems in apartment complexes.

TCI also will advance ResNet $34.6 million during the next five years toward the purchase of Ku-band satellite receiver equipment. In exchange, TCI will receive an additional 36.9% interest in ResNet. ResNet will also get long-term access to TCI’s direct broadcast satellite signals nationwide.

TCI has the option to purchase an additional 13% of ResNet, exercisable after three years.

LodgeNet will use its broadband local area network (LAN) technology to convert an apartment building’s existing wiring into a two-way network. A LodgeNet official says the company will provide DBS and interactive TV terminals in apartments for about $575 per unit.

TCI isn’t the first DBS operator to go after the apartment complex or hotel markets. Competitors Sony and DirecTV already are pursuing installation of DBS systems in multiple-dwelling units. Two weeks ago, AlphaStar Television signed deals with hotel TV service providers SkyLink America to provide DBS signals to all 800 of SkyLink’s hotel properties in the U.S.

Errata
TV Food Network’s senior VP of programing, Sue Huffman, was misidentified in an Oct. 21 story about the cable channel.

Media Institute salutes John Hendricks, Patrick Leahy

Discovery Communications Inc. Chairman and CEO John Hendricks last week received the Media Institute’s American Horizon Award for his industry “leadership and innovation” at a black-tie dinner in Washington Oct. 22. Pictured with Hendricks: Institute President Patrick Maines (center) and Senator Patrick Leahy (D-Vt.), who received the Institute’s Freedom of Speech Award for leading the fight against efforts to regulate indecency on the Internet.
Sassa to head Marvel

Former Turner executive takes over reins at Perelman-controlled unit

By Jim McConvile

F ormer Turner Entertainment Group president Scott Sassa has been named chairman and CEO of Marvel Entertainment Group, the comic-book and trading-card company controlled by financier Ron Perelman.

Sassa was also named to the new position of president and chief operating officer of parent company MacAndrews & Forbes Holding Co., which owns 81% of Marvel. Sassa, who resigned in September as president of the TBS unit that oversees New Line Cinema and Castle Rock movie studios, now faces a daunting challenge in trying to revive financially faltering Marvel, whose stock value has fallen 67% during the past 12 months.

Earlier this month, the company disclosed that it expects to report a loss in both the third and the fourth quarters because of weak sales. In his new post, Sassa will be in charge of moving the company into new businesses as it completes its sale of New World Communications to Rupert Murdoch-owned News Corp., for approximately $3 billion in stock and assumed debt. Sassa also will help Marvel to develop its comic-book characters into a movie and TV studio and will oversee the company’s joint venture with Planet Hollywood International to open a chain of comic book-themed restaurants.

Sassa replaces longtime Perelman associate William Bevin, who ran New World before its sale to News Corp. Bevin remains a director of the company. Sassa takes the title of Marvel chairman from Perelman, who remains a director of Marvel. In his seven-year stint with TBS, Sassa oversaw the launching of seven cable networks. Since 1992 he has overseen programming for TBS, TNT and the Cartoon Network.

Sources: Nielsen Media Research, Turner Research

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50 PEOPLE’S CHOICE Top Cable Shows

Following are the top 50 basic cable programs for the week of Oct. 14-20, ranked by rating. Cable rating is coverage area rating within each basic cable network’s universe; U.S. rating is of 57 million TV households.

<table>
<thead>
<tr>
<th>Program</th>
<th>Network</th>
<th>Time (ET)</th>
<th>HHS. (000)</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. NFL/Seattle @ Kansas City</td>
<td>TNT</td>
<td>Thu 7:50p</td>
<td>3,308</td>
<td>4.8</td>
</tr>
<tr>
<td>2. Rugrats</td>
<td>NICK</td>
<td>Thu 7:30p</td>
<td>2,862</td>
<td>4.2</td>
</tr>
<tr>
<td>3. Rugrats</td>
<td>NICK</td>
<td>Thu 10:00a</td>
<td>2,695</td>
<td>3.8</td>
</tr>
<tr>
<td>3. Movie: “Back to the Future”</td>
<td>TBS</td>
<td>Sun 10:35a</td>
<td>2,657</td>
<td>3.8</td>
</tr>
<tr>
<td>5. Tiny Toons Adventures</td>
<td>NICK</td>
<td>Sat 9:30a</td>
<td>2,518</td>
<td>3.7</td>
</tr>
<tr>
<td>6. Tiny Toons Adventures</td>
<td>NICK</td>
<td>Sat 9:00a</td>
<td>2,430</td>
<td>3.6</td>
</tr>
<tr>
<td>6. Doug</td>
<td>NICK</td>
<td>Thu 7:00p</td>
<td>2,423</td>
<td>3.6</td>
</tr>
<tr>
<td>6. Rugrats</td>
<td>NICK</td>
<td>Wed 7:30p</td>
<td>2,457</td>
<td>3.6</td>
</tr>
<tr>
<td>6. Rugrats</td>
<td>NICK</td>
<td>Tue 7:30p</td>
<td>2,414</td>
<td>3.6</td>
</tr>
<tr>
<td>6. Rugrats</td>
<td>NICK</td>
<td>Mon 7:30p</td>
<td>2,435</td>
<td>3.6</td>
</tr>
<tr>
<td>11. Jim Henson’s Muppet Babies</td>
<td>NICK</td>
<td>Sat 10:00a</td>
<td>2,400</td>
<td>3.5</td>
</tr>
<tr>
<td>11. Movie: “In a Child’s Name Part 2”</td>
<td>LIFE</td>
<td>Sun 5:00p</td>
<td>2,337</td>
<td>3.5</td>
</tr>
<tr>
<td>13. Hey Arnold</td>
<td>NICK</td>
<td>Wed 8:00p</td>
<td>2,351</td>
<td>3.4</td>
</tr>
<tr>
<td>13. Doug</td>
<td>NICK</td>
<td>Wed 7:00p</td>
<td>2,333</td>
<td>3.4</td>
</tr>
<tr>
<td>13. World Champ. Wrestling</td>
<td>TNT</td>
<td>Mon 8:00p</td>
<td>2,345</td>
<td>3.4</td>
</tr>
<tr>
<td>13. Movie: “Back to the Future”</td>
<td>TBS</td>
<td>Sat 8:05p</td>
<td>2,402</td>
<td>3.4</td>
</tr>
<tr>
<td>17. Rugrats</td>
<td>NICK</td>
<td>Fri 7:30p</td>
<td>2,283</td>
<td>3.3</td>
</tr>
<tr>
<td>17. NASCAR/AC Delco 400</td>
<td>TNN</td>
<td>Sun 12:30p</td>
<td>2,248</td>
<td>3.3</td>
</tr>
<tr>
<td>19. Jim Henson’s Muppet Babies</td>
<td>NICK</td>
<td>Sat 10:30a</td>
<td>2,192</td>
<td>3.2</td>
</tr>
<tr>
<td>19. Rugrats</td>
<td>NICK</td>
<td>Sat 8:30a</td>
<td>2,164</td>
<td>3.2</td>
</tr>
<tr>
<td>19. Secret World of Alex Mack</td>
<td>NICK</td>
<td>Thu 8:00p</td>
<td>2,157</td>
<td>3.2</td>
</tr>
<tr>
<td>19. Hey Arnold</td>
<td>NICK</td>
<td>Mon 8:00p</td>
<td>2,178</td>
<td>3.2</td>
</tr>
<tr>
<td>23. Raahill Real Monsters</td>
<td>NICK</td>
<td>Sun 10:30a</td>
<td>2,096</td>
<td>3.1</td>
</tr>
<tr>
<td>23. Tiny Toons Adventures</td>
<td>NICK</td>
<td>Wed 6:30p</td>
<td>2,104</td>
<td>3.1</td>
</tr>
<tr>
<td>23. World Champ. Wrestling</td>
<td>TNT</td>
<td>Mon 9:00p</td>
<td>2,117</td>
<td>3.1</td>
</tr>
<tr>
<td>26. Movie: “We the Jury”</td>
<td>USA</td>
<td>Wed 8:59p</td>
<td>2,067</td>
<td>3.0</td>
</tr>
<tr>
<td>26. Rocko’s Modern Life</td>
<td>NICK</td>
<td>Sun 12:00a</td>
<td>2,029</td>
<td>3.0</td>
</tr>
<tr>
<td>26. The Ren &amp; Stimpy Show</td>
<td>NICK</td>
<td>Sun 11:00a</td>
<td>2,037</td>
<td>3.0</td>
</tr>
<tr>
<td>26. Rugrats</td>
<td>NICK</td>
<td>Sat 7:30p</td>
<td>2,070</td>
<td>3.0</td>
</tr>
<tr>
<td>26. Secret World of Alex Mac</td>
<td>NICK</td>
<td>Tue 8:00p</td>
<td>2,029</td>
<td>3.0</td>
</tr>
<tr>
<td>31. Kenan &amp; Kel</td>
<td>NICK</td>
<td>Sat 8:00p</td>
<td>1,998</td>
<td>2.9</td>
</tr>
<tr>
<td>31. Clarissa Explains It All</td>
<td>NICK</td>
<td>Wed 6:00p</td>
<td>1,985</td>
<td>2.9</td>
</tr>
<tr>
<td>31. Doug</td>
<td>NICK</td>
<td>Tue 7:00p</td>
<td>1,972</td>
<td>2.9</td>
</tr>
<tr>
<td>31. Doug</td>
<td>NICK</td>
<td>Mon 7:00p</td>
<td>1,984</td>
<td>2.9</td>
</tr>
<tr>
<td>31. Movie: “Road House”</td>
<td>TNT</td>
<td>Wed 8:00p</td>
<td>2,006</td>
<td>2.9</td>
</tr>
<tr>
<td>31. 96 Presidential Debate Wrap Up</td>
<td>CNN</td>
<td>Wed 10:32p</td>
<td>2,040</td>
<td>2.9</td>
</tr>
<tr>
<td>31. 96 Presidential Debate - SD</td>
<td>CNN</td>
<td>Wed 9:00p</td>
<td>2,026</td>
<td>2.9</td>
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<tr>
<td>38. Raahill Real Monsters</td>
<td>NICK</td>
<td>Sun 7:30p</td>
<td>1,896</td>
<td>2.8</td>
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<tr>
<td>38. My Brother and Me</td>
<td>NICK</td>
<td>Sun 7:00p</td>
<td>1,907</td>
<td>2.8</td>
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<tr>
<td>38. Rocko’s Modern Life</td>
<td>NICK</td>
<td>Fri 5:30p</td>
<td>1,939</td>
<td>2.8</td>
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<tr>
<td>38. Rocko’s Modern Life</td>
<td>NICK</td>
<td>Mon 5:30p</td>
<td>1,880</td>
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<tr>
<td>38. Movie: “The Great Outdoors”</td>
<td>TBS</td>
<td>Sun 3:05p</td>
<td>1,953</td>
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<tr>
<td>43. Doug</td>
<td>NICK</td>
<td>Fri 7:00p</td>
<td>1,865</td>
<td>2.7</td>
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<tr>
<td>43. Tiny Toons Adventures</td>
<td>NICK</td>
<td>Thu 6:30p</td>
<td>1,867</td>
<td>2.7</td>
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<tr>
<td>43. Rocko’s Modern Life</td>
<td>NICK</td>
<td>Wed 5:30p</td>
<td>1,863</td>
<td>2.7</td>
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<tr>
<td>43. Tiny Toons Adventures</td>
<td>NICK</td>
<td>Tue 6:30p</td>
<td>1,837</td>
<td>2.7</td>
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<tr>
<td>43. Clarissa Explains It All</td>
<td>NICK</td>
<td>Mon 6:00p</td>
<td>1,856</td>
<td>2.7</td>
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<tr>
<td>43. CFA/Northwestern @ Wisconsin</td>
<td>ESPN</td>
<td>Sat 12:30p</td>
<td>1,898</td>
<td>2.7</td>
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<td>49. Jamie Foxx Show</td>
<td>WBNC</td>
<td>Wed 9:30p</td>
<td>1,040</td>
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<td>49. Kenan &amp; Kel</td>
<td>NICK</td>
<td>Sun 6:30p</td>
<td>1,774</td>
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Sources: Nielsen Media Research, Turner Research

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Broadcasting & Cable  October 28 1996
Western Cable Unwrapped

Broadcasting & Cable’s special Western Cable Show issue and show dailies give you the highest visibility at one of the industry’s hottest shows. And this year we are providing a special seasonal promotion that will make your top prospects feel like the holidays have arrived early.

Delivered to the top 100 decisionmakers in the cable universe, (50 MSO presidents and 50 top systems general managers) this holiday basket of cheer will be filled with high quality gift items customized with your message and logo. You’ll be able to purchase the premium of your choice. These high profile gift baskets are on a first-come first-served basis, so act now. Remember, you must advertise in all four of our Western Cable Show issues to be eligible for our special gift basket promotion. Plus, you’ll also receive:

- December 9 weekly issue will offer our normal distribution of 40,000, plus in-room and convention floor bonus distribution of an additional 15,000 for a total of 55,000 copies
- Bonus distribution in-room and on the convention floor of all three Western dailies (15,000 copies)
- 50% off advertising in the Pre- or Post-show issues (Dec. 2 and 16)

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Closing date for all issues is Nov. 29.
All materials due December 2.

Unwrap the possibilities at the Western Cable Show by taking advantage of this unique advertising opportunity. Call to participate today. For more information on special pricing call your sales representative or Millie Chiavelli at 212.337.6943.
Sony snags ASkyB

$50 million contract has it designing and outfitting Arizona facility

By Glen Dickson

American Sky Broadcasting has chosen Sony to design and equip its $130 million satellite uplink and operations facility in Gilbert, Ariz., which will begin originating 300 channels of programming on Nov. 1, 1997.

Under the contract, worth an estimated $50 million, Sony will outfit ASkyB's 100,000-square-foot broadcast center with a full range of digital video storage and playback equipment based on Sony's MPEG-2 4:2:2 Profile at Main Level compression standard.

"Sony is uniquely qualified to provide the advanced video technology and integration that a project of this magnitude demands," says Richard Slenderk, ASkyB senior vice president/chief technology officer.

All of ASkyB's long-form movie playback will come off a network of 75 video file servers linked by Sony's SDDI (serial digital data interface) networking protocol. The servers, which will have an aggregate storage capacity of 500-600 hours, will be connected to Sony Flexicarts stocked with Betacam SX tapes.

Betacam SX will be ASkyB's house tape format and will be used to digitally master and archive all of the DBS service's material. But the ASkyB server architecture isn't just a cache system, says Peter Lude, Sony vice president of automation and transmission systems: "It's a full server playout system with offline storage on Betacam SX. It's all based on hierarchical memory software—if the movie doesn't exist in the file server, then it will be loaded from the Betacam SX tape in the Flexicart."

SDDI networking will allow Betacam SX material to be transferred to the multiplexing gear produced by Digi-Media Vision (DMV); conditional access technology will be supplied by News Datacom. DMV and News Datacom are part of News Digital Systems, a News Corp. subsidiary.

"DMV's compression technology is extremely crucial to ASkyB's transmission plan," says Lude, adding that Sony and DMV have done extensive testing to ensure there won't be any concatenation problems between Sony's 4:2:2 compression and the DVB standard's 4:2:0 scheme.

The DVB format will be used not only to play movies and cable network programming for ASkyB but also for the "turnaround" of local broadcast stations for retransmission on ASkyB.

Copyright and FCC issues aside, Lude doesn't see any "insurmountable technical obstacles" to ASkyB's ambitious turnaround plan. The News Corp./MCI venture is exploring using a combination of satellite capacity and DS-3 fiber backhauls to get the local feeds back to Gilbert for retransmission.

Sony has assigned 150 employees to the ASkyB project and plans to complete the final system design in early January. All the components of the facility will be constructed first in Sony's Systems Integration facility in San Jose, Calif., where testing and training will be conducted. The equipment will be moved to Gilbert in May, with on-air testing to begin once ASkyB's Loral satellite is launched and ready for service.
WavePhore, PBS using vertical blanking

Information, data service via PCs set for first-quarter debut

By Richard Tedesco

WavePhore Inc. is joining with PBS National Datacast Inc. to develop an as-yet-untitled data service with an amalgam of information providers. It hopes to launch the service in first quarter 1997.

The new service will use the vertical blanking interval (VBI) of the 250 PBS member stations to transmit data, with PBS National Datacast providing the necessary data bridges and managing the network. PBS stations reach 99% of all U.S. TV households.) The PBS entity, which has had the infrastructure in place for several years, will draw management fees and share in the revenue that WavePhore realizes.

Just what WavePhore will charge to deliver the service’s still-undefined content is uncertain. But David Deeds, WavePhore CEO, is high on its potential: “This gives WavePhore the most pervasive data delivery system in the country.”

WavePhore developed the data receivers used in PCs to help enable the Intercast data service from Intel Corp. and content providers led by NBC. The company now provides real-time business news to business users with its Newscast service. It also provides business-to-business broadcast services for Dow Jones, Reuters, the Associated Press and other information companies and is talking with those companies about its new consumer venture, according to Deeds.

The deal is the second that PBS National Datacast has established to use the VBIs of PBS stations. Star-Sight Telecast holds rights to transmit content for its electronic program guide service on one VBI line, and WavePhore now holds two lines.

Both companies have options for more lines, which have a throughput rate of 12.5 kbps with error correction. Jacqueline Weiss, PBS Datacast CEO, says the lines are becoming hot items, with companies looking to cash in on the increasing consumer demand for data fueled by the Internet. PBS expects gradual penetration of the Intercast technology in consumer PCs to spark interest as well.

“The more end users that are capable of receiving data over the VBI, the more attractive our network is to other content providers,” says Weiss, adding that 10 lines can be activated for each station’s VBI.

Deeds is intentionally vague about plans to develop WavePhore’s consumer data network, saying that it could begin with transmissions directed solely to clients of particular companies.

WavePhore recently received an implicit business endorsement from Intel, which purchased 500,000 shares of the Phoenix firm.

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When it comes to delivering television signals, nothing escapes GI. Because we’re the worldwide leader. Not only in the design and implementation of complete television delivery systems, but also in making them virtually impregnable.

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This advanced compression, access control, encryption and transmission technology lets you deliver your program signal at less cost. Without distortion. And with the ultimate access control. So you control who sees what.

And because our GI and Magnitude product lines support international standards like MPEG-2 and DVB, we can deliver your signal safely anywhere in the world.
Fox tackles ‘clean feed’ problem for World Series
Links digital trucks to weed out branded graphics

By Glen Dickson

Fox Sports broadcasts are distinctive in their heavy use of branded graphics, such as the “Fox Box” for NFL and Major League Baseball games and the “brick effect” for baseball replays, which incorporates a Fox logo. But as part of its rights deal for the World Series, Fox is obligated to provide a “clean feed” for MLB’s international rightsholders.

Providing a logo-free international feed was a technical challenge, says Fox’s Jerry Gepner, senior vice president of field operations. “Traditionally, we would ask the technical director to use additional outboard downstream keyers,” says Gepner. “All switches can provide you with a clean output—but as the graphic load gets heavier, it gets very complex, and it can have an impact on production. If it takes an individual an extra second and a half [to punch a downstream keyer], then that could hurt your replay ability.”

So Fox used an innovative digital switching architecture to generate a logo-free international feed of its World Series broadcasts from Atlanta, linking two Sony digital switches in separate production trucks. The two digital trucks were tied together by 66 SDI (serial digital interface) cables, each 150 feet long.

The main Sony DVS-7000 switcher in DX2, a National Mobile Television digital truck, was connected to another “slave” DVS-7000 switcher without a control panel, located in LIN Productions’ digital truck. The master switcher sent a duplicate set of frames, minus the graphic keys, into the slave switcher, then Fox used the output of the second switcher for the international feed.

“It doesn’t impact the production at all in terms of what they do creatively, and it still provides a feed without branded graphics per our obligation to the international broadcasters,” says
Gepner. "It’s a much easier situation than having to restrict everything to the downstream process.”

In fact, Fox can’t get rid of all of its branded graphics by simply using downstream keyers—the “brick effect” graphic for replays is keyed in the upstream. So Fox’s international feeds from Yankee Stadium, produced with analog trucks, were only 95% clean, says Gepner. He adds that the slightly dirty international feed from New York was still accepted by MLB. “They know it’s functionally the best we can do [with an analog truck].”

According to Steve DiFranco, Sony director of production/post-production marketing, Fox first dropped DX2 off at Sony’s systems integration facility in San Jose, Calif., in September to test Sony’s “slaved switching” idea. “We did a full baseball game testing application and went through every contingency and every possible failsafe,” says DiFranco.

Sony also figured out a way to automatically key up the Major League Baseball logo from the slave switcher, inserting it in place of the Fox logo in certain graphics. “As the technical director is calling up Fox logos all over the place, they can simultaneously be calling up MLB logos in the other truck,” DiFranco says.

DiFranco thinks that, down the road, that kind of flexibility will be a big selling point for digital switching equipment, particularly for sports production. “Domestically, producers are putting more demands on programs and creating more branded shows,” he says. “But there’s also the business issue of wanting to sell it in Germany, where they want the feed to be as clean as possible.”

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**Technology**

**Cutting Edge**

By Glen Dickson

DiviCom has signed a technology agreement with Zenith Electronics to help Zenith develop set-top boxes for the Amercast telco programming venture. The DiviCom/Zenith design will draw from DiviCom’s experience in software and chip integration.

Installation this week of a major data visualization system for Nasdaq, called “Market Site,” the 100-cube videowall is designed to give Nasdaq a tangible, physical presence within New York for news stand-ups, business reports and public display, says Intech President Thomas Apple. Located at Nasdaq’s downtown Manhattan headquarters at 33 White Hall St., the huge videowall will be driven by the processing power of 40 dual-Pentium PCs and “massive control software,” Apple says. The official launch of Market Site is scheduled for January or February.

**Frontier Corp. and Qwest Communications** are joining to build a $2 billion fiber-optic network that will deliver voice, data and multimedia communica-

tions. Lucent Technologies will supply its TrueWave fiber cable to the multi-ring SONET-based network, which will interconnect nearly 100 cities, encompass more than 13,000 route miles and provide coast-to-coast SONET connectivity.

**The Travel Channel and The Travel Channel Online** have selected Magellan Geographix to provide digital maps of the world. The respective cable and Internet services have each subscribed to Magellan’s MGExplorer online digital map library to give viewers up-to-date, cartographically accurate maps. The MGExplorer subscription includes access to the MGDigitalAtlas Map Collection, which features more than 700 vector maps from all over the world with 15 to 50 layers of customizable data, including such details as regions, cities, rivers and ports.

**VTE Mobile Television** is buying two more Canon Digi-Super 70X lenses for sports production. 100 Canon lenses. VTE uses the J55X and 70X units for coverage of NFL football, NBA basketball and Major League Baseball, including exclusive coverage of the Colorado Rockies.

**Global Access** is leasing a 36 mhz C-band Global Beam transponder on Intelsat 703 at 57 degrees east. The Vyvx subsidiary will split the transponder into four digital channels, dedicating two MCPC channels for occasional-use feeds for news, sports and entertainment; one channel for a full-time lease to Satellite Information Services to broadcast horse racing, and one for digital satellite newsgathering (DSNG). NTL will provide the UK ground services to the transponder, including connections from central London and transmission via its 13-meter uplink at NTL headquarters in Crawley Court, Winchester.

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*VTE Mobile Television is buying two more Canon Digi-Super 70X lenses for sports production.*

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*Intech President Thomas Apple stands in front of ‘Market Site,’ a current Intech project for Nasdaq.*
Now, technology firms can spotlight their services in a special section within the pages of Broadcasting & Cable.

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Credit card payment in advance appreciated.
Dame Media, one of the East's fastest growing radio groups, has immediate openings for the following positions in our Harrisburg six station super group: Station Managers. Must have extensive sales and management background plus 2-4 years experience as a GSM or small market GM. LSm.s. Must have 2-4 years sales management experience or senior AE experience. All candidates should understand the commitment necessary to focus on local direct business as well as surpass revenue quotas. Additional sales management opportunities exist in our six station super group in Utica/Rome, NY. Send resume c/o COO, Dame Media, PO Box 6477, Harrisburg, PA 17112. EOE.

Cat Country 102 and The Fox 95.1 has an opening in Advertising Sales. If you have sales experience, are highly motivated, self-disciplined and have the desire to be the best in your field, please send your resume to: Human Resource Manager, Cat Country and Fox 95.1, P.O. Box 250210, Montgomery, AL 36125-0210. Equal Opportunity Employer. M/F.
HELP WANTED SALES

AFFILIATE REPRESENTATIVE

(Latina American Market)

Group W Satellite Communications, the cable distribution/sales/marketing division of Westinghouse/CBS, is currently seeking an Affiliate Representative for our new office located in Miami, FL.

In this position, you will be responsible for multi-channel sales and distribution in Latin America. The 24-hour Spanish language News Channel and QMT - Country Music Television.

This position requires a professional with a strong track record of success in sales and marketing, preferably in Latin American markets. Familiarity with marketing/sales of cable networks in Latin America is strongly preferred. Fluency in Spanish and English is required; Portuguese is desirable.

For immediate consideration, please forward your resume, including salary requirements, to Human Resources, Group W Telecommunications, Job Code BC, 2290 W. Eighth Avenue, Hialeah, FL, USA 33010. FAX: 305-889-7212 in the USA. An equal opportunity employer.

GROUP W

SATELLITE COMMUNICATIONS

National Sales Manager, KATV, Portland, Oregon, strong ABC affiliate in the 24th market is seeking a National Sales Manager. We’re looking for an individual with three to four years of experience to direct all activities of our National Team including sales, marketing and positioning. Will also work with rates, managing station share of business and some aspects of inventory control. Qualified applicants send resume and cover letter to: Mindy Davis, Human Resource Manager, KATU, 2153 NE Sandy Boulevard, Portland, OR 97232. EOE.

Looking for General Sales Manager that has experience and ability to create and build a competitive sales force in Tom Joy market. Have proven record or accomplishment. Submit resume to Box 00969 EOE.

Local Account Executive, WRGT-TV has an immediate opening for an experienced salesperson with a proven track record in news business development to join our sales team. This is an excellent opportunity for a highly motivated individual to join us growing, progressive company. Send resume and letter of interest to: Account Executive, WRGT-TV, 45 Broadcast Plaza, Dayton, OH 45408. No phone calls please. EOE. M/F.

General Sales Manager: WCTV, Tallahassee's CBS affiliate and dominant station, is seeking a highly motivated GMSLMM to lead and expand a dynamic sales team, 3-5 years management experience. Excellent people skills a must. Knows all sales tools. Knowledge of Columbia a plus. Innovative with interior and exterior revenue development. Resume only to Jare Pigue. WCTV 6, PO Box 3048, Tallahassee, FL, 32315. Fax 904-893-5193. EOE.

General Sales Manager - Great opportunity in medium size midwest market, at affiliate with excellent ownership and benefits. Responsibilities include local/national sales, TV traffic, research, and commercial production. Must have strong leadership, interpersonal organizational, computer and business development skills. Five-year sales management experience preferred. Qualified candidates should submit resume and cover letter to Box 00972. Equal Opportunity Employer.

Account Executive, KRTT. UPN-affiliate in San Antonio, Texas has an opening for an AE with at least 1 year television experience. Terrific opportunity to grow and learn with the best company-Sinclair Communications, Inc. Track record in new business development a must. Send resume to Sara Fulmer, Local Sales Manager, KRTT-TV, 4335 N.W. Loop 410, San Antonio, Texas 78229. KRTT is an Affirmative Action/Equal Opportunity Employer.

Account Executive: Looking for a dynamic seller with at least 1 year broadcast or related sales experience. Must be assertive, organized and determined to win. Strong people skills and the ability to develop new business a plus. Please respond in writing to: Ceci E. Thomas, General Manager/V.P., inTV of Houston. KTFH-TV 49, 256 N. Sam Houston Pkwy. East, Suite 49, Houston, TX. 77060. Houston Communications is an Equal Opportunity Employer.

HELP WANTED TECHNICAL

Local Account Executive, WRGT-TV has an immediate opening for an experienced salesperson with a proven track record in news business development to join our sales team. This is an excellent opportunity for a highly motivated individual to join us growing, progressive company. Send resume and letter of interest to: Account Executive, WRGT-TV, 45 Broadcast Plaza, Dayton, OH 45408. No phone calls please. EOE. M/F.

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WSFA (TV) Engineer: Dominant VHF NBC affiliate South Central Alabama with a strong emphasis on News, is looking for a studio/transmitter engineer with a minimum of 5 years experience. Knowledge of Ampex D2 spot player, one inch VTRs. AVC 33 production switcher. Sony Beta SP, Digital Graphix Halo systems. WSI weather graphics, etc. Experience with Harris Platinum transmitter a plus. Send resume to Chief Engineer, WSFA; PO Box 251200; Montgomery, AL 36125-1200. EOE.

Video Technicians: Troy, Michigan-based MVP Communications has an immediate full-time opening for a video technician. Candidates should have 3-5 years experience. Knowledge of all EFP situations. Single/Multi-camera, satellite up/down links, switching, timing, special effects, etc. Send or fax to: Blair H. Somberg. Production Manager. MVP Communications, Inc., 1075 Rankin Street, Troy, MI 48083. Fax: 810-588-1899. No phone calls please. EOE.

Supervisor, TV Engineering Operations. Milwaukee Public Television (WMVS/WMVT), top 30 PBS affiliate, has an immediate opening for a qualified individual to supervise part-time engineering and student personnel for engineering operations; perform a variety of tasks related to the scheduling of stations' productionspersona; coordinate facilities scheduling; prepare the stations' daily production ad air operations schedules; recommend standard operating procedures for TV Engineering Operations and maintain the video tape library. The successful candidate has an Associate degree in television plus three (3) years of progressively responsible professional level occupational experience in telecommunication or production services; supervisory experience is desirable; or any equivalent combination of experience and training which provides the necessary knowledge, skills and abilities. Call (414)297-7770, for an application and complete job description. The deadline for the Supervisor, TV Engineering Operations is Tuesday, November 19, 1996. Please indicate on the application the source of your referral for the position. Resumes and letters of application will not be accepted in lieu of a completed application. Milwaukee Area Technical College, 700 West State Street, Milwaukee, WI 53233. MATC is an Affirmative Action/Equal Opportunity Institution and complies with all requirements of the Americans with Disabilities Act.

Maintenance Technician. WPLG, a Post-Newsweek station, has an immediate opening for an experienced Technician in Miami, Florida. Responsible for installation, maintenance and troubleshooting of videotape, switching, microwave and terminal equipment. FCC license and/or SBE certification desirable. Send resume to Nancy Bowser, WPLG, 3900 Bis-cayne Boulevard, Miami, FL 33137.

Maintenance Engineer. Full-time position for individual with experience in broadcast television including trouble-shooting and repair of studio audio/video equipment, transmitters and computer systems. FCC license/SBE certification preferred. Resumes to: Chief Engineer, UPN20/ WDAY, P.O. Box 960, Peoria, IL 61613. Equal Opportunity Employer.

To place an ad in the Broadcasting & Cable Classifieds page, contact Antoinette Fasulo or Sandra Frey

TEL: 212.337.7073 • 212.337.6941 • FAX: 212.206.8327

INTERNET: AFAFASULO@B&C.CAHNERS.COM • INTERNET.S.FREY@B&C.CAHNERS.COM

Broadcasting & Cable October 28, 1996
Lubbock CBS affiliate is looking for an Assistant Chief Engineer. RF and VHF transmitter experience is essential, along with a background in production, news, and studio maintenance. Computer hardware/software skills a must. At least four (4) years experience in commercial television maintenance. FCC license required. Send cover letter, resume and salary history to Chief Engineer, KLBB-TV, 7400 South University Avenue, Lubbock, Texas 79412. Fax: 806-749-2057. KLBB-TV encourages minority employment and training and is an Equal Opportunity Employer. Pre-employment drug testing is required.

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

Guflink Communications, Inc. now has openings for two Engineer/Operator positions for Ku- and C-band transportable operations. Position requires a good working knowledge of NTSC video and audio and basic RF transmission skills. The ability to work on your own initiative is imperative. Positions require significant travel. Class B commercial driver’s license required. We offer an excellent salary, health and disability insurance, 401K and an exciting work environment. Fax resume to Morris Verlander @ 504-751-8860 or mail to P.O. Box 40344, Baton Rouge, LA 70835. Drug free workplace. EOE.

Engineering Manager: VHF UPN affiliate with aggressive news operation and modern studio facility seeks experienced candidate to assist chief engineer. Position requires skills in management, operations, maintenance and inter-department relations. VHF transmitter experience a must. Send resume to Chief Engineer, KMSG-TV, 11358 Viking Drive, Eden Prairie, MN 55344. KMSG-TV is an equal opportunity employer.

Engineering Manager for KSHB-TV (NBC) and our sister KMCi-TV (Ind) in Kansas City. We need a creative individual to lead us into the next technical generation, and help us get more than a leg up on our competition. Candidates must have at least 5 years experience in TV Operations/Engineering, know how to formulate and manage budgets, and be able to motivate people, set and achieve station goals. Send resume to: C.M. English, VP/GM, KSHB-TV, 4720 Oak Street. Kansas City, MO 64112. EOE.

Engineer/RF Engineer. CBS News, New York, has a unique opportunity for an experienced RF Engineer. Primary responsibilities are to install, operate and maintain fixed and portable RF communication systems, and microwave and satellite equipment to provide broadcast video, audio and data transmission. Candidate must be able to travel to remote locations to set up communications and transmission wherever breaking news occurs worldwide. Maintenance experience is required. Please send resume to: Director, Technical Operations Recruitment. CBS Inc., 524 West 57th Street, New York, NY 10019. Equal Opportunity Employer.

Engineer, Roscor Corporation, a world leader in communication systems engineering and integration, has unique opportunities for engineers with solid background in television systems, transmission systems and satellite communications systems. Strong maintenance skills required. 

Chief Engineer. KETA-TV, Oklahoma City, is seeking a hands on leader with a strong maintenance background. Supervisory and organizational skills will be essential in guiding our technical team in planning and implementing projects. Please send your resume and salary history to the Personnel Department, Oklahoma Educational Television Authority, P.O. Box 14190, Oklahoma City, Oklahoma 73113. AA/EEO.

Broadcast/Video Engineers: ASCII, headquartered in Burbank, CA is looking for experienced engineers who are looking for a challenging, fast paced environment working with the newest broadcast technology. Participant in development and support of the successful ASCII video server. Travel to customer locations for on-site customer support, systems integration, and installation. Participate in trade shows, sales, contribute to product development, testing and telephone support. A minimum of 5 years experience that has provided a thorough understanding of broadcast systems is required. Resume and salary requirements to ASCII-BKE, 3816 Burbank Boulevard, Burbank, CA 91505 or fax 818-842-8945.

Assistant Chief Engineer: Immediate opening at top FOX Affiliate Stereo TV station. Applicant must have strong management background, management skills, be computer literate, and have a desire to grow into a Chief Engineer position. Preferred experience on Sony equipment and Betacam, BVE-1900 and Betacam. Sony, camcorders, Ampex ADO, Chyron Scribe and Maxine. Grass Valley switchers, and Harris UHF transmitter. Must have FCC General Class License and SBE Certification. Resume, send resume to: Chief Engineer, KMSP-TV, 11358 Viking Drive, Eden Prairie, MN 55344. Fax resume to Morris Verlander @ 504-751-8860 or mail to P.O. Box 40344, Baton Rouge, LA 70835. Drug free workplace. EOE.

Assistant Chief Engineer. Independent UHF station needs experienced person to maintain transmitter, microwave systems and studio equipment. FCC General License required. Please send resume to KTZZ-TV, Personnel Department, 945 Dexter Avenue North, Seattle, WA 98109. Fax (206)281-0207. EOE.

HELP WANTED NEWS

PRODUCER/REPORTER

We seek a freelance News Producer/Reporter with experience in producing medical or health related news programming. Most work will be in the N.Y. Metro area, however some travel may be required. Send resume and non-returnable tape to Ben at: University News, 83 Cromwell Avenue, Staten Island, N.Y. 10304.

WFTX-TV in the Ft. Myers/Naples market is seeking a Producer for its 10:00 pm A.P. award winning newscast. College degree and two years experience preferred. The successful candidate will be a leader and Foxified. Send non-returnable tape and resume to: WFTX-TV, Mark Pierce, 621 SW Pine Island Road. Cape Coral, FL 33991. We are an Equal Opportunity Employer.

WRITER/PRODUCERS

WRITER/PRODUCER - If you understand hard news, if you can crank out product and still drive the message home if you can write and have an eye for great graphics . . . let us take a look at your tape. WSOCT-TV needs a writer/producer in its Creative Services Department. Must have 2-3 years news promotion production experience. WSOCT is a top-rated ABC affiliate in the 28th market and owned by COX. Send resume and demo to: Bonnie Barclay, Creative Services Director

TOPICAL NEWS PROMOTION PRODUCER

-- WSOCT-TV is looking for a strong tease writer with a promotional background and a note for News. This person will work in the News Department, directly with the News staff on daily promotional opportunities including sweeps promo and proof of performance spots. If you're a go-getter, then please send tape, resume and writing samples of your work to: Deb Halpern, Executive Producer

WSOC-TV
1901 N. Tryon Street
Charlotte, NC 28206

Weekend Anchor/Reporter: KMSF-TV, UPN-9, Mpls.-St. Paul, has openings for a weekend news anchor/reporter. We're the fastest-growing news operation in the market. We've added two new newscasts this year and hired 40 new people. You can join us if you have strong reporting and on-air skills. Non-returnable tapes and resumes to Dana Benson, News Director, KMSF-TV, 11358 Viking Drive. Eden Prairie, MN 55344. No phone calls. KMSF-TV is an equal opportunity employer.

Producer. WYFT-TV, a Pullitzer Station, is searching for an aggressive, high-energy, creative Producer who understands pacing, graphic, teasing, live and demographics. We have all the tools. One to three years experience and college degree. Tapes and resumes to Human Resources Manager, WYFF-TV, 505 Rutherford Street. Greenville, SC 29609. WYFF-TV is an Equal Opportunity Employer.

Weather Anchor, Binghamton, NY's #1 station is looking for a Weather Anchor. Need energetic person to be part of two-hour morning show. We are CBS affiliate with strong community commitment. Meteorology degree preferred. We offer 401(k) profit-sharing and outstanding benefits. Send non-returnable tape to: Steve Koegel, News Director, WBNJ-TV12, PO Box 12, Johnson City, NY 13790-0012. A service of Gateway Communications, Inc. EOE.

WFTX-TV in the Ft. Myers/Naples market is seeking a Producer for its 10:00 pm A.P. award winning newscast. College degree and two years experience preferred. The successful candidate will be a leader and Foxified. Send non-returnable tape and resume to: WFTX-TV, Mark Pierce, 621 SW Pine Island Road. Cape Coral, FL 33991. We are an Equal Opportunity Employer.
Classifieds

WDS-TV is in search of an experienced News Photographer to shoot ENG for the News at 10pm on FOX 61 in Chattanooga, Tennessee. Candidate should have a minimum of two years experience in news gathering photography. Deadline is November 22, 1996. Please send resume to Mr. James C. Wright, WDSI-TV FOX 61, 1101 East Main Street, Chattanooga, Tennessee 37408. EOE:MF/DV.

Videographer/Editor. Top 50 ABC affiliate and market leader, WHAS-11 is seeking a dynamic Videographer/Editor with excellent visual, compositional and story telling skills. Two years experience preferred. Background in live truck operations a plus. Send cover letter, resume and tape to: Cindy Vaughan, Human Resources Administrator, WHAS-TV, #615, PO Box 1100, Louisville, KY 40201. No phone calls please. EOE: MF/DV.

Univision: El Grupo de Estaciones de Univision busca reprotores, productores, fotógrafos, y editores con experiencia. Las posiciones de reportera y productores requieren excelente conocimiento del Español hablado y escrito. Conocimiento del Espanol es también preferente para otras posiciones. Envié video y currículum vitae a Univision, PO Box 45073, Los Angeles, CA 90045-5073. EOE.

Top 50 Big 3 is looking for a creative, aggressive News leader who can leverage resources and develop a winning team of news people. If you can motivate and coach, relentlessly pursue the best on-air and off-air without automatically throwing money at it, lead with a strong news vision, take charge of your staff to provide and create exciting, relevant TV news, then you should respond to this. Are you a leader, visionary, trainer? Can you bring the best out of people? Please send us resumes, tapes, whatever you think you'll convince us to Box 00970 EOE.

Sports Anchor/Reporter. Do you understand the art of storytelling? Do you tell stories through pictures and people, not Officials? We’re looking for a Weekend Sports Anchor who will report on sports issues three days a week. You will back up the evening sports director in this market. We cover two NCAA Division Two Colleges and 45 high schools. You should have one year of on-air, broadcast experience. You must be able to shoot, write, edit and produce sports stories. You should be flexible, willing to work long hours and willing to sign a contract. Send tape, resume, references and your philosophy in covering sports to: Ted Burton, News Director, KSN-TV, PO Box 1393, Joplin, MO 64802. Calls and faxes are welcome.

Reporter. Great story-teller with an eye for the human angle needed for FOX station in one of America’s most productive and livable cities. Must be able to do it all. If you can work fast, create memorable TV, and think outside the box, we want you. Terrific opportunity with a growing news operation. Tape and resume to KPTM FOX 42. Attention: Personnel. 4625 Farnam Street, Omaha, NE 68132. No calls. EOE.

Anchor. Medium market Florida station seeks Weekend Anchor. Three years television experience required, college degree preferred. We are an Equal Opportunity Employer. Reply to Box 00950 EOE.

Reporter, KSN-TV, NBC, in Joplin, MO is seeking an aggressive, enterprising reporter to join the most respected news team in this market. You must tell stories through people, not officials. We need lead story ideas every day. If you have the drive, we may have the job for you. Send 3/4 length VHS tape to Ted Burton, News Director, KSN-TV, PO Box Cleveland, Joplin, MO 64802. EOE:MF/DV.

Producer, Morning Newscast. We have a top rated morning show (90 minutes M-F). If you can give our viewers what they need to start their day, you're our person! HINT: It takes the right mix of news, live elements, traffic and weather. EOE. Send tape, resume and news producing philosophy to Box 00968 EOE.

Photographer/Live Truck Operator: TV news Photojournalist with 3-4 years experience. NPPA standards, live week experience a must and a great attitude. Send resume and tape to: Scott Livingston, WBFF-TV, 2000 W. 41st Street, Baltimore, MD 21211. No phone calls please. EOE.

Northern NJ Production company has several openings for Writers/Producers. Broadcast journalism experience preferred. Excellent news judgement, writing and computer skills needed. Must be able to work with clients, crews and supervisors. High energy and willingness to travel important. Email resumes to Cammy Bourcier at cbourcier@dwjtv.com or fax to 210-445-8352.

Newscast Production Assistant: The ideal candidate has experience working with 3/4 inch VTR's, cameras, audio boards and electronic graphics. Experience in a live news environment a strong plus. It is a full time position. You must be able to work a flexible schedule that could include evenings and weekends. Send resume to News Production Supervisor, KSBY-6/M. 467 Hill Street, San Luis Obispo, CA 93405. EOE.

News and Weather Anchor/Reporter (WSFA): Are you a morning person? A weather person? Do you fill the “best all around” mold? We’re looking for someone with vitality and versatility to anchor and provide weather on our morning show and handle weather duties and interviews at noon. 1-2 years minimum experience. Training toward an NWA certification plus. You must have live experience and some producing skills. Rush your cover letter, resume, and tape (VHS ok) to: Lucy Himstedt Riley. News Director, WSFA. 12 East Delano Avenue, Montgomery, AL 36105. EOE.

News Director. Top 20 independent is seeking an exceptional News Director to create and lead a start-up newsroom in a strong local news market. Candidate must have 3-5 years major market experience, excellent management skills and strong interpersonal and motivational skills. Candidate will be responsible for starting a news department from the ground up, developing and executing the station’s new program. Send resume/salary history to Box 00964 EOE.

Meteorologist. On-air broadcast meteorologist for dominate upper midwest NBC affiliate. Experience and AMS Seal preferred. WSI Weather Producer and WSR-100 Radar. This position is full-time, full benefits. Send resume and tape to WGN Radio, 467 W. North Ave, Chicago, IL 60610. EOE.

Meteorologist. On-air broadcast meteorologist for dominate upper midwest NBC affiliate. Experience and AMS Seal preferred. WSI Weather Producer and WSR-100 Radar. This position is full-time, full benefits. Send resume and tape to WGN Radio, 467 W. North Ave, Chicago, IL 60610. EOE.

News Producer: Norfolk, Virginia’s ABC affiliate has immediate openings for two newscast producers. We’re looking for people who want to grow with a great newroom and a great company. If you’re the best producer in your shop, we want to hear from you yesterday. Requirements include: Minimum of three years producing newscasts while maximizing all sources of news information and production techniques. Supervises reporters in their assignments. Responsible for timing and controlling the flow of the newsroom during air time and must direct and control on-air reporters as well as make decisions during the newscasts and solve problems to maintain the quality of the product. Must be able to coordinate breaking news stories and provide background information and sound bites. Excellent writing and reporting skills. College degree in journalism or equivalent experience required. Minimum three years producing newscasts at a commercial television station required. BASSYS Computer knowledge a plus. Please submit non-returnable VHS tape and apply in person or send resume and tape to Human Resources, WVEC-TV, 613 Woodis Avenue, Norfolk, Virginia 23510 or your Hampton Bureau location at 774 Settlers Landing Road, Hampton, Virginia 23669. EOE. No phone calls.

Managing Editor: Tribune Regional Programming has an immediate opening for a Managing Editor. This position is responsible for our synergy efforts in maintaining positive relationships between Chicago Tribune editorial staff and CLTV News, WGN TV, WGN Radio, and other broadcasting business units; attending daily editorial meetings to enhance and track coverage of news events; developing and producing news and feature stories for airing; keeping News Department managers and employees informed of activities at the bureau; providing guidance and input to print reporters regarding on-air appearances; and coordinating on-camera appearances by outside guests. Candidates must have previous experience in a professional editorial position for a newspaper or television news department; excellent written and verbal communications skills; outstanding interpersonal skills; ability to interact with all levels of internal and external clients. Some weekends/late nights required. Send resume with salary requirements to CLTV News, 2003 York, Oak Brook, IL 60521, or fax 630-571-0489, att HR.

KCOY: Santa Maria, the CBS affiliate for the beautiful central coast of California, has an immediate opening for a primary Anchor to complement our female anchors on the 5, 6 and 11pm newscasts. We’re looking for someone with at least two years experience as an anchor at a commercial TV station. You must have the following skills: Multi-tasking, working under pressure, ability to work long hours, ability to write copy, and have the ability to work as part of a team to make a competent, accurate and accurate newscast. Send resume to Classifieds, KCOY, 1211 West McCoy Lane, Santa Maria, CA 93455.

KCYO: Santa Maria, the CBS affiliate for the beautiful central coast of California, has an immediate opening for a primary Anchor to complement our female anchors on the 5, 6 and 11pm newscasts. We’re looking for someone with at least two years experience as an anchor at a commercial TV station. You must have the following skills: Multi-tasking, working under pressure, ability to work long hours, ability to write copy, and have the ability to work as part of a team to make a competent, accurate and accurate newscast. Send resume to Classifieds, KCOY, 1211 West McCoy Lane, Santa Maria, CA 93455.

www.americanradiohistory.com
Executive Producer - Morning Show. Ready for the challenge-and opportunity-of a lifetime? FOX Affiliate of the Year needs a dynamic EP to help build America's most watchable morning show. Entertainment, news, weather and plenty of personality must be part of the mix. Only visionaries with great people skills and previous EP or line producing experience need apply. Tape, resume and a one-page description of your vision for the perfect morning show to KPTM FOX 42. Attention: Personnel, 4625 Farnam Street, Omaha, NE 68132. No calls. EOE.

Assignment Editor. KNTV, the ABC affiliate in San Jose, California, has an immediate opening for a News Assignment Editor. Applicants must have at least two years experience working on a TV news assignment desk. This position requires excellent organizational, logistical and people skills. Must work effectively with reporters, photographers and producers under newsroom and deadline pressures. We're looking for a creative idea person who's deadline pressures. We're looking for a creative idea person who's

Aggressive Southwest CBS Affiliate looking for Promotions Director. Must be hands-on, extremely creative, and ready to hit the ground running with a great attitude and creative on-air spots. Understanding of audience flow, demographics, and the use of television, syndication, cable co-op or is absolutely required. News promotion experience is a must. Please send resume to Box 00974, and we will contact you. All inquiries will be kept confidential. We are an equal opportunity employer. Minimities and females are encouraged to apply.

Promotion Writer/Producer: Top 10 ABC affiliate seeking strong promotion writer/producer with 3-5 years news promotion experience. State-of-the-art production facility including digital suite, Henry, Hal AVID and more. Send reel and resume to: John Glass, FFA-TV, 606 Young Street, Dallas, TX 75202. EOE/M-F.

HELP WANTED RESEARCH

RESEARCH MANAGER

A Programming Opportunity of a Lifetime

As Research Manager for MCA/Universal you'll be involved in and oversee many projects that help develop TV programming strategy for the company. Television Research is an area that contributes to sales, development and marketing and is essential to all programming decisions. The ideal candidate will have 3-4 years research experience in either syndication, cable, network, or rep firm. You should have knowledge of all local and national Nielsen systems, excellent writing skills and the ability to oversee presentations from start to finish. This position will be involved in all areas of Universal's and NBC's programming including network, cable, syndication, digital, internet, and international. MCA offers a competitive salary and benefits package and is an Equal Opportunity Employer.

Send or Fax Resume and Cover Letter to:

Senior Vice President of Research MCA TV
100 Universal Plaza - 8th Floor
Universal City, CA 91608
Fax (818) 866-5041
No Phone Calls Please.

HELP WANTED PROMOTION

Holonda

Want to live in NYC?

Want to promote a national talk show?

We need someone who thrives on deadlines, has excellent writing skills and is visually creative. Please send tape and resume to:

Gayle Allen
KING WORLD PRODUCTIONS
402 East 76th Street
New York, NY 10021
No phone calls, please.

TV Producer, "AM Live" the top rated news/tabloid oriented morning talk show seeks creative producer with lots of energy and great new ideas. Candidate must be long on experience with excellent booking skills and news background with an eye for the long shot news-making guest, and the persistence to make it happen. Writing, videotape editing and computer skills a must. Forward a complete resume with salary requirements, show ideas and a non-returnable videotape of previous work (no calls) to Charles Bradiey, Director of Programming and Operations. WPVI-TV, Suite B, 4100 City Avenue, Philadelphia, PA 19131. EOE.

Commercial Producer-WUNI-TV 27, Boston's Universal 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 (2 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.
Classifieds

Programming Services

National Weather Network
Your own on-air meteorologist via our latest generation and localized TV weathercast inserts for FOX, UPN, WB, Indy stations and cable stations. Three satellite feeds daily. Your own on-air meteorologist and great graphics. Call these numbers with questions or resume and begin playing your demo. 

Resume Tapes


Video Services


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

Situations Wanted Management

General Manager. Network O&O experience, 10+ years as GM. Specialize in turnarounds. Strong suits - Sales, Finance and Negotiations. 1-800-988-6533.

Executive Producer

Executive Producer

Live Sports Events

A Live Opportunity

SportsChannel Chicago has a unique opportunity for an Executive Producer of Event Production with extensive experience in live events.

Primary responsibility will be to view live events from both a creative and management perspective, and ensure that the service is presented itself in a tasteful, imaginative manner. This will involve developing/implementing plans and strategies for produced events; acting as creator and behind-the-scenes producer, overseeing content and quality of events; utilizing production facilities and supervising/training/scheduling producers and directors to maximize potential; establishing and ensuring adherence to budgets; and working with talent to ensure best possible professional on-air look.

Qualifications include 6-8 years of directing sports events, a thorough knowledge of sports and their live presentation on tv, budgeting/record keeping skills and the proven ability to teach, train, motivate and manage people.

In return, we offer a salary commensurate with your experience, a generous benefits package and a unique opportunity to have significant impact on a highly successful operation. For confidential consideration, please send your resume, indicating salary history and requirements, to: SportsChannel Chicago. Att: EP, 820 West Madison, Oak Park, IL 60302. We are an equal opportunity employer. No phone calls. please.

Sports Channel

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HELP WANTED NEWS

New Photographer/Editor: CBS TeleNoticias is hiring two full-time news photographer/editors with at least 4 to 7 years of ENG experience. Positions available are in our New York and Washington, D.C. bureaus. Ability to work in a fast-paced news environment managing strict deadlines. Willing to travel on short notice, team player. Knowledge of current Latin American affairs. Must be bilingual (ENG, SPAN.) All qualified candidates must submit resume and non-returnable demo reel to: CBS TeleNoticias, c/o Robert Albinio, Operations Manager, 2470 West Eighth Avenue, Hialeah, FL 33010. EOE.

Bureau Chief: We need a seasoned Reporter/Manager for Saipan. US Commonwealth Northern Mariana Islands. 8 person staff needs aggressive leader with solid credentials. Tropical island abounds with hard news. No social hour stuff. Outstanding company benefits. If you have what it takes to meet deadlines, beat the competition...rush your tape and resume to: Kirk Chalions, News Director, 530 West O'Brien Drive, Agana, GU 96910-4996. EOE.

HELP WANTED TECHNICAL

Software Support Specialist: CBS TeleNoticias has an opening in The Systems Support Department for a Software Support Specialist at our Miami based facilities. This position requires experience in broadcasting, electronic newsroom systems, LAN Data communications, and integration of various external systems into the electronic newsroom facilities. 3-5 years experience in a Novell or Windows NT Networking environment. Able to interface various systems into newsroom electronic system. Will play a key role in the integration of digital non-linear editing and associated database facilities into the newsroom newsmaker system. Resumes may be sent to: CBS TeleNoticias, c/o Mike Bock, Director of Operations and Engineering, 2470 West Eighth Avenue, Hialeah, FL 33010. EOE.

HELP WANTED MEDI A RELATIONS

Senior Manager/Program Publicity: The Learning Channel seeks media relations professionals to oversee and implement program publicity efforts, including management of small staff, agencies and consultants. Candidate should have at least five years experience in managing and implementing creative publicity relations campaigns and possess excellent writing and oral communications skills. Team player attitude a must. Location: Bethesda, MD. Fax resume to VP, Communications, Discovery Network U.S., (301) 986-4826. No phone calls. EOE.

HELP WANTED SALES

RARE OPPORTUNITY CABLE TELEVISION LICENSES AVAILABLE

Become a Cable System Affiliate and air children's award-winning, non-violent educational programming. Children's Cable Network (CCN) is seeking experienced sales oriented individuals who want to earn a six figure income. Home based with fantastic growth potential. Exclusive territories and training provided. Investment of $35k - $125k required. Partial financing available! Call Now!!! 1-888-868-4226

HELP WANTED RESEARCH

Research Manager: TNN: The Nashville Network part of the Gaylord Entertainment family has an immediate opening for an experienced research professional. This individual will design, develop and analyze research to be used in making programming strategy decisions. Qualified candidates will have a degree in computer science or a related field, a minimum of three years research experience, thorough understanding of statistical analysis and methodologies and a thorough working knowledge of personal computer and multiple database and spreadsheet applications. Please send resume and cover letter including salary history to: Communications Group HR Attn: PS, 2806 Opryland Drive, Nashville, TN 37214, or fax information to 615-866-5750. EOE.

HELP WANTED MISCELLANEOUS

CNN is launching a new 24 hour Spanish language network in March 1997

Looking for Director/TDY's with experience: Video Production Supervisor with editing and management experience, Master Control operators with experience as master control operator and preferably some live control room/news production experience. Video Editors with edit experience (non-linear a plus), and Technical Assistants for control room production. All applicants must be fluent, if not native, Spanish speakers with good English proficiency. Director, Video Production Supervisor and Video Editors especially must be up to date on international news events (especially Latin American). Many exciting opportunities for positive, energetic, and motivated people to help in the expansion to a 24 hour Spanish language network using state of the art nonlinear and digital technology.

Send Resume and Tape to: CNN EnEspanol
I CNN Center
Atlanta, GA 30348

ALLIED FIELDS

HELP WANTED INSTRUCTION

University of Illinois at Urbana-Champaign -- Assistant professor on the tenure-track. Full-time for the academic year, beginning August 21, 1997. Salary: $40,000. Required: Significant professional television news reporting or producing experience; minimum of Master's degree. Preferred: Significant professional radio news experience in addition to television experience; teaching experience. The Department of Journalism at the University of Illinois in Urbana-Champaign has a proud tradition in its focus on public affairs journalism. The successful candidate for this position will be teaching courses in beginning and advanced radio and television journalism in a new teaching studio to highly selective students at one of America's great public universities. Women and minority applicants are strongly encouraged. Please send full details on qualifications, VHS videotape and two references not be returned, and names and phone numbers of three references to: Brian K. Johnson, Chair, Search Committee, Department of Journalism, University of Illinois, 199 Gregory Hall, 610 S. Wright St., Urbana, IL 61801; (217)333-2103. To ensure full consideration, applications must be received by Feb.3, 1997. The University of Illinois is an Affirmative Action and Equal Opportunity Employer.

Northeastern University's School of Journalism seeks a full-time, tenure-track assistant professor for Fall 1997. The principal teaching emphasis will be in the areas of television and radio journalism, but candidates must also be able to teach basic print newswriting courses. We are particularly interested in candidates who can help integrate new technologies into our curriculum. Requirements include a minimum of five years full-time professional news media experience, a master's degree, and demonstrated competence in video and audio production. Creative production research is expected. Send letter outlining career goals, curriculum vitae, names of three references, and supporting material to Search Committee, Northeastern University, School of Journalism, 422 Draper St., Boston, MA 02115. Application deadline is December 15, 1996. Northeastern University is an Equal Opportunity/Affirmative Action Title IX Employer. Northeastern embraces the wealth of diversity represented in our community and seeks to enhance it at all levels. Minorities and women are strongly encouraged to apply.

Doctoral Assistantships: The University of Tennessee seeks outstanding candidates for doctoral study. Coursework emphasizes communications theory and research with a concentration in broadcasting, journalism, P.R., advertising, information sciences, or speech communication. M.S. degree and GRE required. Program requires 2-3 years in coursework, plus dissertation. Teaching assistantships possible. Application for fall 1997 due March 1. Also, calendar-year M.S. program in media management. Contact Dr. H. Howard, Communications, University of Tennessee, Knoxville, TN 37996-0347.

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

October 28 1996 Broadcasting & Cable
University of Illinois. College of Communications, Department of Journalism. Head, Department of Journalism. Responsibilities: The head is responsible for administering a department of 16 full-time and several adjunct faculty with an enrollment of 175 undergraduates and 25 master’s candidates. He or she will manage all aspects of departmental affairs, including budget. The department has undergraduate and graduate programs in both news-editorial and broadcast journalism and is committed to an emphasis on public affairs reporting. The head is expected to engage in research and writing in areas of her or his expertise. The head will lead departmental efforts to relate positively to the journalism and academic communities at the state and national levels. The head will have an opportunity to provide innovative leadership in defining the future direction of the department’s programs. The head also will work closely with the dean of the college and other department heads in developing and implementing college policy. Qualifications: Candidates should have exemplary professional experience; be receptive to the distinctive nature of academic life. They should have distinguished records of academic and/or professional achievement and administrative capability. They should have solid, well-rounded education, a passion for public affairs journalism, and abilities to lead, to motivate and to listen to their colleagues. They should have appreciation and knowledge of broadcast and print media in their many forms and variations. We seek candidates who will embrace our commitment to a rigorous curriculum rooted in a solid liberal arts tradition with complementary skills course offerings. Nature of appointment: full professor, but possible associate professor; full time; position available August 21, 1997; salary is competitive and commensurate with experience. To apply: Applications received prior to the deadline of December 9, 1996 will receive full consideration. Inquiries and applications should be addressed to: Professor William E. Berry, Chair, Journalism, Search Committee, Room 119 Gregory Hall, 810 South Wright St., Mail Code -462, Urbana, IL 61801-3611, (217) 333-0128, AA/EO employer.

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**NEW STATIONS**

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**Coolidge, Ariz. (BPET-960923KF)—Community Television Educators Inc. (Marcus D. Lamb, president, P.O. Box 612066, Dallas, TX 75261) for noncommercial educational TV on ch. 43, ERP 5,000 kw visual, ant. 554 m., 3.86 km S of Hunt Hwy and Recker Rd. CTE has applied for TVs in Phoenix and Coolidge, Ariz., and Santa Fe, N.M. Directors of CTE also own KMXP-TV Decatur, Tex. Sept. 23**

**Hot Springs, Ark. (BPET-960923KH)—Community Television Educators Inc. (Marcus D. Lamb, president, P.O. Box 612066, Dallas, TX 75261) for noncommercial educational TV on ch. 39, ERP 1,065 kw visual, ant. 942 m., 3.2 km NE of Ocotillo Rd., Estrella Mtn. CTE has applied for TVs in Coolidge, Ariz.; Hot Springs, Ark., and Santa Fe, N.M. Directors of CTE also own KMXP-TV Decatur, Tex. Sept. 23**

**Hot Springs, Ark. (BPET-961001KG)—Broadcasting for the Challenged Inc. (George S. Flinn Jr., president, 188 South Bellevue, Ste. 222, Memphis, TN 38104) for noncommercial educational TV on ch. 20, ERP 2,570 kw, ant. 129 km, intersection of SH 35 and Croxton Rd. CTE has applied for TVs in Phoenix and Coolidge, Ariz., and Santa Fe, N.M. Directors of CTE also own KMXP-TV Decatur, Tex. Sept. 23**

**Tulsa, Okla. (BPET-961001KH)—Broadcasting for the Challenged Inc. (George S. Flinn Jr., president, 188 South Bellevue, Ste. 222, Memphis, TN 38104) for noncommercial educational TV on ch. 63, ERP 1,100 kw, ant. 259 m., intersection of SH 35 and Croxton Rd. CTE has applied for TVs in Phoenix and Coolidge, Ariz., and Santa Fe, N.M. Directors of CTE also own KMXP-TV Decatur, Tex. Sept. 23**

**Senatobia, Miss. (BPET-961001KI)—Broadcasting for the Challenged Inc. (George S. Flinn Jr., president, 188 South Bellevue, Ste. 222, Memphis, TN 38104) for noncommercial educational TV on ch. 34, ERP 1,100 kw, ant. 195 m., 3.2 km E of Coldwater, Miss. Broadcasting for the Challenged has applied for TVs in Hot Springs, Ark., and Tulsa, Okla. Flinn owns WRBl(TV) and WWOB(AM) Memphis and WWZL(AM) Germantown, Tenn.; KMZN(AM) Marion and KHOB(AM) North Little Rock, Ark., and WWCL(AM) New Orleans; 25% of CP for KDEN(TV) Longmont, Colo.; has applied for FMs in Tunica and Grenada, Miss.; Virginia Beach, Va.; Forest Acres, S.C., and Sun Valley, Nev., and has 50% interest in applications for TVs in Destin, Fla.; Spokane, Wash.; Provo, Utah; Arcade, N.Y.; Gosnell, Ark.; Minden, La.; Greenville, N.C., and Newton and Des Moines, Iowa. Oct. 1**

**Forest Acres, S.C. (BPET-960913MD)—J.R. McClure (185 CommerceCtr., Greenacres, SC 29615) for FM at 94.3 mhz, ERP 6 kw, ant. 100 m., N side of Atlantic Rd., Sims, S.C. McClure owns radio in Augusta, Ga., and Odessa, Tex. Sept. 13**

**Forest Acres, S.C. (BPET-960911MC)—Atlantic Broadcasting Co. Inc. (Harold T. Miller Jr., president/18.2% owner, P.O. Box 103000, Florence, SC 29501-3000) for FM at 94.3 mhz, ERP 3.7 kw, ant. 129 m., 6011 Shakespeare Rd., Columbia, S.C. Atlantic owns FMs in Florence, Cheraw, Scranton, Bucksport, Darlington and Mullins, all S.C., and an AM in Florence, and has CPs for FMs in Kingstree, S.C., and Ocean Isle Beach, N.C. Sept. 11**

**Forest Acres, S.C. (BPET-960912ML)—Forest Acres Broadcasting (Todd P. Robinson, owner, 2231 Devourthere Rd., Ann Arbor, MI 48104) for FM at 94.3 mhz, ERP 6 kw, ant. 26.4 m., 3.3 km NW of intersection of res 77 and 78 near Columbia, S.C. Robinson has applied for CPs in Mesquite, Nev.; Nashville, N.C.; Tunica, Miss.; Harrisburg, Ark., and Evansville, Ind., and TVs in Muskogee, Okla.; Sioux City, Iowa, and Hutchinson, Kan. Sept. 12**

For the Record 104

October 28 1996  Broadcasting & Cable

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Memphis, TN 38104) for FM at 94.39 mhz, ERP 6.9 kw, ant. 69 m., Shop Rd. extension, 8 km NW of Pineview Rd., Columbia, S.C. Flinn owns WRFI(FM) and WBOB(AM) Memphis and WWZ(AM) Germantown, Tenn.; KMZ(AM) Marion and KORE(FM) North Little Rock, Ark., and WCC(FM) New Orleans; 25% of CP for KDEN(FM) Longmont, Colo.; has applied for FL in Tunic¬
a and New Jersey; Virginia Beach, Va., and Sun Valley, Nev., has 50% interest in applica¬tions for TVs in Destin, Fla.; Spokane, Wash.; Prov., Utah; Arcade, N.Y.; Gosnell, Ark.; Minden, La.; Greenville, N.C.; Newton and Des Moines, Iowa, and interest in applica¬tions for TVs in Phoenix and Cookeville, Ariz.; Hot Springs, Ark., and Santa Fe, N.M. July 18

Forest Acres, S.C. (BPH-960912MS)—D&S Partnership (Robert H. Deutsch, 50% owner, 9503 Ewing Dr., Bethesda, MD 20817) for FM at 93.94 mhz, ERP 5.5 kw, ant. 100 m., 1.4 km W of junction; WWNY(AM) 321 and Glenn Rd., Gas¬ton, S.C. Sept. 12


Forest Acres, S.C. (BPH-960911MD)—Whole Hog Enterprises LLC (104 Willid Rd., Columbia, SC 29223) for FM at 94.33 mhz, ERP 2.3 kw, ant. 125 m., Cushman Dr., Columbia, S.C. Sept. 11


The full article can be found at www.americanradiohistory.com


Nov. 14—"Working with Conflict Resolution and Negotiation," course presented by Women in Cable & Telecommunications, TCI, Denver. Contact: Molly Coyle, (312) 634-2353.

Nov. 15—IRT Foundation newsmaker luncheon featuring Bob Callahan, Steven Dinetz, Scott Ginsburg and Bob Sillerman. Walsdorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-8650.

Nov. 15—18th annual CableACE Awards presentation (non-televised categories), presented by the National Academy of Cable Programming. The Ebell Club, Los Angeles. Contact: Scott Broyles, (202) 775-3629.

Nov. 15—16th annual CableACE Awards presentation (televised categories), presented by the National Academy of Cable Programming. The Willern Theater, Los Angeles. Contact: Scott Broyles, (202) 775-3629.

Nov. 16—"Kids' TV: Around the World in a Day," screening presented by the American Center for Children's Television. School of the Art Institute, Chicago. Contact: David Kleeman, (312) 330-6489.

Nov. 17—National Association of Broadcasters European radio operations seminar. Rome, Italy. Contact: (800) 342-2460.


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**Alternative view of Grand Alternative**

EDITOR: The distortion in your Oct. 21 story of the "Grand Alternative" wasn't just in the pictures. The Gary Demos advanced TV system is no system at all. It is a computer simulation with unproven claims as to the cost and complexity. Unlike the Grand Alliance system, it is incomplete, unbuilt, untested and unverified.

What Mr. Demos would "optimize" for is not, as he says, "low-cost receivers" but a computer, which is as expensive as it is in part, because it must handle over 200 computer display standards. Why should all consumers be forced to pay for a computer-ready, computer-priced TV receiver, even if they simply want TV or substantially less functionality? Contrary to his claims, decoding programming in all the formats in the Grand Alliance system does not require "big bucks for a high-definition set."

Consumers would get those programs, including the ones transmitted in HDTV—albeit displayed in the resolution for which a given set is built—by choosing the device at the price they want: a converter box for an NTSC set, or a new all-digital receiver for SDTV, or a full HDTV display for home theater.

What Mr. Demos doesn't claim, of course, is channel efficiency, because his play for HDTV would also use up to 20% more of the 6 mhz channel to send his layering software—capacity stolen from video, audio and data services. Not surprisingly, this approach was rejected by the world's experts—including computer experts who designed and agreed on the MPEG-2 coding standards.

There is nothing new, revolutionary or more practical in this alternative. To paraphrase your editorial position in April about the FCC Advisory Committee's recommended standard: Now is the time, this is the answer, just do it.—Peter Fannon, chairman, Citizens for HDTV Coalition, Washington
TV’s first star and favorite uncle

Is it true that Milton Berle was responsible for selling more TV sets than any ad campaign?

“Sure. His show was so bad I sold my set to my brother-in-law, my cousin sold his to my sister, my mother hocked hers at the pawnshop....”

All joking aside, there’s little debate among historians about Berle’s legacy. In a tribute to Berle, M*A*S*H co-creator Larry Gelbart helped put that legacy into context: “In a fairer world, Berle would have received a royalty on every TV set ever sold. It was the enjoyment he supplied that helped create the demand. He was more than Uncle Miltie. He was, in fact, the founding father—our George Washington in drag.”

Berle’s TV star rose June 8, 1948, when Texaco Star Theater premiered on NBC. He hosted the first live broadcast of the vaudeville-style revue, rotating with Henny Youngman, Morey Amsterdam and others for a short time until it became clear to the sponsor that viewers wanted to spend Tuesday nights with Uncle Miltie.

“Berle was the first comedian to bring all his talents to television and make it work,” says Sid Caesar, who brought his own considerable talent to the medium. “He was the first to prove you could put on a show week after week and make it work.”

Berle was the first inductee to the Television Hall of Fame in 1984, and tonight (Oct. 28) he becomes the first recipient of a lifetime achievement award from the New York Television Academy. Berle says testimonial dinners always make him think about his mother, Sandra.

“She was the backbone of my career,” Berle says. “She forged me and she worked on me like a son of a gun. Everyplace I ever appeared—whether it was vaudeville, theaters, nightclubs or TV—she was in the audience being a one-woman buff for me. I can still hear her tremendous big laugh on the kinescopes.”

Born in New York City in 1908, Milton Berlinger was barely out of diapers when he broke into show business as the model for Buster Brown. He went to Hollywood in 1914, appearing in more than 50 silent movies with, among others, Charlie Chaplin and Mary Pickford. Berle was just eight years old when he realized he was the primary breadwinner for a family of six.

Berle’s father had chronic heart trouble. His mother worked as a policewoman and department store detective when she wasn’t shepherding her youngest son to auditions and performances.

“I once told her she was working too hard at the department store trying to catch shoplifters,” Berle recalls. “She said, ‘That’s okay, I’ve just gotten a transfer to the piano department.’”

Mrs. Berle’s Spartan work ethic was passed on to her son. Berle wrote, directed and produced almost everything in which he appeared. And he’s been a meticulous archivist, collecting more than 425 kinescopes and dozens of other film documents, including a clip of his performance on an experimental TV broadcast in 1929.

“His dedication to his work was like a form of self-immolation,” says Arnold Stang, better known to some as Francis the stagehand, who worked with Berle on radio and TV. “When we rehearsed, he was always running into the control room, fixing the cameras, telling the orchestra how to do the music. He worked around the clock. He seemed to derive nourishment from the accomplishments of the show.”

Mr. Television made his name in comedy, yet Berle singles out his “straight” roles in live TV dramas as some of his best work. He made dozens of appearances on such series as Four Star Playhouse and Philco TV Playhouse.

One of Berle’s proudest moments in broadcasting came in May 1949, when he hosted the first telethon—a benefit for the Damon Runyon Cancer Fund—and was on the air for 24 hours.

After Berle spent three seasons at the top of the Nielsen rankings with Texaco Star Theater, NBC signed him to a lifetime contract at a six-figure yearly salary. But by the late 1950s, Berle’s star on television began to fade. He eventually negotiated a lower annual stipend from NBC in exchange for the right to work for other networks.

Berle hosted a short-lived variety show on ABC in 1966, and he has never stopped making guest appearances on everything from F Troop to Beverly Hills, 90210.

At 88, Berle is nostalgic about his 80-plus years in show business: “One of the biggest thrills I ever got was having my picture and story on the cover of Time and Newsweek in the same week [May 16] in 1949. That was the first time that ever happened for a comedian. When I hit, I just busted right through.”

—CL
**PROGRAMING**


**Carl Cameron**, political director, WMUR-TV Manchester, N.H., joins Fox Television Network. His current assignment is to cover the presidential election. After the election Cameron will become Capitol Hill correspondent for Fox, Washington.


Appointments at Fox Kids Network, Beverly Hills: **Carol Monrooe**, senior VP, Hearst Animation Productions, joins as senior VP, program services: **Karen DiNoto**, VP, programming and development, Fox Kids, named VP, development and creative affairs.

**Carrie Parker**, licensing manager, Scholastic Productions Inc., joins The Itsy Bitsy Entertainment Co., New York, as marketing manager, children's entertainment.


**Judith Merians**, VP, business and legal affairs, Saban Entertainment, Los Angeles, moves to Saban International in same capacity.

**Denise Hall**, TV program manager, WSRE(TV) Pensacola and WFSG(TV) Tallahassee, both Florida, named director, programing, Florida.

**Monroe**

**DiNoto**

**Padnos**
Public Broadcasting Service, Tallahassee.

John Campagnolo, division manager, Carsey-Werner Distribution, joins ITC Entertainment Group, Los Angeles, as VP, Western region, domestic television.

RADIO

Sarah Buckley-Frakes, account executive, Christal Radio, San Francisco, named sales manager.

Appointments at National Public Radio, Washington: Jackie Nixon, associate director, audience research, named director, strategic planning and audience research; John Sutton, director, audience research, named director, cultural programming services and on-air fund-raising; Cathy Roines, acting assistant VP, human resources, named director, individual and organizational development.

Tony Burke, retail advertising manager, Washington Times newspaper, Washington, joins Shadow Broadcast Services there as GSM.

Kimberly Morgan, marketing director, KXNG(FM) and KEWS(FM) Dallas, named national promotion director, Radio Disney, ABC Radio Networks, there.

Jan Shay, general sales manager, KFBK(AM)/KGBY(FM) Sacramento, Calif., joins Paxson Communications' WMGF(FM)/WWNZ(AM) Orlando, Fla., in same capacity.


Lee Garen, morning news anchor/editor, South Carolina News Network, named station operations manager/morning announcer, WLHC(FM) Highlands, N.C.

Matt Hudson, VP, The Eagle Group, Denver, named executive VP.

Zina Murray, radio marketing specialist, The Interrep Radio Store, Chicago, named VP/radio marketing specialist.


Appointments at SW Networks, New York: Rich Vestuto, coordinating producer, Personal Notes, takes on additional responsibilities as director, adult programming; John Luscalzo, managing editor, Billboard Rock Airplay Monitor, joins as director, Rock programming.

CABLE

Appointments at Showtime Networks Inc.: William Scott, human resources manager, BPI Communications, joins Los Angeles office as director, human resources and administration, West Coast; Jackie Ioachim, manager, consumer public relations, named director, consumer public relations, movies.

Claude Wells, VP, affiliate relations, Central region, Court TV; joins Odyssey, New York, as senior VP, affiliate relations.

Cynthia Ahlstrom, on-site manager, Showtime Satellite Networks, Salt Lake City, named director, telecommunications.


Appointments at MuchMusic USA, New York: Juliette Powell, host, Bouge de la, Musique Plus, joins as host, Electric Circus, and VJ for the music channel; Joseph Leonard, regional director, Northeast, named marketing director.

Rick Belden, GM, TCI Cablevision of Cape Cod, named business operations manager, TCI of Northern New Jersey, Oakland, N.J.

Nathalie Neuman, French representative, ABC Cable and International Broadcast Group, Paris, joins ESPN International there as director, European ventures.

Appointments at E! Entertainment Television, Los Angeles: Wendy Zenchysyn, director, worldwide marketing, products and sales services, Merisel Inc., joins as regional director, Northwest; Dan Hoskins, account supervisor, named manager, international development.

Appointments at MSNBC, New York: Cameron Blanchard, marketing communications assistant, National Basketball Assn., joins as senior publicist; Erica Proto, media coordinator, CNBC, joins as publicist.

David Gerber, producer/director, WQED(TV) Pittsburgh, joins as director, production, Animal Planet, Discovery Networks Inc., Bethesda, Md.

Steve Clapp, group brand director, The Paddington Corp., joins The Weather Channel, Atlanta, as VP, strategic marketing.

Appointments at Request Television, Denver: Gary Hahn joins as VP, on-air promotions; Tom Chiappetta, director, marketing, pay per view, World Wrestling Federation, joins as director, marketing; Chris Temple, transactional products manager, Jones Intercable, Tucson, Ariz., joins as marketing manager.

Appointments at Outdoor Life and Speedvision, Stamford, Conn.: Patrick Dodd, regional director, affiliate relations, NBC Cable Networks, joins as VP, affiliate sales, West; Pamela Jensen, VP, sales and marketing, IntroNet, joins as VP, affiliate sales, Central region.

MULTIMEDIA

Appointments at Cable Plus, Bellevue, Wash.: Matthew Schiltz, president/co-founder, StatSci, joins as president/COO; Robert McCambridge, treasurer/VP, corporate development, Control Data Corp., joins as CFO.
Daniel Roth, VP, strategic planning, Western International Media Corp., Los Angeles, named executive VP/chief strategic officer.

Rich Everitt, main anchor, 6 and 11 p.m. newscasts, WYOU(TV) Scranton, Pa., joins Regional News Network, Kingston, N.Y., as anchor, 6, 7, 9 and 10 p.m. newscasts.

Kaye Howe, president, Western State College, joins International University College, Englewood, Colo., in same capacity.

Anne Leirer, VP, sales, Mediacopy, joins MTM Worldwide Distribution, Studio City, Calif., as director, worldwide operations.

Appointments at International Family Entertainment Inc.: Tracy Jenkins, director, product management, marketing, Jones Intericable Inc., joins as director, affiliate sales and relations, Rocky Mountain region, Denver; Brian Janks, account executive, Detroit, named manager.

Alan Edwards, director, operations, Orlando, Metro Networks, named regional director, Orlando, Nashville, Memphis and Louisville.

Lynn Nicklau, event marketing manager, Cox Enterprises, Atlanta, named director, sales development.

Elisabeth Flynn Glass, VP, program acquisitions, Encore Media Corp., Englewood, Colo., named senior VP, program acquisitions, Encore Entertainment Group there.

Elliot Gerson, executive VP, United HealthCare Corp., joins ETC/wtc (education, training and communications subsidiary of TCI Technology Ventures Inc.), Washington, as president/COO.

ALLIED FIELDS

Robert Baskerville, director, production, studio and field operations, Cinetel Studios, Knoxville, Tenn., named VP.

McGinty on the move

Derek McGinty, host of The Derek McGinty Show, an NPR public affairs program originating from WAML (FM) Washington, is increasing his television profile. Last week he was named correspondent for CBS News’ Coast to Coast, a series of six prime time hours to air in early 1997. He also will moderate Straight Talk with Derek McGinty to be aired on WETA(TV) Washington and simulcast on National Public Radio and serve as correspondent for State of the Union, a four-part series. Beginning Jan. 1, 1997, McGinty will join WETA as a correspondent. He will continue as moderator of the D.C. Politics Hour, a televised version of his radio show, and will anchor or moderate other news programming as required.

TENAY TECHNOLGY

George Stromeyer, European GM, poly-switch division, Raychem Corp., joins Scientific-Atlanta, Buenos Aires, Argentina, as VP/managing director.


Jim Longstreth, broadcast sales manager, Midwest, Eastern and Central regions, Quantel Inc., Darien, Conn., named VP, sales.

Randy Tritz, operations/sales manager, Midwest Visual Equipment Co., joins Extron Electronics, Anaheim, Calif., as sales manager.

Appointments at COMSAT Laboratories, Bethesda. Md.: John Evans, head, named chief technical officer; Benjamin Pontano, VP, network technology division, and acting VP, communications technology division, named acting president; Joe Duda, director, corporate development, named VP, finance; Paul Pizzani, VP, finance and business planning, COMSAT International Ventures, named treasurer of the COMSAT Corp.; Marjorie Holman, group controller, COMSAT RSI, Dulles, Va., named VP, finance.

DEATH

Henry J. Guzewicz, 82, pioneering tower company executive and broadcast station owner, died in Philadelphia Oct. 19 from complications following surgery. Guzewicz was chairman of Stainless Enterprises and Stainless Broadcasting. After receiving a degree in chemical engineering from Tufts University and serving in Africa, Europe and the Pacific during World War II, Guzewicz founded Stainless Enterprise with his brother Walter and partner Richard Eberle in 1947. Stainless grew to become a leading radio and TV tower company—laying claim to parentage of half the TV towers in the U.S. The company’s early edge was using tubular steel instead of traditional angle iron to cut wind resistance and allow it to build the tall TV towers (2,000 feet) that became its trademark. Stainless has designed, fabricated and erected more than 7,000 towers in 83 countries. It bought wizc-TV Birmingham, N.Y., its first station, in 1970 and ktvz(TV) Bend, Ore., in 1986. The company bought and sold stations in Caroline and Williamsport, both Pennsylvania. Guzewicz is survived by his wife, Eleanor, and four children.

—Compiled by Denise Smith
e-mail: d.smith@bccalhers.com
In Brief

TV stations airing the Seagram distilled spirits commercials could hear from the FCC this week. Sources say Chief of Staff Blair Levin plans to write to the stations to request a tape of the spots being shown, as well as information on when and how often the stations are airing them.

Sinclair Broadcast Group stock dropped $9.75 last week on the news that the company's pre forma broadcast cash flow would fall 4%-5% in the third quarter of the year, compared with 1995. Sinclair's price fell from $43.75 on Oct. 18 to close Friday at $34. The TV and radio owner may cancel plans to sell up to $200 million of common stock and likely will postpone the sale of $200 million of preferred stock, Bloomberg Business News says. The decline was blamed partly on lower ad revenue after TV affiliate sales in Birmingham, Ala., and Raleigh, N.C.

ABC has made a 13-episode order for a Universal Television show based on the feature film "Timecop," starring Jean-Claude Van Damme. The dramatic series is set for the 1997-98 season and will be executive-produced by Lawrence Gordon ("Die Hard") and Robert Singer (Lois & Clark: The New Adventures of Superman); the pilot will be written by the film's screenwriter, Mark Verheiden. Mike Richardson, president of Dark Horse Comics, will be co-executive producer.

America Online has struck a deal with Brandon Tartikoff through its AOL Greenhouse unit to produce hybrid projects for simultaneous distribution online, on TV and as books. The first effort planned is Beggars and Choosers, a serial drama about the back-room politics at a flagging TV network. Scott Zakarin and Troy Blotnick, creators of cyber-soap The Spot, will be executive producers on the show, intended to debut online next spring.

Signaling its intent to move forward as an independent company, King World Productions has tapped two veteran lawyers to manage administration, investments and acquisitions. Michael Spiessbach, formerly with Johnson & Johnson and Merrill Lynch, has been named president of King World Ventures, the newly formed unit where he'll spearhead KW's long-term investment and acquisition strategy. Robert Madden, who has headed his own entertainment law firm for the past decade, has been named senior VP, administration. Spiessbach will be based in New Jersey, Madden in Los Angeles.

A satellite truck and a news van belonging to UPN affiliate wroc(Tv) in downtown St. Petersburg amid rioting sparked by the fatal police shooting of a black motorist earlier in the day. A cameraman who was trapped inside the truck before it was set on fire suffered cuts and bruises in the disturbance involving several hundred people, wroc officials said. The rioting went on past midnight, prompting ABC affiliate wfts(Tv) to preempt network programming at 10 p.m. for live coverage.

Representative Ed Markey (D-Mass.), in a letter to PBS President Ervin Duggan, urged the network not to accept "commercial promotions" to precede

Talking technology

Some big names gathered last week to meet with analysts at Bear Stearns's 10th Annual Media & Communications Conference in Phoenix. What follows are a few highlights from their appearances.

DVD (digital video disk, aka digital versatile disk) may be a big buzz in the entertainment and digital media industries, but "it remains to be seen whether the DVD format will appeal to consumers," said Seagram boss Edgar Bronfman Jr. Media and entertainment wunderkind Barry Diller said that many of the media sector's frenzied efforts to capitalize on emerging technologies, such as personal computers, digital information and communications, miss the point: "it's time to separate science fiction from science fact. Established media companies are trying to manage the complexities of this convergence by imposing their own business models."

Thomas A. Jermoluk, chairman of @Home Network, said his service is making a "100% conversion from beta into paying customers" in its primary launch sites in Fremont and Sunnyvale, Calif. The service is conducting beta tests in Baltimore, Sarasota, Fla., and Orange County, Calif., in addition to the already disclosed Hartford, Conn., and Arlington Heights, Ill. Jermoluk predicted that @Home will have hundreds of thousands of paying customers by the end of 1997 and will be into the millions by the end of the next year. The service also has affiliate agreements with cable MSOs encompassing 40 million homes, and hopes to enroll 10%-20% of those subscribers as customers in the next five years, Jermoluk said.

—PC
its Wishbone children's show. Markey's comments were sparked by a Washington Post story last week that reported PBS was doing just that. "I am very concerned that such increased commercialization would lead to a deterioration of the quality of children's programming... and undermine the integrity of public broadcasting," Markey wrote. PBS, however, denied that it was studying the reported $1 million proposal by Frito-Lay Co. to underwrite the show with its Chee-tos brand snacks. PBS spokesman Stu Kantor says the network has not been formally approached with a proposal by either Frito-Lay or [Wishbone producer] Lyric.

The FCC levied a $10,000 fine against KT8X (TV) Anchorage for breaking the commission's rule limiting the amount of commercial time shown during children's programming. The violations stem from a promotion for National Bank of Alaska by program hosts during the Fox 4 Kids program and a Pizza Hut ad for "Goofy Wear" during the Goof Troop show. Both incidents were in February 1993.

Rather than load up on movies or specials, UPN is rolling out the stars in its regular series during the November Sweeps. Pam Grier will appear on Sparks Nov. 4, followed by a host of jazz, R&B and hip-hop greats on a two-part Moesha Nov. 5. Sports star Bo Jackson will star in The Sentinel on Nov. 6, and Richard Pryor makes a special appearance as Eddie's father on Malcolm & Eddie Nov. 11. Tom Arnold shows up on Malcolm & Eddie Nov. 18, followed by an appearance by Sally Kirkland on Goode Behavior. And on Nov. 27, John DeLancie will reprise his role as Q on Star Trek: Voyager, trying to convince Captain Janeway to bear his child.

U.S. West Media Group reported healthy earnings from its cable and wireless divisions for the third quarter ended Sept. 30. Revenue was up 15%, to $694 million, from $604 million for the previous year's third quarter. Revenue from the wireless division increased 28%, to $315 million, compared with $246 million for the same period in 1995. This was spurred by a 43% subscriber growth, to $1.7 million customers. The cable division also experienced 7% revenue growth, to $60 million from $56 million. The company's director operations revenue was up 8.2%, to $316 million from $292 million.

Paramount Television Group has signed a long-term renewal of its first-look production agreement with Leeeza Gibbons Enterprises, producer of NBC's daytime talk show strip Leeza. The deal calls for LGE and Paramount to produce at least five prime time specials over the next two years. LGE has specials and other projects in the works for cable's NBC Network and Lifetime. Under president Donna Harris, LGE also is developing prime time series and TV movies.

The price for KKLZ (FM) Las Vegas, which is being bought by Apogee Communications ("in Brief," Oct. 21), is $13 million. Seller is Max Media Properties.
Week’s worth

It’s too soon to say that there’s a rapprochement in sight between the broadcasting and computer industries on the subject of a digital standard. But there has been movement since last week, when this page urged both sides to work toward the middle.

Most conspicuously, FCC Commissioner Susan Ness seized the initiative to encourage negotiations. She has asked the parties to come up with a schedule of meetings by Oct. 30 and with mutually satisfactory resolutions by Nov. 25. In her best of possible worlds there would be a recommended solution by Thanksgiving.

The Ness letter got the industries in gear, and even began to flush out eventual bargaining positions. The most radical change, from the broadcasting perspective, could call for a retreat from an across-the-board, government-mandated standard to a standard that would be, in important parts, be private-sector initiated. The advantage for broadcasters would be in not having to incorporate computer industry demands or be held back by computer industry-generated delays. As witness after witness testifies, the U.S. advantage in advanced television abroad is rapidly being eroded by FCC inertia.

Susan Ness has figured that out. Would that the opinion were unanimous on the eighth floor.

Time out

The news-channel battle between Turner/Time Warner and Fox is a high-stakes contest among media giants. With 1.1 million cable households in New York City on the table, it is a contest that deserves the attention it’s attracting—attention that’s been diverted by the gamesmanship involved.

First there was the always outspoken Ted Turner’s comparison of Rupert Murdoch to Adolf Hitler. Then there was Murdoch’s New York Post dropping the TV listing for CNN—only to return it several days later, saying it had been an oversight. Then Fox, which is covering the World Series, forewore any footage of Atlanta Braves owner Ted Turner or wife Jane Fonda during the games, while showing New York Yankees owner George Steinbrenner. In this case, Fox conceded that it was excluding the Turner footage on purpose and eventually relented after the move drew national attention.

In a way it was a return (or a throwback) to another era, when such news moguls as Hearst and Pulitzer used their domains as personal fiefdoms. Today’s media are much more polite and corporate, if equally motivated by competition and the bottom line. We’re torn between enjoying the honesty of it all and being appalled by the obviousness of it all. Honesty, of course, remains the best policy.

A damn site better

In this issue we recognize and salute the strong links between the new electronic media and the more established versions we’ve been covering for 65 years. We commend to readers of all media persuasions the ‘BROADCASTING & CABLE’s 50 Cool Websites’ feature that begins on page 30. Convergence may have been a lot slower in getting here than was once forecast, but it will nevertheless arrive. The current jockeying for position between the broadcasting and computer worlds over a digital TV standard is only one example of the urgent business that brings those technologies together.

The sites selected for this week’s report were chosen for their attractive graphics, ease of use, organization, broad appeal, narrow appeal, useful information and links. Does attitude count? Certainly. Some sites had lots of attitude, like the irreverent El Online. But even sites like C-SPAN’s and the Weather Channel’s—which attach to somber business—were fun to visit.

Were the selections subjective? Totally. Did we miss some good ones? Probably. Will we revisit the field? Absolutely.
Industry analysts predict that by the year 2000, nearly 20 million households will own or rent a TV satellite dish. What does this mean for broadcasters and cable MSOs?

On November 25, Broadcasting & Cable examines the current impact — and future outlook — of the booming DBS business. Plus, this in-depth special report will include a look at many of today’s top DBS players.

If you are involved in the at-home satellite industry, this issue is an excellent opportunity to come clean. Place an ad and you’ll reach 35,000 leading decisionmakers in television, cable, radio and related industries, as well as professionals from around the world at MIP-Asia. Call your Broadcasting & Cable sales representative today to reserve your space.

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