

JAN 6

\$3.95

Broadcasting & Cable

The Newsweekly of Television and Radio

Vol. 127 No. 1 66th Year 1997 A Cahners Publication

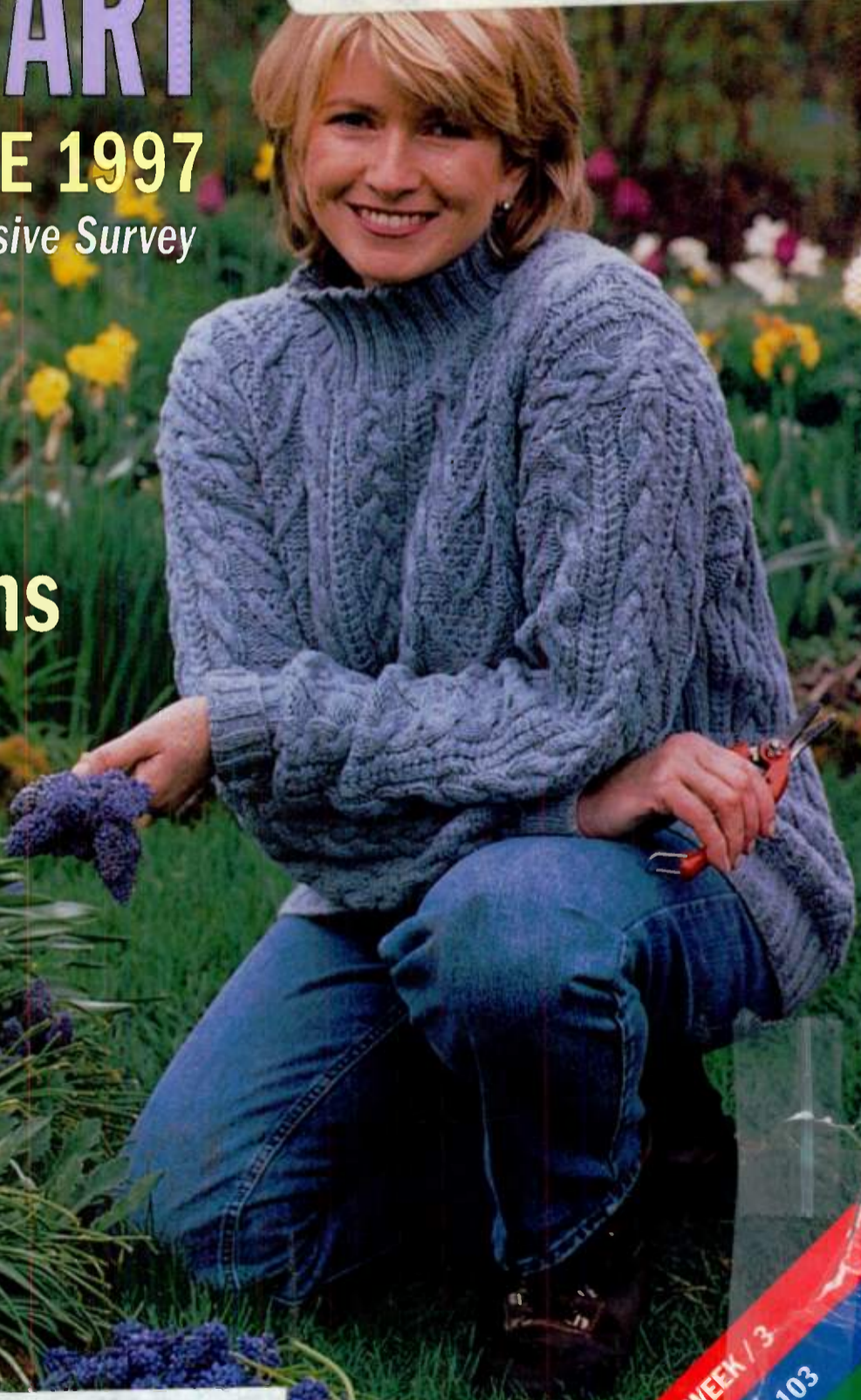
PERIODICAL
LIBRARY USE ONLY

MARTHA STEWART

Pick Of The Crop For NATPE 1997
According To BROADCASTING & CABLE's Exclusive Survey

THE THIRD WAY
Reed Hundt's Legacy
In Telecommunications

NATPE PREVIEW
Getting Up To Speed
For New Orleans



*****3-DIGIT 165
BC103804 JAN98 REG 1460
MERCYHURST COLLEGE
HAMMERMILL LIBRARY
501 E 38TH ST.
ERIE, PA 16546-0002

TOP OF THE WEEK / 3
BROADCASTING / 103
CABLE / 113
TECHNOLOGY / 121

SSSIVE.

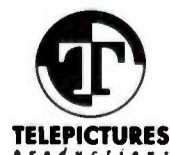
**IN PERSON WITH
MAUREEN O'BOYLE
IS THE HIGHEST RATED
NEW TALK SHOW
OF THE YEAR!**

NOVEMBER '96									
PROGRAM	HOUSEHOLDS		WOMEN 18-34		WOMEN 18-49		WOMEN 25-54		
	RANK	RTG	RANK	RTG	RANK	RTG	RANK	RTG	
IN PERSON	1	1.3	1	.7	1	.8	1	.8	
PAT BULLARD	2	.9	2	.5	2	.4	2	.4	
SCOOP	3	.6	4	.3	3	.3	3	.3	
BRADSHAW	4	.3	3	.2	4	.2	4	.1	

SOURCE: NSS 10/28 - 11/22/96. GAA WHERE AVAILABLE.

**AND ATTRACTS AS MANY
WOMEN 25-54 AS ALL NEW
TALK SHOWS COMBINED.**

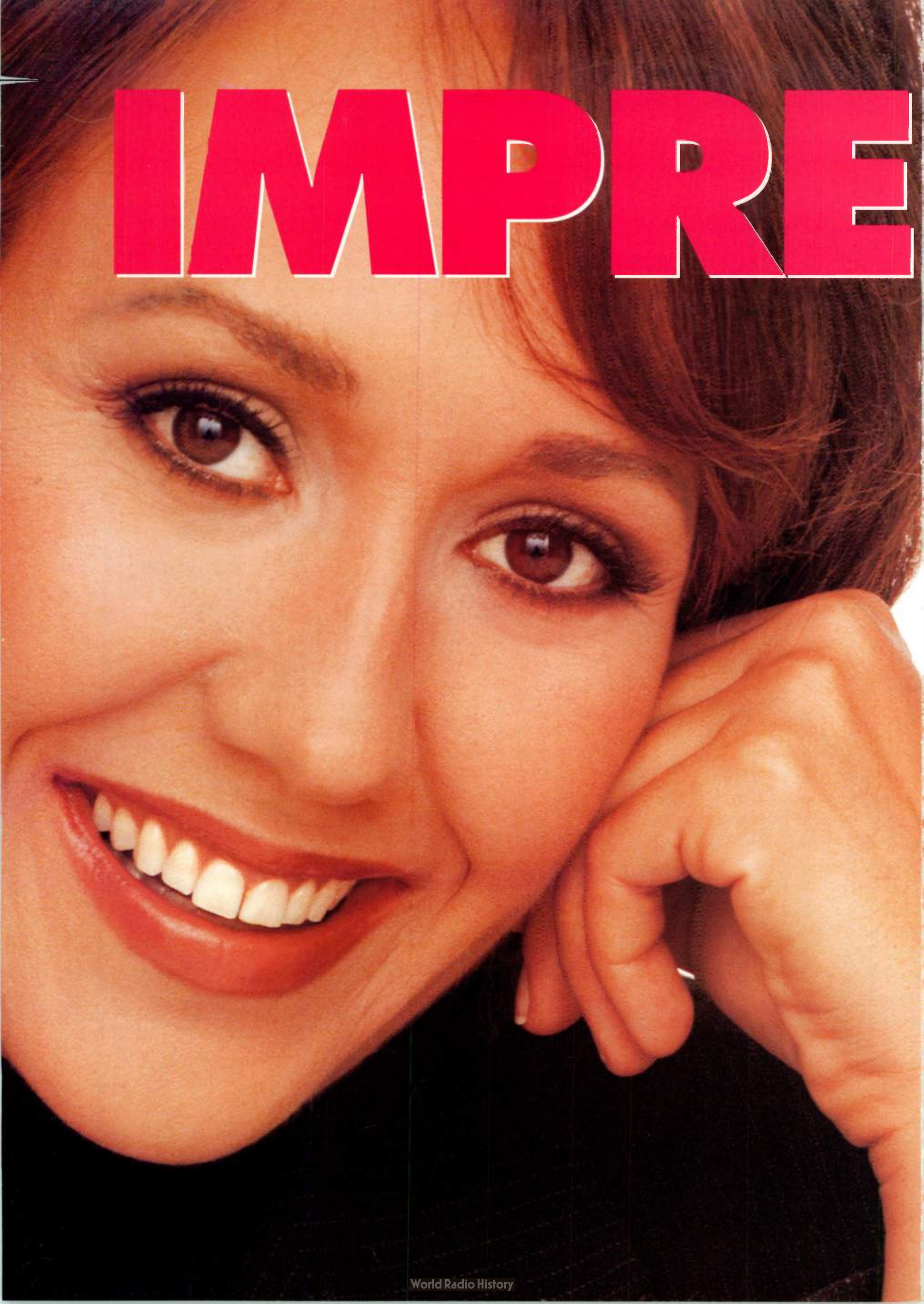
inperson
with Maureen O'Boyle



WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION
A Time Warner Entertainment Company
© 1997 Warner Bros. All Rights Reserved.

**THE STRENGTH
OF MAUREEN
O'BOYLE'S
DEBUT SEASON
CAN BE
EXPRESSED IN
ONE WORD...**

IMPRESA



Broadcasting & Cable

JAN 6

The Newsweekly of Television and Radio

IN BRIEF

Rumors pitting Viacom Inc. as a potential seller of its 10 radio stations heated up last week amid talk that several radio groups have inquired about Viacom's asking price, say Wall Street sources. According to media brokers and analysts, those groups include Evergreen Media Corp., Emmis Broadcasting, ABC Radio and the combined Westinghouse/Infinity. And while rumors that various groups have been interested in buying Viacom's stations have persisted for several months, Viacom's reported asking price of \$1.4 billion has quashed many offers, say brokers.

On the heels of acquiring its first radio station in Cincinnati, American Radio Systems Corp. last Friday said it is buying a second. ARS will pay about \$30 million to the Dalton Group Inc. for WGRB-FM, exactly a week after it said it is acquiring WKRO(FM) from Jacor Communications. The deals give ARS the third and fifth stations in the market (among people 12-plus, 6 a.m.-midnight, according to Arbitron's four books released in summer 1996). The WKRO deal was prompted by the Justice Department, which had ordered Jacor to get rid of the station. Jacor traded it to ARS in exchange for several stations that Justice told ARS to get rid of in Rochester, N.Y.

Former FCC Chairman Dennis Patrick reaped less than the lion's share—but still a substantial portion—of the \$115 million paid by WinStar Communications for Milliwave LP, whose chief assets were a large collection of 38 ghz licenses. Patrick had acquired equity in Milliwave when he became its CEO last summer. Also big winners in the deal were Boston-based venture capitalists and Milliwave founder Tom Domenich. Lex Felker, former Mass Media Bureau Chief and Patrick associate, also shared in the deal. Patrick will join WinStar's board.

Rep. John Dingell (D-Mich.), ranking member of the House Commerce Committee, **told the FCC in a Jan. 2 letter to stay out of the controversy surrounding alcoholic beverage advertising.** "Congress has never given the commission the ability to censor specific programming or advertising; to prohibit or limit broadcasters' ability to air commercial advertising, or to prohibit or limit particular advertising of products or services legally sold in interstate commerce," Dingell wrote. Dingell asked the FCC commissioners to provide him by Jan. 31 with their views on the FCC's ability to regulate advertising.

For more "In Briefs," see p. 136.

1997 Pre-NATPE Special Report Page 24

DIRECTV, Microsoft gear up direct-to-PC

Technology could spread to terrestrial broadcasters

By Richard Tedesco
NEW YORK

DIRECTV and Microsoft are set to unveil details this week of their plan to deliver video-enhanced Websites to subscribers equipped with a PC and a DIRECTV dish.

The announcement is expected to come at the Consumer Electronics Show in Las Vegas.

The two companies hope to begin offering the service via DBS this summer, charging subscribers around \$20 per month, about the same as PC owners pay for unlimited Internet access service.

Although designed for DBS, the service could eventually migrate to the digital TV channels broadcast-

ers hope to receive later this year. Microsoft is discussing the technology with broadcasters, says Tom Gershaw, senior product manager for Microsoft's Windows operating division. "What we're working on is not DirectTV-specific," says Gershaw. "It is more broadcast general."

Initially, the Webcasting service will be limited to a new breed of PCs loaded with the Microsoft software, according to Ed Huguez, vice president of new media at DIRECTV. Eventually, computer boards and software will be sold separately so that consumer can retrofit existing PCs.

The service is seen by DIRECTV as one more reason for consumers to buy a dish and subscribe to its regular television service. "We're just expanding the number of

Continues on page 20



November was good for 'Rosie,' bad for magazines

By Steve McClellan
NEW YORK

In its first major sweeps since debuting last June, *Rosie O'Donnell* ruled the daytime talkers in November by dethroning *Regis & Kathie Lee*. *Rosie* also jumped to third place in the early fringe talk race.



'Rosie' dethroned 'Regis & Kathie Lee' in the Nov. sweeps as the leading daytime talk show.

It was another bad book for the magazine genre. According to a Petry Television analysis of the November Nielsen ratings (the source for all numbers cited in this story), all of the magazines airing in access on average were down from November 1995; none held its lead-in rating or achieved better than a third-place ranking in its time period. (All comparisons measure November 1996

Continues on page 4

Fox prepares for a super Sunday

Network hopes game, pre- and post-game coverage will attract new viewers to its lineup

By Michael Katz
WASHINGTON

Amere three years ago, Fox Sports was nothing more than an oxymoron. But since then the new kid on the block has chalked up two Stanley Cup Finals and a World Series, and now is licking its chops in anticipation of television's most coveted event: the Super Bowl.

To get the football championship, Fox had to plunk down \$1.58 billion for the rights to four years of NFL coverage, and the network thinks it was worth every penny. "The purchase of the NFL for Fox has elevated us to a legitimate network," says Ed Goren, executive producer of Fox Sports. "Now it's the Big Four rather than the Big Three."

The network is billing the Jan. 26 program not as a mere football game but as Fox Super Sunday. Fox will begin the day at 1 p.m. ET with what is possibly the world's longest pregame (the game itself starts at 6:18 p.m.). It starts with commentator John Madden's pick of the "All-Madden Super Bowl Greats." The reunion of 25 NFL legends was taped in Chicago and will fea-



ture, among others, former New York Jets quarterback Joe Namath and former Miami Dolphins fullback Larry Csonka.

Fox has strategically placed Madden's special, which has become a Super Bowl tradition, at 1 p.m. to draw viewers in early, and keep them there. "How early we get people to tune in is key," says Tracy Dolgin, Fox Sports executive vice president, marketing. In its promotions leading up to the game, Dolgin says, "we're going to pound it into their heads that they have to tune in at 1 p.m." Fox's golden opportunity to drive that message home will come during coverage of the NFC Championship game on Jan. 12, which the network predicts will be the second-highest-rated game of the year, behind the Super Bowl.

The pregame show also will revisit several unsung heroes who didn't make the headlines but were key in past Super Bowls. The game's halftime show will incorporate a New Orleans flavor with a House of Blues theme featuring James Brown and ZZ Top.

Goren says he will be "thrilled" if the game garners ratings

Continues on page 20

ROSIE WINS

Continued from page 3

program averages versus November 1995 time period averages.)

On the sitcom front, the main story once again was the outstanding performance turned in by both *Seinfeld* and *Home Improvement*, (see page 50).

In daytime, on 73 stations, *Rosie* nearly doubled the time period average, with a 5.3 Nielsen Media Research rating/21 share. The demographic story was even better: the show at least doubled the rating for women 18-34 (4.2/32), women 18-49 (4.2/30) and women 25-54 (4.3/31).

No single existing talk show suffered the brunt of *Rosie*'s success.

Regis & Kathie Lee fell to second place, down two-tenths of a rating point and 1 share point to a 5.1/24. *Sally Jessy Raphael* was third, up two-tenths of a rating point to a 3.6/15.

For the other new talk shows, the ratings story in November ranged from so-so to really bad. After *Rosie*, *Crook & Chase* was the second-highest-performing newcomer, with a 2.5/11, up from a 2.1/9. But the show was

down a rating point, to a 1, for women both 18-34 and 18-49.

Maureen O'Boyle averaged a 1.8/5, down more than a full rating point and 4 share points in the time period. *Pat Bullard* was down almost a full rating point and 3 share points to a 1.1/5.

In early fringe, *Oprah* was up six-tenths of a rating point to a 9.2/27. *Sally Jessy* was up three-tenths of a rating point and 2 share points to a 5.4/16. Third-place *Rosie* boosted its early fringe time periods by 30% in rating and 3 share points with an average 5.1/17.

Among prime time access magazines, newcomer *Access Hollywood* dropped 36% in rating on average in its time periods, with a 56% drop in share. But as the Petry analysis points out, all the access magazines were down.

One new reality show, *Real TV*, had mixed results in its first book. It was basically flat in daytime, early fringe and late night, but it boosted its 22 access time periods by an average one-half rating point, to a 3.8/7.

Judge Judy, the new court strip, was flat in daytime, with a 1.9/7.

Wheel of Fortune and *Jeopardy!* remain the unchallenged champs of syndicated game shows (see page 56). ■

Saturday news the focus of CBS affiliates

When CBS announced last month that it would launch a new two-hour Saturday morning news program next fall, some affiliates thought the network might be biting off more than it can chew.

Talks on the scheduling and the length of the program are expected to be a major focus at the network's affiliate meeting Jan. 12-13, on the eve of the NATPE convention in New Orleans.

Some affiliates hope to persuade CBS to go with a shorter Saturday morning news program, at least at the start, given the network's lack of any adult programming track record in that daypart.

"If it were my call, I'd make it a one-hour show," says Christopher Rohrs, vice president/GM of WFSB(TV) Hartford, Conn. "Sunday morning viewing habits are pretty well ingrained, certainly with *CBS Sunday Morning*, which is a part of the rhythm on Sunday for a lot of people." But Saturday is a different matter, Rohrs says. "Saturday is going to be a much tougher challenge. It's a fragmented period and there is literally no habit of watching adult programming on CBS on Saturday morning. So to put a two-hour show in there...I'm not sure that is the way to go."

Fred Barber, VP/GM of WRAL-TV Raleigh, N.C., feels the same: "I know some affiliates would rather take an hour." Currently, the network is insisting affiliates take the full two-hour program.

Some affiliates, like Barber, say the full two-hour show fits well with their own local news plans. Others, including Herman Ramsey, vice president/GM of WGNX(TV) Atlanta, say the two-hour show is an acceptable trade-off for the network providing three hours of weekly educational kids fare.

Meanwhile, the network is likely to find itself in a discussion about how well the weekday morning format, installed five months ago, is working. And judging from the comments of affiliates contacted last week, many don't think it's going so well. The two most-often cited problems are the awkwardness of the hybrid local/national format and the lack of star power. —SM

<http://www.broadcastingcable.com>

Fast Track

Must Reading from
Broadcasting & Cable
January 6, 1997

TOP OF THE WEEK / 3

NAB urges stations to rate programs on shelves The NAB is proposing that TV stations take responsibility for affixing ratings icons to syndicated movies and reruns they have on the shelf. / 14

The many faces of Reed Hundt Three years after taking the helm at the FCC, Reed Hundt has seen his belief in television's social obligations become a matter of federal rules rather than philosophy. As he enters his fourth year, broadcasters may see more of what Hundt calls his "Third Way" doctrine. / 18

BROADCASTING & CABLE poll

Despite the negative flap about talk shows in the past two years, the genre remains the most in-demand program form, according to BROADCASTING & CABLE's exclusive annual NATPE survey of general managers about their plans for 1997. / 24

COVER STORY:



'Martha Stewart' was cited as the most sought-after show of the new syndicated shows available for 1997. Cover photo by Evan Sklar / 24

Feel-good movement raises talk show image

A year ago, daytime talkers were under attack for glorifying social ills and undermining morals. Today, the biggest cause célèbre in talk TV is *Sesame Street* muppet and toy mogul Elmo. What happened? / 40

Weeklies find their niche

Syndicated weeklies are usually last on the list of promotional priorities for broadcasters. But by narrowing their sights on niche markets, distributors are turning out innovative shows with a range of possible advertiser tie-ins. / 56

BROADCASTING / 103

DreamWorks' Povich/Chung marks open season in access



DreamWorks Television launches the first strike in the battle of first-run access; industry observers predict the first-run access business will see a major turnover in fall 1998. DreamWorks

mailed to TV execs the first formal pitch to buyers for its fall 1998 magazine entry anchored by husband-and-wife TV news veterans Connie Chung and Maury Povich. / 103

Katz on syndication In its pre-NATPE review of the 1997-98 program development season, Katz Television recommends just one new talk show and one game show, with no picks for magazines or off-net sitcoms. / 105

CABLE / 113

VH1 to debut 'Hard Rock Live'

VH1 will debut in March an hour-long weekly concert series, *Hard Rock Live Presented by Pontiac Sunfire*, backed by a \$30 million marketing and promotion budget, unprecedented for the music video network. As exclusive presenting sponsor, Pontiac will create dedicated advertising and tag its Sunfire ads with promotions for the show. / 113

Jones instructs on Playboy-less cable

Jones cable subscribers in the Chicago suburb of Glen Ellyn, Ill., will be instructed how to eliminate scrambled Playboy Channel signals from their living rooms as part of an agreement between the cable operator and the local government. / 113



Cable stocks hope for happier New Year

Loyal cable investors raised their glasses on New Year's Eve to drown their sorrows or to toast better days. Despite a bullish market for 1996, cable stocks saw a bearish side. / 113

Telemedia Week

Virtual malls draw real customers

Cyber-space retailers are enjoying considerable seasonal cheer from holiday sales, estimated sales near \$200 million. / 120



QVC's home page was getting 1 million hits per day before Christmas.

TECHNOLOGY / 121

Comark makes transmitter deal with NBC

Comark Communications has reached a strategic agreement with NBC to provide digital television transmitters and engineering services to the network's current and future owned-and-operated stations. / 121

Changing Hands.....108	Fates & Fortunes133
Classified124	For the Record130
Closed Circuit20	Fifth Estater135
Datebook131	Network Ratings106
Editorials138	In Brief136

CHANGE

is
good.

World Radio History

ALREADY SOLD
FOR YEAR TWO IN
70% OF THE COUNTRY.

HOLLY

ACCESS IS EVERYTHING.

**THE HIGHEST RATED
NEW FIRST-RUN STRIP
OF THE SEASON.**

Our star in Hollywood is glowing with a brilliant new energy. *Already the highest rated new first-run strip of the season, ACCESS HOLLYWOOD has the style and substance to outshine its competition. Radiating the power and strength of NBC and 20th Television, ACCESS HOLLYWOOD is a success in a proven, advertiser-friendly genre: entertainment news. Access is everything, and ACCESS HOLLYWOOD doesn't just show you the stars, we reach them.*

ACCESS WORLD™



Source: NCS GAA Household Ratings 1996-97 premiere-to-date through 12/96.
TM & © 1998 Twentieth Century Fox Film Corp. All Rights Reserved.
© 1998 National Broadcasting Company

THERE'S NO PLACE LIKE HOME TEAM.

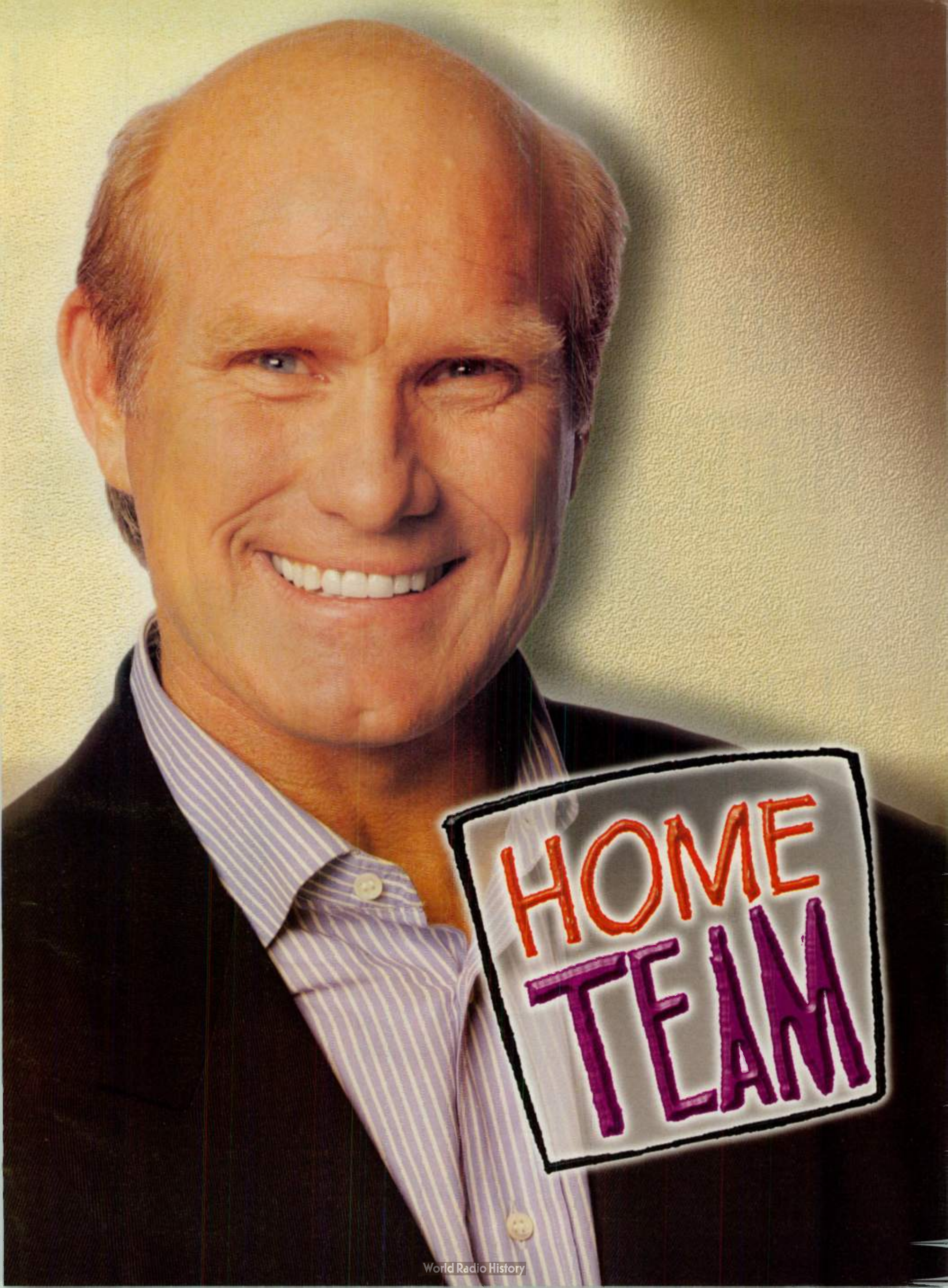


STARS, FASHION, FAMILY, AND ENTERTAINMENT

HOME TEAM is the one-hour daily that combines entertainment and information in an exciting new format designed for the women of daytime. Hosted by Terry Bradshaw, one of the most recognizable broadcasters, *HOME TEAM* is a unique mix of special features, each with its own hot topic and engaging personality. Food. Features. Family. Even our own Ms. Fixit. But most of all, *HOME TEAM* is stars, stars, STARS, as only the creative partnership of **Twentieth Television, Planet Hollywood and C3** can bring them to you. *HOME TEAM.*



THERE'S NO PLACE LIKE IT IN DAYTIME.



HOME
TEAM

**VOTED MOST
LIKELY TO
SUCCEED.**

**CLEARED ON
FOX-OWNED
STATIONS.**





Student Bodies

EDISON
HIGH
IS
NOT
YOUR
AVERAGE
HIGH
SCHOOL.

IT'S
A
LITTLE
MORE
ANIMATED.

That's what happens when a group of high school kids create their own comic book about life at their school. Each distinctive character has a comic book alter ego who acts out the real character's feelings in brief animated vignettes.

These high-schoolers definitely draw from their experiences.

Find out about **STUDENT BODIES**, the half-hour daily that'll be the next teen and young-adult franchise. *Because a time-slot is a terrible thing to waste.*



©1997 Telescene Film Group, Inc. TM & ©1997 20th Century Fox Film Corp. All Rights Reserved.

POLICE

20 TELEVISION

COPS



**THE HIGHEST-RATED
REALITY SHOW
IN SYNDICATION
SINCE ITS DEBUT.**

COPS is a huge hit in all dayparts with local success stories in early fringe, access and late night. No other show offers more programming flexibility.

COPS is arming stations with an arsenal of episodes, millions of followers, and proven staying power. There's no escaping the strong arm of the law because with **COPS**, *the beat goes on.*

THEY
MAKE
SUCCESS
A
REALITY.

REAL STORIES
OF THE
HIGHWAY
PATROL

They've been real troopers for 5 years. **REAL STORIES OF THE HIGHWAY PATROL** remains the second highest-rated police reality series. This year, **REAL STORIES** is on the fast track to stake out their position again.

Don't let **REAL STORIES** pass you by. *It's real-life in the fast lane.*



Source: NSS GAA Home Entertainment, 1993-14 Through 1995-97, Season 11 (1996-97 Season Average) 18.0% (1996)
TM & © 1997 Twentieth Century Fox Film Corp. All Rights Reserved.
*COP: TIA © 1997 (Baron/Langley/Fox) Inc.

NAB urges stations to rate programs on shelves

The National Association of Broadcasters is proposing that TV stations take responsibility for affixing ratings icons to syndicated movies and reruns they have on the shelf.

But syndicators should have the going-forward responsibility for any shows they deliver by tape or satellite in the future, says NAB's Chuck Sherman. It should also be up to the syndicator to encode the programing to function with the V-chip-equipped sets when the encoding standard is set by the FCC in a year or two, he says.

The V-chip sets will enable parents to black out programs based on their rating. Encoding a program involves inserting a data "pulse" every three or five seconds that identifies the show's rating and blacks out the show on command.

Who does what is not trivial, Sherman says. "There are hundreds of thousands of hours of syndicated programs being run every day, and they are not being rated at this point," he says. "It's going to take a tremendous effort in time and money to get it done."

Sherman says he has been talking with broadcasters and syndicators about how to share the ratings obligation and is confident that a plan can be worked out. "I think there is going to be a very strong cooperative effort on the part of the syndicators," Sherman says.

The NAB may formally broach its ideas at the next meeting of the intra-industry ratings committee.

The major broadcast networks began airing ratings last week. A ratings icon appears in the top left-hand corner of

the screen for the first 15 seconds of each show.

Syndicators were unsure how they would handle rating their libraries: "We're in the process of evaluating how we're going to tackle this situation," said CTTD President Barry Thurston. "I don't think anybody is prepared [for the time-consuming job of applying content ratings to library product]."

—HAJ

WB expected to unveil Web network

Warner Bros. is expected this week to unveil an ambitious new Internet venture designed to create a "web within the Web," revolving around local broadcasters' Websites.

Warner Bros. officials declined to comment, but a source familiar with the plans describes the project as "PM Magazine on the Internet," referring to Group W Productions' now-defunct syndicated magazine. Like the *PM Magazine* format, Warner Bros. Online's "CityWeb" project will augment local stations' Websites with nationally oriented news and entertainment fare.

CityWeb is expected to be Warner Bros.' major push to broadcasters at next week's NATPE convention. Sources say Warner Bros. hopes to establish traditional exclusive network/affiliate relationships with a single broadcaster in each market. Financial terms of the proposed alliances were unclear at press time.

Warner Bros. has been developing plans for the advertiser-supported CityWeb network for nearly a year. Sources say Warner Bros. is hoping one of the primary incentives for broadcasters to sign on for CityWeb will be the promise of generating more advertising revenue from their Websites.

—CL

FCC digital plan could hurt UHF, ALTV says

Warns that new assignments may be 'next to useless'

WASHINGTON—The FCC's digital TV channel-allotment plan could leave UHF stations with digital channels that are "next to useless," the Association of Local Television Stations (ALTV) says.

Under the FCC's plan, says ALTV President Jim Hedlund, UHF stations would be assigned channels with such low power levels that the signal might have problems penetrating office building walls or being received by laptop computers. In addition, Hedlund says, the reach of the digital signal might be significantly reduced from that of the current analog signal.

Under the plan, all stations would be granted digital TV licenses and power levels so that their current coverage area would be replicated, an FCC official says. The deadline for reply comments is Jan. 10, and FCC Chairman Reed Hundt has said the rule will be issued by April.

The ALTV board will focus on the issue at its Jan. 11 meeting, at which it plans to assess the problem and determine a course of action, Hedlund says.

"We view the future of the digital world to be much more than simply the delivery of pictures and sound," says Nat Ostroff, chairman of the associa-

tion's technical advisory committee and vice president of Sinclair Broadcasting. "There will be delivery to appliances other than TV receivers, and as a result it's clear that lack of parity between TV station powers in the same market will give tremendous advantages and disadvantages when you try to develop services to other digital appliances."

Sinclair Broadcasting and Sullivan Broadcasting filed joint reply comments, and Paramount television stations filed separate comments at the FCC last week seeking "a fairer principle on which to base the table of allotments" and a comment-period time extension to allow the development of a new table, Ostroff says. The FCC's proposed allotment table is "heavily biased" in favor of VHF stations because VHF power levels will be up to 100 times higher than UHF digital channels, says Ostroff.

"This is a roundabout way of saying [UHF stations] want equal service areas," one FCC official explained. "We are recognizing investments people have made over the year. They want the government regulator to step in with a sweep of a pen and give away what [UHF stations] have not paid for." —HF

Closed Circuit

LOS ANGELES

WB-backed buy

A WB Network-supported group is ready to make its first TV station purchase: KWBP(TV) (formerly KEBN) Portland, Ore. The deal is as good as done, but not yet finalized, sources said last week. The WB is said to be still trying to decide whether to put money behind the investor group, led by New York-based investment banker Communications Equity Associates (CEA). A WB-supported group is "going out and making offers on television stations," WB spokesman Brad Turell confirmed last Friday (Jan. 3). It is one of several WB Network efforts to improve its national coverage from the current 84%. "We are looking for greater distribution, and we're spending 100 percent of our time on it," Turell said. But The WB can't buy its own TV stations outright, because parent Time Warner owns cable systems in many large markets. The FCC bars cable TV-broadcast TV crossownership. Asked how The WB is supporting CEA's investment group, Turell said he would call back with an answer but had not done so by press time. A CEA official did not return calls.

DENVER

Vote of confidence?

With TCI boss John Malone giving second-in-command Brendan Clouston a public pat on the back in a recent *Wall Street Journal* interview, speculation has cooled that Clouston was on the way out. In the interview, Malone shouldered much of the blame for the company's current tribulations and said he's 100% behind Clouston. Following TCI's dismal third quarter, the talk in financial markets was that Clouston's days were numbered. Despite the Malone endorsement, industry insiders are reserving judgment. "He took a lot of blame away from Brendan," said one cable executive. "But at the same time, I got the impression that what he's saying

is, 'It took me to get this thing straightened out.'"

WASHINGTON

Irving timetable

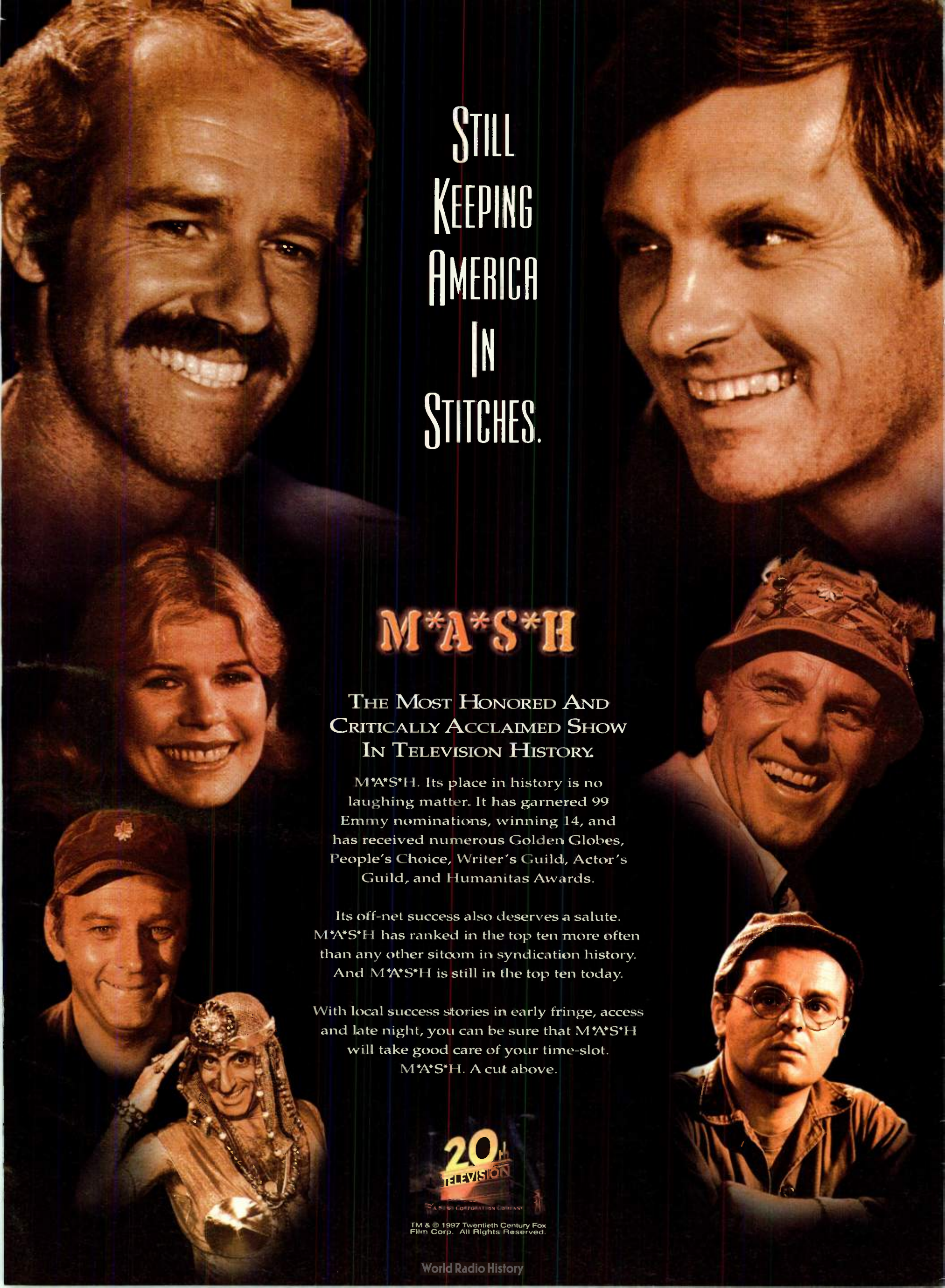
Many industry sources expect Larry Irving, National Telecommunications and Information Administration (NTIA) head, to leave his post within a couple of months, but Irving says it isn't so. "I do not intend to leave for at least the next six to nine months," he says. Irving says he hasn't talked to anyone about a job and won't for some time. "You can't do one job while you're looking for another," Irving says he is committed to helping file the NTIA's comments on FCC rulemakings pertaining to the 1996 Telecommunications Act, and also wants to help Commerce Secretary William Daley through the transition.

DBS query

Some lawmakers have questions about the FCC's decision to give MCI a DBS license. The FCC last month granted the license after determining that foreign ownership caps don't apply to subscription DBS services. Four lawmakers—senators Ernest Hollings (D-S.C.) and Daniel Inouye (D-Hawaii) and representatives John Dingell (D-Mich.) and Edward Markey (D-Mass.)—have asked, among other things, when the FCC decided that subscription DBS is different from other broadcast services.

Too much of good thing

The FCC's spectrum policy statement has hit some snags. FCC Chairman Reed Hundt last month said that within a few weeks the FCC would be issuing a statement aimed at establishing a more "market-driven" policy for managing the airwaves. Turns out that the early draft of the statement is too market-driven for some FCC staffers, who say the policy favored by Hundt provides for too much flexibility. Commission officials have discussed soliciting public comment on their statement, sources say.



STILL
KEEPING
AMERICA
IN
STITCHES.

M*A*S*H

THE MOST HONORED AND
CRITICALLY ACCLAIMED SHOW
IN TELEVISION HISTORY.

M*A*S*H. Its place in history is no laughing matter. It has garnered 99 Emmy nominations, winning 14, and has received numerous Golden Globes, People's Choice, Writer's Guild, Actor's Guild, and Humanitas Awards.

Its off-net success also deserves a salute. M*A*S*H has ranked in the top ten more often than any other sitcom in syndication history. And M*A*S*H is still in the top ten today.

With local success stories in early fringe, access and late night, you can be sure that M*A*S*H will take good care of your time-slot.

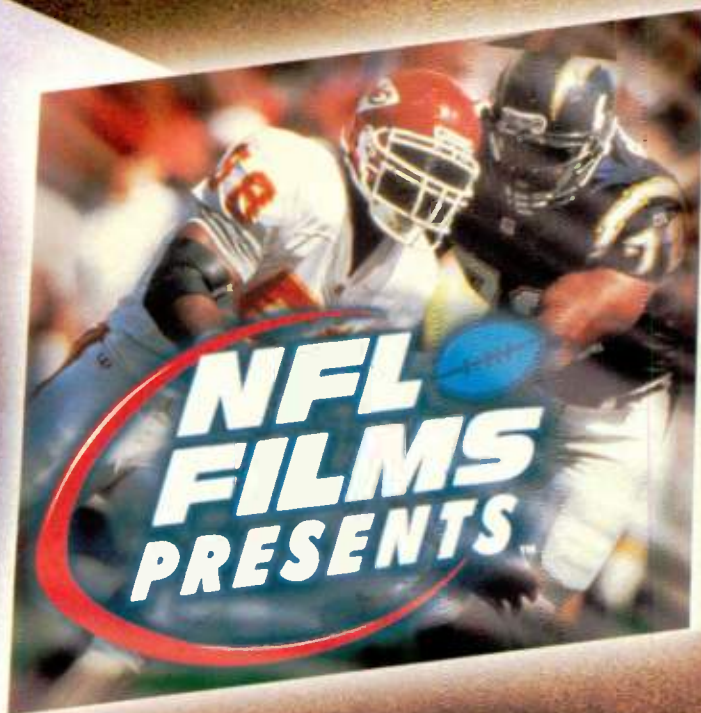
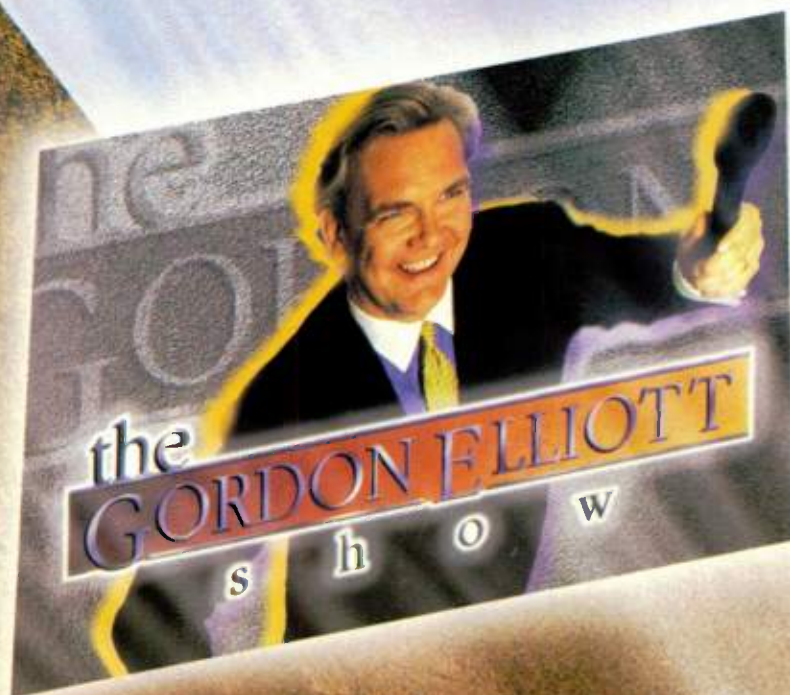
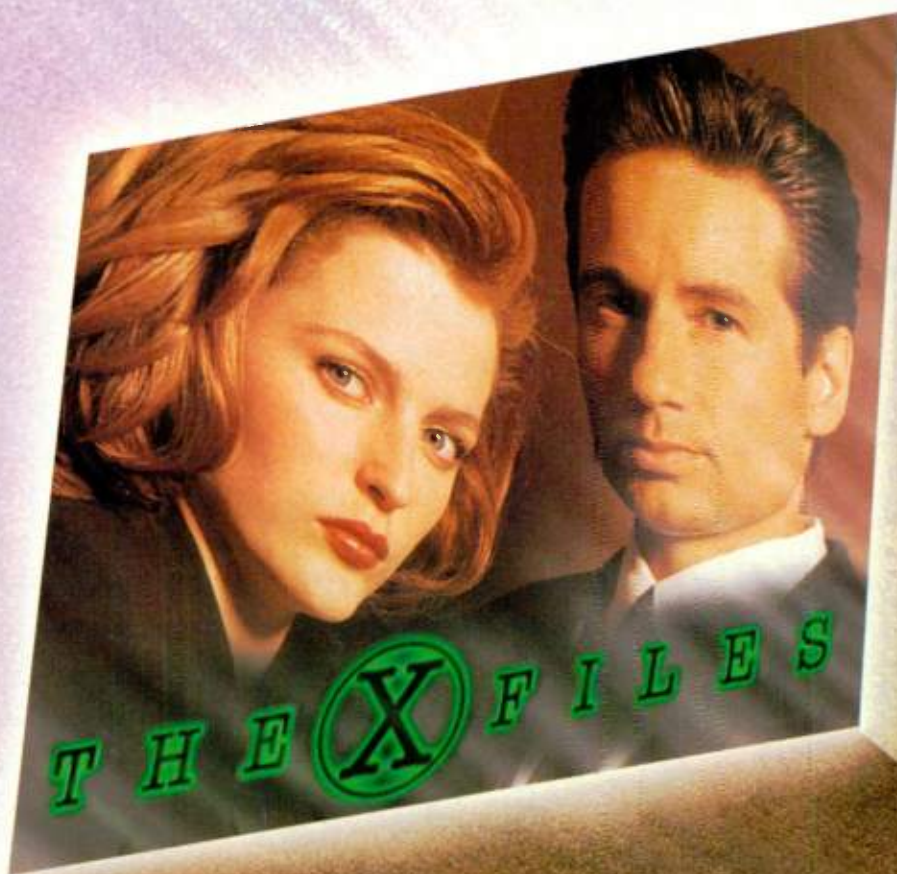
M*A*S*H. A cut above.

20th
TELEVISION

TM & © 1997 Twentieth Century Fox
Film Corp. All Rights Reserved.

World Radio History

Here's More Where That Came From.



"NYPD Blue" © 1997 Steven Bochco Productions, Inc.
"The Gordon Elliott Show" © MCMXCVII CBS, Inc. All Rights Reserved.
"Tales From The Crypt" 1997 Tales From The Crypt Holdings.
"NFL Films Presents", "X-Files", "The Simpsons"
TM & © 1997 Twentieth Century Fox Film Corp.
All Rights Reserved.



PERSPECTIVE ON THE NEWS

The many faces of Reed Hundt

Taking the Third Way, the FCC chairman is implementing his philosophy of TV as an agent of social policy

By Chris McConnell

At the 1994 NATPE convention, Reed Hundt offered anxious TV executives an early glimpse of the agenda the new Mystery Chairman would bring to the FCC.

Children, Hundt said, spent more time in front of the TV than in the classroom. Violence was a bad influence, and broadcasters needed to do something about it or the government would.

The speech—one of Hundt's first as FCC chairman—drew only polite applause from TV programming executives, who didn't like what they heard. Most broadcasters still aren't clapping, although now they have more than speeches to deal with.

Three years after taking the helm of the FCC, Hundt has seen his belief in television's social obligations become at least in part a matter of federal rules rather than philosophy.

And as he enters his fourth year, broadcasters may see more of what Hundt calls his "Third Way" doctrine.

The FCC chairman points to the print model of First Amendment law as the first way, and Europe's policy of governmental spectrum management as the second. He says he wants to reject Europe's regulatory model, but also recognizes that "spectrum is not like a printing press....It is a public property." Hundt says, "The license is more like [the charter for] Central Park," referring to a public property in which playgrounds and concert shells have been built.

"We're trying to develop a doctrine called the Third Way, where we're not caught [in] this unhealthy tension between the European model and the print model," he says.

In pursuing and in part implementing such public interest goals and other parts of his agenda, Hundt has erased the Mystery Chairman tag that BROADCASTING & CABLE gave him when he moved to the commission from his previous life as an antitrust litigator at Latham & Watkins.

In its place Hundt has attracted a series of labels that hinge largely on who is talking. To industry watchdog groups, Hundt is the Heroic Chairman. Proponents of the children's TV rule, for instance, describe him as the Harry Truman or Theodore Roosevelt of FCC chairmen.

To cable industry executives, he is the Newfound Ally Chairman. Once reviled as the champion of rate regulations (TCI chief John Malone even quipped that Hundt should be shot), he now is regarded by cable lobbyists as a friend in their regulatory battles with local telephone companies. They look forward to a year that Hundt says will be dominated by the commission's efforts to promote telecommunications competition.

And to broadcasters, Hundt is simply the Darth Vader Chairman.

"He is without question the most hostile chairman to the broadcast industry that we've ever had," says James Hedlund, president of the Association of Local Television Stations.

Hedlund and others cite the public interest actions the Hundt FCC has taken, particularly the three-hour standard his commission has placed on children's educational programming.

They also point to what the year ahead may hold. Late last month Hundt issued a 29-page agenda for 1997 in which he suggested that broadcasters set aside ad time to assist political candidates in reaching the public.

Hundt also wants terrestrial broadcasters to devote



WHAT'S AHEAD

Late last month, Reed Hundt released a plan for 1997. Some of the targeted issues include:

- Digital television. The FCC has adopted a transmission standard, but still needs to wrap up DTV service rules and adopt a final plan for giving each station a DTV channel. Hundt hopes to complete both proceedings before April 1.
- Broadcast ownership rules. Hundt says he hopes to wrap up the FCC's review of broadcast ownership and attribution rules by June.
- Universal service. A Federal-State Joint Board in November adopted a series of recommendations aimed at promoting the universal availability of telecommunications service. Hundt has asked FCC staff to prepare final rules by the FCC's April meeting.
- V-chip ratings system. The FCC plans to invite public comments on the TV ratings system developed by the TV industry.
- DBS public interest programming. The FCC plans to write rules to implement a recently upheld law requiring DBS operators to reserve up to 7% of their channel capacity for noncommercial programming.
- Distilled spirits advertising. Hundt favors launching an FCC inquiry into the effects of hard-liquor advertising. So far he has been unable to persuade a majority of the commission to support FCC action on the issue.
- Political airtime. Hundt says the FCC will provide Congress with ways to improve the access of political candidates to TV. He has suggested asking broadcasters to set aside ad time for candidates as part of the industry's public interest obligations and also has suggested that broadcasters set aside 5% of their digital TV spectrum for civic debate and other public interest programming.
- Digital Audio Radio Satellite Service. FCC officials are writing service rules for the satellite-delivered service. Hundt says an auction of DARS spectrum should begin in April.

5% of their digital TV spectrum to serving the public. He wants the FCC to look at how liquor advertising affects viewers. He wants the FCC to take a hard look at reallocating and auctioning UHF channels 60-69. His commission will evaluate the TV ratings plan developed by program producers and distributors. And Hundt wants the FCC to do all this during a year in which at least one of his staunchest opponents on TV content issues, Commissioner James Quello, is leaving the commission.

"Where does the end come?" Hedlund worries.

Hundt's vision of TV's social utility extends to the cable industry as well. Companies, for instance, have inked "social contracts" with the commission that pledge an array of good deeds, including linking classrooms to the information highway.

Cable lawyers and lobbyists, however, have happier thoughts as they look to 1997. Although they once decried the FCC's implementation of rate regulation, they now applaud FCC efforts to open telephone markets to competition.

Hundt's agenda, for instance, calls for the FCC to complete work by April on rules aimed at promoting universal availability of telecommunications service.

Cable companies so far have had warm words for the FCC's actions on "universal service" and rules aimed at clearing the way for new competitors to hook up to the local phone network.

"He's been a clear and consistent champion of competition," says Decker Anstrom, president of the National Cable Television Association (NCTA).

Hundt cites competition in defending his commis-

sion's actions to the affected industries. The Referee Chairman has criticized the lack of competition so far between the telephone and cable industries and maintains he is trying to throw out all the rules that don't promote competition.

"It's no small job to create sufficient incentives for competition to dispense with the need for regulation," Hundt said in his '97 agenda.

One FCC official says the effort is bound to make friends and foes of all the businesses at one time or another. "He's nobody's friend for very long," the official says.

But even Hundt's critics agree with his supporters on some aspects of Hundt's FCC career. Like him or not, most observers say, Hundt is a tenacious—some say arrogant—regulator who is not afraid of a fight.

And while onlookers differ on how much personal credit he deserves, most agree that the Hundt FCC can claim a long list of accomplishments, including adopting the children's TV rule, administering the spectrum auctions and implementing the 1996 Telecommunications Act.

He probably has been one of the most effective chairmen in FCC history," says former FCC commissioner Andrew Barrett. This from the man who once called Hundt a "gutless, leaderless liar" and opposed his efforts to require children's TV programming. "Getting the job done has nothing to do with one's personal views," Barrett adds.

FCC Commissioner Rachelle Chong says that the children's TV rule does not go as far as Hundt would have liked. But she concedes Hundt did get a rule. "That was just a battle of wills," Chong says.

To many in and out of the commission, such ideological conflicts are what most distinguishes the Hundt FCC. The children's TV battle was perhaps the most visible war, but it was by no means the only battle Hundt has fought with the industry and his fellow commissioners.

"He really goes out there and raises questions," says one broadcaster, citing Hundt's "fearlessness in stirring up controversy."

Several say such characteristics served Hundt well in the children's TV battle. "He never backed down from his desire to have a quantified standard," says ALTV's Hedlund. "His high marks would come from being a relentless zealot," adds another broadcaster.

But others say the same attitude has cost Hundt in other areas.

"I think his record has been marred by a reputation for personal arrogance," says one lawyer, who nonetheless credits Hundt with a sound record of accomplishments.

"You can't reason with him," complains a broadcaster. Another concedes that Hundt ranks as one of the more significant chairmen in the commission's history and adds, "It absolutely galls me."

Others in the FCC echo similar sentiments. They swap stories of the George S. Patton Chairman, demanding his way and even shouting at other commission officials to get it.

"Sometimes it gets to me," says one official. "He just can't build consensus that way," says another.

Some FCC officials say a kinder, gentler Hundt would do better. One source insists that Hundt and his colleagues actually agree on most issues but that an observer would never know it. Another official agrees that the chairman could claim more success were he to practice more "retail politics" with the other commission offices.

"People are who they are," Hundt says of the complaints that he is arrogant. "All the commissioners are very distinct individuals. The point is, [all the commissioners] are trying to pull in the same direction."

Hundt even jokes about the criticism of his personality. At a Washington dinner last month, he cited complaints that he is arrogant and aloof and asked, "What's wrong with that? I figure if you're arrogant,

WHAT'S BEHIND

1994

February—Wins additional 7% rollback on cable rates.

August—Suggests that broadcasters should revisit their "social compact" with the public. Also reassigns the top 18 FCC officials.

1995

March—Raises \$7.7 billion from auction of PCS spectrum.

July—Repeals prime time access rule.

August—Announces that FCC staff will be cut 10%. Adopts "social contract" with Continental Cable.

September—Repeals financial interest and syndication rule.

November—Approves Westinghouse acquisition of CBS.

December—Adopts social contract with Time Warner.



Hundt, Commissioner Susan Ness and Representative Edward Markey found themselves in the winner's circle at the end of the children's TV battle.

1996

January—Auctions reclaim DBS channels to MCI/News Corp. venture and EchoStar.

February—Approves Disney acquisition of CapCities/ABC. Issues schedules for implementing 1996 Telecommunications Act.

July—Proposes plan to grant each TV station a channel to deliver digital television.

August—Adopts rules establishing three-hour "processing guideline" on children's educational programming.

November—Proposes series of changes to broadcast ownership and attribution rules.

December—Adopts standard for digital television after broadcast, consumer electronics and computer industry negotiators strike November agreement on standard.

—CM

you're doing people a favor by being aloof."

Discussing his accomplishments during the past three years, Hundt points first to internal reforms at the FCC. Under the Computer Geek Chairman, the FCC has hooked up to the Internet and created a Website complete with home pages for each commissioner and updates of commission actions. Hundt's interest in the information highway has even brought the computer industry to the FCC as a lobbying force, most recently in the commission's review of a digital TV standard.

"All of us together have reinvented the way the organization works," Hundt says, adding that all the commissioners have cooperated in reforming the commission's operation. Hundt cites an FCC policy of maintaining a detailed, long-range schedule for its upcoming actions.

"It's not the way I originally saw that we should do things, but it's part of my own learning," Hundt says.

"Bureau chiefs brief the commissioners routinely weeks and months in advance."

Others at the FCC say it doesn't always work that way, but agree that information about upcoming votes and pending issues is generally more available to the other commissioners. "The trend is good," says one official.

"He has done some great things there," adds Chong of the FCC reforms.

Communications lawyer David Oxenford says the reforms have sped things up at the FCC and that the commission's review of radio station sales in particular has improved. Another broadcast industry source also credits Hundt with "bringing communications to the commission."

Barrett says Hundt continued an effort launched during the regime of FCC Chairman Alfred Sikes, who came to an FCC that still used rotary phones. "[Hundt] did continue to bring us out of the dark ages," Barrett says.

Others credit Hundt with assembling a team of high-caliber legal and business talent. The John Thompson Chairman has recruited a coterie of Ivy League law and business school grads to chew over communications issues.

"He has brought an element of intellectual rigor to the job that hasn't always been there," says one Washington lawyer, adding that the Hundt FCC has elevated the level of debate on communications issues.

"It's a bit of a groupie situation," another Washington lawyer says of the FCC's collection of lawyers and economists. Others say the recruitment has paid off in court challenges as well.

"The commission is writing better orders," says communications lawyer David Honig, an advocate of minority broadcast ownership and equal employment opportunities. Honig notes that he lost his last four court challenges of FCC decisions.

Hundt says the buildup of "intellectual muscle" was needed to implement the deregulatory provisions of the Telecommunications Act, last year's broad rewrite of telephone, cable and broadcast communications law aimed largely at replacing government regulation with competition. Without the new faces, Hundt says, "we would have been dead in the water. Our goose would have long ago been cooked."

The FCC's handling of the act tops the list of achievements several onlookers attribute to the Hundt FCC. The act required the commission to undertake some 80 rulemakings, and the commission so far has met all of the deadlines.

"I give him very high marks on the administrative side," says Andrew Schwartzman, president of the Media Access Project. "Just to get this stuff done is no small accomplishment."

"The Hundt commission has been among the most productive if not the most productive," adds FCC Commissioner Susan Ness. "History has dealt us an enormous amount of work to do."

Others extend the credit for such administrative achievements as much to history, or timing, as to Hundt's abilities. The Ringo Starr Chairman, they say, just happened to be in the right place at the right time.

"The times are not dull," Washington communications lawyer and activist Henry Geller says. A broadcast lobbyist also says the industries governed by the FCC have become more prominent during Hundt's tenure.

Hundt agrees with such comments. "One of the reasons I wanted this job is because I knew it would be a very fortunate time," he says, adding that credit for the administrative accomplishments should go to the FCC's staff.

He says the same for the commission's administration of spectrum auctions, another action that onlookers rank high among the FCC's accomplishments during the past three years.

The Auctioneer Chairman keeps a giant, framed

auction revenue check in his office, and his commission has collected more than \$20 billion in auction revenue since it placed the first frequencies on the block in 1994.

"You've got to give [Hundt] credit for that," adds Geller. "I think there is a general perception that broadcasters are getting tremendous public benefit."

That perception has also boosted the Public Interest Chairman's efforts to define what broadcasters pay for their frequencies in lieu of cash. Last summer when the FCC proposed its plan for giving every broadcaster a second channel to deliver digital TV, Hundt called the action "the single biggest gift of public property to any industry" in this century.

The comment came as broadcasters were approaching the final days of their battle against a quantified children's TV standard. Some broadcasters had pointed to the threat of digital spectrum auction in predicting that broadcasters would concede to a quantified standard—something the industry did in late July.

Several in and out of the FCC point to that action as the centerpiece of Hundt's FCC tenure.

Hundt is quick to note that the rule and its underlying philosophy represent only part of his agenda. While insisting on a Third Way to codify broadcasting's debt to the viewing public, Hundt also says he is throwing out other rules.

He cites the elimination of the prime time access rule, the relaxation of ownership rules and his plans for digital TV. Broadcasters, Hundt says, should be free to provide both free and subscription services with their digital spectrum.

Hundt can also point to his commission's record on indecency enforcement in making the deregulation case. His commission inked a \$1.7 million settlement agreement with Infinity Broadcasting to settle a series of previously imposed fines, but has issued few new indecency fines. An \$8,000 fine issued last October was the first since April 1994.

And while he favors free airtime for candidates, Hundt has stayed away from reviving the fairness doctrine, the rule requiring TV and radio stations to air all sides of controversial public issues.

Regulatory or not, some say it is still too early for supporters of the Hundt agenda to claim victory. Broadcasters may have pledged not to take the children's TV rule to court, but some lawyers are not so sure that judges won't have the final say on the FCC's content-related rules.

"You're writing these rules in the sand," says one Washington lawyer. "Ultimately there will come a limit on what [Hundt] can do."

"I think my colleagues have been timid to mount the appropriate challenge," one broadcast lobbyist adds of the content-related regulation. This source says that further public interest-related rules could push broadcasters into court.

"Go ahead. Make my day," Media Access Project's Schwartzman says of that prospect. "I'd love for them to challenge it, and they don't have the guts."

Others contend that the children's TV rule and other Hundt initiatives are more spin than substance and that Hundt himself grabs too much attention for the FCC's actions.

"They tend to run a little propaganda machine there," says one Washington lawyer. Another contends that the Spin Meister Chairman's commission has cultivated public relations more during the past three years than at any other time in its history.

Some cite November's agreement on a dig-

ital TV standard as an example. FCC commissioners late last month voted to adopt the agreement reached in November between broadcasters and computer industry executives. Sources in and out of the commission say the Hundt office laid too much claim to the accomplishment when it was Ness who set the schedule for having the standard resolved by year's end.

"The press spin was audacious," says one commission official.

FCC Chief of Staff Blair Levin—a frequent target of the spin criticism—says the FCC wanted a public debate on digital TV and that Hundt had long favored including the computer industry in the standard-setting process.

Ness says she does not feel slighted. "Reed was instrumental in moving the concept of having a computer-friendly digital broadcasting system," she says.

Hundt credits FCC staff with the commission's rulemaking and administrative achievements. "I'm not claiming personal credit on these issues," he says.

While some critics chastise the chairman for shining the spotlight too much on the commission's actions, other supporters complain that not all of the issues have made it into the limelight.

Honig, for instance, calls Hundt one of the "near greats" of FCC chairmen but criticizes the FCC's handling of equal employment opportunity (EEO) issues. The FCC early last year issued a proposal for streamlining its EEO policies, but so far has adopted no permanent rules to replace the forfeiture guidelines that a court dismissed in 1994.

"It's a missed opportunity so far," Honig says.

Geller takes a similar tone in discussing the FCC's treatment of leased-access cable channels. The commission last year issued a proposal for improving access to the cable channels, but so far has adopted no final rules.

"I don't see anything at all to praise the FCC for in that area," Geller says. "They have botched that totally."

Ness points to the FCC's workload in responding to such complaints. "It's hard to be working in every single area all at once," she says.

Hundt plans to take up much of the unfinished business in 1997. His lengthy agenda, titled "The Hard Road Ahead," includes broadcast ownership rules, digital TV regulations, cable inside wiring and other TV-related issues.

Hundt predicts that any controversy in 1997 will emerge from the FCC's review of telephone rules and not the mass media issues. But broadcast lawyers and others opposing his "Third Way" philosophy are not so sure.

Several voice fears for the future in discussing Hundt's plans and point to the departure of Quello. With a Clinton-appointed Democrat in Hundt's seat, they say, Hundt could become the Powerhouse Chairman.

"I think there is a risk that is the case," says one broadcaster. "It's a legitimate concern," says Chong.

Hundt and Ness downplay the significance of the approaching new appointments. And other broadcasters voice hopes that the feared Powerhouse Chairman will instead become the Former Chairman before NATPE '98. Some predict Hundt will depart in August or September.

Hundt continues to insist that he plans to stay through the end of his term in mid-1998. If he does, he'll have more than a year to keep replacing the Mystery Chairman label with new tags—perhaps with the Third Way Chairman. ■

MICROSOFT

Continued from page 3

receivers that can get DIRECTV to include [PCs]," Huguez says.

DIRECTV is talking to a number of popular Website operators. "Because we have a wider pipe to the home, a Website can enhance its programming to be delivered via DIRECTV to a hard drive," Huguez says.

DIRECTV has approached NBC, Discovery Online, E! Online and The Weather Channel, according to sources.

An NBC spokeswoman declined to comment on any conversations with DIRECTV. NBC and Microsoft are partners in MSNBC, the Redmond, Wash. firm's other major foray into broadcast territory.

"From an ESPN perspective, we want to work with all

the [Internet service] providers, especially with broadband providers," says Tom Hagopian, general manager of ESPN SportsZone. ESPN, already aligned with @Home, has demonstrated multimedia-enhanced versions of its Website.

MGM Interactive expects to discuss the project with DIRECTV, according to Ken Locker, MGM executive producer of original online content. MGM is developing six serials for the Internet, including a psychological thriller, comedies and a mystery.

Among other things, DIRECTV and Microsoft are expected to identify the three manufacturers of the PC boards to enable receipt of the data signals. Adaptech of Milipitas, Calif., will be one of the three suppliers. ■

FOX SUPERBOWL *Continued from page 3*

similar to those of last year's Super Bowl between the Dallas Cowboys and Pittsburgh Steelers, which earned a 46.1 Nielsen rating. The highest-rated Super Bowl was 1982's Super Bowl XVI between the San Francisco 49ers and the Cincinnati Bengals, which drew a 49.1.

Fox is not bringing out new bells and whistles; its coverage will be consistent with that of the regular season, Goren says. The game will be called by veterans John Madden and Pat Summerall, who will be broadcasting their sixth Super Bowl together. "You can put on all the meringue you want," says Goren, "but you have to let the game come to you and have solid coverage."

The game will, however, have "a ton of equipment," including a crane camera, goalpost robotics and a Super Bowl-record 29 cameras. "Every Super Bowl, from the TV perspective, is a day of excesses," Goren says.

Those excesses make the Super Bowl "probably the most expensive day of programming that a sports organization will produce," Goren notes, but adds that it also is "the greatest revenue day for any network." Fox is looking to collect \$71 million in advertising revenue for the game. The Super Bowl is coveted by advertisers because the event almost always enters the record books as one of the highest-rated programs. And the rates reflect that.

The network has sold all of its ad time at \$1.2 million-\$1.3 million per 30-second spot, about \$1 million more per spot than during the World Series. There are 56, 30-second units available in regular-season football games, and that figure is roughly the same for play-off and Super Bowl games.

But that is only for three hours of airtime during which the game is played. Network rates for the additional six or seven hours that constitute the pre- and postgame shows range between \$50,000 and \$800,000 per 30-second spot, depending on the commercial's proximity to game time.

"We're selling the entire day," says Dolgin, adding that Fox will use the nine to 10 hours of Fox Super Sunday to promote its current shows and help launch new ones. The network will be aggressively promoting its new series *King of the Hill*, for which Dolgin says the network has "very high expectations." ■

Exceptional issues

To accommodate the heavy volume of program news and advertising generated during this NATPE convention time of the year, BROADCASTING & CABLE will publish in tabloid format this week and next. Standard publication will resume on Jan. 20.

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

entertaining!

frivolous and more

warmer,

becoming

daytime TV's

Suddenly

Gee, where'd they get *that*

LIVE Regis &
Kathie Lee



Buena Vista Television

idea?



World Radio History

© 1997 Buena Vista Television



NATPE 1997

Fourth annual exclusive BROADCASTING & CABLE poll just prior to industry's biggest programming marketplace finds talk shows top buyers' wish lists

By Steve McClellan

Despite all the negative flap about talk shows in the past two years, the genre remains the most in-demand program form with potential buyers on the eve of the annual National Association of Television Program Executives convention in New Orleans (Jan. 13-16).

That's according to BROADCASTING & CABLE's exclusive annual NATPE survey of general managers about their plans for 1997.

In the survey, conducted in

mid-December, 21% of responding GMs said their stations' biggest programming need is talk shows. That's up from a year ago, when 17% of the GMs responding cited talk as their biggest need. Like last year, sitcoms were the second-most-cited program category on shopping lists (14% this year versus 12% last year) and children's programming was the third category (9% versus 7% last year).

Asked if they've seen any improvement in talk show content over the past year, 56% said they have, while 39% said they have not. But improved

content didn't translate to easier ad sales for talk shows: A little more than half said the talk show sell was no easier or harder than a year ago, while 28% said it was more difficult. Only 11% said it was easier.

When asked about talk shows for 1997, *Martha Stewart* (the strip) was listed more than any other project as one the GMs want, even though the show is, by even the loosest definition, more magazine than talk. *Martha Stewart* was cited by 13% of the responding GMs, while prospective talkers *Gayle King* and *Naomi Judd*

each were cited by 10%. Two other proposed new talk shows, *The Home Team with Terry Bradshaw* and *Arthel & Fred*, each garnered a 2% response.

Indeed, *Martha Stewart* was cited as the single most sought-after show of all the new syndicated shows available for 1997, although its plurality of 7% was not exactly overwhelming.

Significantly, more than three-quarters of those responding said they don't want any of the new offerings or aren't sure.

Half of the survey respondents said they were satisfied

with the ratings performance of the new syndicated shows they bought for the 1995-96 season, while 35% were dissatisfied. The remaining 20% said they were not sure.

Asked if they were satisfied or dissatisfied with the crop of proposed new shows for the 1997-98 season, 55% said they are dissatisfied or not sure and 45% said they are satisfied. Of those expressing dissatisfaction, 60% cited the lack of quality or creativity of the offerings and 23% cited a lack of diversity; 3% cited terms of sale.

Among the new weekly

Martha Stewart: At home on TV

With her standing as a hot commodity in syndication (including being singled out by GM's surveyed by Broadcasting & Cable), Martha Stewart says she's just getting started in TV.

Stewart, 55, takes a hands-on approach to running the *Martha Stewart Living* empire. The two-time Emmy-winner says she's developing ideas for a children's show and other "evergreen" how-to subjects.

Stewart is also preparing to go it alone, with plans to buy out Time Warner's stake in Martha Stewart Living Inc. Stewart declined to elaborate on a time frame for the purchase, saying the deal will be announced "when it's done." Taking some time out from a 10-day vacation in Egypt, Stewart spoke last week with BROADCASTING & CABLE's Cynthia Littleton.

How are your ideas for the expansion to a daily series shaping up?

It's not going to be tremendously different from the weekly show. Some projects that we do may be slightly longer—we can go day to day on a continuity project. Decorating a room, for example. The expansion will enable me to do longer projects, as well as plenty of shorter ones, with more contributions from experts renowned in their field.

How deeply are you involved in the day-to-day production of your show?

Every single day. I do all the planning with my producers for the segments....We work closely with the editors and art directors of the magazine to maintain a sense of continuity. Everybody at the magazine wants to work on the TV project, because we've established that relationship between the editorial core of the magazine and the editorial core of the program. The TV show is not reflective of every

story in the magazine, but there's a close reliance. If we're doing a story on, say, growing irises for the magazine, it could be very worthwhile to capture part of that process on tape for the daily show.

Are you developing other TV projects?

I've got lots of ideas for evergreen how-to programming. I'm working on a children's program. It's an afterschool activity program for kids. I will be the host with other people doing the projects with kids after school.

Given your business partnership with Time Warner, how did Group W Productions [now Eyemark Entertainment] wind up as the distributor of your TV show?

Time Warner didn't want to do it. They didn't have the operation to distribute a half-hour weekly programming effectively, so they turned me down. This was synergy at its worst. I was kind of upset about it, yet I understood that they didn't have the operations that could do it as well as Group W. [Indeed, Warner Bros.' officials say the episode was a catalyst for the formation of a second domestic distribution unit, Telepictures Distribution.]

Do you watch much TV? How do you think your show will fit into today's daytime TV lineup?

We're very different, so very different. That's how I look at myself. I'm another option. I'm really excited and really gratified by the response from television station managers....I actually don't have a lot of time to watch TV, but I enjoy watching movies, I enjoy the Discovery Channel and some of the interview programs. I like to watch the History Channel. I like to watch things that I can't get anywhere else.



Don Freeman

When the magazine debuted in 1991, were you surprised by the size of your market?

I always thought the audience was gigantic, but I didn't know how to get to them. When the magazine started, I was told by the powers that be at Time Warner that the circulation would never be any larger than 800,000 because it was a niche market. I knew it was a larger audience than that....Today, if you combine the TV show and the magazine, we reach a little over 20 million people every month....I knew homemakers would want what I have to offer because I am a homemaker. I try very, very hard to provide people with what I need. I don't ever lower my standards. I've read the complaints of people who say, 'I could never possibly do the projects Martha does,' but my argument is that if I made a gingerbread house that looked like a ramshackle shack, no one would watch me. It's terribly important for me to do what I need to do and do it well.

offerings, *Honey I Shrank the Kids* and *Gene Roddenberry's Battleground Earth* were cited by 5% of responding GMs as worthy of consideration, while *X-Files* garnered a 3% response rate and *Soldier of Fortune* got 2%.

Thirty-two percent of the surveyed GMs said their stations are in the game show business, and another 21% said they are considering getting into that business. Of those already in it, 7% said they'd consider purchasing *Pictionary*; 4%, *The Newlywed/Dating Hour*; 2%, *Match Game*.

On the magazine show front, 33% of GMs said they've seen significant slippage of viewing levels for such shows. However, 43% said they think the genre is as strong as ever,

based on ratings performance in their markets.

On the issue of hard-liquor advertising, almost 70% said they think stations should have the right to carry such commercials. But only 12% said they had carried—or considered carrying—them.

On the children's TV front, 46% of respondents said they will carry three hours (the new minimum requirement) or less of weekly educational children's programs when the requirements take effect in January. That compares with 41% who said their stations carried three hours or less of kids educational fare a year ago. Thirty-four percent of those responding said their stations carry four to eight hours of such fare each week,

and 50% said their stations carried that much a year ago.

More than half (52%) said their program acquisition budgets are up over a year ago, with an average increase of 13.5%. Only 6% reported budget declines, averaging 11.5%.

Fifty-five percent said program license fees are up this buying season over last, by an average 17%. Another 36% said prices are flat, while 4% reported declines in license fees.

Movie time periods have decreased during the past two years, due largely to Fox, WB and UPN affiliates airing more network programming. Thirty-five percent of the respondents reported declines in the number of movies they've aired over the past two years; 20%,

accounted for mostly by Big Three affiliates, said they've increased the number. The shifts appear to have had little effect on pricing, however: 63% said movie package prices are about the same.

Fox's *Millennium* was cited as the best new network show, while *Spin City* on ABC was second. *Rosie O'Donnell* was cited as the best new syndication show of the current season.

NBC was cited as the best network, based on overall program quality and discounting ratings, by 65% of the GMs surveyed.

The past year seemed to be a mixed bag in terms of local market broadcast economies. Some 45% described their market as robust and 44% as stagnant; 6% said their market

is depressed.

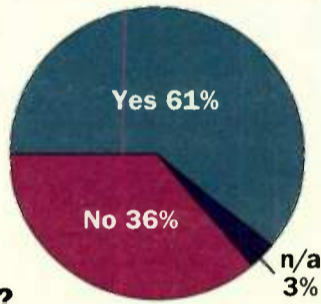
But 61% said they think they'll have a better sales year in 1997, compared with 1996, while 27% said it will be about the same and 6% said things will get worse.

On the fledgling-network issue, 75% said they think at least one of the two new networks will succeed and expand along the Fox model. And 72% said there is not room for both The WB and UPN to thrive. Of those believing that only one will make it, 52% cited The WB as the likely survivor, while 48% picked UPN. That result is markedly different from last year's survey, when 70% said they thought UPN would be the surviving network and only 29% sided with The WB.

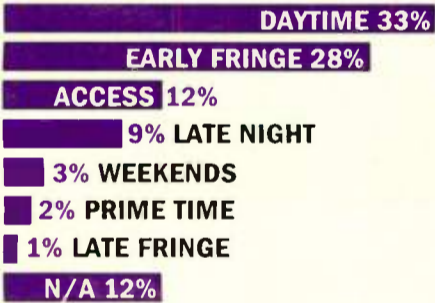
TAKING TV'S PULSE

PROGRAM SHOPPING

Do you expect to be shopping for shows at NATPE?



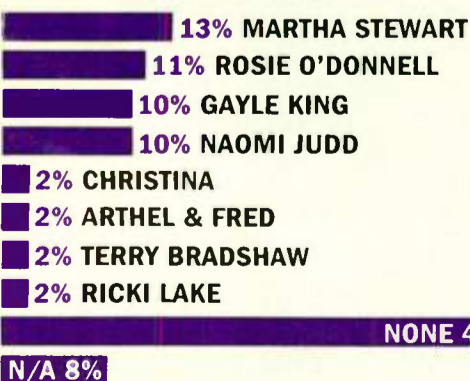
What is your station's biggest programming need right now (by daypart)?



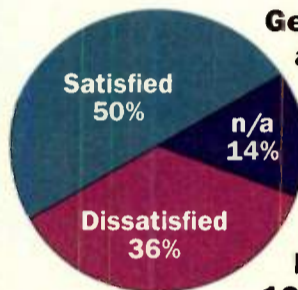
What is your station's biggest programming need right now (by genre)?



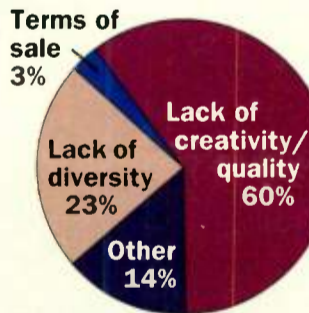
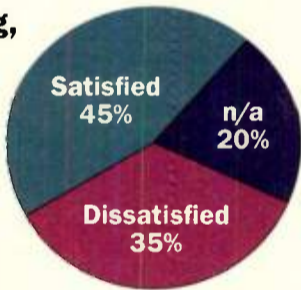
Talk show respondents only: Which of the talk shows for 1997 would you consider purchasing?



Generally speaking, are you satisfied or dissatisfied with the ratings performance so far of the new syndicated shows you bought for the 1996-97 season?



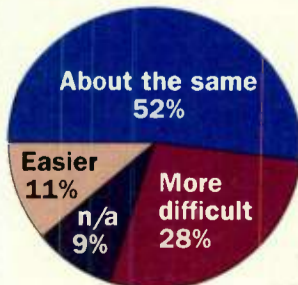
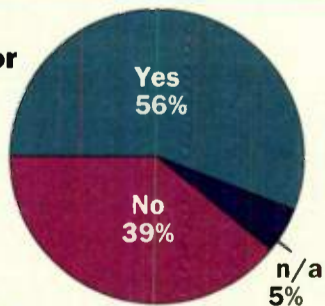
Generally speaking, are you satisfied or dissatisfied with the new first-run syndicated programs for the 1997-98 season?



For 35% dissatisfied: Why are you dissatisfied?

THE BUSINESS OF TALK

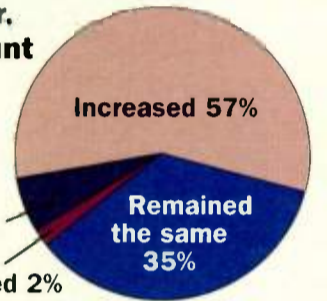
Talk shows have been criticized for sleazy, tasteless subject matter. Have you seen noticeable improvement?



In light of the content concerns, have talk shows been more difficult, easier or about the same to sell to advertisers?

THE HIGHER COST OF PROGRAMING

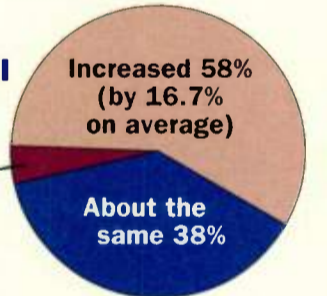
Over the past year, how has the amount of ad time being asked by syndicators in their barter program offerings changed?



How have the license fees for the following categories of programing changed compared with a year ago?

Programing overall

Decreased 4% (by 20% on average)



First-run programing

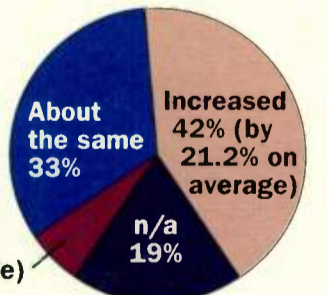
Increased 45% (by 17% on average)

About the same 39%

Decreased 7% (by 10% on average)

Off-network programing

Decreased 6% (by 10% on average)



Children's programing

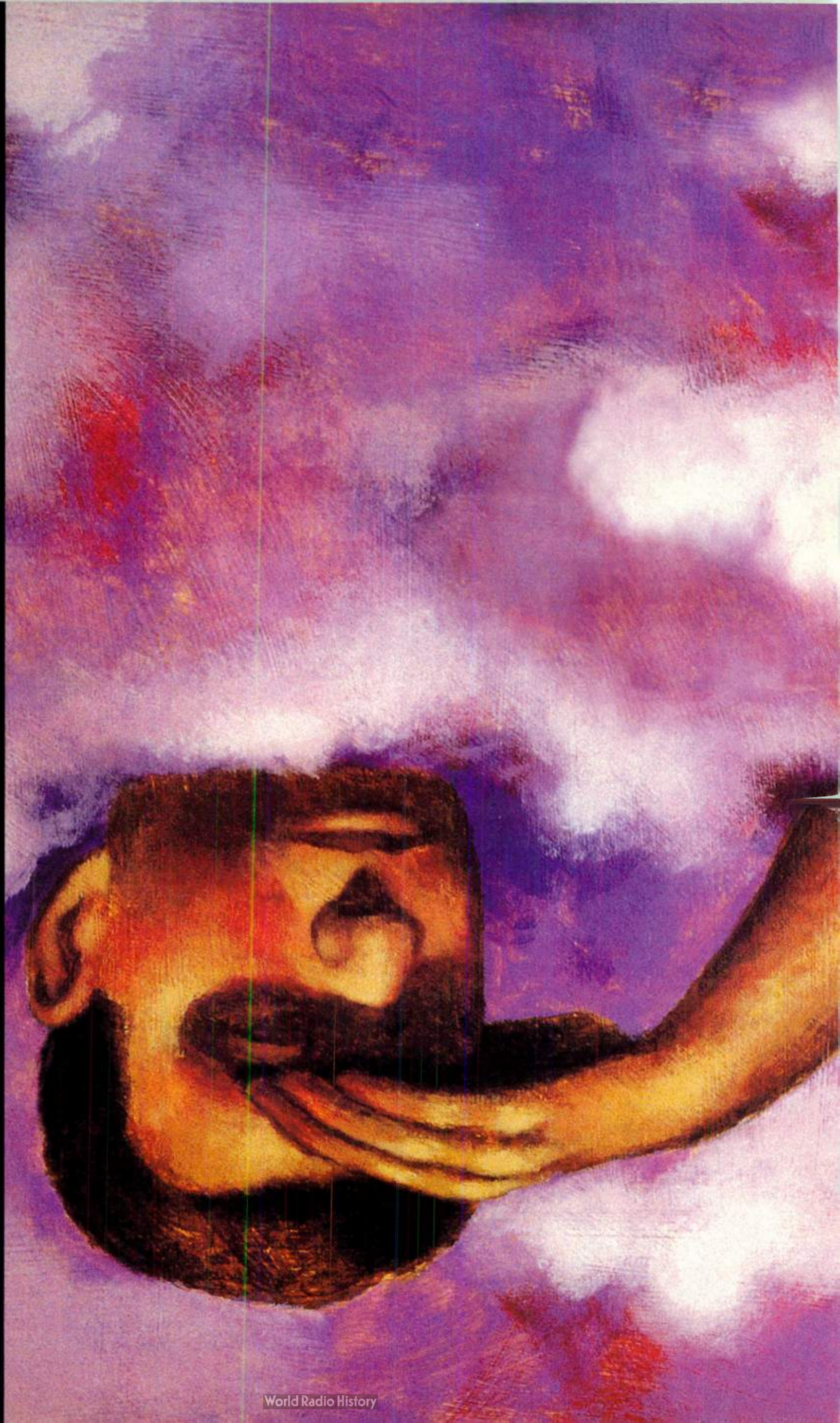
Increased 12% (by 12% on average)

About the same 66%

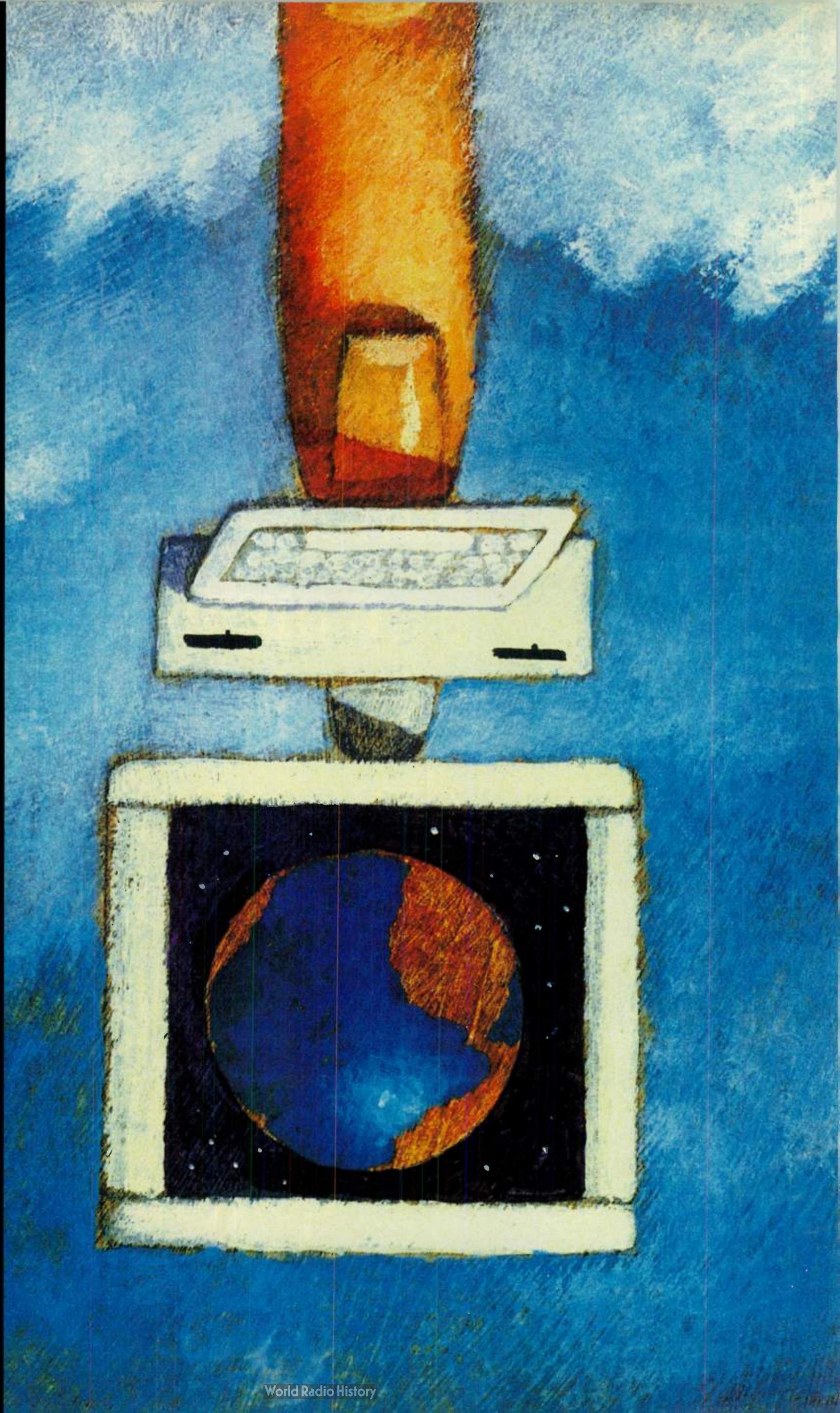
Decreased 5% (by 15% on average)

Continues on page 32

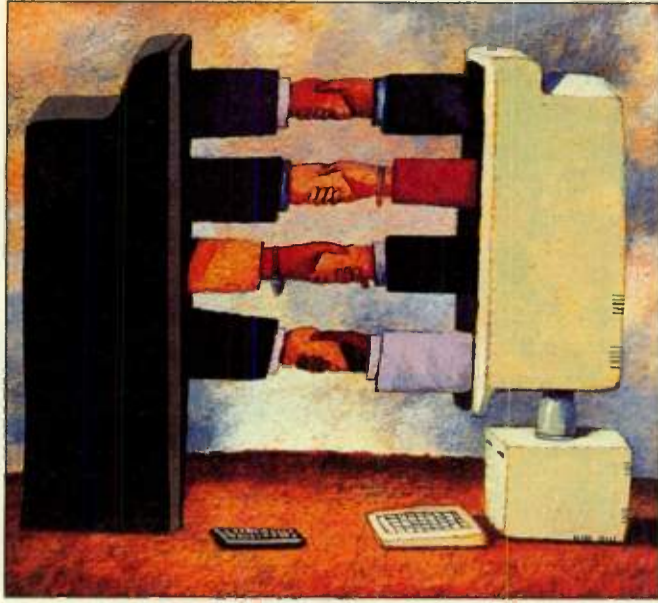
If you could see
a powerful new
revenue source
for your station,
you'd make it
your business,
wouldn't you?



If you could
increase your
brand awareness,
protect your
market share
and have a
new generation
of viewers
at your fingertips,
you'd make it
your business,
wouldn't you?



Welcome to
CityWeb,
the first branded
World Wide Web
network
created to help
broadcasters
navigate a
profitable course
through the
online universe.



Brought to you by Warner Bros. and the Time Warner family of companies, CityWeb is the first World Wide Web network custom designed for you, the television broadcaster. This is not just a new website. This is an entirely new business opportunity. CityWeb puts the local television station operator in control of the Internet's booming future. Because only CityWeb is powered by the most impactful marketing force in all media – local television stations like yours.

CityWeb offers:

- A unique local interactive franchise with a high-quality look and feel.
 - News from CNN Interactive,SM the Net's News Leader.
 - Entertainment coverage from PEOPLE Online.[®]
 - Online entertainment programming from Warner Bros. Online, designed to service your current clients and attract new advertisers.
- The ultimate search technology from Lycos,TM the leading guide to the Internet.
- Award-winning promotional support to help build your new franchise.
 - Marketing support to assist in selling local online advertising.
- Breakthrough technology for online classified ad sales, transactions, polling, daily custom e-mail newspapers and more.

With CityWeb, you can build new revenue streams, evolve your local franchise into the online medium and give your viewers quality Web content to bring your broadcast station into the new age of interactivity.

For inquiries on acquiring the CityWeb affiliation in your market, call your Telepictures Distribution sales representative.

CityWebTM

Make It Your Business.

Produced By



WARNER BROS.
ONLINE

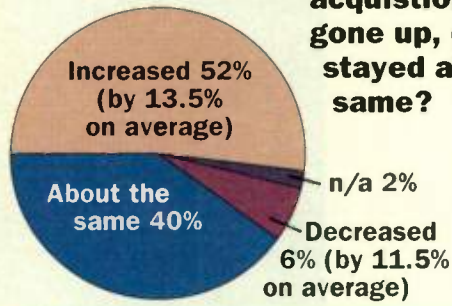
A Time Warner Entertainment Company

Telepictures
DISTRIBUTION

TM & ©1997 Warner Bros. All Rights Reserved.

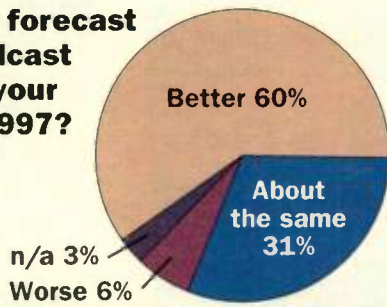
1997 NATPE SURVEY

Continued from page 25

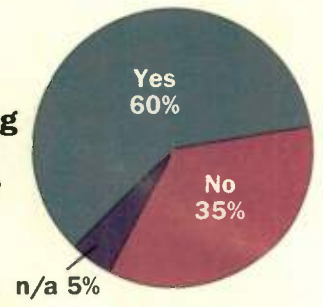


Compared to a year ago, has your station's program acquisition budget gone up, down or stayed about the same?

What is your forecast for the broadcast economy in your market for 1997?

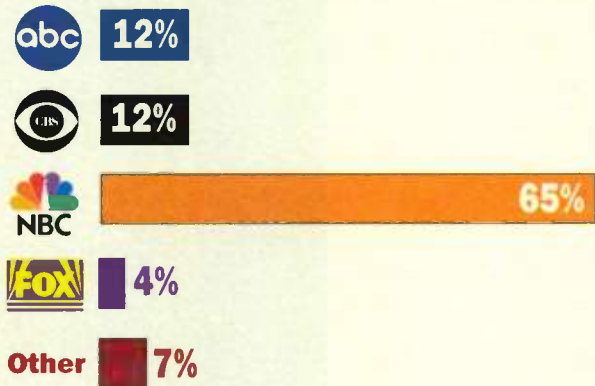


What about owning a UHF and VHF in the same market?



ONLY THE BEST

Based on overall quality and discounting ratings, which network has the best overall prime time schedule this year?

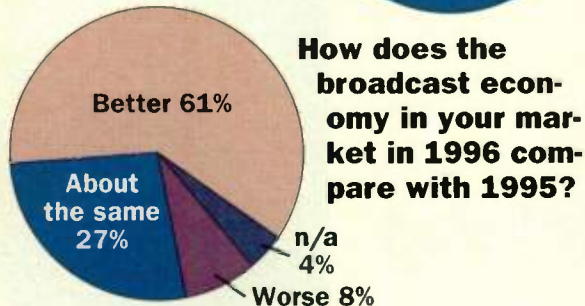
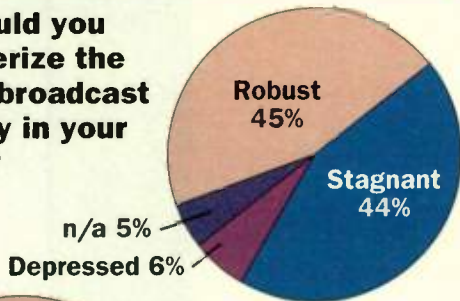


What's the best new network prime time show?

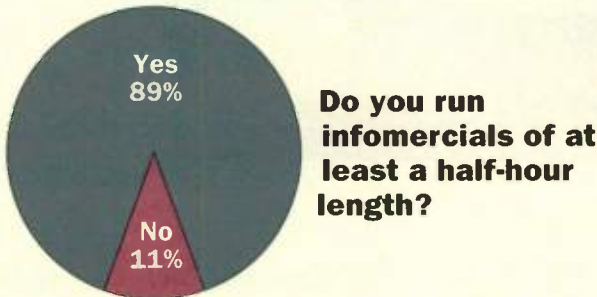


THE STATE OF THE ECONOMY

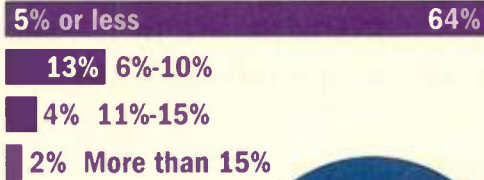
How would you characterize the current broadcast economy in your market?



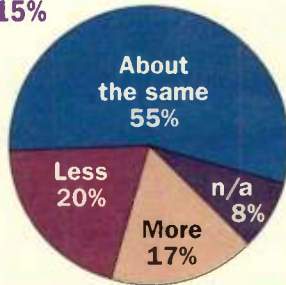
ORDER NOW



Yes respondents only: How much of your total revenues do they account for?

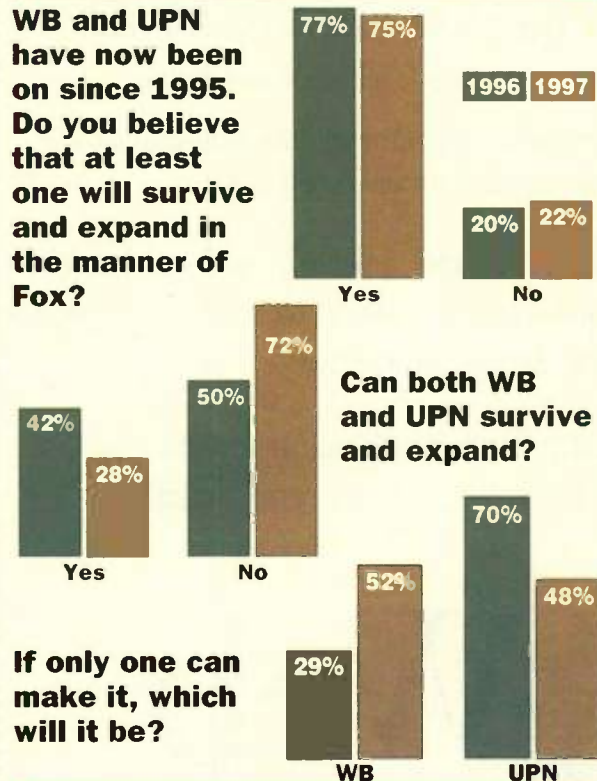


Are you projecting more, less or about the same revenue from infomercials in 1997?



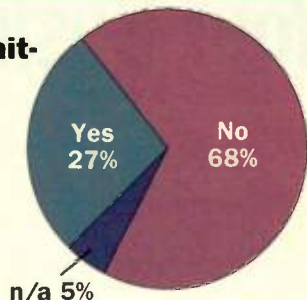
THE NETLETS REVISITED

WB and UPN have now been on since 1995. Do you believe that at least one will survive and expand in the manner of Fox?



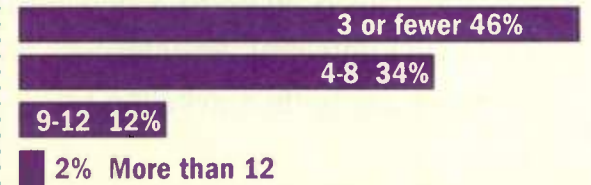
IS TWO A CROWD?

Do you favor permitting one company to own two VHF stations in the same market?



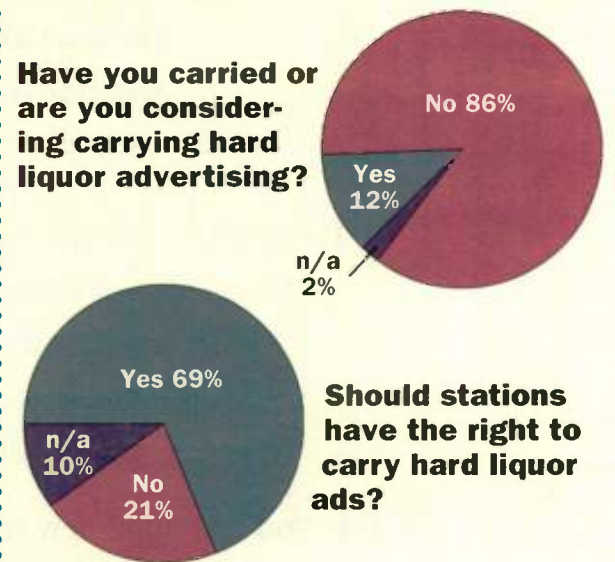
MAKING ROOM FOR THE KIDS

FCC educational children's programming rules go into effect Jan. 1. How many hours will your station air?

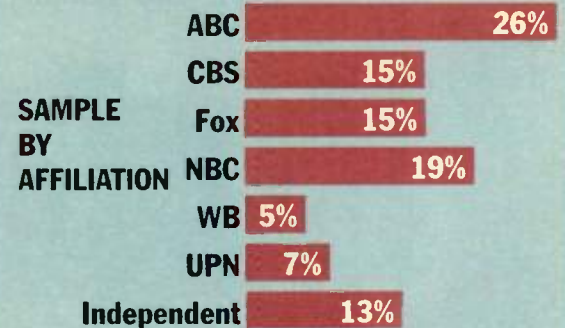


THE HARD SELL

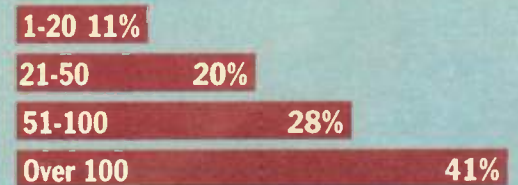
Have you carried or are you considering carrying hard liquor advertising?



The telephone survey of 100 TV general managers was conducted in December by Cahners Research and The Research Network of Tallahassee, Fla.



SAMPLE BY MARKET SIZE



ONLY THE BEST



FROM RYSHER...

PROVEN PROD



SOLDIER
OF FORTUNE
INC.

UCERS



ONLY THE BEST

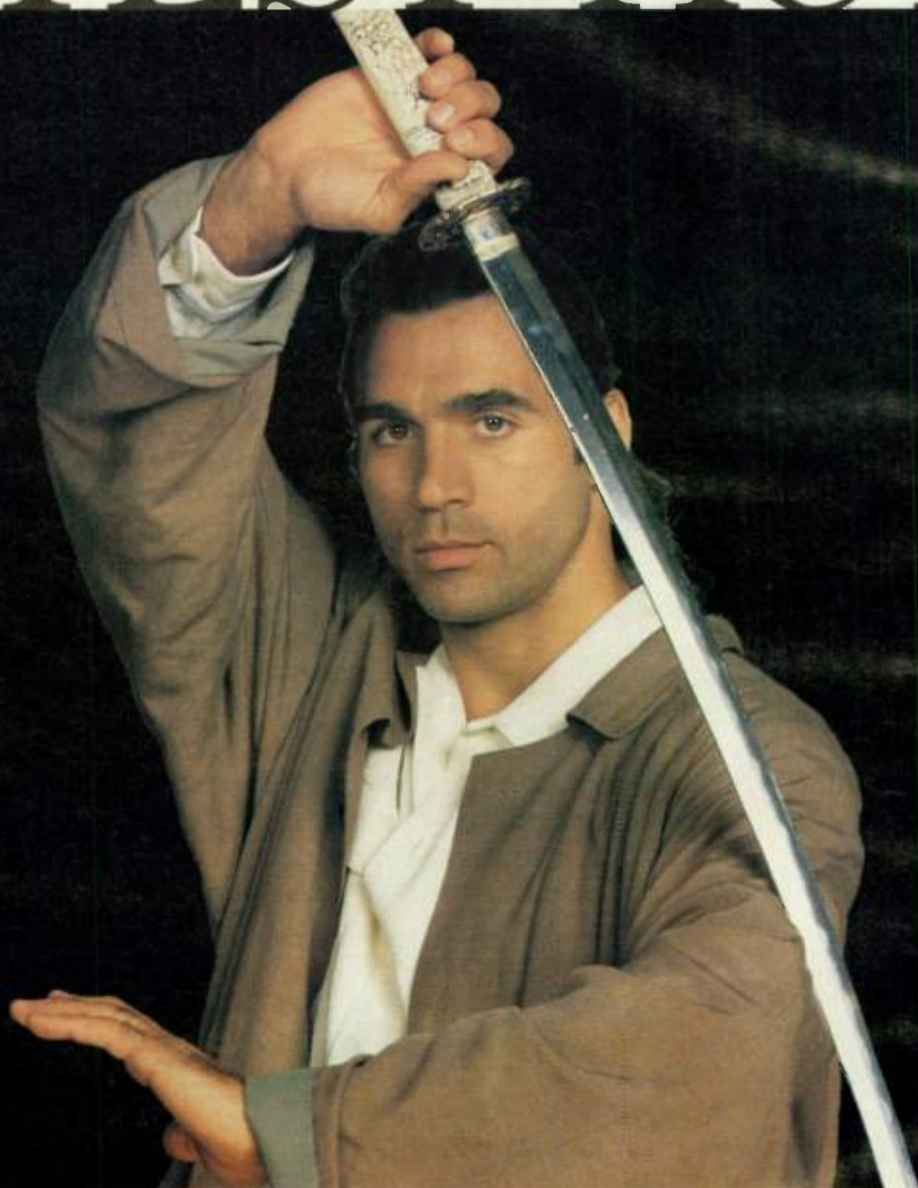


Artwork design ©1997 Rysher Entertainment, Inc. All rights reserved. Soldier of Fortune Magazine, Inc. is a trademark of the Omega Group, Ltd.

World Radio History

HOTTEST ACT

HIGHLANDER
THE SERIES



ION



ONLY THE BEST

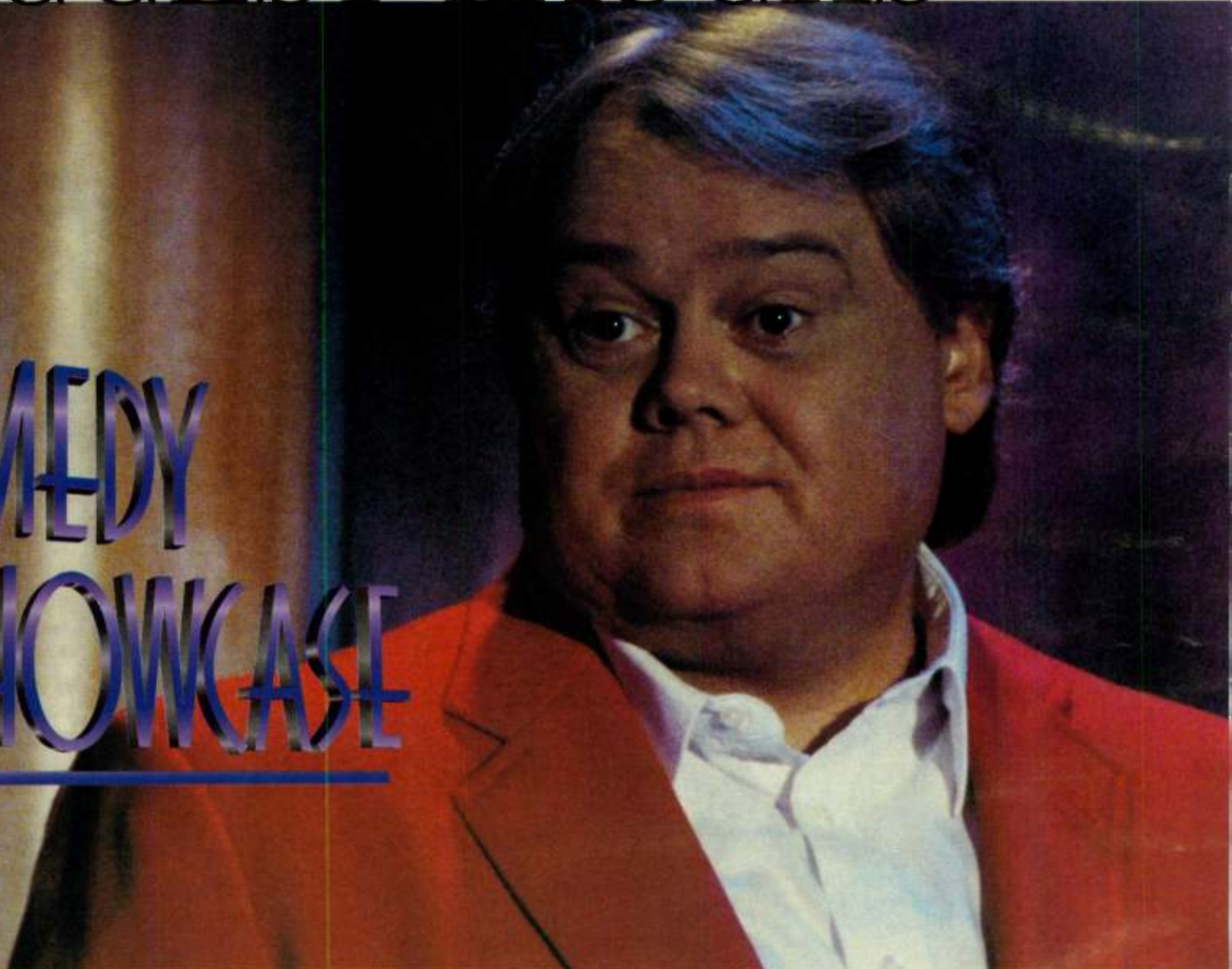


World Radio History

Artwork design ©1997 Rysher Entertainment, Inc. All rights reserved. "FX" is a trademark of Orion Pictures Corporation. All rights reserved.

BIGGEST LAUGHS

COMEDY
SHOWCASE



PHENOMENAL NEWS

STRANGE UNIVERSE



ONLY THE BEST



Talk show turnaround

Feel-good movement polishes syndicated talk show image

By Cynthia Littleton

What a difference a year can make in the talk show business.

This week in 1996, daytime talkers were under attack from members of Congress for glorifying social ills and spreading moral decay. Warner Bros., Viacom, Sony and other entertainment giants were the target of a shame-big-media campaign spearheaded by former education secretary William Bennett and other inside-the-Beltway culture watchdogs.

By contrast, the biggest cause célèbre in talk TV last month was Elmo from *Sesame Street*. The wiry red Muppet's namesake doll, Tickle Me Elmo, was launched as the year's must-have Christmas toy on *The Rosie O'Donnell Show*, only to be panned a few weeks later by Regis Philbin. When Elmo canceled a scheduled appearance on *Live with Regis & Kathie Lee*, executive producer Michael Gelman suggested that his handlers at the Children's Television Workshop "lighten up."

Dysfunctional families and mothers-who-dress-like-tramps haven't disappeared from the daytime scene, but they no longer rule. The feel-good, friendly celebrity gossip of *Rosie O'Donnell* is in; *Richard Bey* has gone the way of *Morton Downey Jr.* And in another milestone, Phil Donahue bowed out gracefully last year after 29 years and more than 6,000 programs.

Appropriately enough, the end of *Donahue's* run in syndication coincided with the dismantling of the hugely successful independent talk-show distributor the show helped create. Universal Television, which is acquiring Multimedia Entertainment's assets for about \$50 million, intends to repackage the *Donahue* library, a treasure trove of hours with guests ranging from Watergate figures to Hollywood legends to first ladies.

And when *Donahue* wrapped production in the spring, somehow it seemed fitting that the crew of the most promising new daytime talk franchise in a decade moved right into Donahue's old New York studio in the NBC compound.

In just six months, *Rosie O'Donnell* has become appointment television for 4



million—5 million people a day, according to its national Nielsen household average of 4.5 for the week of Dec. 2. The overnight success of the show since its June 10 debut has made most talk show producers wonder why the Dinah Shore/Merv Griffin talk/variety format ever disappeared from daytime.

O'Donnell serves up a fast-paced hour of A-list guests, musical performances, running gags and even occasional restaurant reviews from Fran Drescher's indomitable par-



The top for talkers ranked by women 18-49 (see chart below) were (clockwise from top left) Oprah, Rosie, Jenny and Montel.

Industry veterans say the payoff for Warner Bros. is still a few years away, but the renewal deals should push the show well above the \$100 million revenue mark during the next two years. Warner Bros. declined comment on financial matters, but sources estimate the dis-



new phase of her career.

The reigning queen of talk has not said whether she'll renew her contract with King World Productions when the current pact expires in mid-1998. Despite questions about her future, Winfrey's performance during the past year leaves no questions about her power to move markets.

In April, Winfrey's report on the "mad cow disease" scare that has devastated Britain's beef industry was cited as a primary cause for a temporary plunge in U.S. cattle futures. Winfrey's show had a particularly strong impact on the market, livestock futures analysts noted, because it airs at 9 a.m. in Chicago, coinciding with the start of trading on the Chicago Mercantile Exchange.

Winfrey has also become a kingmaker in the publishing world with Oprah's Book Club, a new monthly feature added to the show this season. Toni Morrison's "Song of Solomon" and other titles discussed in those episodes have topped the retail publishing charts since



September.

Last year was tumultuous for two other talk TV veterans: Paramount Domestic Television's *Montel Williams* and Buena Vista Television's *Live with Regis & Kathie Lee*. Both shows have held on to healthy demographic ratings, while some other established shows have posted declines.

Regis & Kathie Lee wound up on the front pages earlier this year when co-host Kathie Lee Gifford was confronted with evidence that her signature line of clothing for Wal-Mart was manufactured with illegal sweatshop labor. Gifford has since testified before Congress on the issue of sweatshop labor and has made public appearances with Labor Department officials in an effort to shed light on garment industry abuses.

Montel Williams started the year off with an eye on prime time. His CBS drama, *Matt Waters*, was short-lived, but his daytime ratings surged and Williams bagged the daytime Emmy award for best talk show host. Shortly afterward, several former female staffers on his show filed a sexual harassment suit against the ex-marine. Williams vehemently denies the allegations; the lawsuit is pending in New Jersey.

Maury Povich, Paramount's other syndicated talk franchise, turned himself into a lame duck in daytime talk last June by announcing plans to launch a *Nightline*-style access strip next year with his wife, former CBS and NBC newswoman Connie Chung, and DreamWorks Television.

Renewals are in store this year for Columbia TriStar Television Distribution's *Ricki Lake*. The show, whose host is set to become a mother this spring, is heading into the second year of a two-year contract in many markets—deals CTTD struck when the Generation X host was hot in 1994.

Based on the past year's per-

TALK TV'S TOP 10

(RANKED BY WOMEN 18-49)

Show	W18-34	WA18-49	W25-54	HH
Oprah Winfrey (King World)	5.0	5.3	5.6	8.3
Rosie O'Donnell (Warner Bros.)	3.1	2.9	2.9	4.0
Jenny Jones (Warner Bros.)	2.9	2.6	2.4	4.1
Montel Williams (Paramount)	2.6	2.5	2.4	4.2
Sally Jessy Raphael (Universal)	2.2	2.3	2.4	3.8
Ricki Lake (Columbia TriStar)	2.5	2.2	1.9	3.4
Regis & Kathie Lee (Buena Vista)	1.6	2.1	2.5	4.1
Maury Povich (Paramount)	2.0	2.0	2.0	3.5
Jerry Springer (Universal)	1.7	1.5	1.4	2.6
Geraldo Rivera (Tribune)	0.8	0.9	1.0	1.9

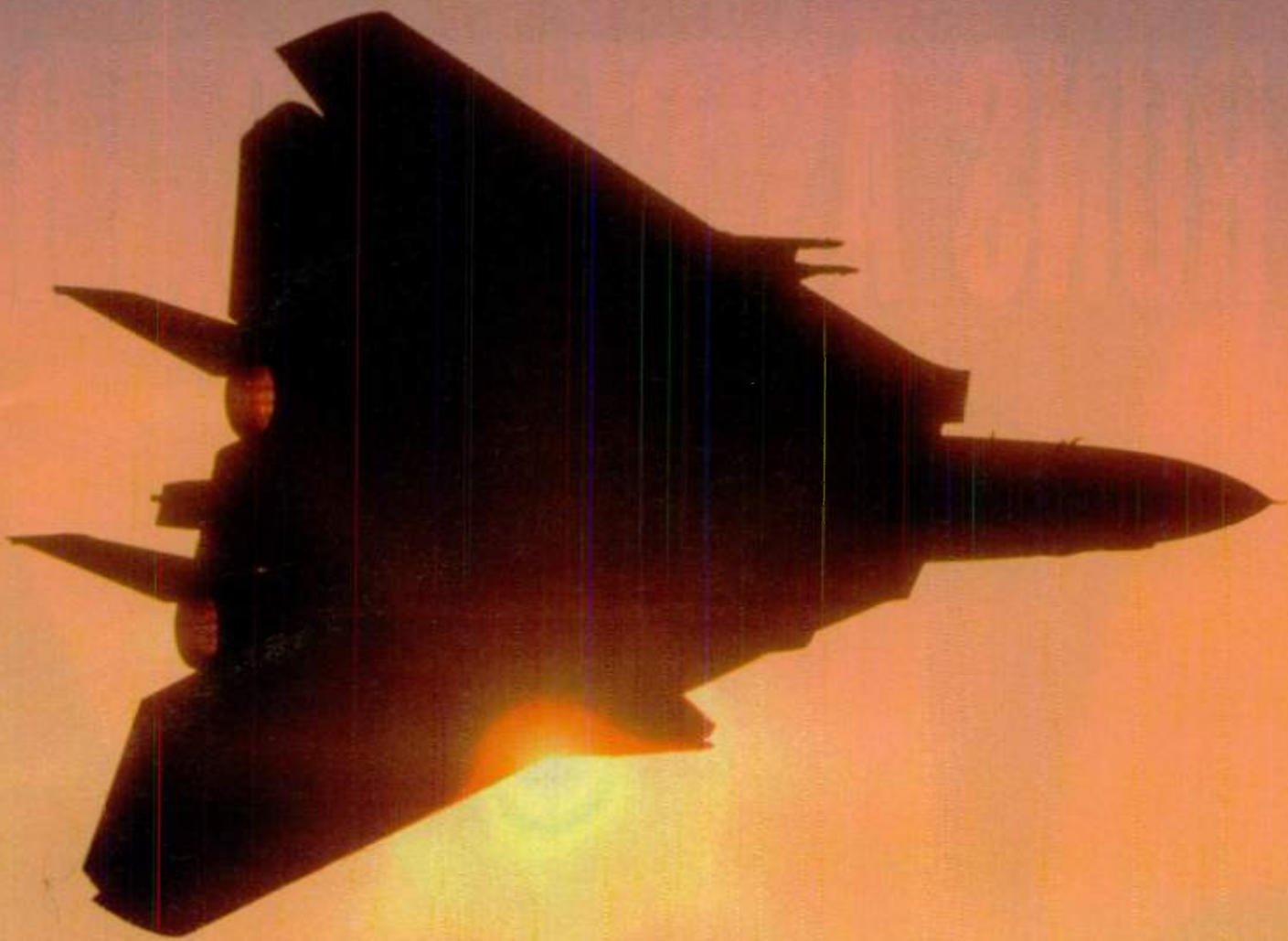
Source: Nielsen Syndication Service, 9/2/96 through 12/8/96; GAA where available

ents, Mort and Sylvia. Most forecasters are betting the show will be an early fringe franchise for strong stations for as long as the star wants to stay with it.

O'Donnell is said to have signed a two-year initial deal with Warner Bros. in late 1995, but the studio is actively renewing the show through 2000. The show, which has grown 66% from a 3.2 Nielsen Media Research household rating in its premiere week to a 5.5 last month, has garnered record and near-record license fees in many markets.

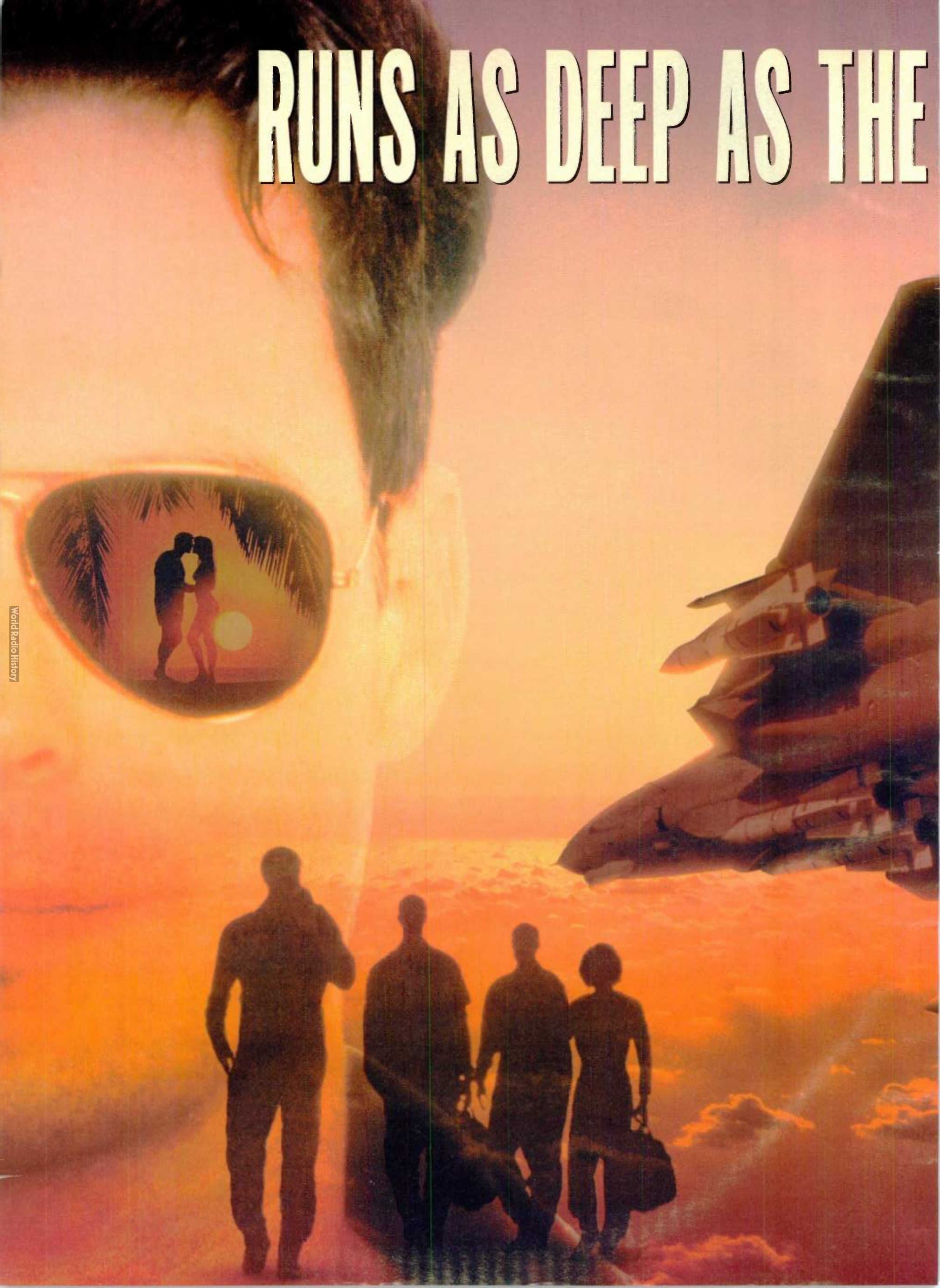
tributor is spending a princely \$400,000-\$500,000 per week to produce the show, plus another \$2 million-\$3 million per year on marketing and advertising. O'Donnell is said to be due to earn \$7 million per year over the next three years.

From the start, *Rosie O'Donnell's* success has been measured against the standard set by *Oprah Winfrey*. *Oprah* generally beats *Rosie* in household and demographic ratings by a 2-to-1 margin, but *Rosie* is narrowing the gap at a time when Winfrey may be moving into a



**THERE'S A PLACE
WHERE THE DESIRE
TO SERVE...**

RUNS AS DEEP AS THE



LOVE FOR ACTION & DANGER.

PENSACOLA

WINGS OF GOLD



© 1997 EYEMARK ENTERTAINMENT. ALL RIGHTS RESERVED.

World Radio History

formance, industry veterans say *Ricki Lake* probably won't generate significant license fee increases, nor will it face many downgrades. The show remains a particularly strong performer in the top three markets and other urban areas.

Like those for *Ricki Lake*, ratings for *Sally Jessy Raphael* (Multimedia), *Jenny Jones* (Warner Bros.) and *Jerry Springer* (Multimedia) are off year-to-year in many markets. Given the overall erosion in the broadcasting field, however, media buyers say the shows are still competitive in the crucial women's demographic categories.

Jenny Jones has weathered the notoriety of testifying in the murder trial of a Michigan man, Jonathan Schmitz, who killed a gay acquaintance a few days after the two men appeared as panelists on a show about secret admirers. In a 1990s twist on the infamous '70s "Twinkie defense," defense attorneys argued that Schmitz was sent over the edge by a thyroid condition

and the "humiliation" of learning that his secret admirer was a gay man.

Last November, Schmitz was convicted of second-degree murder and sentenced to at least 20 years in prison. The fateful *Jenny Jones* episode didn't air until it was introduced as evidence during the trial, which was carried live on Court TV.

Jenny Jones, meanwhile, had already been renewed in most markets for several seasons long before the March 1995 shotgun slaying. Jones and Warner Bros. still face a \$25 million wrongful death lawsuit filed by the family of victim Scott Amedure.

Back on the programming front, some observers say 1997 will be the year that local programmers clean their schedules of mediocre performers. Going into NATPE '97, the shows with the best buzz among buyers are those designed as counterprogramming to talk.

Most distributors have vowed to stick with their struggling talkers, but many buyers and sellers agree that

Gordon Elliott, *Rolonda* and freshmen *Pat Bullard* and *In Person* with *Maureen O'Boyle* are on thin ice with many stations. *The Geraldo Rivera Show* has also been on a long slide, but the show is in for significant upgrades this month on CBS O&Os in New York, Los Angeles and Miami, thanks to the demise of CBS/Group W's early fringe newsmagazine *Day & Date*.

The two freshman casualties of the season thus far never had a fighting chance, industry veterans say. ACI's *Scoop* with *Sam & Dorothy* and MGM's *The Bradshaw Difference* were plagued by erratic clearances, mostly on weak independent stations.

One underdog show that's been building steam lately, a full year after Multimedia began its slow national rollout of the Nashville-based talk/variety hour, is *Crook & Chase*. The show, hosted by TNN veterans Lorianne Crook and Charlie Chase, will be picked up this month by KCAL(TV) Los Angeles and WAGA(TV) Atlanta, putting the strip in five of the top 10 markets. ■

Tough reality for magazine shows

Ratings are off, with off-net sitcom strength a major factor

By Cynthia Littleton

If a syndicated news magazine were to report on the recent performance of the first-run magazine genre, the promotional spot for the segment might sound something like this:

"They said it could never happen, but it has. A tried-and-true program form has fallen on hard times. Tim Allen, Jerry Seinfeld and Bart Simpson are luring away once-loyal viewers in access. But no one in the TV business is ready to write off the magazine genre—yet!"

Household and demographic ratings for all first-run magazines are off year-to-year virtually across the board. Nielsen Media Research numbers for *Hard Copy*, *American Journal* and other shows are slipping for the second year in a row.

Access Hollywood, the most anticipated new first-run strip of the season, has yet to bring new viewers to the entertainment chat/celebrity gossip party. With single-digit shares and national demo ratings hovering around a 1.5, the half-hour show thus far has performed below expectations for partners NBC and New World Communications (soon to be absorbed by Fox.)

The sleeper of the season has been Paramount Domestic Television's video-clip reality magazine *Real TV*, which has been upgraded in more than 15 markets since its September debut.

The quick takeoff of the hybrid reality/magazine show and the unexpectedly strong performance of the feisty Judge Judy, host of the show of the same name, has breathed



'ET' (above) continued to set the pace, while its newest rival, 'Access Hollywood,' tried to make a name for itself in access.



new life into the reality form. *Cops* and *Real Stories of the Highway Patrol* also have legs and repeat well.

It is only fair to point out, as industry veterans do, that the magazine genre's woes have been exacerbated by the overall decline in broadcasting's share of the TV audience.

The changes in the lucrative access marketplace are summed up in a recent report from the station rep firm Seltel: "Magazine shows are off due to the greater number of similar shows available to serve a finite audience and the assault from successful off-network sitcoms."

Indeed, last season's hugely successful launch of *Home Improvement* and *Seinfeld* has siphoned coveted young adult

viewers from all of syndication's traditional access leaders: *Wheel of Fortune*, *Jeopardy!*, *Entertainment Tonight*, *Inside Edition* and *Hard Copy*.

ever, production and marketing costs are rising faster than advertising rates. Magazine shows are an expensive proposition in comparison with talk

shows, game shows and reality programs.

Eyemark Entertainment spent an estimated \$500,000 per week for more than a year on *Day & Date*, the now-cancelled news magazine designed as an early fringe news lead-in vehicle for the

CBS O&Os. Before pulling the plug last year, Twentieth Television was budgeting about \$500,000 per week for *A Current Affair*.

On the station side, many programmers say they're increasingly doubtful that five- and 10-year-old franchises

represent the future of their stations. Some buyers say they are more reluctant this year to renew established shows that are turning in below-average performances. The real churn in the access marketplace is expected next year, when key station renewals are due for *Entertainment Tonight*, *Hard Copy*, *Extra* and other shows.

ET, while down from last season, still leads the magazine pack with a 6.2 household average season to date and a 3.2 in adults 18-49. After 16 years, the show has proved the most durable of its kind. (Last June, longtime *ET* correspondent Bob Goen replaced John Tesh as co-anchor with Mary Hart.)

Hard Copy's drop from a 5.1 household average in 1995-96 to a 4.1 season-to-date average this season has prompted speculation that Paramount is grooming *Real TV* as a replacement lead-in for *ET*. Paramount officials say, however, that they are committed to maintaining *Hard Copy* as an edgy, investigative news franchise. Lisa Gregorisch, former news director for Fox flagship WNYW(TV) New York, replaced Ron Vandor as *Hard Copy's* executive producer last summer. (Vandor, along with *HC* co-executive producer Cheri Brownlee, was tapped to oversee the launch of *Real TV*.)

Access Hollywood, now distributed by Twentieth Television, has two-year clearance deals in many major markets, but the big-budget strip is in danger of downgrades if its demographic performance does not improve. Some at NBC blame the in-house project for some of the dips in the network's prime time perfor-

TOP MAGAZINE REALITY SHOWS

(SEASON TO DATE RANKED BY ADULTS 18-49)

Show	A18-34	A18-49	A25-54	HH
<i>Magazines</i>				
ET (Paramount)	2.4	3.1	3.4	6.2
Inside Edition (King World)	1.5	1.9	2.2	4.9
Hard Copy (Paramount)	1.6	1.9	2.1	4.1
Extra (Warner Bros.)	1.3	1.5	1.7	3.3
Access Hollywood (Twentieth)	1.2	1.5	1.7	3.0
Real TV (Paramount)	1.5	1.5	1.5	2.6
American Journal (King World)	1.0	1.2	1.8	3.0
Strange Universe (Rysher)	0.6	0.7	0.7	1.2
<i>Reality</i>				
Cops (Twentieth)	1.8	1.7	1.8	2.8
LAPD (MGM)	1.3	1.3	1.2	2.1
Real Stories (Twentieth)	1.0	1.2	1.8	2.2

Source: Nielsen Syndication Service, 9/2/96 through 12/08/96; GAA where available

Yet even as the ratings shrink, advertising rates for most shows have inched up or at least stayed flat over the past few years. Big-ticket national advertisers are still willing to pay a premium for mass-market broadcast distribution.

For some distributors, how-

**DESPITE
CRITICAL ACCLAIM,
YOU WON'T BE SEEING
DREW CAREY ON ABC
AT 9:30PM ANYMORE.**

HE'S BEEN UPGRADED TO 9:00!

The Only 9:30 PM Sitcom In The 90's
To Build On Its Lead-In. That's why
ABC upgraded it to 9:00 PM.



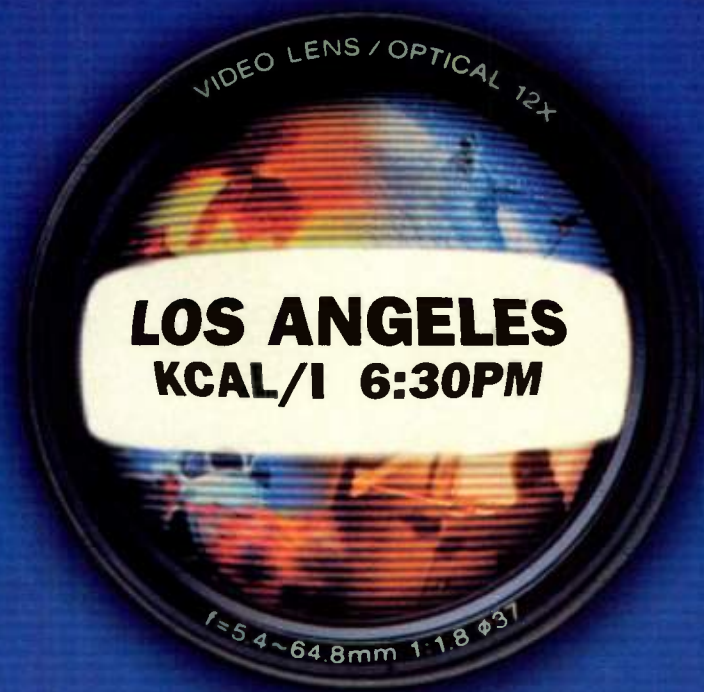
the
**DREW CAREY
SHOW**



**WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION**

A Time Warner Entertainment Company
© 1996 Warner Bros. All Rights Reserved.

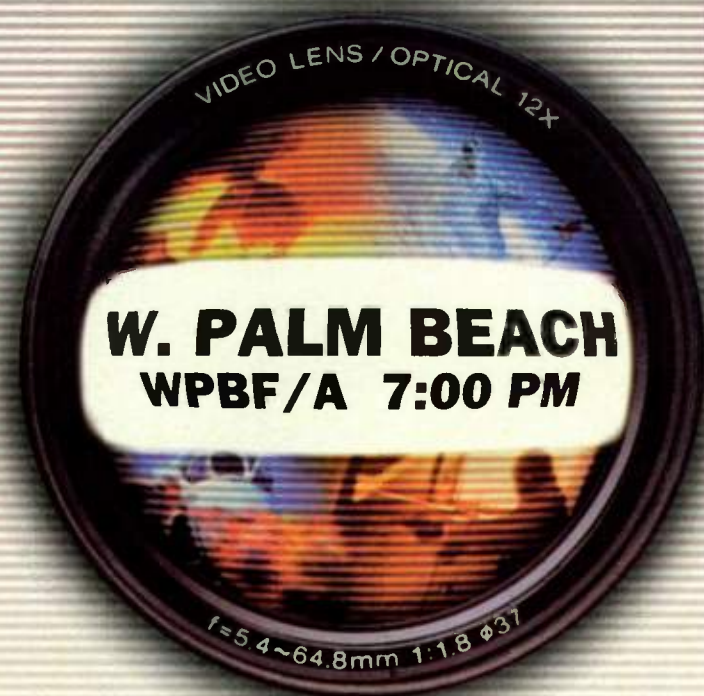
REAL SUCCESSES



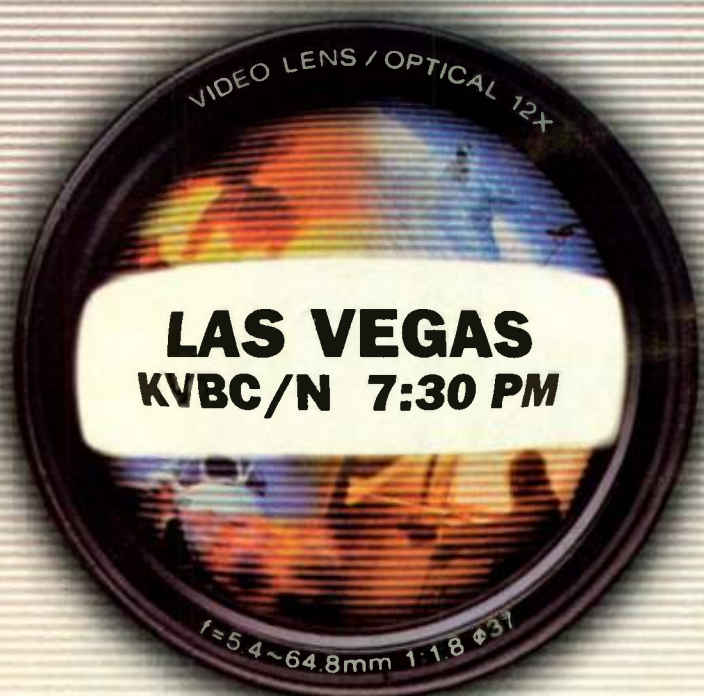
- OUTPERFORMS *NBC* AND *ABC NEWS* IN ADULTS 18-49.
- OUTPERFORMS *KCBS LOCAL NEWS* IN ADULTS 18-49 AND 25-54.



- #1 IN TIME PERIOD IN ALL KEY WOMEN AGAINST *SEINFELD* AND *WHEEL OF FORTUNE*.
- INCREASES OVER LEAD-IN BY 4 SHARE POINTS (31%) IN ADULTS 18-49.



- TRIPLES NOV. '95 RATINGS IN ADULTS 18-49 (6 vs 2).
- INCREASES 8 SHARE POINTS IN ADULTS 18-49 (114%) OVER *ABC NEWS* LEAD-IN.

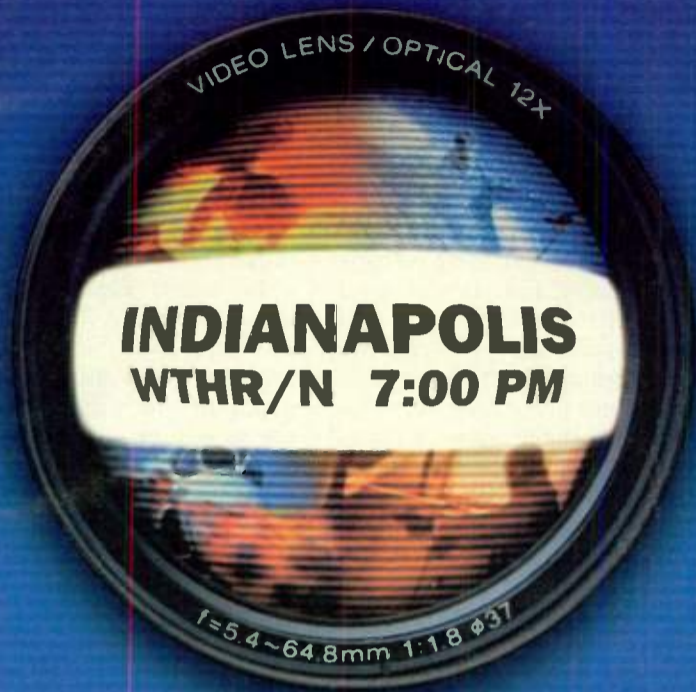


- #1 IN HOUSEHOLDS (11 RTG/19 SHR) AND ALL ADULTS.
- DELIVERS TWICE AS MANY ADULTS 25-54 AS *INSIDE EDITION* (6 vs 3 RTG).

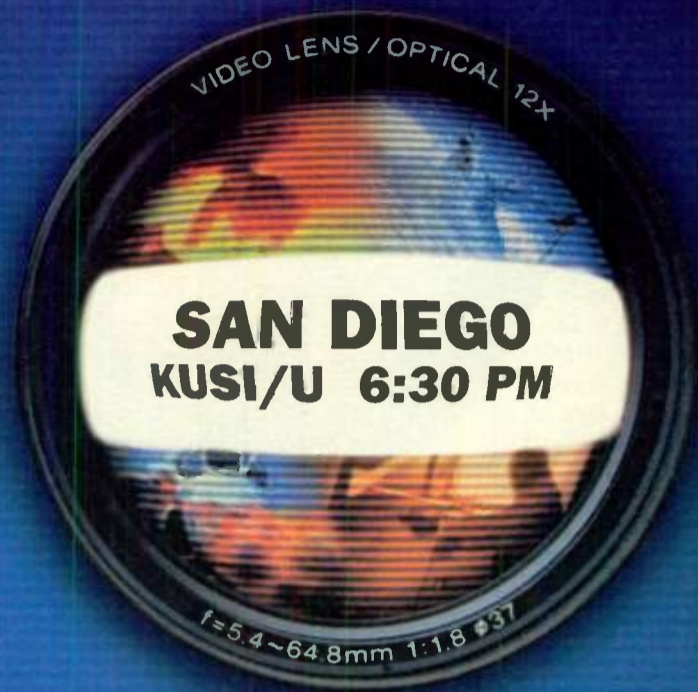


Source: NSI, November 1996 or as dated. © 1996 Paramount Pictures. All rights reserved.

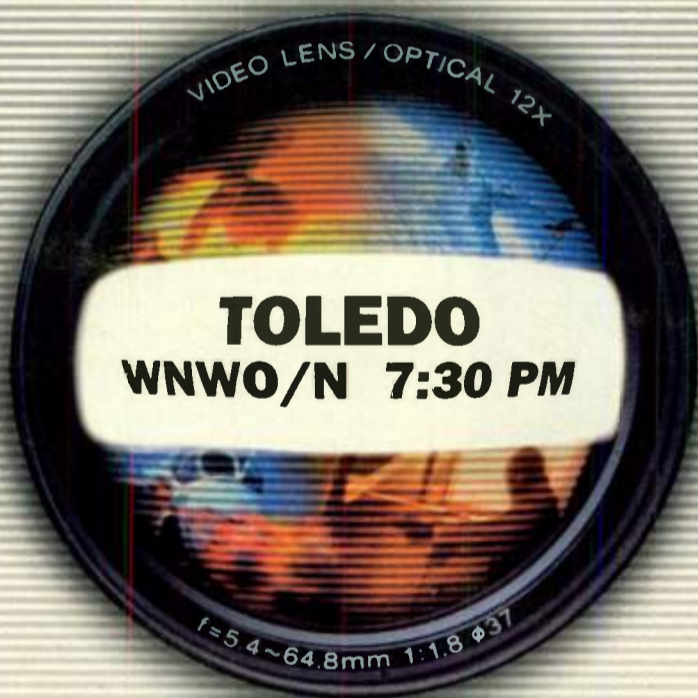
S IN ACCESS.



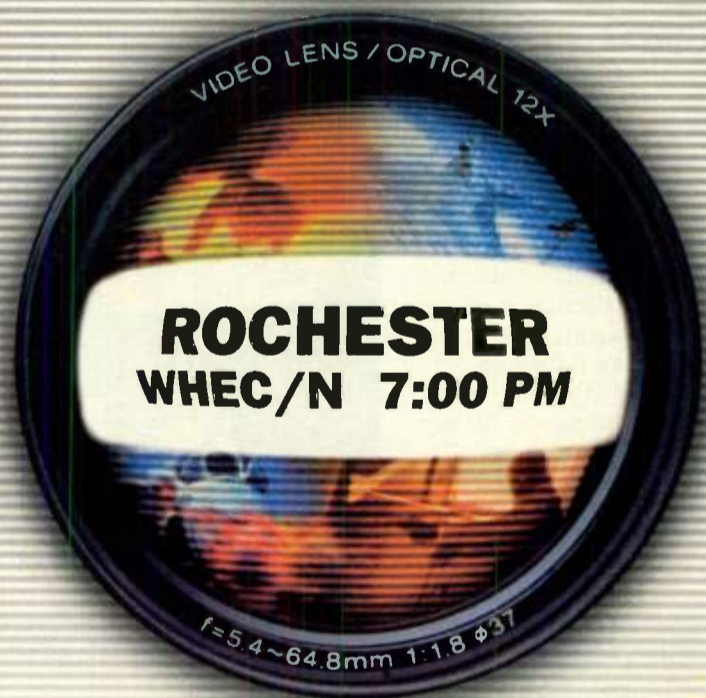
- #2 IN TIME PERIOD IN KEY ADULTS, BEATING WHEEL OF FORTUNE, INSIDE EDITION AND ACCESS HOLLYWOOD.
- INCREASES OVER NBC NEWS LEAD-IN BY 55% IN SHARE OF ADULTS 18-49.



- TIES JEOPARDY AND KFMB LOCAL NEWS RATINGS IN ADULTS 18-49 AND 25-54.
- 50% INCREASE IN RATINGS OVER NOV. '95 ROSEANNE IN ADULTS 18-49 AND 25-54.



- HIGHEST 7:30PM SHARES OF ADULTS 18-49 AND 25-54 IN NINE NOVEMBER SWEEPS.
- UP 40% IN SHARE OF ADULTS 25-54 OVER NOV. '95.



- UP 40% IN SHARE OF ADULTS 25-54 vs NOV. '95 AMERICAN JOURNAL
- BEATS WHEEL OF FORTUNE IN ADULTS 18-49 AND 25-54.

REALTV™

ALREADY UPGRADED IN
23 MARKETS
INCLUDING WGN/CHICAGO.

mance.

The biggest beneficiary of the launch of *Access Hollywood* could turn out to be Warner Bros.' *Extra*. Last year, *Extra* was in danger of losing its best clearances to NBC's joint venture with New World —until Warner Bros. gave the NBC stations an ownership stake in *Extra*.

Extra was revamped over the summer to serve as a better 7 p.m. lead-in in NBC O&O markets for *Access Hollywood*. Brad Goode and Libby Weaver replaced original *Extra* co-anchors Arthel Neville and Dave Nemeth in June. The show's focus shifted from Hollywood and celebrities to pop culture and topical human-interest stories.

All things considered, *Extra* has held up fairly well in its third season. Despite healthy lead-ins in key markets from the *NBC Nightly News*, however, *Extra*'s demographic performance has not improved year-to-year.



'Real TV' was a bright spot for Paramount.

The decline has been a little sharper for King World Productions' *American Journal* and *Inside Edition*, which have been squeezed out of numerous access slots during the past two years. *American Journal* has been revamped this season

to attract a younger audience than those of other news magazines.

Inside Edition hit a creative stride in its seventh year, winning a National Press Club award last summer, but the top-rated non-entertainment magazine is averaging just over a 2 rating in adults 18-49 for the season to date.

Also facing an uphill battle in its debut season is *Strange Universe*, a news-of-the-weird late-night strip from Chris Craft/United Television and Rysher Entertainment. The show has generated a bit of a buzz on the Internet, but online attention hasn't boosted its national demographic ratings above a 1.

In its second year as a strip, New Line Television's *Court TV: Inside America's Courts* won upgrades to midday news-

adjacent slots on NBC O&Os in the top three markets.

NBC has a financial interest in the half-hour strip through its one-third stake in the Court TV cable network. In another sign of the blurring line between syndication and cable for large distributors, a weekly version of *Inside America's Courts* also debuted on CNBC earlier this year.

Elsewhere on the reality front, Worldvision Enterprises' *Judge Judy* is well positioned for growth. The half-hour court show, presided over by former New York City family court judge Judy Sheindlin, has averaged sub-1 national demographic ratings for the season to date. But an impressive performance in Boston and other markets has won the show a dozen upgrades to stronger stations and/or better time slots.

Judge Judy's valiant stand against *Oprah Winfrey* and *Rosie O'Donnell* at 3 p.m. on Chris Craft's KCOP(TV) Los Angeles is said to have influenced Warner Bros.' decision to

re-enter the court-show field this fall, with a revival of *The People's Court*.

Last month marked the end of the first-run road for *Real Stories of the Highway Patrol*, after more than 500 episodes. Twentieth Television has inherited the cornerstone of New World/Genesis Distribution, which News Corp. absorbed in its \$2.5 billion buyout of New World Communications last July.

Twentieth plans to repack-age the existing *Real Stories* episodes with new wrap-arounds. Some shows will be grouped into theme weeks; others will be packaged to be targeted to different areas of the country.

With *Real Stories* on its roster, Twentieth is now the home of the top two reality shows. Like the Energizer Bunny, off-network episodes of *Cops* just keep going and going. MGM's gritty *LAPD: Life on the Beat* has also turned into a late-night utility player in urban markets. ■

'Home Improvement,' 'Seinfeld' lead off-net

A tier of comedies delivers on key demos in prime access

By Steve McClellan

Home Improvement and Seinfeld, which took the off-network market by storm when they debuted in September 1995, continued to be the biggest sitcom performers this season. In fact, the two shows commanded the highest shares among all syndicated series in the key adult demos in prime access, says Bill Carroll, vice president, programming, Katz Television.

According to Katz's November sweeps analysis of affiliates in the top 100 markets, *Home Improvement* delivered the highest share of women in access, averaging a 21 share of women 25-54, while *Seinfeld* was second, with a 20 share. Both shows delivered a 21



'Seinfeld' (l) and 'Home Improvement' commanded the highest shares among all syndicated series in the key adult demos in prime time access.



those two shows and the remainder of the pack. And for the most part, *Hangin'*, *Mad About You* and *Martin* performed with the remainder of the pack." But Carroll also says that prices paid for the three new shows were generally in line with their performances in the fourth quarter.

"*Martin* and *Hangin'* were niche performers, and *Mad about You* was a good supplement in the adult arena if you had *Seinfeld* or *Home Improvement* and were looking to pair something with it," Carroll says.

A Petry Television rundown of the November ratings shows that *Mad About You* placed fifth among off-network sitcoms in early fringe, with an average 3.9 rating/9 share, an 18 share of women 18-34 and an 11 share of women 25-54. *Martin* placed seventh, with a 3.6/6 household rating and share, with a 14 share of women 18-34 and an 8 share among women 25-54. *Hangin' with Mr. Cooper* was the 11th-ranked early fringe sitcom, with a 2.9/5, a 16 share among teens and a 13 share among kids.

In access, the Petry rundown shows that *Mad About You* finished fifth among all sitcoms, with a 5.2/9 and a 17 share of women 18-34. *Mad About You* was sixth, with an average 4.7/7 and 14 share of women 18-34. In late fringe, *Mad About You* was fifth among sitcoms, with a 3.1/8 and a 15 share among women 18-34. *Martin* was seventh, with a 2.7/6 and a 12 share with women 18-34.

share of men in access on top-100 affiliates.

Those two performances knocked perennial top-ranked performer *Wheel of Fortune* to third place among access shows in adults 25-54. The game show delivered an 18 share of women in the demo and a 14 share of men, according to the Katz rundown.

Meanwhile, only three sitcoms made their debut in the off-network market this year: *Mad About You*, *Hangin' with Mr. Cooper* and *Martin*. None came close to matching the performances of *Home Improvement* and *Seinfeld*, and none was expected to.

"*Home Improvement* and *Seinfeld* really are on a separate level," says Carroll. "In the sitcom field, there are

TOP OFF-NETWORK SHOWS

(RANKED BY ADULTS 18-49)

Show	A18-34	A18-49	A25-54	HH
Home Improvement (Buena Vista)	6.9	6.7	6.6	11.1
Seinfeld (Columbia TriStar)	5.4	5.0	5.0	7.5
Simpsons (Twentieth)	4.2	3.4	3.0	5.8
Mad About You (Columbia TriStar)	3.3	3.0	3.0	4.7
Martin (Warner Bros.)	2.5	2.1	2.1	3.8
Roseanne (Carsey-Werner)	2.5	2.1	2.0	3.4
Married With Children (Columbia TriStar)	2.2	2.0	2.0	3.5
Coach (MCA)	1.7	1.7	1.6	2.9
Hangin' With Mr. Cooper (Warner Bros.)	1.3	1.1	0.9	2.3

Source: Nielsen Syndication Service, Sept. 2-Dec. 8, 1996; GAA where available

Commenting on the first-season sitcoms, Dick Kurlander, vice president and director of programming, Petry Television, says that *Martin* improved its time periods from a year ago by an average 40% among women 18-34. *Mad About You* was "sort of a wash," he said, citing slight gains among women 18-

34 but declines among men in the age group compared with year-ago time periods.

Industry executives say it was probably too early to get a good read on the impact of the demise of the prime time access rule. Affiliates in the top-50 markets now are allowed to program off-network

shows. "Right now there are a few individual-market stories, but they don't really add up to a trend," says Katz's Carroll. As is the case generally, he says, affiliates using sitcoms in access tended to fare better if they used two of them in a block and not just one.

Cable Nicks away at kids audience

Ratings complaints and kid-friendly shows that don't attract enough friends also contribute to viewing woes

By Cynthia Littleton

With a historic vote last August, the FCC rewrote the rules of children's programming for broadcasters.

But the new three-hour weekly standard for children's educational fare isn't the biggest concern programers have these days about the kids TV marketplace. For some, the most troubling issues can be summed up in two words: Nickelodeon and Nielsen.

Nickelodeon has been pecking away at broadcast kids ratings for more than 15 years, but Viacom's cable haven for kids really sank in its teeth during the past year.

In Chicago, Atlanta, Philadelphia, Boston and other key markets, Nickelodeon has tied or beaten Fox affiliates and other broadcast outlets as the number-one viewing source for kids 6-11 during the prime viewing hours of 7-9 a.m. and 3-5 p.m., according to Nielsen Media Research.

Most broadcasters and distributors concede that Nickelodeon's success has been built on creative marketing and creative programming. But many also believe that Nielsen does a poor job of measuring what kids are watching.

"According to Nielsen, only about 40 percent of our audience this season is composed of kids," says Mort Marcus, president of Buena Vista Television. "Last season, they told us that 85 percent of our audience was kids. When those kind of fluctuations happen, we know they're wrong. But Nielsen won't do anything about it."

Chief among the industry's complaints is Nielsen's inability to track so-called out-of-home viewing by kids at day-care centers, relatives' homes and other sites. Jack Loftus, vice president, communications, for Nielsen, defends the ratings reports, but says the company is listening to the industry's complaints. As part of a thorough evaluation of Nielsen methodology, the company has put together task force—including one on children's ratings—to explore possible solutions to the problems.

Some also suspect that Nickelodeon has become the default choice for harried parents responsible for keeping monthly Nielsen diaries.

In addition to Nickelodeon, public broadcasters are starting to compete with commercial stations for kids' eyeballs in prime viewing hours. PBS affiliates in selected markets have done well with storytelling hours, comprising *Barney the Dinosaur* and *Wishbone*.



Disney still dominates in syndicated kids arena with shows including (clockwise from top left) 'Timon and Pumbaa', 'Mighty Ducks' and 'Aladdin'.

Bjork, vice president, director of programming, Seltel. "Kids can tell the difference and so they go somewhere else for quality. Kids viewing levels are up this season; they just don't like what we're offering them."

Bjork and other programming strategists recommend that broadcasters invest more in kid-friendly off-network product.

Reruns of *The Simpsons* and *Hangin' with Mr. Cooper* have outpaced most new children's shows in kids 6-11 and teens this season.

The Disney Afternoon still leads the first-run field. *Quack Pack* and *The Mighty Ducks*3, this season's new additions to Disney's rotating lineup of cartoons, were well received and have

With syndicated kids shows, quality control—or the lack thereof—is a major concern for station buyers. Nonetheless, the advertising dollars attached to toy-driven shows still affect programming decisions.

"The cash-driven shows are almost always bad for business," says Janeen

essentially matched year-ago time period performances. But the dearth of available time periods in peak kids viewing hours has forced Buena Vista to scale back the two-hour block to 90 minutes for next season.

Yet the syndication playing field may turn out to be a little wider over the next two years than was forecasted in fall 1995. At that time, the ambitious rollout of children's blocks on UPN and WB affiliates had just swallowed up many time periods once devoted to syndication.

But UPN recently shifted its Monday-Friday kids strategy to focus on teens. CBS plans to counterprogram Saturday morning animation on ABC and Fox with news and informational fare. And Kids' WB! has lost some of the momentum that The WB's afternoon/weekend children's slate gathered in 1995-96.

Saban Entertainment has already decided to pull most of its first-run strips next fall, replacing the animation and live-action series with off-Fox Children's Network episodes of the tried-and-true *X-Men* and other Marvel Comics heroes. This season, the animated *Samurai Pizza Cats* and *Masked Rider* have barely topped 1 ratings in key kid demographics.

In its second year as a syndicated strip, *The Mask* is turning into a workhorse for Bohbot Entertainment and New Line Television. The cartoon, based on the hit Jim Carrey movie, ranks among the top five first-run strips this year, with a 2.1 national Nielsen average among boys 2-11.

As promised, *Power Block*, Cluster Television's checkerboard cartoon package, has been a hit with its target audience, pulling in a 2.1 in boys 2-11.

Most of the other kids strips with national distribution—including Sachs Family Entertainment's *Bananas in Pajamas*, Summit Media's *MegaMan* and Bohbot's *Amazin' Adventures*—are averaging less than a 1.5 in kids 2-11. Even the voice and likeness of actor Bruce Willis haven't helped Active Entertainment's *B.R.U.N.O. the Kid*.

On the weekly side, the FCC has pushed the marketplace into a reluctant embrace of children's educational programming.

The new rule, which doesn't affect cable operators, requires broadcasters to keep detailed records of their educational slate on file with the FCC. Networks and distributors have agreed to flag the shows with a special educational icon: E/I.

Programers, children's advocates and FCC lawyers are still grappling

TOP CHILDREN'S SHOWS

(RANKED BY CHILDREN 2-11)

Show	G2-11	B2-11	G2-11	HH
Strips				
Quack Pack (Buena Vista)	3.0	3.6	2.4	2.1
Aladdin (Buena Vista)	2.3	2.6	1.9	1.7
VR Troopers (Saban)	2.0	2.5	1.4	1.1
The Mask (Bohbot)	1.8	2.1	1.4	1.2
Gargoyles (Buena Vista)	1.6	1.9	1.2	1.4
Weeklies				
Mighty Ducks (Buena Vista)	2.8	3.6	2.0	1.9
Timon & Pumbaa (Buena Vista)	2.8	3.3	2.3	1.9
All Dogs Go to Heaven (MGM)	2.0	2.3	1.9	1.4
Richie Rich (Claster)	1.5	1.6	1.4	1.2
Amazin' Adventures (Bohbot)	1.4	1.7	1.0	1.0
Dragon Ball Z (Saban)	1.4	1.8	1.0	1.0
G.I. Joe Extreme (Claster)	1.4	1.9	0.8	1.1
Captain Planet (Telepictures)	1.4	1.7	1.1	1.5

Source: Nielsen Syndication Service, Sept. 2- Dec. 8, 1996; GAA where available.

with the exact definition of educational children's programming.

Last November, FCC Chairman Reed Hundt discussed the issue with children's TV leaders at a breakfast meeting in Burbank, Calif. Several attendees later said they felt that the policymakers, educators and advocates had a much better idea of what program content would *not* qualify as educational than they did of the content that *would* make the grade.

Disney has been ahead of the educational programming curve since 1993, when Buena Vista Television launched a Seattle public TV show in national syndication. *Bill Nye the Science Guy* has ingratiated itself in pop culture as the *Mr. Wizard* of the 1990s, but that star status doesn't translate into kid rat-

ings. Disney also distributes an educational half-hour weekly geared toward girls, *Sing Me a Story with Belle*.

Buena Vista's Marcus says *Bill Nye* and *Sing Me a Story* are likely to win better time slots this year, since the FCC's new rule requires broadcasters to air educational programming between 7 a.m. and 10 p.m.

FCC-friendly shows typically wind up in the least desirable Saturday and Sunday morning slots, often with infomercials or religious programming as their lead-in.

Litton Syndication's *Jack Hanna's Animal Adventures* bucks that trend with adorable animals and a likable host known for his appearances on network morning and late-night shows, The Family Channel and many daytime

talk shows. The long-running *New Adventures of Captain Planet*, Turner Program Services' environmentally aware cartoon, traditionally tops a 2 rating with kids 2-11.

With fractional ratings, this season's FCC-friendly newcomers are struggling to stay alive. Off-PBS episodes of the live-action *Ghostwriter*, distributed by Tradewinds Television, are the highest-rated of the bunch, with .8 in kids 2-11.

Like *Bill Nye*, Western International Syndication's *Field Trip*, Intersport Television's *PE-TV*, Summit Media's *Oscar's Orchestra* and Litton Syndication's *Dream Big* may also be moving to slightly better time periods over the next few months.

Choosing from among the new weeklies, kids were most likely to turn

to two cartoons based on recent feature films: Claster Television's *All Dogs Go to Heaven* and Claster's *Richie Rich*. *All Dogs* averaged a 3.3 with kids 2-11, and *Richie Rich* raked in a 2.5 with boys 2-11. Hearst Entertainment's *Flash Gordon* hasn't lived up to its superhero status, averaging a mere 1.2 with boys 2-11.

Abrams/Gentile Entertainment brought out two weekly half-hours last fall, one designed as a companion piece for a girl-oriented show based on a line of flying dolls known as Skydancers. In a testament to the fickleness of children, the show is barely managing a .5 average with girls 2-11. *Dragonflyz*, the companion show designed for boys, has taken off, with a 1.5 in kids 2-11. ■

Humor is where the action is

Weekly dramas are laughing all the way to the bank

By Cynthia Littleton

The traditionally action-packed weekly drama format has lightened up a bit this season.

Tongue-in-cheek humor and double entendres are the stock in trade for hot newcomers *Hercules* and *Xena*. *Star Trek: Deep Space Nine* scored its highest rating in two years in many markets last November with a 30th-anniversary episode that tugged at Trekkies' heartstrings by blending images—and Tribbles—from the original series with the cast of the 1993 spin-off.

The season's highest-rated new action hour is the swashbuckling *Adventures of Sinbad* from All American Television. The show is designed as a family-friendly throwback to action/adventure B-movies and serials of the 1940s and '50s.

Maybe it's the approach of the millennium, but it's been another good year for sci-fi and paranormal themes. In its second year, MGM's acclaimed anthology series *The Outer Limits* has caught up with *Baywatch* in key demographic groups. Warner Bros.' space opera *Babylon 5* has rebounded somewhat in its fourth season, which began in November. A ground swell of e-mail and other protests from devoted fans saved the show from being canceled last spring.

Paramount Domestic Television's *Deep Space Nine* (DS9) remains the highest-rated weekly drama in syndication, with a 6.4 GAA Nielsen rating this season among its target audience of men 18-49. But *Hercules: The Legendary Journeys* and *Xena: Warrior Princess*, from Universal Domestic Television (formerly MCA TV), are narrowing the gap.

Universal's dynamic duo have averaged a 4.0 and 3.9, respectively, in men 18-49. After just one season, *Xena* is running neck-and-neck in households and key demos with *Hercules*, which premiered as a series in January 1995. Both shows have been renewed through next season on Tribune Broadcasting stations and in many other markets.

If past is prologue, the end of original production may be near for DS9. Paramount set the precedent in 1994 by pulling *Star Trek: The Next Generation* (TNG) out of first-run when it was still on top. Some at UPN are convinced that the fledgling network's *Star Trek: Voyager* would benefit if it were the only fresh *Trek* out there.

Reruns of DS9 bowed as a strip this season in 65-70 markets, but the show hasn't performed as well in its off-syn-



'Xena' combines action with humor.



'Sinbad' was the season's top newcomer.

dication debut cycle as TNG. Reruns of *Hercules* and *Xena* will debut as a prime time strip on USA Network in 1998.

Syndication observers say *Baywatch* has suffered from overexposure in the U.S. ever since the show became available as a Monday-Friday strip last year. One of its prime assets, curvaceous star Pamela Anderson Lee, confirmed last week that she will not be returning for the show's seventh season next fall.

Baywatch ranks fourth in households for the season to date, but it has slipped behind *Babylon 5* in men 18-34 and men 18-49. *The Outer Limits* and Rysher Entertainment's *Highlander* are the only other shows topping a 2 rating in adult demos. Over the past six years, the time-traveling *Highlander* has turned into a real work-horse for Rysher, thanks in large part to the Internet and star Adrian Paul's cult following.

Although a number of veteran action hours left the

scene this year—including *Renegade*, *Kung Fu* and *Lonesome Dove: The Series*—the playing field is as crowded as ever, with more than 15 weekly dramas airing in syndication.

With help from the Tribune stations, All American's *Sinbad* has pulled in the highest demos of the freshman crop, a 1.8 in adults 18-49, followed by Rysher's *F/X: The Series*, with a 1.7. Paramount's *Viper* and Eyemark Entertainment's *Psi Factor* have earned a 1.6 in adults 18-49. MGM's *Poltergeist: The Legacy*, Twentieth Television's *Two* and MTM's *The Cape* are hovering between a 1.2 and a 1.5.

Baywatch Nights has yet to catch fire in season two, despite several cast changes and a major creative overhaul. The show has averaged a 1.5 in adults 18-49, season to date.

Media buyers say weekly first-run hours need to generate at least a 2 rating in key demos to be competitive, but at this point in the season, distributors say they aren't ready to give up on under-performing shows. SeaGull Entertainment's *Tarzan: The Epic Adventures* has had the slowest start with a 1.0 in adults 18-49. ■

TOP ACTION HOURS

(RANKED BY HOUSEHOLD)

Show	HH	A18-34	A18-49	A25-54
Star Trek: DS9 (Paramount)	6.5	4.2	4.9	5.1
Hercules (Universal)	6.2	3.8	4.0	4.1
Xena (Universal)	6.1	3.7	3.8	3.9
Baywatch (All American)	4.5	2.3	2.3	2.4
Outer Limits (MGM)	3.9	2.3	2.6	2.7
Babylon 5 (Warner Bros.)	3.7	2.4	2.8	2.8
Highlander (Rysher)	3.1	2.0	2.2	2.3
Sinbad (All American)	3.1	1.7	1.8	1.7
F/X: The Series (Rysher)	3.0	1.4	1.7	1.8
Baywatch Nights (All American)	2.8	1.5	1.5	1.6

Source: Nielsen Syndication Service, Sept. 2-Dec. 8, 1996; GAA where available.

IN NOVEMBER, OPRAH WAS AT THE TOP OF HER GAME...

New York	WABC	10.5/25	#1	Phoenix	KTVK	6.6/20	#1
Los Angeles	KABC	6.5/18	#1	Pittsburgh	WTAE	8.9/21	#1
Chicago	WLS	10.1/38	#1	St. Louis	KSDK	13.0/29	#1
Philadelphia	WPVI	10.1/25	#1	Orlando	WFTV	13.2/31	#1
San Francisco	KGO	9.3/27	#1	Baltimore	WBAL	9.2/24	#1
Boston	WCVB	9.3/24	#1	Portland	KGW	6.7/17	#1
Washington DC	WJLA	8.7/24	#1	Indianapolis	WRTV	9.1/23	#1
Dallas	WFAA	10.4/25	#1	San Diego	KGTV	7.5/19	#1
Detroit	WXYZ	10.7/26	#1	Hartford	WFSB	9.3/24	#1
Atlanta	WSB	11.0/29	#1	Charlotte	WSOC	11.1/28	#1
Houston	KHOU	11.5/26	#1	Cincinnati	WCPO	9.6/25	#1
Seattle	KING	10.5/28	#1	Kansas City	KMBC	9.0/23	#1
Cleveland	WEWS	9.2/23	#1	Columbus	WBNS	9.6/24	#1
Minneapolis	WCCO	10.8/31	#1	Salt Lake City	KTVX	9.1/24	#1
Tampa	WFLA	7.5/20	#1	San Antonio	KSAT	10.4/24	#1
Miami	WPLG	8.5/20	#1	W. Palm Beach	WPTV	8.9/24	#1

AND THE FOLLOWED



New York	WABC	Eyewitness News
Philadelphia	WPVI	Action News
San Francisco	KGO	Ch 7 News
Boston	WCVB	Newscenter 5
Dallas	WFAA	News 8 at 5
Detroit	WXYZ	Action News
Atlanta	WSB	Ch 2 Action News
Houston	KHOU	11 News at 5
Seattle	KING	King 5 News
Cleveland	WEWS	Newschannel 5 News
Minneapolis	WCCO	4 News at 5
Tampa	WFLA	Live at Five
Miami	WPLG	Eyewitness News
Pittsburgh	WTAE	Action 4 News at 5

ONLY

NATIONAL ADVERTISING BY
CAMELOT
A BLUE WORLD COMPANY

PRODUCED BY
HARPO
PRODUCTIONS, INC.

DISTRIBUTED BY
KINGWORLD

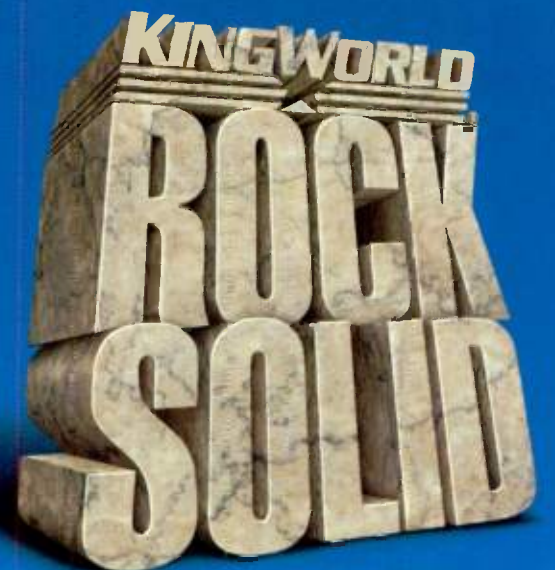
Source: Nielsen Metered Markets / WRAP, Nov. '96.

©1996 King World. All Rights Reserved.

NEWS HER LEAD!

10.0/21	#1	St. Louis	KSDK	News Ch 5	17.9/33	#1
14.8/31	#1	Orlando	WFTV	Live at 5	16.7/34	#1
8.1/19	#1	Baltimore	WBAL	11 News at 5	9.5/20	#1
9.2/19	#1	Indianapolis	WRTV	6 News at 5	9.4/20	#1
13.3/27	#1	San Diego	KGTV	10 News at 5	9.5/20	#1
12.1/25	#1	Hartford	WFSB	Eyewitness News	12.6/27	#1
12.7/28	#1	Charlotte	WSOC	Eyewitness News	15.6/32	#1
11.3/22	#1	Cincinnati	WCPO	Ch 9 News at 5	11.4/25	#1
14.0/28	#1	Kansas City	KMBC	9 News at 5	11.1/25	#1
11.7/24	#1	Columbus	WBNS	10 Eyewitness News	13.0/27	#1
12.2/27	#1	Salt Lake City	KTVX	ABC News	8.9/20	#1
10.3/23	#1	San Antonio	KSAT	12 News at 5	10.6/21	#1
7.6/17	#1	W. Palm Beach	WPTV	Live on Five	11.0/25	#1
11.0/22	#1					

OPRAH



'Wheel,' 'Jeopardy' still games to beat

Distributors say they are encouraged by performance of 'Dating Game/Newlywed Hour' and 'Bzzz!'

By Steve McClellan

In the game show business, *Wheel of Fortune* and *Jeopardy!* are still the ones to beat.

In November, according to a Katz Television analysis of the month's Nielsen ratings, *Wheel* was once again the top-rated syndicated strip on the air, with an average 13.5 household rating in prime time access and a 27 share—up slightly from its year-earlier performance of 13.3/27.

Jeopardy! is still the number-two-rated strip, based on its November performance. According to the Katz analysis, the show averaged an 11.1/23 in access time periods, up 2% from its performance in November 1995.

Both shows have seen erosion during the past several seasons in key demos, but they remain extremely strong. *Wheel* averaged an 18 share of the women 25-54 audience in November (among affiliates in the top 100 markets in access), putting it third behind *Home Improvement* and *Seinfeld*, according to Katz. *Jeopardy!* averaged a 17 share in the same demo (down from a 19 share a year earlier), putting it in fourth place behind *Wheel*.

Several new game shows hit the air this year, including Columbia TriStar's *Dating/Newlywed Hour* and Tribune's *Bzzz!* While the distributors of the games say they are encouraged by the results, those results still pale in comparison with the numbers that *Wheel* and *Jeopardy!* continue to put on the scoreboard.

In November, says Bill Carroll, vice president and director of programming for Katz, *Dating/Newlywed* had six access clearances on nontraditional affiliates (Fox, WB and UPN) in the top 100 markets, where the show averaged a 1 rating and a 2 share, with a 3 share of women 25-54 and a 1 share among men. *Bzzz!* had five clearances in the daypart on nontraditional affiliates and averaged a 3.4/4 with a 3 share for both men and women 25-54.

In daytime, on 23 affiliates in the top 100 markets, *Dating/Newlywed* averaged a 1/6 according to Katz, and in early fringe on 14 affiliates did a 2/9. In late fringe, on nine affiliates, the show averaged a 2/11.

In daytime on nontraditional affiliates, *Dating/Newlywed* had 65 clearances that averaged a 1/3 and 27 non traditional clearances in early fringe that averaged a 2/5.

In early fringe, *Bzzz!* had 11 clearances averaging

a 2/4 on nontraditional affiliate stations.

In late fringe there were 28 non traditional clearances for *Dating/Newlywed* that averaged a 1/6, while *Bzzz!* had 19 nontraditional clearances in late night that averaged a 2/4.

In New York, *Bzzz!* in November did a 4.2/8 and garnered an 18 share of women 18-34, essentially maintaining the *Beverly Hills 90210* lead-in. In Los Angeles, on KTLA(TV), the show held its *Fresh Prince* lead-in with a 5.1 /8.



'Jeopardy!' still has the answer.



'Dating Game' looks to hook up with viewers.

"There are individual market stories that you can look to and get some encouragement," Carroll says of the new game shows. "The most encouraging of what I observed were late-fringe schedulings."

Bzzz! got some decent performances in some major markets in the early evening, in large part from Tribune-owned stations. "New York and Los Angeles were both pretty decent stories," says Carroll.

Carroll applauds the test effort, noting that fewer stations and syndicators these days are willing to take such risks. "The numbers in New Orleans, given its lead-in and lead-out, might lead you to say it should be doing better," he says. "But in Phoenix, the show is establishing itself and on any given day could be seen as competitive." Clearly, the verdict is not in yet on *Majority Rules*, and probably won't be for some time.

Weeklies find their niche

Shows are produced with eye to creative tie-ins with local advertisers

By Cynthia Littleton

From *TV.COM* to *Rebecca's Garden* to *The U.S. Farm Report*, more and more weekly syndicated series are finding success through specialization.

Syndicated weeklies are usually last on the list of promotional priorities for broadcasters. But by narrowing their sights to niche markets, distributors are turning out innovative shows with a range of possible advertiser tie-ins.

Producers say the goal is to develop a show that gives local station sales managers an opportunity to approach potential new advertisers with a creative pitch.

Rebecca's Garden draws interest from nurseries and hardware stores, for instance; *Prevention's Bodysense* pulls in leading pharmaceutical advertisers thanks to its association with Rodale Press's health and fitness magazine of the same name.

Airing in weekend daytime slots, niche weeklies generally don't pull big numbers, but program directors say they don't have to as long as they're all-barter, well produced and well liked by advertisers. Most distributors of how-to

and informational shows offer the added incentive of a regular supply of news inserts and/or interstitials that help stations promote the weekly series.

Buena Vista Television distributes the first-run weekly with the most marquee value.

The dueling movie critics of *Siskel & Ebert* are the arbiters of taste at the box office for millions of American moviegoers.

Now in its 10th year in syndication, the show, which has averaged a 2.9 Nielsen Media Research household rating season to date, recently added a segment for public feedback, in which viewers are invited to send in amateur videotapes of their own reviews.

But it's the success of Eyemark Entertainment's *Martha Stewart Living* (see interview, page 24) that is shaping the new face of weekend mornings.

The half-hour program, described as "the ultimate how-to



ITC's 'Beach Patrol'

show," is moving to the Monday-Friday scene next fall after four seasons as a weekly. When the TV show, patterned after the lifestyle maven's successful monthly magazine, debuted in 1993, some doubted that Stewart's elegant yet practical design for living would translate well in syndication—but it has.

In its fourth year, *Martha Stewart Living* has picked up double runs in more than 40% of the country. The show is credited with sparking the boom in niche-oriented lifestyle programming and help-

TOP GAME SHOWS

(RANKED BY ADULTS 18-49)

Show	A18-34	A18-49	A25-54	HH
Wheel of Fortune (King World)	2.3	3.2	4.1	11.2
Jeopardy! (King World)	2.2	3.0	3.7	9.3
Dating/Newlywed (Columbia TriStar)	1.0	0.9	0.8	1.8
Bzzz! (Tribune)	0.9	0.8	0.7	1.6
Kwik Witz (Beau & Arrow)	0.8	0.8	0.8	1.2

Source: Nielsen Syndication Service, 9/2/96 through 12/08/96; GAA where available

ing raise HUT (homes using television) levels on weekend mornings.

Martha Stewart Living isn't the only weekly franchise that Eyemark, CBS's new syndication arm, inherited last year from Westinghouse's Group W Productions. *Bob Vila's Home Again* has been reaching out to the home improvement set for six years. The show's solid track record has spawned several local and national competitors.

The Holigan Group, a Dallas-based home construction firm, decided to branch into the television business, bucking the odds against start-up distributors last year by clearing *Your New House* in more than 70% of the country. Telepictures Distribution also launched off-PBS episodes of *This Old House* this season as a two-year weekly package.

Tribune Entertainment distributes two of the longest-running weeklies: *Soul Train* and *The U.S. Farm Report*.

Twentieth Television serves up 26 episodes of gridiron glory every year with *NFL Films Presents*. Eyemark wraps up each week in sports with *George Michael's Sports Machine*.

Other weekly hours and half-hours expected to return next fall cover the gamut of current fads, trends and hobbies.

MG/Perin's *Could It Be a Miracle?* taps into the *Touched by an Angel* market for entertainment programming with a spiritual twist. TV veteran Robert Culp hosts re-enactments of purported real-life stories of "miracles" and other "unexplainable" events.

Litton Syndication's *N Print* blends home shopping elements with a weekly wrap-up

of news from the publishing world; GGP's *TV.COM* tries to keep pace with the ever-expanding Internet, while ITC Entertainment's *Motor Week* covers the automotive spectrum.

Kelly News & Entertainment's gardening how-to show *Rebecca's Garden* focuses on an upscale hobby. Kelly also distributes *Save Our Streets*, a public affairs half-hour hosted by actor Tim Reid. Wall Street Journal Television has been covering business and stock market trends with *The Wall Street Journal Report* for more than 15 years.

Western International Syndication's *It's Showtime at the Apollo* is just what the name says it is. *Main Floor*, also distributed by Western, covers fashion and beauty trends.

Reality weeklies are especially popular with stations

that program sports. The fast-paced nature of the form makes reality programming easily collapsible and easily joined in progress when games run late.

Worldvision Enterprises' *America's Dumbest Criminals*, ITC's *Beach Patrol*, Tradewinds Television's *Bounty Hunters*, MG/Perin's *Coast Guard* and Kelly's *Fire Rescue* are also frequently scheduled as lead-ins or lead-outs to weekend newscasts.

In late night, some distributors like to send in the clowns. Rysher Entertainment and HBO have produced 16 original comedy specials to fill out a package of off-HBO live stand-up hours that Rysher distributes under the "Comedy Showcase" banner.

In its second year, Worldvision's talk show spoof *Night Stand with Dick Dietrick* has

attracted walk-ons and cameos by Rosie O'Donnell, Dennis Miller and others. And in September, E! Entertainment Television began airing a half-hour version of original *Night Stand* episodes as a 9:30 p.m. strip. The move to a simultaneous cable window cost Worldvision clearances on major-market Chris Craft/United Television stations, but producers took the increasingly common position that they could not afford to keep producing the high-concept weekly without generating additional revenue on cable.

And then there's wrestling. In the wake of the Time Warner/Turner Broadcasting System merger, Telepictures Distribution has taken over distribution of Turner's campy pro wrestling hours, *WCW Worldwide Wrestling* and *WCW Pro Wrestling*. ■

The big NATPE in the Big Easy

Record attendance, exhibit space expected despite 'incredible shrinking syndication business'

By Cynthia Littleton

On the heels of another record-setting year for media consolidation, a number of familiar logos will be missing from the panorama of programming on display next week at NATPE '97 in New Orleans.

Mergers and buyouts have absorbed leading independent distributors Multimedia Entertainment, New World/Genesis Distribution and Turner Program Services. MGM, which changed hands in July for the fifth time in 10 years, has also decided to sit out this year's conference and pursue a different syndication sales strategy.

NATPE's conference organizers lost more than 50,000 square feet of exhibition space as a result of Universal Studio's purchase of Multimedia, News Corp.'s buyout of New World Distribution and Time Warner's marriage with Turner Broadcasting System.

"In some ways, it's the incredible shrinking business," says Scott Carlin, executive vice president, Warner Bros. Domestic Television Distribution, citing consolidation among station groups and the re-entry of the Big Three networks into the syndication business.

Carlin oversees WBDTD's other distribution banner, Telepictures Distribution, which has inherited most of Turner's library of classic animation, sitcoms, National Geographic specials and other original programming.

"The opportunities are still there, but our customers are now also our competitors," Carlin says. "We've got a consolidating customer base, and the production/distribution side of the business is also going through compression. It's certainly changing the balance of power."

In spite of the contraction, exhibition space and registration figures for NATPE '97 are running nearly 20% ahead of last year's gathering. The growing presence of international distributors and new media companies has more than made up for the departure of major distributors, according to NATPE President Bruce Johansen.

Last year's convention in Las Vegas set a record for exhibition space with a total 396,000 square feet.



Attendance at this year's NATPE is expected to top last year's in Las Vegas (above).

This year, organizers have booked more than 400,000 square feet at the Ernest N. Morial Convention Center in New Orleans. International registration hit an all-time high in October.

Jayne Adair, 1996 NATPE chair and executive director of marketing and development for WOED(TV) Pittsburgh, has also made a concerted effort to boost attendance this year among media buyers and advertising agency representatives.

Toward that end, NATPE recently struck an alliance with the American Association of Advertising Agencies. As more decision-makers in advertising become familiar with syndication by attending NATPE, syndication's share of the annual spring up-front advertising market is likely to grow, Johansen says.

"The focus of [the NATPE conference] is changing," he says. "Most our members use the conference for a lot more than syndication sales. This year in particular seems to be a very slow year for new product. There have been a lot of failed shows over the past few years, and failure tends to instill fear and caution."

Buyers and sellers also agree that consolidation is changing the traditional timetable of syndication sales. In many cases, distributors with a hot show don't need a nine-month head start to clear an hour for a fall start in more than 75% of the country.

Eyemark Entertainment avoided group deals and

took a meticulous, market-by-market approach to selling the expanded daily version of *Martha Stewart Living* and *The Gayle King Show*. The shows were sold in more than 70% of the country in just four months.

Buena Vista Television has cleared its new projects, *The John Salley Show* and *Honey, I Shrunk the Kids—The Series*, in nearly half the country in less than two months. Warner Bros. landed its revival of *The People's Court* in nearly 20% of the country and six of the top 10 markets just two weeks after the show was formally unveiled as an offering for fall 1997.

At the same time, other major distributors are headed to NATPE in search of key clearances for high-profile projects: Columbia TriStar Television Distribution's *Vibe*, Worldvision Enterprises' *Pictionary*, Rysher Entertainment's *Naomi Judd*, All American Television's *Arthel & Fred* and Twentieth Television's *The Home Team*.

On the conference side, the panels and sessions set for NATPE '97 cover the range of issues that shaped 1996: the V-chip and TV content ratings, FCC-friendly children's programming, hard-liquor advertising, the online revolution and, of course, a little Nielsen-bashing.

NATPE '97's first general session, "Broadcast vs. Cable: Splitting Shares," begins Tuesday, Jan. 14, at 8:45 a.m. Panelists, set to include the entertainment chiefs of ABC, CBS and NBC in addition to USA Networks' Kay Koplovitz and TNT's Brad Siegel, will discuss whether broadcasting's losses can really be chalked up to cable's gains.

On Wednesday, Jan. 15, "Taking Stock of Television's Future" will feature a report on the financial state of the global telecommunications business from several prominent media analysts, including Schroder Wertheim's David Londoner, Merrill Lynch's Jessica Reif and Prudential Securities' Mark Leavitt.

The general sessions conclude Thursday, Jan. 16, with the major address from Chase Carey, CEO of Fox Television and co-chief operating officer of News Corp. With the News Corp./New World Communications merger, Carey now oversees the largest broadcast group in the country in addition to the Fox network.

THE WHOLE WORLD

619,600

THE CAPE



**A GO
for Year Two.**

starring: Corbin Bernsen



THE CAPE™

Source: Eurodata TV/Universe Persons estimates, most current measurement cycles, represents total available viewers in 33 measured territories.

WORLD IS WATCHING...

22,000

VIEWERS

CAPE™



BOOTH 1090



© 1997 MTM Enterprises, Inc. All rights reserved.

IT'S A BRAND

**AMERICA'S
FUNNIEST
HOMEVIDEOS**

BOOTH 1090

© 1987 MTM Enterprises, Inc. All rights reserved.

NEW CYCLE!

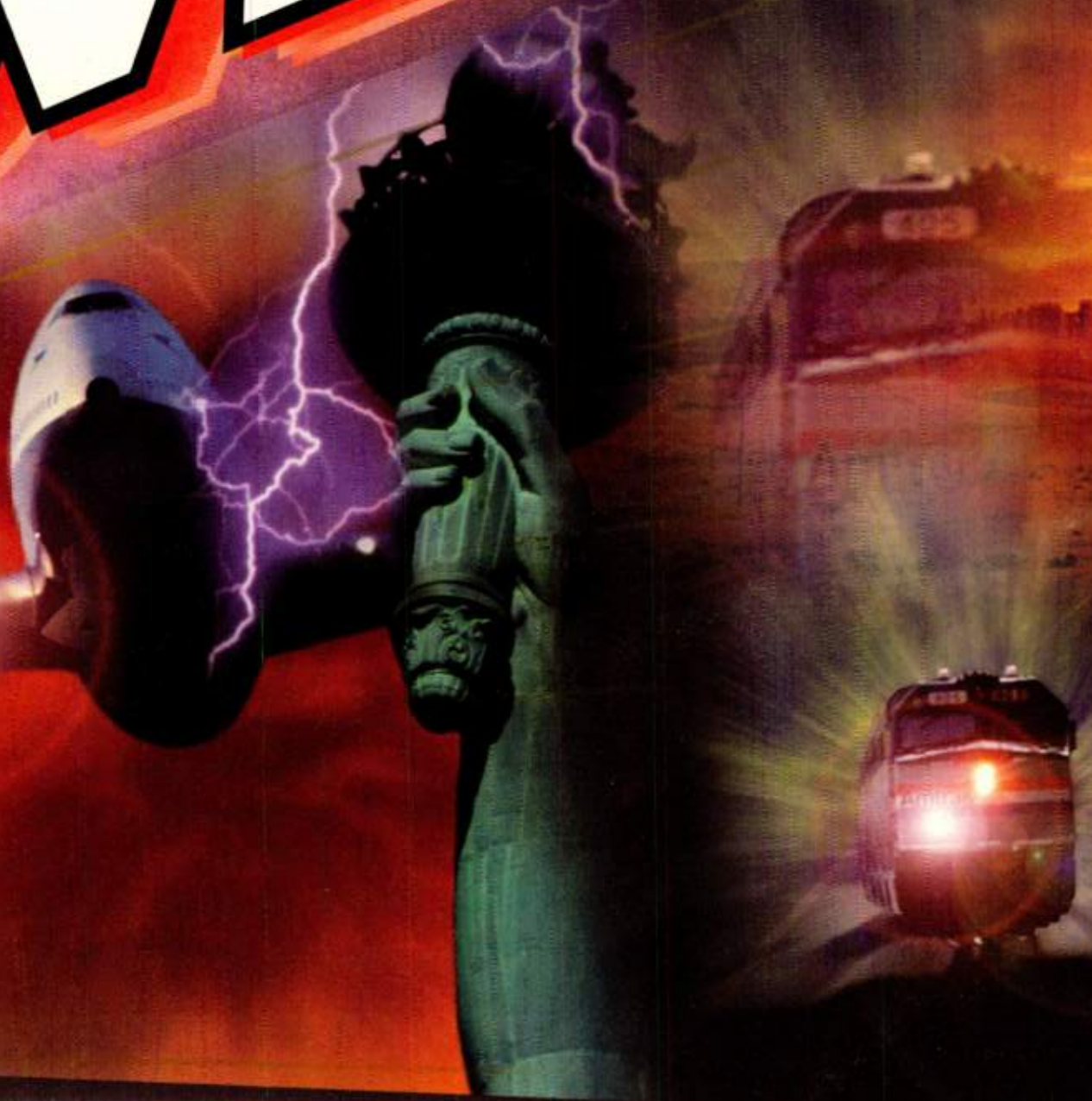
WOW!

New Episodes To Syndication!



12700 Ventura Blvd. Suite 200 Studio City, CA 91604 Telephone (818) 755-2400 Fax (818) 755-2448

BROADCAST PREMIERE MONIES



BOOTH
1090





ACTION MOVIES FROM MTM.



MTM Enterprises, Inc.
12700 Ventura Blvd. Suite 200 Studio City, CA 91604 Telephone: 818-755-2400 Fax: 818-755-2448

© 1997 MTM Enterprises, Inc. All rights reserved.

THE BIG NATPE

Continued from page 57

In keeping with tradition, NATPE officials will bestow one of the association's three top annual awards during each general session. The legendary Carl Reinert will receive NATPE's lifetime achievement award Jan. 14; NATPE's Chairman's Award goes to PBS's Fred Rogers Jan. 15. Mobil Corp.'s longtime support of PBS and Masterpiece Theater will be saluted with NATPE's educational foundation award Jan. 16.

Among concurrent sessions set for Jan. 13-16, panels with a global perspective include "Sky Wars" (Jan. 16, 10:15 a.m.), with representatives from lead-

ing international satellite services, and "The World According to Digital TV" (Jan. 14, 10:15 a.m.), with News Corp.'s David Evans and producer Stephen Chao as confirmed panelists.

The question "Are the Sweeps Obsolete?" (Jan. 14, 10:15 a.m.) should provoke a lively debate among panelists Ave Butensky, Television Bureau of Advertising; John Dimling, Nielsen Media Research; David Poltrack, CBS, and Allen Banks, Saatchi & Saatchi.

"Rating the Ratings Services" (Jan. 16, 10:15 a.m.) will feature demonstrations of new and traditional methods of tracking programming data from Nielsen's Barry Cook and Statistical Research Inc.'s Gale Metzger.

For early risers, NATPE has 7:30 a.m. "Coffee

With..." sessions lined up with Family Ties and Spin City producer Gary David Goldberg on Jan. 14 and X-Files mastermind Chris Carter on Jan. 15. Britain's versatile Tracey Ullman and her producer/husband Allen McKeown will hold court on Jan. 16.

This year's 9 p.m. "NATPE at Night" sessions will give night owls a shot at pitching show ideas to real-life TV executives, including top agency deal-makers Mark Itkin, William Morris Agency; David Tenzer, Creative Artists Agency, and Bob Sanitsky, International Creative Management.

And the physically fit can get the whole affair off to a running start at 8 a.m., Jan. 13, by taking part in a 5K run sponsored by Nielsen Media Research and the Television Bureau of Advertising. ■

ON THE EXHIBITION BILL OF FARE

Company names, booth/room numbers and product information. Exhibits are in the Ernest N. Morial Convention Center, New Orleans. Asterisks indicate product new to NATPE this year; NA: Booth number not available

10 Francs Productions 1001 8, rue Lamartine Paris, 75009 France	offers syndicators instant audience of 20 million homes, opportunity to test programing and tune-in promotions	Blessed Assurance; Deadly Family Secrets; A Holiday to Remember; The Face; Americanski Blues; Hijacked: Flight 285; Visitors of the Night. Volume 6—Love Can Build a Bridge; A Christmas Romance; Deadly Whispers; Death of a Cheerleader; The Devil's Bed; Robin Cook's Formula for Death; Freefall: Flight 174; Hard Evidence; The Lies Boys Tell; The Man Next Door; Midwest Obsession; Robin Cook's Mortal Fear; The Other Woman; Schemes; Seduced and Betrayed; Semi-Precious; Welcome to Paradise. Volume 5—Angel Falls; Final Justice; Against Their Will; Appointment for a Killing; French Silk; Going Underground; Scattered Dreams; Seeds of Deception; Shattered Trust; Snowbound; Starting Again; Wyatt Earp: Return to Tombstone; The Yarn Princess. Volume 4—Charles & Diana: A Palace Divided; Dead Before Dawn; Death in Small Doses; For Their Own Good; In the Deep Woods; Lethal Lolita; Love Can Be Murder; Mother of the Bride; A Murderous Affair; Passport to Murder; Shattering the Silence; Stalking Laura; The Switch; Switching Parents; Vanished Without a Trace. Volume 3—False Arrest; Baby of the Bride; Backfield in Motion; Battling for Baby; Double Edge; The Entertainers; Fatal Love; The Heart of the Lie; Hearts on Fire; In a Stranger's Hand; Last Wish; A Little Piece of Heaven; Murder in New Hampshire; The Nightman; The Other Side of Love; Violation of Trust. Volume 2—The Great Los Angeles Earthquake; The Chase; Children of the Bride; Coins in the Fountain; Cry in the Wild; Earth Angel; Joshua's Heart; Lies Before Kisses; Murder Without Motive; Night of the Hunter; On Thin Ice; Opposites Attract; Our Sons; She Said No; Victims of Love; Whatever Happened to...?; White Hot. Volume 1—Cross of Fire; Amityville: The Evil Escapes; Babycakes; Child in the Night; Dance 'til Dawn; Do You Know the Muffin Man; The Great American Sex Scandal; Hiroshima: Out of the Ashes; How to Murder a Millionaire; The Lady Forgets; The Laker Girls; Manhunt: Search for the Night Stalker; My Brother's Wife; The Preppie Murder; The Reluctant Agent; Rock Hudson; Summer Dreams: The Story of the Beach	Boys; Where the Hell's That Gold?!!; Jack the Ripper; Buster Keaton: A Hard Act to Follow; The Churchills. Series—First Wave*; It's a Man's World*; Sometime Never*; Tracey Takes On...*; Homicide: Life on the Street; Great Mysteries and Myths of the Twentieth Century; Men Behaving Badly; A Mind to Kill; My Good Friend; Mr. Bean; Criminal Justice; Mission Top Secret I & II; Shortland Street; Tootsie's Orchid Lounge; Neighbors; Prisoner: Cell Block H; Pie in the Sky; The Agatha Christie Hour; Avenger Penguins; Benny Hill; The Bill; Kate & Allie	end Edition; Ag Around America
1st World Air Games 2626	AccuWeather Inc. 222 619 W. College Ave. State College, PA 16801 (814) 237-0309 Website: www.accuweather.com e-mail: intemail@accuwx.com Staff: Sheldon Levine, Phil Gelenberg, Joel N. Myers, Scott Kanzelmyer, Andrew Hoover, Sam Morgan. Products: UltraGraphix ULTRA Weather System; UltraGraphix-32 Weather System; UltraGraphix Animator Weather System; UltraGraphix-Plus Weather System; UltraGraphix Weather System; FirstWarn 3000; FirstWarn 2000; Weather Video via CycleSat; AccuNet online services; NetWeather online services; The Exclusive AccuWeather Forecast; AccuData	Adams Wooding Television 2229 105 Bergen St. Brooklyn, NY 11201 (718) 875-9488 Staff: Brenda Wooding, John Adams Program: <i>Digger and Splat*</i>	AIM Inc. 2552 Staff: David A. Isacowitz, Shari Neuwith, Barbara Fultz. Products: Harpoon integrated computer system; Advertiser/barter sale; acquisitions management*; marketing rights management; worldwide distribution licensing*; home video; pay-per-view/pay television; theatrical distribution; distribution materials management*; royalty participation accounting; special accounting; basic accounting; residual payments processing	
2T3M 1331A 1501 Barre St., Ste 301 Montreal, PQ, H3C 4J1 Canada	Accuracy in Media 967 4455 Connecticut Ave. NW, Ste. 330 Washington, DC 20008	Adler Media Inc. 995 6849 Old Dominion Dr. McLean, VA 22101 (703) 556-8880 e-mail: adlermedia@aol.com Staff: Larry Adler, Ruthlee Adler, Ingrid Enzelsberger, Steve Abbott. Programs: <i>James Dean & Me*; James Dean at High Speed*; Great Park Adventures*; A River Somewhere*; Mars: The Red Planet*; Space Facts*; Made for Mars*; Cosmic Travelers: Comets and Asteroids*</i>	Alain Siritzky Prod. 1001 23, rue Raynouard Paris, 75016 France	
3DD Entertainment 1501DD 16-26 Rosemont Rd. London, NW3 6NE England	ACI/Pearson Television 2181 6100 Wilshire Blvd. Los Angeles, CA 90048 (213) 932-6100 Staff: Greg Dyke, Brian Harris, Adrian Howells, Kathleen Donnan, Aideen Leonard, Sara Drake, Jame Rimer, Michael Weiser, Michelle Waxman, Lee Rudnick, Rod Cartier, Denny Juravic, Daniel Rodriguez, Jamie Bennett, William Lincoln, Robert Oswaks, Richard Gire, Stephanie Drachkovitch, Jennifer Phillips, Peter Wagg Sr., Roy Addison, Pauline Bohm, Andrea Korpita. Programs: Domestic series— <i>First Wave*</i> . Features/packages— <i>FilmLeader Encore 3 (12); FilmLeader 4 (12); FilmLeader 5 (12). Made-for—First Do No Harm*; To Be Brave*; Touched by Evil*; Talk to Me*; Vows of Deception*; Murder in Mind*; To Love, Honor & Deceive*; Freshman Fall*; The Lies He Told*; All the Winters That Have Been*; Dogmatic*; Shield of Betrayal*; The Killing Secret*; A Holiday for Love*; Target for Rage*; Beyond Fear*; A Mind to Kill*. Volume 7—<i>Gone in the Night; Deadly Pursuits; The West Side Waltz; Stolen Innocence; Trial by Fire; Sweet Temptation; The Terror Inside; The People Next Door;</i></i>	Advanced Media Inc. 628 695 Town Center Dr., Ste. 250 Costa Mesa, CA 92626 (714) 957-1616 e-mail: ami@advancedmedia.com Website: www.advancedmedia.com Staff: Hans J. Kummelin, Mark G. Monaghan, Richard H. Hendry, Rob Smith. Products: Kiosk-Interactive Technology; Digital Premiere-Sales Companion; Digital Premiere Vision*	Alfred Haber Distribution Inc. 1352A 321 Commercial Ave. Palisades Park, NJ 07650 (201) 224-8000 Staff: Alfred Haber, Rachel Nathan, Robert Kennedy, Ted Bookstaver, Andrew Haber, Adam Haber. Programs: <i>The Victory Garden*; Titanic: The Survivor's Story*; Nissan Presents: A Celebration of America's Music*; The Bible Series*; American Bandstand*; Jack Hanna's Animal Adventures*; Fifteen*; The Wizard of Oz on Ice; Boyz II Men at the Alamo; Jack Hanna's Gorilla Quest in Uganda; Here Comes the Bride, There Goes the Groom; Rudy Coby: The Coolest Magician on Earth I & II; The Secret of...; The Mysterious Origins of Man; Wow! The Most Awesome Acts on Earth; Chuppa; Ancient Prophecies; Zoo Life with Jack Hanna; Super Bloopers and New Practical Jokes; Mysteries of the Millennium; Cutting Edge: The Future of Crime Fighting. Specials—<i>The Ringling Bros. Circus; Circus of the Stars; Sports Illustrated Swimsuit Special: Bikini Blast*; Wow II: The Most Awesome Acts on Earth*; Teenage America: Glory Years*; Volcano!*; Funniest Comedy Duos*; You Gotta See This*; 1997 American Music Awards*; 1997 Golden Globe Awards*; 1997 Grammy Awards*; 1997 Screen Actor's Guild Awards*; The Peggy Fleming Ice Specials*; The Perry Como Specials*; Television's Greatest Performances I & II; Real Funny*; Strange but True*; The World's Most Dangerous Animals I &</i></i>	
AB Productions 1001 144, avenue du President Wilson La Plaine Saint Denis, 93210 France	ACC Entertainment GmbH 331 Bavariafilmplatz 7 D-82031 Grunwald (011) 49 89 64 98 11 32 Staff: Peter Popp, Al Munteanu Programs: <i>Merlin—The Quest Begins; Platinum; Shooting Fish; Babelsberg</i>	Advanced Prods. 2340		
ABC International 267 GPO Box 9994 Sydney, NSW 2001 Australia +61-2-9950-3177 Staff: Wendy Hallam, Gillian Rose, David Leonard. Programs: <i>Access All Areas*; Fallen Angels*; English: Have a Go. Documentaries—What's Your Poison; Antartica: The Silence Falls*; Frontier*; Wild Relations*; Ausmalia: The Big Picture. Children's—Feral TV</i>	Access Television Networks 2564 2600 Michelson, Ste. 1650 Irvine, CA 92715 (714) 263-9900 Services: Provider of paid programming to local cable systems;	Advertiser Syndicated TV 832		
ABC Television Network 550		AgDay Television 130 3725 Rome Dr., Ste. B Lafayette, IN 47905-4490 (317) 449-8000 Staff: Jeff Pence, Brian Conrady, Dane LaGrange, Claudia Burgess, Tony Behr, Corinne Pence, Chad Paul, Jerry Shafer, Dyanna DeCola. Programs: <i>AgDay; AgDay: Week-</i>		
Abrams/Gentile Entertainment 2645 244 W. 54th St., 9th fl. New York, NY 10019 (212) 757-0700 Staff: Marty Abrams, John Gentile, Jenny Gentile, David Wollos. Programs: <i>Sky Dancers; Dragon Flyz; Vanpires; Little Orphan Annie; Happy Ness: The Secret of the Loch; Jelly Bean Jungle</i>				

THE ROAD TO ACCESS CAN BE FILLED WITH UNCERTAINTIES...

**Entertainment
Tonight**

-16%

Nov.'95 - 8.3

Nov.'96 - 7.0

**Access
Hollywood**

-32%

Nov.'95 - 6.8

Nov.'96 - 4.6

Extra

-13%

Nov.'95 - 6.8

Nov.'96 - 5.9

Hard Copy

-21%

Nov.'95 - 6.2

Nov.'96 - 4.9

GET ON THE ROCK SOLID P

7.0

7.0

Nov.
'95

Nov.
'96

INSIDE
edition



NATIONAL ADVERTISING BY
CAMELOT
A KING WORLD COMPANY

Source: NSI/WRAP 7-8 PM T.Z. Adjusted, HH Overnight Wtd. Avg

THE ROAD TO PERFORMANCE!

+6%

#1 Magazine In Access!

6.7
Nov. '95

7.1
Nov. '96

AJ
AMERICAN JOURNAL

PRODUCED AND DISTRIBUTED BY
KINGWORLD

©1996 King World. All Rights Reserved.

World Radio History

II; *Terrors of the Deep**. Telefilms—*The Man Upstairs*; *A Different Affair*; *The Hijacking of the Achilles Lauro*; *The Buddy Holly Story*; *The Man in the Santa Claus Suit*

Alice Entertainment 338
2986 Baseline Ave.
Santa Ynez, CA 93460

All American Television Inc. 1101
1325 Ave. of the Americas, 6th fl.
New York, NY 10019
(212) 541-2800

Staff: Lawrence Lamattina, George Beck, Michael Weiden, John Storrer, Rand Stoll, Joseph J. Scotti, Joseph J. Giordano, Marc Goodman, Louise Perillo, Stephen Pinkus, Donald Barnett, Bruce Casino, John Ferlazzo, Richard L. Mann, Bill Smither, Tom Xenos, Lois Zingaretti, Scott Roth, Kym Nelson, Fred Norris, Jason Greenberg, Mike Bowman, Justine Capanna, Ludmila Palasin, Amy Sauertieg, Carol Callahan, Andrew Sklover. *Chicago (333 West Wacker Drive, Ste. 700, Chicago, IL 60606)*—Phil Peters. *L.A. (808 Wilshire Blvd., Los Angeles, CA 90401)*—David Jacquemin, Michael Weinstein, Paul Nichols, John Vinnedge. *All American TV Productions*—David Gerber, Jamie Waldron, Paul Buccieri, Robert Weiss, Geoff Silverman. *All American Communications Inc.*—Anthony J. Scotti, Myron Roth, Thomas Bradshaw, Syd Vinnedge, Benjamin J. Scotti. *All American Fremantle International Inc.*—London—(57 Jamestown Rd., London NW1 7DB, England, +44-171-284-0880)—David Champtaloup, Doug Gluck, Monica Galer, Martin Guslow, Robert Neer, Howard Huntridge, Jennifer Chrein, Dinah Gray. *New York (as above)*—Larry Lamattina, Pam Usdan, Annette Caggiano. *L.A. (as above)*—Jean Huang. **ALL AMERICAN ORBIS (10 Rockefeller Plaza, New York, NY 10020)**—Robert Turner, Ethan Podell, Alexandra Jewett. **Programs:** Weekly series—*Baywatch*; *Baywatch Nights*; *The Adventures of Sinbad*; *Tracker*; *Ghost Stories*. Daily series—*The Arthel & Fred Show*; *The Game Show Block: MG2/The Match Game & Card Sharks*. Special—*15th Annual Country Showdown*. Features/packages—All American Feature Theater; All American Feature Theatre VI; Thrill Them! Chill Them! cash package. Advertiser sales series—*Main Floor*; *Warriors of Wrestling*; *Field Trip*; *Live Premiere One*. International cable sales—*Sinbad*; *Baywatch Nights*; *We the Jury*; *On the Line*; *Out of This World*; *Hollywood One on One*; *Hollywood Profiles*; *Audubon's Animal Adventures*; *Vampires: Blood Lines from Past to Present*; *No Limits World*

Ammie 725
Amtel Network 1900
3347 W. 133rd St.
Hawthorne, CA 90250
(800) 379-3100
e-mail: DMGLOBAL@aol.com
Staff: Mike Takamatsu, Tim Martin, Nigel McFarland, Ron Serafin, Jack Tayman. **Products:** Amtel Direct-Line (text-visual intercom system); Wildfire (voice-activated tel-assistant)

ANEP 1440
Caidos de la Division
Azul 1-Office 3
Madrid, 28016 Spain
+34-1-350-4030
Staff: Victoria Alberca. **Service:** Association

Animation Magazine 565
30101 Agoura Ct., Ste. 110
Agoura Hills, CA 91301

Animation World Network 2347
6525 Sunset Blvd. G, Ste. 10
Hollywood, CA 90028

Annecy Festival-MIFA 2337
5, avenue des Iles
BP 399 Annecy, 74013
France

Antena 3 Television 664
Avenida Isla Graciosa S/N
San Sebastian del los Reyes
Madrid 28700, Spain

Alliance 1361A
121 Bloor St. East, Ste. 1500 Toronto, ON, M4W 3M5 Canada (416) 967-1174

Staff: Robert Lantos, Victor Lowey, Todd Leavitt, Louise Worth, Michael Weisbarth, Jeff Rayman, Patrice Theroux, Jean-Michel Ciszewski, Laurie Pozmantier, Lisa Pierce, Stephanie Rockmann, Linda Monterrubio, William Alexander, Beth Stevenson, Chreei Campbell. **Programs:** *The Hunchback of Notre Dame**; *Total Recall**; *The Inheritance**; *Once a Thief**; *Captain Star**; *Turpin's Library**; *Black Harbour**; *Family of Cops II**; *The Cold*

*Equations**; *The Morrison Murders**; *Beast Wars Transformers**; *ReBoot**; *North of 60**; *Mirror Mirror**; *Straight Up**

Alya Productions 1001
3, avenue du President Wilson
La Plaine Saint Denis, 93210
France

Amco Entertainment Group 2506
3025 W. Olympic Blvd.
Santa Monica, CA 90404

America One Television 1831
100 E. Royal Ln., Ste. 100
Irving, TX 75039
(972) 868-1930
Staff: Amy Brown, Courtney Comer, Tommy Stacey, Ed Pete, Debi Joynt. **Programs:** *Herbert** (children's); *Western theatre**; sports block*; *Classic TV serials**

America Video Films 2001A

America What You Believe 2001C

American Film Marketing Association (AFMA) 2530
10850 Wilshire Blvd., 9th fl.
Los Angeles, CA 90024
(310) 446-1000
e-mail: Info@afma.com
Staff: Missy Huger, Tim Kittleson

American Telnet 2631
722 Yorklyn Rd.
Stone Mill Office Park, Ste. 300
Wilmington, DE 19707

Ammie 725

Amtel Network 1900
3347 W. 133rd St.
Hawthorne, CA 90250
(800) 379-3100
e-mail: DMGLOBAL@aol.com
Staff: Mike Takamatsu, Tim Martin, Nigel McFarland, Ron Serafin, Jack Tayman. **Products:** Amtel Direct-Line (text-visual intercom system); Wildfire (voice-activated tel-assistant)

ANEP 1440
Caidos de la Division
Azul 1-Office 3
Madrid, 28016 Spain
+34-1-350-4030
Staff: Victoria Alberca. **Service:** Association

Animation Magazine 565
30101 Agoura Ct., Ste. 110
Agoura Hills, CA 91301

Animation World Network 2347
6525 Sunset Blvd. G, Ste. 10
Hollywood, CA 90028

Annecy Festival-MIFA 2337
5, avenue des Iles
BP 399 Annecy, 74013
France

Antena 3 Television 664
Avenida Isla Graciosa S/N
San Sebastian del los Reyes
Madrid 28700, Spain

Anxiety Productions 977
6063 Sunset Blvd.
Hollywood, CA 90028
(213) 466-1245
Staff: Jack Gogreve, Jeff Davis, Ken Coon, Dawn Fanning, Patrick Day. **Program:** *The Mock-Notz**

APA International Film Dist. Inc. 2460
14260 SW 136th St., Unit 16
Miami, FL 33186
(305) 234-4321
Staff: Rafael Fusaro, Maria A. Martinez, Jose Miguel Pelaez, Tomas A. Silva, Maria E. Ceballos, Lucia Fusaro. **Programs:** Cartoons—*Bamboo Bears**; *Moomin**; *Highlander, The Animated Series*;

Scrapers; *Mafalda*. Children's—*Topo Gigio*. Documentaries—*Safari*; *Contact*; *Race to Save the Planet*. Series—*Miracles*; *Mystery Magic and Miracles*; *Boomerang*. New films package

Applied Information Mgmt. 2552
98 Cuttermill Rd., Ste. 473N
Great Neck, NY 11021

APT-Associazione Produttori Televisivi 2580
Via Giunio Bazzoni 5
Roma, 00195 Italy

Arrive 2545
100 Broadway
San Francisco, CA 94111

Arrow Films 1938
135 W. 50th St., Ste. 1925
New York, NY 10020

Art Institute of Houston 1903

Arte 1001
39, quai Andre-Citroen
Paris Cedex 15, 75039 France

Artear Argentina 1241

Lima 1261
Buenos Aires, Argentina
+54-1-371-1234
Website: www.artear.com.ar
Staff: Lucio R. Pagliaro, Ricardo Anglada, Hugo Di Guglielmo, Jorge E. Vaillant, Walter Sequeira, Maria Gonzalez, Julian Rodriguez Montero. **Programs:** *Alen, Light of the Moon*; *Nano*; *Antonella*; *One Last Summer*; *Nine Moons*; *Poet and Dreamer*; *Poliadron*; *Truth or Dare*; *Gino*; *Roller Coaster*; *Love and Friendship*. Documentary—*Man's Quest into Nature*. Telenovelas—*Alen, Light of the Moon*; *Nano*; *Antonella*; *One Last Summer*

Artist View Entertainment 888
12500 Riverside Dr., Ste. 201-13 N.
Hollywood, CA 91607
(818) 752-2480
Staff: Scott J. Jones, Jay E. Joyce, Marty Poole. **Programs:** *Pressure Point**; *Taylor's Return**; *No Small Ways**; *Two for the Road*; *A Place to Grow*; *The Outsider*; *Broken Rose*

Artomotive Inc. 945
602 27th St.
South Birmingham, AL 35233

Arts Council Films 1501NN
14 Great Peter St.
London, SW1P 3NQ England
+44-171-973-6455
Staff: Richard Gooderick, Alicia Matthews. **Programs:** *Sound on Film**; *Joseph Emidy**; *Two Melons*—*Sarah Lucas**; *Degas**; *Swinger**

Artsmagic Ltd. 1501F
Unit 11, Rassau Industrial Estate
EBBW Vale Gwent,
N93 5SD England

ASI Entertainment 491
101 N. Brand Blvd., 17th fl.
Glendale, CA 91203

Associated Film & Video 877
1101 State Rd. 37 North
Mulberry, FL 33860

Associated Television 160
6290 Sunset Blvd., 12th fl.
Hollywood, CA 90028
(213) 871-1340
Staff: Davic McKenzie, Richard Casares, James Romanovich, Glenn Aveni, Steve Webster, Roger Furman, Rich Sagehorn, Wil Roddy, Emma Sharratt, Felicia Bosarge, Brad O'Leary, Sarah Leach. **Programs:** *Visions*; *Visions: The*

*Series**; *Sherlock Holmes: Case of the Temporal Nexus*; *Sherlock Holmes: The Series**; *Ghost Stories**; *Miracles*; *The Fight Zone**; *Contact*; *American Adventurer*; *Safari*; *Masters of Illusion*; *Travel America*; *Mysteries*; *Magic & Miracles*; *Into Africa*; *The Magic of Christmas*; *Crimestrike*; *Red, White & Boots*; *Christmas with the Stars*; *Laura McKenzie's Bed & Champagne*; *The CORE Harmony Awards*; *Stars 'n' Stripes*; *The American Hero Awards*

Astral Distribution 1031
2100 Ste. Catherine West,
Ste 900
Montreal, PQ, H3H 2T3 Canada
(514) 939-5000
Staff: Heather Wyer, Stephen Greenberg. **Programs:** *Padding Chomeur*; *Innocence*; *Mistaken Identity*; *Black List*; *Jerome's Secret*; *Wayne Gretsky's All Star Hockey, Vol I & II*; *Vengeance de la Femme en Noir*; *Windigo*

Atlas Enterprises 1961
8383 Wilshire Blvd., Ste. 339
Beverly Hills, CA 90211

Audience Research & Development 491
8828 Stemmons
Dallas, TX 75247

Babelsberg Film GmbH 331
August-Bebel-Strasse
26-53 D-14482
Potsdam, Germany
(011) 49 331 7 21 21 70
Staff: Ingrid Windisch, Reinhard Klooss. **Program:** *The Ogre**

Baer Media 870
6770 Southern Pines
Southaven, MS 38671

Baruch Entertainment 2461
2213 M St. NW, Ste. 300
Washington, DC 20037
(202) 833-1777
Staff: Edwin Baruch, Steve Smallwood, Angela Wilson, Providence Auditore. **Programs:** Features/packages—African Heritage Network, movie-of-the-month; African Heritage Prime Time Network. Series—*America's Black Forum*; *Impact*. Specials/African-American—*An African American Salute to the Academy Awards*; *Best of the NAACP Image Awards*; *Black Olympians: A Golden Legacy*; *Miss Collegiate African American Pageant*; *Sinbad's Afros and Bell-bottoms*; *Stomp*; *Success Through Education: A Salute to Black Achievement*; *The 7th Annual Black Achievement*; *The 7th Annual Black History Year in Review Special*; *Where to Black America?* Specials/Hispanic-American—*Hispanic America 1996: The Year in Review*;

Hispanic America: History & Heroes; *Hispanic Film Project*; *Hispanic Heritage Awards*; *Hispanic Heritage Cinema Celebration*; *Latinos and the American Game*; *Latino Music Greats*; *Success Through Education: A Salute to Hispanic Excellence*. Inserts—Hispanic Heritage Month Package; Martin Luther King Jr. and Black History Month Package; The Produce Corner with Bob Corey

Bavaria Film GmbH 331
Bavariafilmplatz 7
D-82031 Geiselgasteig, Germany
(011) 49 89 64 99 26 81
Staff: Rosemarie Dermuhl. **Programs:** *Little Angel**; *Buddies**; *Refuge**; *The German Bronx**; *Hidden Hunt**; *Sorry Samantha*

BBC Worldwide Americas 1501PP
747 Third Ave.
New York, NY 10017
(212) 705-9300
Staff: Sarah Frank, Eileen Opatut, Emilia Nuccio, Eve Krzyzanowski, Rick Siggelkow, Julius Cain, Melissa Green. **Programs:** *Reputations*; *Horizon*; *Nostramo*; *Pride & Prejudice*; *Red Dwarf*; *Madison's Adventures: Growing Up Wild*; *Wallace & Gromit*

BC Film Commission 1045
601 W. Cordova St.
Vancouver, BC, V6B 1G1 Canada

BCFM/TV Music Licensing Committee 2062A
701 Lee St., #640
Des Plaines, IL 60016-4555

Beau & Arrow Prods. 2517
14177 Washington Blvd., Ste. 200
Cleveland, OH 44118-4514

Beauty Box 875
9568 Dayton Way
Beverly Hills, CA 90210

Beckmann Communications 1801
Meadow Ct., West St.
Ramsey, Isle of Man
e-mail: beckmaann@enterprise.net
Staff: Stuart Semark, Jo White, Liz Meredith. **Programs:** *The War Years with Glen Miller**; *The Treasure Houses of Britain**; *A Practical Guide to Europe**; *Understanding Cats**; *An Aerial Tour of Britain**; *Watersport World*; *Sail Away*; *Sport Diver*; *Aussie Assault*; *Full Cycle: A World Odyssey**; *Bell to Bell**; *The Final Furlong**; *Andy Little's Angling Adventures**; *The Hills: Father and Son*; *Havoc*; *Car Wars*; *Ferrari Fury*; *Biggin Hill International Air*; *Strikeforce series** (*Sukhoi*; *Wellington*; *Mig 29*); *Farnborough International 1994 & 1995*; *A King's Story/Edward and Mrs. Simpson: The Greatest Love Story of Our Times*; *Glittering Crowns*; *Fonteyn and Nureyev*; *Farouk*; *Il Poverello*; *A Lifetime of Morgan*; *Handmade*; *The Diary of Jack the Ripper*; *The Divided Union*; *The Algerian War*; *Super-spy*; *Stalin's War with Germany*; *The Road to Stalingrad/The Road to Berlin*; *The Nuclear Saga: Birth of the Bomb/Search for the Super*; *Churchill: The Finest Hours*; *Visions of War: Operation Barbarossa/Battle for the Bulge/Battle for Cassino/Battle for Warsaw/Battle for Dien Bien Phu*; *Wars in Peace*; *Rhino Rescue: Woolly Rhino: The Last Chance**; *Orphans of a Wine Dark Sea**; *Into the Blue*; *Echoes of Camusfearna**; *A Shared World*; *The Queens Garden*; *Peter Seabrook's Gardening Series: Trees, Shrubs and Flowering Gar-*



Babelsberg Film GmbH 331
August-Bebel-Strasse
26-53 D-14482
Potsdam, Germany
(011) 49 331 7 21 21 70
Staff: Ingrid Windisch, Reinhard Klooss. **Program:** *The Ogre**

Baer Media 870
6770 Southern Pines
Southaven, MS 38671

Baruch Entertainment 2461
2213 M St. NW, Ste. 300
Washington, DC 20037
(202) 833-1777
Staff: Edwin Baruch, Steve Smallwood, Angela Wilson, Providence Auditore. **Programs:** Features/packages—African Heritage Network, movie-of-the-month; African Heritage Prime Time Network. Series—*America's Black Forum*; *Impact*. Specials/African-American—*An African American Salute to the Academy Awards*; *Best of the NAACP Image Awards*; *Black Olympians: A Golden Legacy*; *Miss Collegiate African American Pageant*; *Sinbad's Afros and Bell-bottoms*; *Stomp*; *Success Through Education: A Salute to Black Achievement*; *The 7th Annual Black Achievement*; *The 7th Annual Black History Year in Review Special*; *Where to Black America?* Specials/Hispanic-American—*Hispanic America 1996: The Year in Review*;

Bavaria Film GmbH 331
Bavariafilmplatz 7
D-82031 Geiselgasteig, Germany
(011) 49 89 64 99 26 81
Staff: Rosemarie Dermuhl. **Programs:** *Little Angel**; *Buddies**; *Refuge**; *The German Bronx**; *Hidden Hunt**; *Sorry Samantha*

BBC Worldwide Americas 1501PP
747 Third Ave.
New York, NY 10017
(212) 705-9300
Staff: Sarah Frank, Eileen Opatut, Emilia Nuccio, Eve Krzyzanowski, Rick Siggelkow, Julius Cain, Melissa Green. **Programs:** *Reputations*; *Horizon*; *Nostramo*; *Pride & Prejudice*; *Red Dwarf*; *Madison's Adventures: Growing Up Wild*; *Wallace & Gromit*

BC Film Commission 1045
601 W. Cordova St.
Vancouver, BC, V6B 1G1 Canada

BCFM/TV Music Licensing Committee 2062A
701 Lee St., #640
Des Plaines, IL 60016-4555

Beau & Arrow Prods. 2517
14177 Washington Blvd., Ste. 200
Cleveland, OH 44118-4514

Beauty Box 875
9568 Dayton Way
Beverly Hills, CA 90210

Beckmann Communications 1801
Meadow Ct., West St.
Ramsey, Isle of Man
e-mail: beckmaann@enterprise.net
Staff: Stuart Semark, Jo White, Liz Meredith. **Programs:** *The War Years with Glen Miller**; *The Treasure Houses of Britain**; *A Practical Guide to Europe**; *Understanding Cats**; *An Aerial Tour of Britain**; *Watersport World*; *Sail Away*; *Sport Diver*; *Aussie Assault*; *Full Cycle: A World Odyssey**; *Bell to Bell**; *The Final Furlong**; *Andy Little's Angling Adventures**; *The Hills: Father and Son*; *Havoc*; *Car Wars*; *Ferrari Fury*; *Biggin Hill International Air*; *Strikeforce series** (*Sukhoi*; *Wellington*; *Mig 29*); *Farnborough International 1994 & 1995*; *A King's Story/Edward and Mrs. Simpson: The Greatest Love Story of Our Times*; *Glittering Crowns*; *Fonteyn and Nureyev*; *Farouk*; *Il Poverello*; *A Lifetime of Morgan*; *Handmade*; *The Diary of Jack the Ripper*; *The Divided Union*; *The Algerian War*; *Super-spy*; *Stalin's War with Germany*; *The Road to Stalingrad/The Road to Berlin*; *The Nuclear Saga: Birth of the Bomb/Search for the Super*; *Churchill: The Finest Hours*; *Visions of War: Operation Barbarossa/Battle for the Bulge/Battle for Cassino/Battle for Warsaw/Battle for Dien Bien Phu*; *Wars in Peace*; *Rhino Rescue: Woolly Rhino: The Last Chance**; *Orphans of a Wine Dark Sea**; *Into the Blue*; *Echoes of Camusfearna**; *A Shared World*; *The Queens Garden*; *Peter Seabrook's Gardening Series: Trees, Shrubs and Flowering Gar-*

den Plants/House Plants/Starting from Scratch/Roses; The Traditions of Christmas; Art Workshop Watercolour with Paul Taggart: Wet on Wet parts I and II/Line and Wash; Housekeeper of a Nation; The Original Teddy Bear; Mozart: The 46 Symphonies of Wolfgang Amadeus Mozart; Emerson Lake and Palmer: Welcome Back/Live at the Royal Albert Hall*; Music Maestro: The Life and Times of the World's Greatest Composers; The Music Makers Series; Chicago Blues Jam; The Jazz Collection; Bushido*; Sportsman's Adventures*; Tyson*; Jet Sprinting*

Behr Entertainment 942

75 Cherry Ln.
Monsey, NY 10952
Staff: Walter Behr. Programs: The Flavors of Italy; The Flavors of France; Wilderness Adventures; Laff: Movie Comedy Classics; Inn Country U.S.A.; Inn Country Chefs; Historic Hotels; Philadelphia Kitchens. In development—Alpine Adventures; Trekking the World; The Flavors/Wines of Germany

Beyond Distribution 1554B

53-55 Brisbane St.
Sydney NSW, 2010
Australia

Beyond Films Ltd. 1554B

1875 Century Park E., Ste. 1320
Los Angeles, CA 90067
(310) 785-2255
Staff: Roseann Fruth, Pamela Reese. Programs: "Children of the Revolution"; "Idiot Box"; "The Sun, the Moon and the Stars"

Big Ticket Television 1690

5700 Wilshire Blvd., Ste. 478
Los Angeles, CA 90036

BizNet/U.S. Chamber of Commerce 1250

1615 H St. NW
Washington, DC 20062-2000
Staff: Carl Grant, Bob Adams, Frank Allen Philpot, Vanessa Potts, Suzanne Cobb. Programs: It's Your Business; First Business

BKS/Bates Entertainment 2563

405 Lexington Ave.
New York, NY 10174
(212) 297-7836
Staff: Robert Silberberg, Tony Brown, Len Koch, Nina Koch-Miller, Gene Lavelle, Marjorie Eilertsen, Jared Elish. Programs: American Wrestling Federation; Fishing Fever; Professional Football; Zooling; World's Greatest Circuses; More Money with the Dolans. Specials—This Is Christmas; Sandy Patti-O, Holy Night; Great Magic of Las Vegas; Colorado River Adventure. Features/packages—Pure Gold I (15 features)

Blair Television 461

1290 Ave. of the Americas, 7th fl.
New York, NY 10104
Staff: Tim McAuliff, Leo MacCourtney, Jack Poor, Floyd Gelini, Jim Murtagh, Garnett Losak, Dale Kendall-Browne, Ed Johnson, Bill Boos, Nancy Dodson, Lisa Heimann, Ethel Coffinas, Mike Murphy, Kara D'Amato. Service: Station representation

Blondes Have More Fun Prods. 863

9494 Wilshire Blvd.
Beverly Hills, CA 90212

Bloomberg Television 1920

499 Park Ave., 15th fl.
New York, NY 10022
(212) 318-2200

Website: www.bloomberg.com
e-mail: efazzala@bloomberg.com
Staff: Emilia Fazzalari, Frank Traynor, Kathleen McGhee, Jill Kurtz, Claire Hickey, Homeira Ghiacy. Program: Bloomberg Information Television

Blue Rock Prods. 946

407 Pedregosa St., #20
Santa Barbara, CA 93101

Blue Sky Partners 972

16017 Jupiter Farms Rd.
Jupiter, FL 33428

The Blum Group Inc. 886

494 Tuallitan Rd.
Los Angeles, CA 90049
Programs: Blue Angels; Thunderbirds. Theatricals—Andy Warhol Film Collection; Voices; BGI/International Theatrical Features Package; Soft Erotic Movies. Children's—Video Storybook. Special interest—Couples Enrichment Guides; Bikini Programs & Series

Bohbot Entertainment Inc 1000

41 Madison Ave.
New York, NY 10010
(212) 213-2700

Website: www.amazin.com

Staff: Allen J. Bohbot, Ralph Sorrentino, John Hess, Karen Lee Brown, Nadia Nardonnet, Leslie Nelson, Ellen Echelman Sevin, Veronique Angelino, Tom Akers, Dave Fry, Jennifer Pitts, Christine Muhlbach, Elisa Feeney, Jean-Luc Bertin. Programs: Adventures of Sonic the Hedgehog; Extreme Ghostbusters; The Mask: The Animated Series; Dangerous Dinosaurs. Weekend block—Amazin' Adventures (incl. Captain Simian & The Space Monkeys; Street Sharks; Dangerous Dinosaurs; Pocket Dragon Adventures*). Specials—Kids' Day Off; Toys"R"Us Family Theatre

Bright Interactive 2531

Website: www.brightdesign.com
Products: Web design and development, hosting and programing, content provider, multimedia production, CD-ROM creation, UNIX programing

Brimstone Entertainment 281

9465 Wilshire Blvd., Ste. 525
Beverly Hills, CA 90212
Staff: Scott Vandiver, Shane Bitterling. Programs: Vicious Circle*, Violent Measures*, Eve's Beach Fantasy*, Hostile Takeover, Mind Games, Mad at the Moon, Black Silence

BRITE 1720

The London Television Centre
Upper Ground, London, SE1 9LT
England
44 171 737 8603
Programs: Jane Eyre*; Catherine Cookson Collection (The Moth, The Rag Nymph, The Wingless Bird)*; Moll Flanders*; Touch of Frost*; Reckless*

British Columbia Film 1146

#133-237 E. 4th Ave.
Vancouver, BC, V5T 4R4 Canada

Broadcast 1501

33-39 Bowling Green Lane
London, EC1R ODA England

Broadcast Exchange 2556**Broadcast Information Bureau 624**

401 N. Broad St.
Philadelphia, PA 19108
(215) 238-5390
Website: www.napco.com
e-mail: kklng@napco.com

Staff: Kathy Kling, Nathaly Gueffier
Products: BIB Television. Products: Source Books/CD-ROM; BIB World Guide of Television; BIB World Guide of Television CD-ROM; BIB Interactive Sourcebook/CD-ROM

Broadcasting & Cable 1141

1705 DeSales St. NW
Washington, DC 20036
(202) 659-2340

and
245 W. 17th St.
New York, NY 10011

Staff: Mark Lieberman, Peggy Conlon, Don West, Harry Jessell, Mark Miller, John Eggerton, David Borucki, Rich Brown, Rick Higgs, Joan Miller, Estrella Diaz, Cynthia Littleton, Millie Chiavellie, Yvonne Pettus, Gary Rubin, Stacie Mindich, Craig Hitchcock, Charles Colfax, Antoinette Fusalo, Steve McClellan, Lynette Rice, Julie DesRoberts, Randi Schatz, Chris McConnell, Craig Mathews. Service: In-room distribution of weekly and daily publications

Broward Economic Development Council Film & TV Office 289

200 E. Las Olas Blvd., Ste. 1850
Fort Lauderdale, FL 33301

Staff: Elizabeth Wentworth, Chuck Eldred, Jude Hagin, Edie Emerald, Bonnie King, Virginia Panico, Jeff Peel, Tood Roobin Services: Film and TV locations

Buena Vista Television 690

500 S. Buena Vista St.
Team Disney 115A
Burbank, CA 91521

Staff: Walter Liss, Mort Marcus, Janice Marinelli Mazza, Mike Shaw, Sandra Brewer, Frances Calfo, Tom Cerio, Michael Davies, Marian Effinger, Helen Faust, May Kellogg-Joslyn, Jimmy Lee, Andy Lewis, Don Loughery, Peter Martin, Meredith Momoda, Teri Silver Owen, Jim Packer, Suz Polse-Unger, Sal Sardo, Hayma (Screech) Washington, Laurel Whitcombe, Susan D'Amra, Lloyd Komesar, John Rosenberg, David McLeod, Chris Lore, Steve Orr, Jed Cohen, Curtis Pace, Rod Winterrowd, Jared Goetz, John Bryan, Jim Engleman, Irv Schulman, Norman Lesser, Howard Levy, Noreen McGrath, Eddie Meister, Cathy Thomas, Emyln Heniff, Julie Jenkins, Bill Rogers, Barry Blumberg, Tom Ruzicka. Programs: Off-network—Home Improvement; Ellen: Boy Meets World; Herman's Head; Dinosaurs; Golden Girls; Nurses; Blossom; Empty Nest. Magazine/talk—The John Salley Show; Live! With Regis & Kathy Lee; Debt; Honey, I Shrank the Kids*; Siskel & Ebert. Children's—Disney Presents Bill Nye the Science Guy; Disney's Sing Me a Story with Belle; 101 Dalmations; Disney Afternoon; Quack Pack; Mighty Ducks; Timon & Pumbaa; Gargoyles; Bonkers; Goof Troop; Ducktales; Chip 'n' Dale Rescue Rangers; Aladdin; Darkwing Duck. Features/packages—Disney Imagination II; Disney Imagination (23); Disney Magic II (25); Buena Vista I; Buena Vista II (12); Buena Vista III (75)

Buildup Inc. 2321

Bulbeck & Mas 896
C/Quinones 2
Madrid, 28015 Spain

BWP Ltd./Network Ireland TV 1501HH

5/7 Shore Rd.
Holywood Co. Down, BT18 9HX

Northern Ireland**Cable Ready Corp. 2543**

One Dock St., Ste 502
Stamford, CT 06902
(203) 425-2136

e-mail: cbirdy@village.ios.com
Staff: Gary Lico, Virginia S. Egan
Programs: At the Zoo; Music from New Orleans; The Acme School of Stuff; At Home for the Holidays*; Cookin' Cheap*; Cooking with Soul; Country Journals' Almanac*; Free Wheelin'*; The House Doctor; Inquiring minds; It's Cookin'...But It Ain't!; Made to Order; New England Kitchen*; Oriental Rugs et al.; Our Idea of a Good Time; Waste Not. Children's—Cappelli & Company; Cooking with Cartoons. Documentaries—Dangerous Knowledge*; Medical Detectives*; A Run unto the Sea; This Was America. Magazine/talk—Authors at Harbourfront; The Bottom Line; Historic Traveler*; Imprint; Inside the Actors Studio; The Real New Orleans; Working Woman

Cafe Productions 1501GG

3 Neal St.
Covent Garden
London, WC2H 9PU England

Cambium Releasing Inc. 1739

18 Dupont St.
Toronto, ON, M5B 1V2
Canada
(416) 964-8750
Staff: Rita Carbone Fleury, Arnie Zipursky, David Piperni, Steve Marinelli. Programs: Double Duty*; Marcia Adams Kitchen*; Tested*. Animation—Monster by Mistake*; Nilus the Sandman*. Children's—Beezoo's Attic. Documentaries—Maman & Eve*; Tested*; Chess Kids*; Baseball in Japan*; Oceans: Quest for Survival*. Special—Robin Hood: A Merry Family Musical*. Returning—The New Adventures of Mother Goose; The Boy Who Dreamed Christmas; The Sewerphone Symphony; Realworld Showcase; Man in My Microwave; Beyond JFK: A Question of Conspiracy; Rights & Wrongs; Brother of Mine; Voices to Remember: The Adults; The Independent Travellers Guide; Jazz Renaissance; Luba: Between the Earth & Sky; Kids Works; Eric's World; Kids Concerts; Fellini & Me; Desiree's Wish; Sarajevo Ground Zero; The Living Canvas; By Woman's Hand; 50 Simple Things Kids Can Do to Save the Earth; Boy & Soul: Consumers Guide to Yoga; Listen Up; Holly Cole: My Foolish Heart; Christopher the Christmas Tree; The Elephant Show; Knocking on Heaven's Door; Einstein Tonight; Children Remember the Holocaust; Nelson Mandela: Free at Last; The Traveller; Speaking of Courage: The Children; The Time of Your Life; Grief: A Courageous Journey; Jane Siberry: I Muse Aloud

Caracol TV Columbia 366

2100 Coral Way
Miami, FL 33145
(305) 285-4804
Staff: Mabel Garcia, Carmen Pizano, Patricia Tellez, Juan Francisco Tamayo, Beatrice Bermudez. Programs: Telenovelas—Leche*, Prisioneros del Amor*; La Sombra del Deseo; Las Ejecutivas; Cara a Cara*; Especiales Caracol*; Flor de Oro; Candela

Careco Productions 2130

5717 Northwest Pkwy., Ste. 104
San Antonio, TX 78249

Carlton UK Television 1720

35-38 Portman Sq.
London, W1H 0NU England

Carrere Television 2339

50, avenue du President Wilson La
Plaine Saint Denis, 93214 France

Carsey-Werner Distribution LLC 1790

4024 Radford Ave., Bldg. 3 Studio
City, CA 91604
(818) 760-5598
Staff: Marcy Carsey, Tom Werner, Stuart Glickman, Caryn Mandabach, Joseph Zaleski, Bob Dubelko, Frank Flanagan, Dirk W. van de Bunt, Bret Sarnoff, John Attebery, Susan Austin, Jerry Leifer, Robert Lloyd, Gary Perchick, Dan Weiss, Linda Desiante, Stephen Knowles, Michael Chinery, Belinda Palmer, Paul Schreiber, Herb

Camelot Entertainment Sales 2383

1700 Broadway, 32nd fl.
New York, NY 10019
(212) 315-4747

Staff: Steven Hirsch, Michael Auerbach, Jay Leon, Kevin Brown, Robin King, Patrick Collins, Stuart Zimmerman, Kimberley King, Dale Casterline. Programs: Access—

Wheel of Fortune; Jeopardy; Inside Edition; American Journal. Early fringe—The Oprah Winfrey Show; Rolonda. Weekend—It's Showtime at the Apollo. Prime time—Film-leader 5. Children's—Bruno the Kid

Canal+ 1731

85-89, quai Andre Citroen Paris
Cedex 15, 75711 France

Canal+ Distribution 1731

6, boulevard de la Republique
Boulogne Cedex, 92514
France

Canamedia Productions 893

125 Dupont St.
Toronto, ON, M5R 1V4 Canada
(416) 324-9190

e-mail: canamed@ibm.net

Staff: Les Harris, Michael Sheppard, Lori Anastacio. Programs: Nature Walk; Outdoor Sportsman; The Great Outdoorsman; Sport Diver; Undersea Explorer; In Search of the Ultimate Lure; Fishing the North; Bob Izumi's Real Fishing Show; Canadian Sportsfishing; Canadian Sportsfishing Specials; Charlie White's Fishing Machine; Gary Cooper's Fishing Diary; The Natural Angler; World Class Sportsfishing; The Complete Angler; Why Fish Strike!...Why They Don't!; Untamed World; Peche Safari; Bob Izumi's J'ai La Peche*; Inside Sportsfishing*; Fish-On*; Rough Edges. TV movies—The King of Friday Night; Till Death Do Us Part; Escape from Iran: The Canadian Caper. Children's—Free to Fly; Take Off; Baby Animals. Documentaries—Marquette Challenge; Threads of Hope; Everest: Climb for Hope; By the Seat of Their Pants; Frontier Footlights; Padre Pablo: Fighter for Justice; 444 Days to Freedom: The Inside Story; The History of Aviation: Chabot Solo; Flight of the Sky Hawks; Cottage Country; Let It Snow; Galley Chefs. Sports—Snowbirds; Snowmotion I & II; Northern Rage; Sudden Exposure

Caracol TV Columbia 366

2100 Coral Way
Miami, FL 33145
(305) 285-4804

Staff: Mabel Garcia, Carmen Pizano, Patricia Tellez, Juan Francisco Tamayo, Beatrice Bermudez. Programs: Telenovelas—Leche*, Prisioneros del Amor*; La Sombra del Deseo; Las Ejecutivas; Cara a Cara*; Especiales Caracol*; Flor de Oro; Candela

Careco Productions 2130

5717 Northwest Pkwy., Ste. 104
San Antonio, TX 78249

Carlton UK Television 1720

35-38 Portman Sq.
London, W1H 0NU England

Carrere Television 2339

50, avenue du President Wilson La
Plaine Saint Denis, 93214 France

Carsey-Werner Distribution LLC 1790

4024 Radford Ave., Bldg. 3 Studio
City, CA 91604
(818) 760-5598

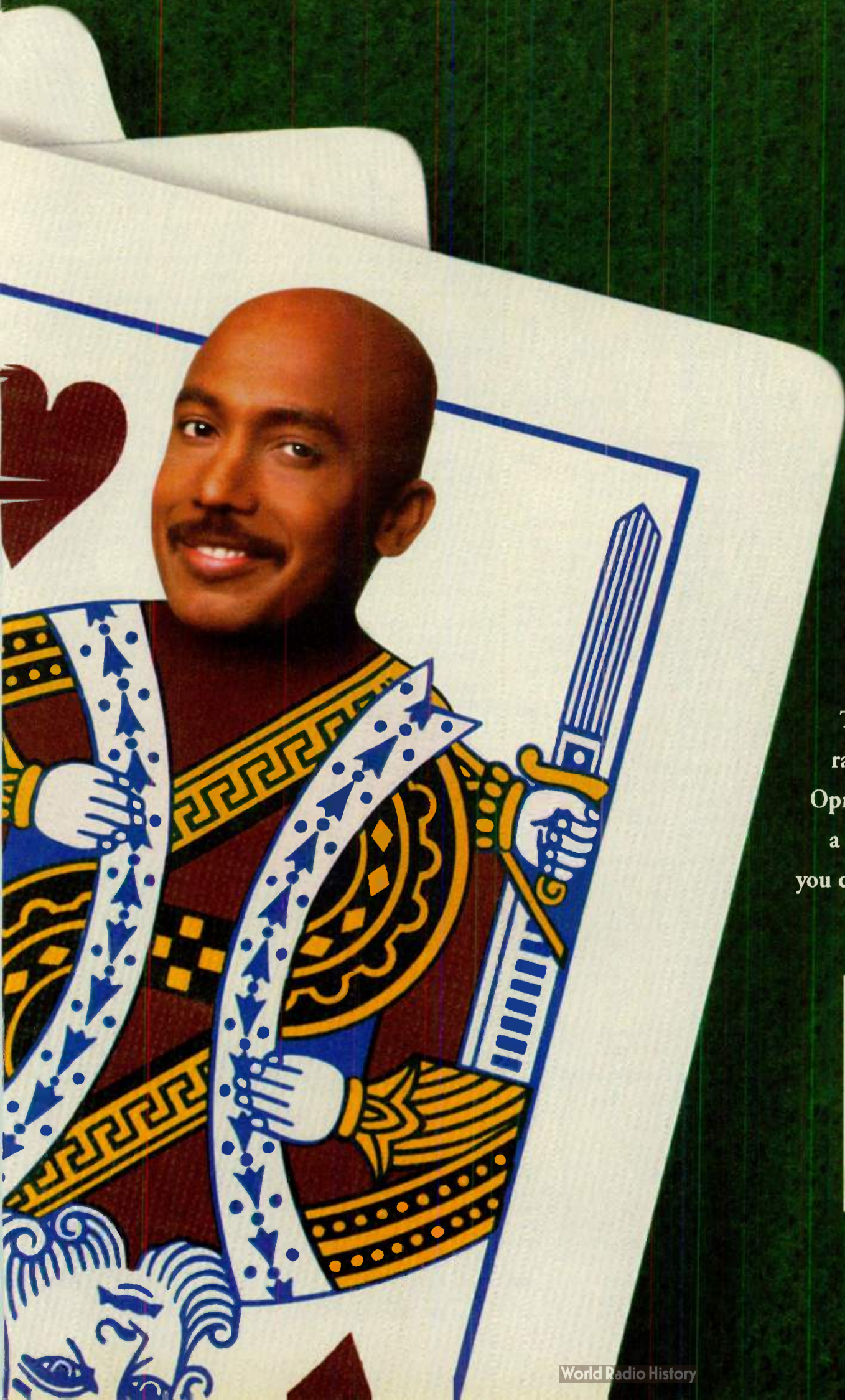
Staff: Marcy Carsey, Tom Werner, Stuart Glickman, Caryn Mandabach, Joseph Zaleski, Bob Dubelko, Frank Flanagan, Dirk W. van de Bunt, Bret Sarnoff, John Attebery, Susan Austin, Jerry Leifer, Robert Lloyd, Gary Perchick, Dan Weiss, Linda Desiante, Stephen Knowles, Michael Chinery, Belinda Palmer, Paul Schreiber, Herb

NEW



Source: NTDailies Plus Premiere-to-date thru 12/8/96. AA*.
© 1997 Paramount Pictures. All rights reserved.

DEAL.



Oprah's not ready to be aced out yet, but there's a new King of daytime talk. Premiere to date, **THE MONTEL WILLIAMS SHOW** ranks #2 in households behind only Oprah, decking the competition with a 4.2 rating. When it comes to talk you can bet that Montel's the real deal.

No matter who's in the game!



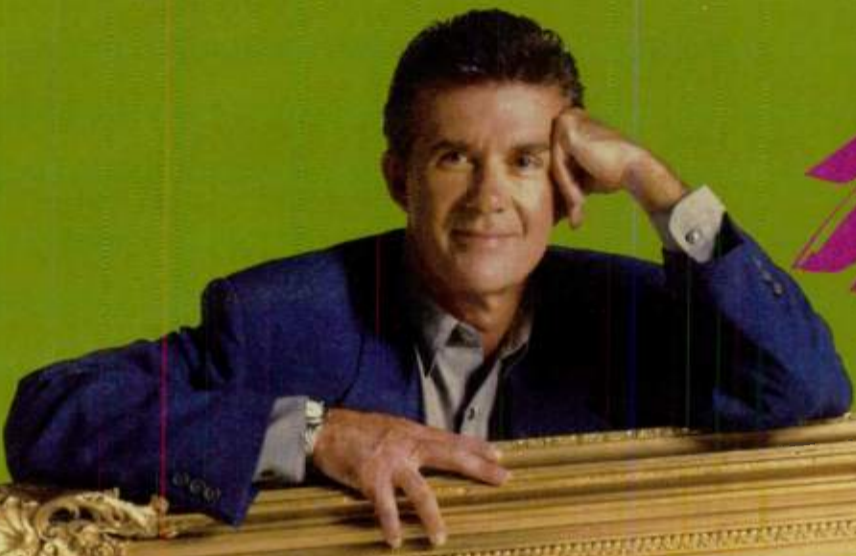
PREMIER
ADVERTISER SALES



A VIACOM COMPANY

- Lazarus, Alison Sheehan. **Programs:** *Grace Under Fire; Roseanne; The Cosby Show; A Different World*. International—*Cosby; Townies; Men Behaving Badly; Third Rock from the Sun; Cybill*
- Castle Communications 1501J**
Colet Ct., 100 Hammersmith Rd.
London, W67JP England
+44-181-974-1021
e-mail: emma.s@castlecom.com
Staff: Geoff Kempin, Lesley Evans, Emma Schweitzer, Michael Lopez, Odlene Victor, Tara Tullar Dadd, Sandra Sarcia. **Programs:** *Tina Turner Live in Amsterdam; Wildest Dreams Tour; Classic Albums: The Greatest Records in Rock History; Ancient Civilisations; Return to the Battlefields*
- Castle Hill Prods. 167**
1414 Ave. of the Americas
New York, NY 10019
- Catalyst Distribution Inc. 883**
495 Wellington St. West, Ste. 212
Toronto, ON, M5V 161 Canada
(416) 591-6764
Staff: Charles Falzon, Earl David Weiner, Kevin Gillis, Jill Keenleyside, Michael Hefferon, Nancy Chapelle, Deborah Strichartz. **Programs:** *Metro Cafe; Kwik Witz; Red Raven; Raccoons, Foodstuffs, Mystic Lands; Shining Time Station; On the Loose; Greatest American Drive-In Movies*
- C.A.T.S-Children's Animation Television & Syndication 2241**
P.O. Box 940
Briarcliff, NY 10510
(914) 762-0244
Staff: Robert J. Syers, Deanne Syers, Peter Golden, Kelly Syers, Barry ZeVan. **Programs:** *Down at the Zoo; A Visit to Santa's House; Animated Adventures of Bill Body; Animated Adventures of Willi Wuhlmouse; Joe Razz Interactive Game*
- CBC International Sales 1741**
Box 500, Station A
Toronto, ON, M5W 1E6 Canada
(416) 205-3500
Staff: Thomas Howe, Dina Vangelisti, Susan Hewitt, Criss Hajek, Katherine Kaufman, Michelle Payne
Programs: *Elvis: Incognito; The Newsroom; Life and Times; The Nature of Things: Yellowstone to Yukon; The Nature of Things: Boreal Forest*
- CBS Broadcast International 2199**
51 W. 52nd St.
New York, NY 10019
(212) 975-8585
Staff: Rainer Siek, Scott Michels, Judy Bass, Ken Ross, Bill Kunkel, Sonja Mendes, Anne Hirsch, Yuet-Fung Ho, Neil Donovan, Frances Manfredi, David McLaughlin, Stephanie Pacheco, Jeff Nemerovski, Harvey Rappaport, Alison Schwartz. **Programs:** *Dr. Quinn, Medicine Woman; Walker, Texas Ranger; Touched by an Angel; Promised Land; Everybody Loves Raymond; Caroline in the City; Dave's World; 60 Minutes; 48 Hours; The Late Show with David Letterman; The Gayle King Show; The Sports Illustrated for Kids Show*. Movies—Heart of Fire; Stolen Women; Stranger in my Home; Shaughnessy; Something Borrowed; Something Blue; Heart Full of Rain. Specials—The Barbara Walters Specials; The Story of Santa Claus; Totally Animals I and II; Forces of Nature I and II; The World's Most Dangerous Animals; 60 Years of Life; UFOs: Above and Beyond**
- CBS TeleNoticias 1631**
Group W Satellite Communications
P.O. Box 10210
Stamford, CT 06904
(203) 965-6000
Staff: Don Mitzner, Lloyd Werner, John Frazee, Steve Soule, Marcia Robbins, Steve Yanovsky, Loreyne Alicea, Peter Weisbard, Dick Brown, Cheryl Daly, Amelie Tseng. **Service:** CBS TeleNoticias
- CDC United Network 1444**
Avenue de Messidor, 184
Brussels, 1180 Belgium
+32 2 347 47 95
Staff: Alexandre Lippens, Max Weiner. **Programs:** *El Campeon; Musti; Hot Rod Dogs; Senior Ziggo; Vistazo at la Naturaleza; Mujeres Del Mundo*
- Central City Productions 976**
223 W. Erie St., Ste. 7NW
Chicago, IL 60610
- Central Park Media 2344**
250 W. 57th St., Ste. 317
New York, NY 10109
(212) 977-7456
Website: www.centralparkmedia.com
Staff: John O'Donnell, Masumi O'Donnell, Steve Yacht. **Programs/Products:** Japanese animated video, documentary style video, CD-Rom products, comic books, phone cards, animation cels
- Channel 4 International 1501Y**
124 Horseferry Rd.
London, SW1P 2TX England
+44-171-346-4444
Staff: Colin Leventhal, Stephen Mowbray, Alix Wiseman. **Programs:** *The Fragile Heart, Secret Lives, Travels with My Camera*
- Channel One Network 2610**
600 Madison Ave., 6th fl.
New York, NY 10022
- Chat Television 2650**
7946 Ivanhoe Ave., Ste. 300B
La Jolla, CA 92037
- Chicago Prod. Center/WTTW-TV 2420**
5400 N. St. Louis Ave.
Chicago, IL 60625
- Chrysalis 1501E**
The Chrysler Building
Bramley Rd.
London, W10 6SP England
0171-221-2213
Staff: Christina Willoughby, Nick Witkowski, Anna Askew, Chris Wright. **Programs:** *Midsomer Murders—The Killings at Badger's Drift; Tom Jones for One Night Only; Crocodile Shoes; Wilderness; Beck; Airport; The Ice Princess**
- ChumCity International 480**
299 Queen St.
West Toronto, ON, M5V 2Z5
Canada
(416) 591-1604
e-mail: citymarket@chumcity.com
Website: www.chumcity.com
Staff: Moses Znaimer, Jay Switzer, Mark Rubinstein, Stephen Tapp, Denise Cooper, Isme' Bennie, Jim Willis, Mary Powers, Lisa Wookey, Liliana Vogt, Victoria Valius, Tara Orme, David Kines, Pierre Marchand, Ralph Hajek. **Programs:** *FT-Fashion Television; Fashion Television Specials; MT—Movie Television; Media Television; The New Music; Electric Circus; The Originals; Ed's Night Party; Ed Does Hollywood. ChumCity International: TVTV: The Television Revolution; Spoken Art; Originals in Art; Cli Trip; Loud; Egos & Icons; Countdown; RapCity; The Wedge; Spotlight; tvFrames; Intimate and Interactive*
- CIA Latinoamericana de Radiodifusion 1933**
Av. San Felipe 968
Jesu Maria
Lima, Peru
- Cinar Films Inc. 831**
1055 Rene Levesque
East Montreal, PQ, H2L 4S5n
Canada
(514) 843-7070
Website: www.cinar.com
Staff: Micheline Charest, Ron A. Weinberg, Marie Josee Corbeil, Louis Fowinier, Mercedes Alvarez. **Programs:** *Emily of New Moon; The Country Mouse and the City Mouse Adventures; Wimzie's House; Paddington Bear**
- Cine-Groupe 831**
1151 Alexandre-DeSeve
Montreal, PQ, QC H2L 2T7
Canada
(514) 524-7567
Staff: Jacques Pettigrew, Hubert Garipey
- Cinequanon Pictures International 1074**
8057 Beverly Blvd., 2nd fl.
Los Angeles, CA 90048
(213) 658-6043
Staff: Dan Sales, Jennifer Peckham, Gregory Stuart, Cheryl Storms, Laura Berwick, John Demo. **Programs:** *The Treat; She's Too Tall; A Little Crazy; The Web; Future Fear; Me and the Gods; Titan; Dilemma; The Third Force; Falling Fire (aka The Cusp); Total Force 2; Deathgame (aka Mortal Challenge); Vice Academy 5; Mr. Spreckman's Boat; Stormy Nights*
- Cinevest TV Int. 942**
P.O. Box 420
Lynbrook, NY 11563
- Cinevideo Plus 1331A**
2100 W. Ste. Catherine St., Suite 710
Montreal, PQ, QC H3H
3T3 Canada
- Cine Vox Entertainment 331**
August-Bebel-Strasse
26-53 D-14482
Potsdam, Germany
(011) 49-331 721 24 99
Staff: Dieter Geissler, Brigitta Peitz. **Programs:** *Otzi; The Red Phone; The Neverending Story; Lawrence in the Land of Liars**
- Cipango 1001**
4, quai des Celestins
Paris, 75004 France
- Citytv (see ChumCity International)**
- Classic Worldwide Prods. 1905**
- Claster Television 180**
9630 Deereco Rd.
Timonium, MD 21093
(410) 561-5500
Staff: John Claster, Sally Claster Bell, Peggy Powell, Ann Burke, Dana Feldman. **Programs:** *Mummies, Beast Wars, All Dogs Go to Heaven: The Series, Vor Tech*
- Clever Cleaver Prods. 1932**
968 Emerald St., Ste. 51
San Diego, CA 92109
- Clockwise Comm. 1146**
1027 Davie St., Ste. 372
Vancouver, BC, V6E 4L2 Canada
- CLT Multi Media NA**
45 Blvd. Pierre Frieden
L-1543 Luxembourg
(352) 42142 3935
Programs: *The Untouchables of Elliot Mouse; The New World of the Gnomes; Nanook's Great Hunt; The Adventures of Papyrus; The Adventures of the Swiss Family Robinson; The Enid Blyton Secret Series; The Enid Blyton Adventure Series*
- CMT (Country Music Television) 1631**
c/o Group W
Satellite Communications
P.O. Box 10210
Stamford, CT 06904
(203) 965-6000
Staff: Don Mitzner, Lloyd Werner, Steve Soule, Marcia Robbins, Steve Yanovsky, Peter Weisbard, Dick Brown, Cheryl Daly, Amelie Tseng, Claudia Wagner. **Services:** CMT: Country Music Television and its international networks
- CNDP 1001**
29, rue d'Ulm
Paris, 75005 France
- CNN Newsources Sales 1990**
One CNN Center P.O. Box 105366
Atlanta, GA 30348-5366
- Cobra Film Produktionsgesellschaft MBH 331**
Romerstrasse 36
Munich, D-80303 Germany
(011) 49 89 34 16 45
Staff: Renate Seefeldt, Gerd Huber. **Programs:** *Good Girls Don't Lie; Nobody Loves Me; Regular Guys; Happy Birthday**
- Colon & Associates 989**
7100 Blvd. East
Guttenburg, NJ 07093
- Columbia Tristar Television Distribution 1590**
10202 W. Washington Blvd., 7th fl.
Culver City, CA 90232
Staff: Barry Thurston, Richard Frankie, Steve Mosko, John Moczulski, David Mumford, Francine Beougher, Melanie Chilek, Steve Coe, Alan Daniels, Doug Roth, Craig Smith, Andy Teach, Jim Dietle, Elise Keen, Susan Law, Lori Coro, Therese Gamba, Ellen Gartland, Eric Marx, Matt Maier, Deborah Norton. L.A. (as above)—John Weiser, Doug Martz, Mark Wurtzel. N.Y. (550 Madison Ave., 8th fl., New York, NY 10022)—John Rohrs Jr., Chris Kager, Bo Baugher, David Ozer, Ken Ripley, Jeff Wolf, Teri Luke. Chicago (455 N. Cityfront Plaza Dr., Ste. 3120, Chicago, IL 60611)—Stuart Walker, Tom Warner, Matt Cullen, Dennis Dunphy. Atlanta (One Atlantic Center, 1201 W. Peachtree St., #4820, Atlanta, GA 30309)—Joe Kissack, Steve Maddox. Dallas (8117 Preston Road, Ste. 510, Dallas, TX 75225)—Dirk Johnston, Mark McKay. **Programs:** *Ricki Lake; The Dating Newlywed Hour. Off-network comedy—All in the Family; Archie Bunker's Place; Barney Miller; Benson; Bewitched; Burns & Allen; Carson Comedy Classics; Carter Country; Dennis the Menace; Designing Women; Diff'rent Strokes; The Donna Reed Show; The Facts of Life; The Farmer's Daughter; Father Knows Best; Fish; Flying Nun; Gid-*
- get; Good Times; Hazel; Here Come the Brides; I Dream of Jeannie; The Jeffersons; Mad About You; Married...With Children; Maude; The Monkees; One Day at a Time; Parker Lewis Can't Lose; The Partridge Family; Punky Brewster; The Real McCoys; Sanford & Son; Seinfeld; Silver Spoons; Sledgehammer; Soap; That's My Mama; The Three Stooges; 227; What's Happening!; What's Happening Now!; Who's The Boss? Off-network drama—Charlie's Angels; Crazy Like a Fox; Family; Fantasy Island; Father Murphy; Forever Knight; Hardcastle & McCormick; Hart to Hart; Hunter; Iron Horse; Mike Hammer; Naked City; Police Story; Police Woman; Route 66; S.W.A.T.; Starsky & Hutch; T.J. Hooker; Tour of Duty; Walker, Texas Ranger. Features/packages—Columbia Showcase II (24 titles); Showcase III (26 titles); Pegasus III (14 titles); Columbia Gold (25 titles); Columbia Gold II (34 titles)*
- Columbia Tristar International Television 1561A**
10202 W. Washington Blvd.
Culver City, CA
90232 (310) 280-8457
Staff: Nicholas Bingham, Michael Grindon, Lauren Cole, Florent Gagnault, Dewy Ip, John McMahon, William Pfeiffer, Larry Smith, Dorian Sutherland, Leslie Tobin-Bacon, Rachel Wells, Ludwig Zu Salm, Nathalie Civrais, Paul Gilbert, Peter Iacono, Marck O'Connell, Simon Pollock, Armando Cortez, Mishka Chen, Kunikazu Sogabe, Octavio DaSilva, Nelson Duarte, Christopher Law, Todd Miller, Noemie Weisse, Elizabeth Yang, Christine Mason. **Programs:** *Ricki Lake; Mad About You; Married...With Children; Seinfeld; Boston Common; Dark Skies; Dating/Newlywed Hour; Days of Our Lives; Early Edition; High Tide; Jeff Foxworthy Show; Just Shoot Me; Larry Sanders Show; Lawless; Life...And Stuff; Love and Marriage; Malcolm & Eddie; Moloney; The Naked Truth; The Nanny; Ned & Stacey; NewsRadio; Party of Five; Silk Stalkings; The Single Guy; The Steve Harvey Show; The Young and the Restless. Telefilms/miniseries—For Hope; Home Invasion; Intensity; Mother May I Sleep with Danger; No Way Back; Omega Doom; Sudden Terror: The Hijacking of Bus #17. Documentaries/specials—Cadillac Desert; Frank Capra's American Centennial. Children's—Beakman's World; Jumanji: The Animated Series; Project Geeker; Samurai X*
- Columbine JDS 2201**
1707 Cole Blvd.
Golden, CO. 80401
(303) 237-4000
Staff: Paul Hobby, John McDonald, Dan Havens, Peter Wickwire, Richard Tipton. **Services:** Program Scheduler, Program Control, TV Works
- Comarex 2502**
- Competitive Media Reporting 2570**
11 W. 42nd St.
New York, NY 10036
(212) 789-1400
Staff: Sue Carroll, John Ferrari, Jeff Hale, Susan Howard, Bob Hyland, Alan Kraut, Heidi Kuchinski, Joe McCallion, Amy Moran, Jim Paull, David Peeler, Lucille Rokosz, Jane Smerglia, Steve Walsh. **Products:**

This fall, don't be caught with your pens down.



PICTIONARY

ALREADY SOLD!

Dallas	KXAS-TV	NBC
Pittsburgh	WPXI-TV	NBC
San Diego	KGTV-TV	ABC
Charlotte	WCCB-TV	FOX
Las Vegas	KLAS-TV	CBS
Tucson	KMSB-TV	FOX
Honolulu	KGMB-TV	CBS

With the **built-in audience** of one of America's most popular party games, PICTONARY is an **all-new** daily half-hour of **fast-paced** fun that the **whole family** will want to play along with. Host Alan Thicke and a gallery of **today's hottest celebrities** make each hilarious game a masterpiece of outrageous **comedy and excitement**.

PICTIONARY is pure drawing power!



WORLDVISION ENTERPRISES, INC.

A SUBSIDIARY OF SPELLING ENTERTAINMENT GROUP INC.

Kline & Friends

AMERICA'S NEW

MARKET	STATION	TIME	HH RATING % OF GROWTH vs. LAST YEAR
Los Angeles	KCOP	3 PM	+19%
Philadelphia	WPHL	12 N	+88%
San Francisco	KRON	11 AM	+26%
Boston	WABU	6:30 PM	+100%
Washington, D.C.	WBDC	11:30 AM	+100%
Dallas	KDAF	1 PM	+39%
Houston	KTXH	1 PM	+59%
Cleveland	WBNX	11:30 AM	+333%
Tampa	WTVT	1:30 PM	+42%
Miami	WBFS	1 AM	+24%
Pittsburgh	WTAE	12:30 PM	+4%
Baltimore	WNUV	1 PM	+8%
Nashville	WZTV	12 N	+25%
Norfolk	WTKR	4:30 PM	+38%
Memphis	WLMT	11 AM	+200%
Fresno	KAIL	6 PM	+233%
Knoxville	WBIR	12:30 PM	+30%
Honolulu	KGMB	3:30 PM	+31%
Lexington	WYMT	7:30 PM	+129%
Omaha	KETV	11 AM	+54%
Shreveport	KTBS	4 PM	+37%
South Bend	WNDU	12:30 PM	+41%
Chattanooga	WFLI	10 PM	+50%

SOURCE: NSI Nov 95 vs. Nov 96



LEAD-IN LADY.

MARKET	STATION	TIME	HH SHARE % OF GROWTH vs. LEAD-IN
New York	WWOR	11 AM	+200%
Chicago	WPWR	1 PM	+10%
Philadelphia	WPHL	12 N	+25%
Boston	WABU	6 PM	+33%
Dallas	KDAF	1 PM	+33%
Detroit	WXON	11:30 PM	+100%
Atlanta	WATL	12 N	+150%
Houston	KTXH	1 PM	+67%
Cleveland	WBNX	11:30 AM	+67%
Minneapolis	KSTP	11 AM	+44%
Tampa	WTVT	1:30 PM	+22%
Charlotte	WAXN	6:30 PM	+100%
Nashville	WZTV	12 N	+100%
San Antonio	KABB	1 PM	+17%
Norfolk	WTKR	4:30 PM	+8%
New Orleans	WVUE	12 N	+100%
Fresno	KAIL	6 PM	+100%
Charleston Hunt	WVAH	10 AM	+900%
Little Rock	KASN	12 M	+150%
Flint	WSMH	10 AM	+500%
Omaha	KETV	11 AM	+25%
Shreveport	KTBS	4 PM	+14%
Austin	KVUE	11 AM	+43%

SOURCE: NSI Nov 96

J U D G E
J U D Y



CMR's commercial monitoring system, CMR's promotion monitoring system

Computer Television Network 2642
2242 Business Park Dr., Studio 31
Truckee, CA 96161
(916) 582-5083

Website: www.ctvnet.com

Staff: Jack Doran, Terry Crosby, Joni Brooks. **Programs:** *Computer Network**, *Virtually Live**, *The Making Of**, *Computer Gigs**, *The Book Nook**, *Cyber Web**, *Computer Improvement**, *Cyber Sleuth**, *Applications Plus**, *Teach**

Concorde 2530

Connecticut Film & Video Office 876

865 Brook St.
Rocky Hill, CT 06067-3405
(860) 258-4339

Staff: Bert Brown, Doug McAward, Stephen Kenney. **Product:** Connecticut as a place to operate an entertainment company

Contre-Allée 1001

2, Impasse Mousset
Paris, 75012 France

Coral Pictures Corp. 1341A

2601 Bayshore Dr., Ste. 1225
Coconut Grove, FL 33133

Coscient Group 1031

300 Leo-Pariseau, Ste. #2
P.O. Box 1145
Montreal, PQ, H2W 2P4 Canada

Cowles Television 2543

4 High Ridge Park
Stamford, CT 06905

Creativos Asociados de Radio Y TV (Cartel) 1440

c/o Lanzarote 4 28700
San Sebastian de los Reyes
Madrid, Spain +34-1-654-2857
Staff: Alfonso Gomez-Arau. **Program:** *La Blanca Paloma*

Cristal P.C. SA 1435/1436

Marques de Valdeiglesias 5 20 IZQ
Madrid, 28004 Spain
+34-1-532-0900

Staff: Mercedes Borrueal

CS Associates 1336B

102 E. Blithedale Ave., Ste. 2
Mill Valley, CA 94941

(415) 383-6060

e-mail: programs@associates.com

Staff: Charles Schuerhoff. **Programs:** *A Day in the Life of India**, *Scientific American World**, *Sonja Henie: Queen of Ice**, *We Love You Like a Rock (Gospel)**, *Wonders of the Natural World**, *Eternity**, *Cartoon Corner**, *Marathon Monks**, *Bhutan: At the Throne of the Gods**, *Bhutan: Land of Hidden Treasures**, *America in the Fifties**

CTE 1336B

11145 NW 1 Pl.
Coral Springs, FL 33071
(954) 345-1620

Staff: Philip Jones, Anthony Utley, Clare Alter. **Programs:** *Modern Times**, *Treasure Seekers**, *Showcase Dance**, *Element of Doubt**

CTVC 1501Q

Hillside Studios/Merry Hill Rd.
Bushey Herts., HP3 QJW
England

Cumberland Productions 950

4304 Cumberland Rd.
North Fort Worth, TX 76116

Curb Entertainment International 2530

3907 W. Alameda Ave.
Burbank, CA 91505

(818) 843-8580

Staff: Mike Curb, Carole Curb Nemov, David Kronemyer, Christina Melin, Christy Peterson, Mona Kirton, Aaron Rogers, Carrie Lyons, Glen Reynolds. **Programs:** *Wedding Bell Blues**, *Ed's Next Move**, *Hijacking Hollywood**, *The Killing Jar**

Cutting Edge Ent. 2506

16255 Ventura Blvd., Ste. 1250
Encino, CA 91436



D'Ocon Film Prods. 2314

Calle Calaf, 3
Barcelona, 08021 Spain

D.M. Development Multimedia 1071

105 5th Media Dr.
Los Angeles, CA 90049

Daily Express 1401

29 W. 64th St., Ste. 4G
New York, NY 10023

Dandelion Distribution Ltd. 1501JJ

5 Churchill Ct., Station Rd.
North Harrow
Middlesex, HA2 7SA England

Daniel Hernandez Prods. 2603

P.O. Box 90
Montebello, CA 90640

Dargaud Films 1001

6, rue Gager Gabillot
Paris, 75015 France

Daro Film Distribution 1951

"Le Victoria" 13 Blvd.
Princess Charlotte
Monte Carlo, MC 98000 Monaco

David Finch Assoc. 1501BB

P.O. Box 264
Walton-on-Thames
KT12 3YR England
+44-1932-882-733

Staff: David Finch. **Programs:** *American Robot Wars**, *The World's Worst Drivers**, *The World's Worst Criminals**, *Protect+Serve**, *The Beauty of Ireland**, *Dr. West's Pathology Casebook**

Decisionmark 1907

Deutsche Welle 330

Raderberggurtel 50,
50968 Cologne, Germany
+49-221-389-2734

Staff: Ulrich Wartmann, Rita Schmidt. **Programs:** DW-tv, 24 hours daily of informative quality broadcasting, news, features, magazines and reports on special topics in German, English and Spanish, commercial-free

Devillier-Donagan Enterprises 431

4401 Connecticut Ave. NW
Washington, DC 20008

DIC Entertainment 431

303 N. Glenoaks Blvd.
Burbank, CA 91502
(818) 955-5400

Staff: Andy Heyward, Pat Ryan, Joy Tashjian, Robby London. **Programs:** *Mummies**, *The Wacky World of Tex Avery**

Direct PC 2690

Discovery Communications 1661

7700 Wisconsin Ave.
Bethesda, MD 20814

Staff: Greg Moyer, Jonathan Rodgers, Michela English, Dawn McCall, Michael Quattrone, Clark Bunting, John Ford, Robert Wise,

Louise Brown, Steven Patscheck **Programs:** *Destination Mars**, *Killer Bees**, *Wonders of the Universe**

Disney/ABC International Television 431

Beaumont House
Kensington Village,
Avonmore Rd.
London, W14 8TS England
+44-171-605-2400

825 Seventh Ave., 5th fl. New York,
NY 10019 (212) 456-7428

Staff: Herbert A. Granath, Etienne de Villiers, Ed Borgerding, Bettina Bose, Diane Digit-Rebouche, Selby Hall, Simon Kenny, Maria Komodikis, Tim Marshall, Celeste Panepinto, David Simon, Dan Willis. **Programs:** Series—*101 Dalmatians**, *Honey, I Shrank the Kids**, *John Salley**, *Smart Guy**, *Social Studies. Specials—1997 Academy Awards**, *Beauty and the Beast: A Concert on Ice**, *Boo! To You Winnie the Pooh**, *Disney's First Lady of Magic: Melinda**, *Happy Birthday, Elizabeth: A Celebration of Life**, *In My Life**, *Magic with the Stars**, *Me and My Hormones**, *Miracle at Trapper Creek**, *Scott Hamilton on Ice**, *Teenage Confidential: Caught Spying on My Kids**, *Vanessa Williams & Friends: Christmas in New York**, *Vertical Flight: The Science of Helicopters**, *World of Discovery. TV Movies—Beverly Hills Family Robinson**, *The Christmas Tree**, *Little Girls in Pretty Boxes**, *Out of Nowhere**, *Second Chance: The Kelles/Kellem Story**

Diwa Film GmbH 331

Bayerisches Filmzentrum
Bavariafilmplatz 7
D-82031 Geiselgasteig, Germany
(011) 49 89 64 98 11 29

Staff: Walter Harrich, Danuta Harrich. **Programs:** *It Should Rain Red Roses for Me**, *The Diaries of Lisi Block**, *Dreamtime**, *Guilty?**, *The Angel Of...**

DLT Entertainment Ltd. 742

31 W. 56th St.
New York, NY 10019
(212) 245-4680

Staff: Donald L. Taffner, John Fitzgerald, Don Taffner Jr., Nigel Emery, John Dolan, Arlene Gross, Mark Hudson. **Programs:** Animated—*Animated Family Classics**, *Count Duckula**, *Danger Mouse. Series/first run—Hollywood People**, *The Wanderer. Series/off-network—Check It Out**, *Three's Company**, *Too Close for Comfort**, *The Ropers**, *Three's a Crowd. Children's—Wind in the Willows. Features/packages—Dick Francis Mysteries**, *The Saint**, *The Saint in Manhattan. Comedy—Benny Hill**, *The Russ Abbot Show. Specials—Benny Hill Specials**, *Benny Hill: World's Favorite Clown**, *Benny Hill's World Tour: New York**, *Cristina Presents: Latin Lovers of the '90s**, *Miss Saigon**, *Torvill & Dean. Game shows—Talkabout**, *5-4-3-2-Run. Miniseries—Love on a Branch Line. Magazine/talk—Shirley. Public Television Sales Division: Comedy—After Henry**, *A Kind of Living**, *All at #20**, *Benny Hill**, *Bloomin' Marvellous**, *Chance in a Million**, *Dame Edna's Working Experience**, *Executive Stress**, *Farrington of the F.O.**, *Ffizz**, *French Fields**, *Fresh Fields**, *Hope It Rains**, *Land of Hope and Gloria. Mollie Sugden Comedy Package—My Husband and I**, *That's My Boy**, *Never the Twain**, *No Job for a Lady**, *The Russ Abbot Show**, *Shelley**, *Thames Comedy*

*Originals; The 10%ers. Drama—Beiderbecke Affair**, *Beiderbecke Tapes**, *Beiderbecke Connection**, *Capital City**, *The Contract**, *Danger UXB**, *The Guilty**, *Hannay**, *Kavanagh QC**, *London Embassy**, *Lytton's Diary**, *Mr. Palfrey of Westminster**, *Minder**, *The One Game**, *Reilly: Ace of Spies**, *Ruth Rendell Mysteries**, *Rock Follies**, *Rumpole of the Bailey**, *Unnatural Causes**, *Van Der Valk. Documentaries—Ancient Lives**, *Animal Detectives**, *Black Museum**, *Buster Keaton: A Hard Act to Follow**, *Cambodia: Year Ten**, *Charles Rennie Mackintosh**, *Cinema Europe: The Other Hollywood**, *Destination America**, *Harold Lloyd**, *Holiday World**, *Hollywood**, *Killiam Collection**, *Nature Watch**, *Revival at the Desert**, *The World at War. Specials—The Last Show on Earth. Variety—Andrew Newton's Hypnotic Experience**, *Harrowsmith Country Life**, *Homestyle**, *Inside Country**, *The Ronn Lucas Show. International Distribution—Across the Rhine: 1944**, *Alex: Life of a Child**, *America's Funniest People**, *Animated Classics**, *Aquaventure**, *As Time Goes By**, *Battle of the Bulge**, *Benny Hill's World Tour: New York**, *Bloomin' Marvellous**, *Capitol**, *Cash and Company**, *Charles Rennie Mackintosh**, *Christmas with Flicka**, *Cinema Europe: The Other Hollywood**, *Cristina Presents: Latin Lovers of the '90s**, *Dame Edna's Working Experience**, *Deathcheaters**, *Dick Francis Mysteries**, *Gift of Love: A Christmas Story**, *Great Tales of Asian Art**, *Harrowsmith Country Life**, *Harry Anderson: The Tricks of the Trade**, *Homestyle**, *Inner Space**, *Inside Country**, *Kokoda: The Bloody Track**, *Love on a Branch Line**, *Mothers and Daughters**, *Nonsense**, *Nonsense 2: The Sequel**, *Power Play 8**, *Remagen**, *Rhythm of Life: The Event**, *Romance/Romance**, *Russ Abbot**, *The Saint**, *The Saint in Manhattan**, *The Secret of the Phantom of the Opera**, *Secrets Revealed**, *The Secret World of Dreams**, *Shirley**, *Shirley: Celebrity Interviews**, *Shocktrauma**, *Talkabout**, *Tandarra**, *The Wanderer**

DMB Film and Videoproduktion 331

Pommersche Strasse
9 D-10707
Berlin, Germany
(011) 49 30 8 73 74 31

Staff: Dettel Michael Behrens **Programs:** *The Dancer**, *Carneval**, *The Four Seasons**, *Fire and Water**, *Music Scene of the World**

Domino Digital 979

Cholula 1515 Col. Ma. Luisa Monterrey, NL, 6404 Mexico

D'Ocon Films Productions 2314

Calaf 3, 08021
Barcelona, Spain
+34-3-414-34-08
e-mail: docon@docon.es

Staff: Antoni D'Ocon, Jose Salcedo, Christopher Pettersson **Programs:** *The Fruitties**, *Delfy and His Friends**, *Chip & Charly**, *Basket Fever**, *Problem Child**, *Spirou**, *Sylvan**, *The Little Witches**, *The Herluts**, *The Woodkeeper**, *The Street Cleaners**, *Dad X**, *Pocket Dragons**, *The Aurons**

Dorling Kindersley Vision 1333B

62 Chandos Pl.
Covent Garden
London, WC2N 4HG England
+44-171-836-5411

Staff: Katharine Thompson, Catriona MacGregor, Stuart Zackman. **Programs:** *Beasts and Monsters**, *Eyewitness Series I, II and III**, *Amazing Animals Series I and II**, *PB Bear**, *The Way Things Work**

Dreamworks SKG RM11

100 Universal Plaza., Bldg. 10
Universal City, CA 91608

DTG Entertainment Inc. 23811

5840 Ventura Blvd., Ste. 310
Encino, CA 91436
(818) 386-2323

e-mail: DTGco@aol.com

Staff: Arthur R. Newberger, Ellen Yee, Blaine Newberger. **Programs:** *UFO Diaries**, *Miracles & Other Wonders**, *Great Nations**, *Great Leaders**, *Marlene, Great Events**, *100 Years of Horror**, *We Remember Marilyn**, *Dreams Can Come True**

Duke International Sales 1501N1

P.O. Box 46
Milbourn House 13
St. Georges St. Douglas
Isle of Man, 1M99 1DD England

Dunn Family Productions 980

4225 Miller Rd., Ste. 105
Flint, MI 48507



E! Entertainment Television 1721

1721 5670 Wilshire Blvd.
Los Angeles, CA 90036
(213) 954-2400

Website: www.eonline.com

Staff: International development—Lee Masters, Chris Fager, Jon Helmrich, Karen Kaufman, Dan Hoskins, Maria Montoya, Dorothy Crompton. **Programming—**Fran Shea, Greg Brannan, Sandra Gelfat, Marta Tracy, Tisi Aylward, Graciela Braslavsky. **Marketing—**Dale Hopkins, Julie Fields, LeeAnne Stables, Jenny Benidt, Frank Brooks. **Programs:** *The E! Hollywood True Story**, *Talk Soup**, *Uncut**, *E! News Week in Review**, *E! News Daily**, *E! News Feed**, *In Focus**, *Behind the Scenes* (formerly *E! Features*), *Extreme Close-Up**, *F.Y.E! For Your Entertainment**, *The Gossip Show**, *Coming Attractions**, *E! Special Events**, *Live Premieres**, *Q & E!*

Earth Comm. 1904

Eastman Kodak Co. -Kodak Professional 2690

Eastman Kodak Co. 1230

343 State St.
Rochester, NY 14650-0315
Staff: Peggy Clark, Brian Spruill, Bob Mayson, Bob Woolman, John Mason, Marian Walrath, Michael Zakula, Mike Morelli, Nestor Rodriguez, Rich Carlson, Janet Tiller, Steve Garfinkel, Judith Doherty, Mike Brown, Diane Capaletta. **Products:** Kodak Motion Picture films

Eaton Films 1338B

10 Holbein Mews
London, SW1W 8NN England
+44-171-823-6173

Staff: Judith Bland, Liz Cook, Carol Thrupp, Louise Rimoldi, Patricia Brown. **Programs:** *Global Bears Rescue**, *State Coroner**, *Seven Little Mice**, *The Feds**

Egyptian Radio & TV Union 991

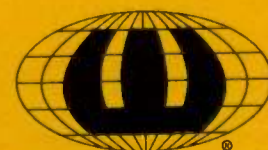
GRATUITOUS SEX, DYSFUNCTIONAL FAMILIES SOCIOPATHIC BEHAVIOR

Only Funnier.

Night Stand with Dick Dietrick has that unique humor which ranks it in the top ten with men 18-34 and 18-49 in viewer composition. When you want to reach young men, comedy doesn't get any more better.

with **NIGHT**
Dick Dietrick
STAND

World Radio History



WORLDVISION
ENTERPRISES, INC.
A SUBSIDIARY OF
SPELLING ENTERTAINMENT GROUP INC.

- Cornish El Nil TV
Maspero 1 W Bldg.
P.O. Box 2233
Cairo, 11515 Egypt
- Electric Elephant Edutainment** 998
5161 E. Arapahoe Rd., Ste. 440
Littleton, CO 80122
- Elliot and Friends** 940
651 Floyd St.
Sarasota, FL 34239
- Ellis Enterprises** 996
1231 Yonge St., Ste. 201
Toronto, ON, M4T 2T8 Canada
(416) 924-2186
Staff: Stephen Ellis, Douglas Smith.
Programs: *Buck Staghorn's Animal Adventures**; *Dawn Wells: Reel Adventures**; *Profiles of Nature Specials**; *The Wonder of Baby Animals*; *Crowned Heads of the Wilderness*; *Snow White Killers of the Arctic*; *Wilderness New Year*
- Encore Enterprises Inc.** 1067
25510 Ave. Stanford, Ste. 101
Valencia, CA 91355
(805) 295-0677
Web site: anifilm@earthlink.net
Staff: William Hutten, Andrea Hutten, S.C. Chan, Glen Kennedy. **Programs:** *The Chucklewood Critters**; *The Chucklewood Critters Holiday Series**
- Enoki Films USA Inc.** 2346
16501 Ventura Blvd., Ste. 606
Encino, CA 91436
(818) 907-6503
Programs: *Monkey Magic**; *The Legend of Sharkman**; *The Boonies*; *The Cartuna Show*; *Cosmo Ranger*; *Cosmo Runner*; *Don de la Mancha*; *Dream Racers*; *Flash Kicker*; *Flash Kicker Specials*; *Galaxy Adventures of Oz*; *Galvion*; *Gorilla Force*; *Huckleberry Finn*; *Little Pollon*; *Little Women*; *Magic Dan*; *Metal Fighters*; *Mock & Sweet*; *Mojacko*; *Nana the Supergirl*; *Nuts-berry Town*; *Puss 'n Boots*; *Rainbow Samurai*; *Rocky Racket*; *Star Fleet*; *The Slayers*; *Thumbelina*; *Thunder-Jet*; *Tomatoman*; *The Wanderers*; *Willow Town*; *Willy the Robot Boy*; *The Wizard of Oz*; *Wonder Six*; *Yaiba*; *Zenki*. Animation features—*Thumbelina, a Magical Story*; *The Journey of Puss 'n Boots*; *Huck and Tom's Mississippi Adventures*; *The Wind in the Willows*; *The Wonderful Galaxy of Oz*; *The Adventures of Scamper*; *Pegasus*; *Don Dracula*; *Goshu the Celist*; *The Life of Confucius*; *Thalian Space Wars*; *Space Quest for F-01*. Manga style animation features—*Great Conquest: The Romance of Three Kingdoms*; *Eight Man After*; *Babel II*; *Planet Capricorn*; *Jun & Sarah*; *8 Man*
- Envoy Prods.** 1150
2185 Hampton Ave.
St. Louis, MO 63139
- ESPN** 431
605 Third Ave.
New York, NY 10158
Website: espnet.sportszone.com
Staff: Steve Bornstein, David Zucker, Jacques Kremer, Richard Lefler, Richard Stone, Tim Bunnell, Michelle Markides, Alessandra Durstine, Marco Maddaloni, Ronni Faust, Marc Krigsman, John Cmpagna, Mark Quenzel, Sandy Brown, Mike Fox, Terry Sekel, Minard Hamilton. **Programs:** *Summer X-Games*; *MLS-Major League Soccer*; *Cart*; *Triple Crown*
- Etcetera C.A.** 1835
10458 NW 31st Terr.
Miami, FL 33172
- Eurocine** 725
33, avenue des Champs-Elysees
Paris 75008, France
33 1 42 25 64 92
Staff: Daniel Lesoeur, Ilona Kunesova, Thomas Lesoeur. **Programs:** *Masquerade: It's Good to Be a Duke**; *The Princess from the Pond**; *The Sixth Hypothesis**; feature films (over 100); family films; soft erotic; classics; documentaries; multimedia products, including games on CD-ROM
- Europe Images** 1001
28, rue Francois Ier
Paris 75008, Paris
- EVA Entertainment** 2356
Studio 8, 125 Moore Park Rd.
London, SW6 4PS England
+44-171-371-5958
Staff: Steve Walsh, Chantal Keast, Genevieve Dexter. **Programs:** *Billy the Cat*; *Little Hippo*; *Pond Life*; *Romuald the Reindeer*; *Nature Knows Best II*
- Evergreen Entertainment** 2520
Aldebaran 548
San Juan, 00920 PR
- Evergreen Releasing Ltd.** 831
194 Sherbourne St., Ste 1
Toronto, ON, M5A 2R7 Canada
(416) 364-5435
Staff: Dean Oros, Kevin DeWalt, Victor Solnickil. **Programs:** *Eli's Lesson*. Miniseries—*The Lost Daughter**. Children's—*On My Mind**; *Brenda's Room**; *Incredible Story*. TV movie—*Lyddie*. Teen documentary—*There and Back**
- Ex-Libris Video** 1440
c/Rosello 17 1er-1a,
Barcelona, 08029 Spain
+34-3-410-0556
Staff: Agnes G. Gaya. **Programs:** Audiovisual English course; Video English
- Expand Images** 1001
85, rue Escudier
Boulogne, 92107 France
- Explore Int.** 1731
7 Stratton St.
London, W1X 5FD England
- Extra Extra Show Daily** RM3
- Eyemark Entertainment** 2199
10877 Wilshire Blvd.
Los Angeles, CA 90024
(310) 446-6000
Staff: Ed Wilson, Bob Cook, Marvin Shirley, Barry Wallach, Sid Beighley, Nancy Cook, Peter S.P. Gimber, John Holdridge, Sean O'Boyle, Peter Preis, Brian Fleming, Gerald Noonan, Jonas DeVita, Kevin O'Donnell, Steve Paul, Kathleen Polett, Brian Wexler, Robb Dalton, Jim Dauphinee, Jon Hookstratten, Owen Simon, Nancy Widmann, Sam A. Cue, Suni Deskin, Peggy Filis-Burkhardt, Bob Finkel, Mary Beth McAdaragh, Andi Sporkin, Elaine Bauer, Shannon Clark, Jeff Gillete, Pamela Littky. **Programs:** *Martha Stewart Living (strip)**; *The Gayle King Show**; *Psi Factor: Chronicles of the Paranormal*; *Martha Stewart Living (weekly)*; *Bob Vila's Home Again*; *Extremists*; *The George Michael Sports Machine*; *News for Kids*; *Haven*; *Discovery's Animal Planet Presents (Treasury IV)*; *Touched by an Angel*; *Dave's World*; *Caroline in the City*; *Early Edition*; *Promised Land*; *Everybody Loves Raymond*
- Eyemark Media Sales** 2199
51 W. 52nd St., 14th fl.
New York, NY 10019
(212) 975-4400
Staff: Dan Cosgrove, Liz Koman, Patricia Brown, Stephen Parker, Scott Collins, Casey Donahue, Norma Taylor. **Programs:** *Psi Factor: Chronicles of the Paranormal*; *Prevention's Body Sense*; *Bob Vila's Home Again*; *Coast Guard*; *High Tide*; *Could It Be a Miracle**; *Flipper*; *The George Michael Sports Machine*; *Extremists*; *Discovery's Animal Planet Presents**; *The Gayle King Show**; *Hallmark Entertainment Presents*, *Kinnevik Movie Package*; *Marquee VII*. Children's series: *Richie Rich*; *Chucklewood Critters**; *WMAC Masters**; *Popular Mechanics for Kids**; *Oscar's Orchestra**; *Enchanted Tales**; *Mr. Men**; *Zooing**
- Eyemark Video Services** 2199
10877 Wilshire Blvd.
Los Angeles, CA 90024
(310) 446-6000
Staff: George Kieffer, Lee Salas
Products: syndication distribution services, international standards conversion and videotape/videocassette duplication, satellite transmission services, C-band and Ku-band uplink/downlink, satellite space segment, fiber services
- FACE Broadcast Prods.** 971
3921 W. Magnolia Blvd.
Burbank, CA 91505
Staff: Jamie Tullo-Malvin, Ronald E. Malvin, Marcy J. Cannon. **Program:** *Totally Cool Business News**
- Fapae** 1440
C/Caidos de la Division
Azul 1 Oficina 3
Madrid, 28016 Spain
- Fase Productions** 42
4801 Wilshire Blvd.
Los Angeles, CA 90010
- Fashion Video Magazine** 1075
P.O. Box 112695
Carrollton, TX 75011-2695
- Film Crew Productions** 943
- Filmoption International** 1331A
3401 St. Antoine
Westmount, PQ, H3Z 1X1 Canada
(514) 931-6180
e-mail: filmopt@total.net
Staff: Maryse Rouillard, Lizanne Rouillard, Muriel Rosilio. **Programs:** *Earthwatch**; *The Dolphin: Born Wild**; *Encounters with Whales of the St. Lawrence**; *Banff National Park**; *Wild Encounters**; *Treasures of the Wild**; *Paul McCartney's Musical Ways*; *South Pole*; *Blind Faith: A Requiem for Revolution*; *Power: One River, Two Nations*; *Empty Net*; *Our Hiroshima*
- Films for the Humanities & Sciences** 2300
P.O. Box 2053
Princeton, NJ 08543-2053
(609) 275-1400
Staff: Kevin McAilley, Frank Batavick, Geoff Foster. **Products:** Educational videos, videodiscs, CD-ROM programs
- Florida Film Commission** 289
200 E. Las Olas Blvd., #1850
Fort Lauderdale, FL 33301
- Florio Ent.** 2553
Forefront Prods. 1146
#700 402 W. Pender St.
Vancouver, BC, V6B 1T6
Canada
- Foundation Telecom. Inc.** 1603
P.O. Box 1086m
Fort Washington, MD 20749
(301) 248-8490
e-mail: FT12EDU@aol.com
Staff: Gail C. Arnall, Steve Gaasch, David Moore, Dawn Snedden, JoAnn Hawley. **Products:** MPEG2 digital equipment; uplink installation; consulting; network management
- Fox Lorber Associates** 2008
419 Park Ave. S.
New York, NY 10016
(212) 686-6777
Staff: Richard Lorber, Sheri Levine, Kerry Novick, Richard De Croce, Ed Galton. **Programs:** *Caught on Camera*; *Eccentrics with Leslie Nielsen*; *Moviemondo*; *Extravaganza*; *Fox Lorber Goes Wild*; *Strictly Supernatural*; *Deadly Duels*; *Man Eaters of Tsavo*; *Special Attractions*
- France 3** 1001
116, avenue du President
Kennedy
Paris 75790, France
- France Animation** 1001
51/63, rue Gaston Lauriau
Montreuil, 93100 France
- France TV Dist.** 1001
1, blvd. Victor
Paris, 75015 France
- Fred Wolf Films** NA
4222 W. Burbank Blvd.
Burbank, CA 91505
(818) 846-0611
Staff: Fred Wolf. **Programs:** *The Fantastic Voyages of Sinbad the Sailor**; *Dinobabies*; *Budgie the Little Helicopter*; *The New Adventures of Speed Racer*; *A Little Princess**; *Zorro**
- The Fremantle Corp.** 2645
660 Madison Ave.
New York, NY 10021
(212) 421-4530
Staff: Paul Talbot, Josh Braun, Julie Zulueta-Corbo, Dianbo Xie, Keith Talbot, Serge Karamanoukian. Canada (23 Lesmill Rd., Ste. 300, Don Mills, ON, Canada M3B 3P6)—Randy Zalken. England (Unit 2 Water Lane, Kentish Town Road, London NW1 8NZ, England)—Anthony Gruner, Veronique Heim. Australia (486 Pacific Highway, 2nd fl., St. Leonards, NSW 2065, Australia)—Richard Becker, Ian Hogg
Programs: Distribution outside the US—*3rd Rock from the Sun*; *Grace Under Fire*; *Baywatch—Series I-VII*; *Warriors of Wrestling*; *Candid Camera*; *The Campbells*; *The New Adventures of Black Beauty*; *You Bet Your Life*, *Starring Bill Cosby*; *The Galloping Gourmet*; *Little Orphan Annie and the Futuristic Fun Force*; *Fire Rescue*; *The Anti-Gravity Room*; *Crime in the USA*; *Whose Class Is It Anyway?*; *Blood upon the Snow (Russia's War)*; *Chinese Cuisine Seasoned with Laughter*; *Swiftly Seasoned*. Specials—*Little Orphan Annie's A Very Animated Christmas*; *Strong Against Crime*; *Baryshnikov's Nutcracker*; *All-Star Tribute Christmas Concert*; *Celebrity First Loves*; *A Word from Our Sponsor I, II, III*; *Rowan's and Martin's Laugh-in 25th Anniversary Special*; *The Kennedy Center Honors*; *Penn & Teller: Don't Try This at Home*; *The Tony Awards*; *American*
- Comedy Awards**. Daytime drama—*The City*. Television movies—*Cat on a Hot Tin Roof*; *Stillwatch*; *Strange Possessions of Mrs. Oliver*; *We Are the Children*; *Vanishing Act*; *The Last Days of Frank and Jesse James*; *Manhunt for Claude Dallas*; *On Fire*. Latin America, UK, China—TV movies—*Her Costly Affair*; *Keeping the Promise*; *My Mother's Ghost*; *Avalanche*; *Strange and Rich*; *Firing Squad*. Miniseries—*The Sound and the Silence (The Story of Alexander Graham Bell)* [not available for China]. Series—*PSI Factor: Chronicles of the Paranormal*; *The Adventures of Sinbad*; *My Life as a Dog*; *White Fang*. BRITE Catalogue, China only—*Prime Suspect*; *Jewel in the Crown*; *London's Burning*; *Poirot*; *Cracker*; *Band of Gold*; *Jeeves & Wooster*; *Coronation Street*; *Upstairs Downstairs*; *Good Guys*; *Private Eye Marlow*; *End of the Empire*; *Man and Music*, and more, totaling over 10,000 hours
- Fuji Creative Corp.** 1543B
Fuji-TV Bldg.
#2Y 1-16 Sumiyoshi-Cho,
Shinju-Ku Tokyo, 162 Japan
- Funimation Productions** 1912
- GA & A SRL** 725
Gaumont 1001 30,
avenue de Charles de Gaulle
Neuilly, 92200-France
(331) 46 43 21 34
Staff: Christian Charret, Marla Ginsburg, Marc du Pontavice, Christine Camdessus, Mickie Steinmann, Remi Jacquilin. **Programs:** *Jason and the Argonauts**; *The Magician**; *Outer Limits**; *Mylene**
- Gaylord Syndicom** 631
65 Music Square West
Nashville, TN 37203
(615) 327-0110
Staff: Jane Grams, Hal Buckley, Joyce Simmons. **Programs:** *Babe Winkelman's Good Fishing*; *Babe Winkelman's Outdoor Secrets*; *Phenomenal World*; *Explore*; *Faerie Tale Theatre*; *Tall Tales & Legends*; *Movies of the Week*. *Vignettes—Kids Care**; *Produce Tip of the Day: Johnny Lero*; *Women's Health**; *NASCAR Thrills & Spills**
- German Films & TV** 331
Tuerkenstrasse 93
Muenchen, 80799 Germany
- Global Entertainment Media** 2002
7720-B El Camino Real, Ste. 339
La Costa, CA 92009
- Global Music & Media** 2561
- Global Telemedia Inc.** 2543
One Dock St.
Stamford, CT 06902
(203) 425-2136
e-mail: gtigk@snet.com
Staff: Greg Kimmelman. **Programs:** *America the Beautiful*; *America's Cup of Land Yacht Racing**; *An Evening at the Improv**; *Bright Idea*; *Celebrity Chefs*; *Church Street Station*; *Cosmopolitan Men... The Making of the World's Sexiest Calendar**; *Up Close with America's Most Eligible Bachelors**; *Dining Around the Pacific Rim*; *The Discovery of Marilyn Monroe*; *The Donny and Marie Osmond Show*;

IMPROVE YOUR LINE-UP



Don't spend endless hours at this year's NATPE staking out programs that couldn't get arrested if they tried. If you're looking to nab a weekly first-run series with proven appeal across a variety of dayparts and demos, this is one line-up you should be caught on! In markets across the country, AMERICA'S DUMBEST CRIMINALS is making crime pay! Capture your most wanted viewers with the show that makes it cool to laugh at the bad guys.



*Emmett Kelly Jr.'s Circus; English as a Second Language; Extreme Sports Segments**; *Girl's Night Out**; *Hockey: Of Sports & Men; Iditasport Winter Ultra Race 1996**; *Improv Tonite**; *Inside Sport Fishing**; *Mom's Little Helper; Parent Power**; *Pope John Paul II's Speech to the United Nations and Visit 1995; The Prophet of Quality: W. Edwards Deming; Rock 'N' Roll Palace; Send Around the Song; This Day in History; Trucs of Trade; 100 Years of Hollywood; UFOs and Channeling, Starring Telly Savalas; UFOs and Paranormal Phenomena**; *Uncle Nick and the Magic Forest**; *Woman Watch*; Features package—Global 1 (6 titles)

Global Television Services 1501H
Advance House 101-109 105 Landborke Grove
London, N11 1PG England

Globo TV Network/Brazil 2164
Rua Pacheco Leao 256
Rio de Janeiro-RJ, 22460-030
Brazil

Globo Media S.A. 1439
Menendez Pidal 43
Madrid, 28036 Spain
+34-1-350-4390

Staff: Emilio Aragon, Jose Maria Trisarri, Daniel Ecija, Maria P. Aragon, Miguel A. Trisarri, Belen Sanchez. **Programs:** *Medico de Familia; Ana; Sin Complejos; Caiga Quien Caiga; Sin Ir Mas Lejos; Que Me Dices!; Esto Hay Que Verlo*

Goldcrest Films 1501
65-66 Dean St.
London, W1V 6PL England
+44 171 437 8696

Staff: Alison Trumpy, Stephen Johnston, Steve Turney, Justine Leather. **Programs:** "Space Truckers"; "Driftwood"; "Name of the Rose"; "Room with a View"; "No Way Home"

Golden Books Ent. NA
850 Third Ave., 7th fl.
New York, NY 10022
(212) 583-4422

Staff: Eric Ellenbogen, Alexander Drosin, Ted S. Lehmann. **Programs:** *The Underdog Show; Greatest Sports Legends; Broadway Video Holiday Classics; Frosty Returns; Family Classics*

Golden Gate Productions 481
104 E. 40th St., Ste. 602
New York, NY 10016
(212) 972-2007

Website: www.ggp.com
Staff: Hillary Mandel, Bob Horowitz, Linda Lieberman, Greg Carroll, Sam Peck, Tom Kane, Corey Busch, Tom Newell, Franklin Lowe, Bob Dudelson, Rob Spence, Jennifer Lobo. **Programs:** *TV.COM**; *FIS World Downhill Tour**; *Strides to Glory**; *World Cup Skiing 1997*; *AVP Pro Beach Volleyball*; *Escape from Alcatraz Triathlon, NFL Pre-Season Special; College Football Preview; College Bowl Preview; A Year in Review: The Images of 1997; Joel Siegel's Road to the Academy Awards; Summer Celebrity Sports Invitational; Hawaiian Holiday Sports Spectacular*

Goldwyn Entertainment 931
Golfin Buddies/Myriad Entertainment 2618
324 Rochelle Rd., Ste. 102
Irving, TX 75062

GoodTimes Ent. Intl. Lounge
16 E. 40th St.

New York, NY 10016
Staff: Andy Greenberg, Seth Wilenson, Catherine Branscome. **Programs:** *The Greatest Heroes and Legends of the Bible*; Animated Classics Library

Granit Film GmbH 331
Bayerisches Filmzentrum
Bavariafilmplatz 7
Geiseltal, D-82031 Germany
(011) 49 89 64 98 11 21
Staff: Karl-Wilhelm Schmidt. **Programs:** *Casanova: The Secret of His Success**; *Children of the World**; *Prinzenbad**

GRB Entertainment 1921
12001 Ventura Pl., Ste. 600
Studio City, CA 91604
(818) 753-3400

Staff: Gary R. Benz, Paula Hawes, Ute Cichocki, Reed Shelly, Michael Branton, Debby Levin. **Programs:** *Hollywood's Greatest Stunts; Seatek; World of Wonder; Movie Magic; Live! The World's Most Dangerous Stunts Parts I, II, III, IV; What Went Wrong?**; *Storm Warning!**; *Incredible Frontiers!; Kaboom!; Mind and Body; Medical Miracles; Amazing Weapons; Mechanical Marvels; Secrets and Scandals. Specials—Kham: Lost Warrior Kingdom**; *Ultimate Wheels**; *Masters of Illusion: The Wizards of Special Effects; The World's Most Dangerous Stunts; The Ultimate Stuntman: A Tribute to Dar Robinson; The World's Greatest Stunts: A Tribute to Hollywood Stuntmen. Documentaries—Descent into the Black Hole: An Extreme Caving Adventure. Packages—The Warren Miller Entertainment Library; Snowboarding; Surfing*

Great Chefs Television 630
P.O. Box 56757
New Orleans, LA 70156-6757
(504) 943-4343

Staff: John Shoup, Frank Liebert, Linda Nix, Cybil Curtis. **Programs:** *Great Chefs of the Caribbean; Great Chefs of Hawaii; Great Chefs: Great Cities; Great Chefs of the East; Great Chefs: The Louisiana New Garde; Great Chefs of the West; Great Chefs of New Orleans; Great Chefs of San Francisco; Great Chefs of Chicago; Great Chefs: Appetizers; Great Chefs: Desserts; Great Chefs: Halloween Treat; Oriental Obsessions; Mexican Madness; Great Chefs: The Women; Chocolate Passion; Chocolate Edition; Seafood Sampler; New Orleans Jazz Brunch; Great American Inns; Great South BBQ; Great Outdoor Cooking; Great Chefs, Great BBQ; Down Home Cooking; Great French Feast; Southwest Thanksgiving Feast; International Holiday Table; Great Chefs Cook American; Great Chefs Cook Italian; Great Chefs of the South. Jazz programs—New York Jazz Quartet: Live in New Orleans; Irma Thomas: Live in New Orleans; Ellis Marsalis and New Generation; Stephane Grappelli in New Orleans; Toots Thielemans in New Orleans; Les McCann in New Orleans; Don Menza in New Orleans; Ellyn Rucker in New Orleans; Charlie Byrd in New Orleans; Jack Sheldon in New Orleans; The Dukes of Dixieland and Friends; A Salute to Jelly Roll Morton; Woody Remembered; Ernestine Anderson in New Orleans; Woodchoppers Ball*

Great North Releasing 2301

11523 100 Ave., #012
Edmonton, AB, T5K 0J8
Canada

Green Communications 865

3407 W. Olive Ave.
Burbank, CA 91505
(818) 557-0050
e-mail: mgmt@greenfilms.com
Website: www.greenfilms.com
Staff: Talaat Captan, Marion Captan. **Programs:** *Living in Peril; Space Marines; Louisiana; Blood of Others; Digital Man; Apex; Prototype; The Willies; Liars Club*

Groupe Pixcom 1331A
755 E. Rene-Levesque, Ste. 102
Montreal, PQ, H2K 4P6 Canada



Hallmark Entertainment 2331
1325 Ave. of the Americas, 21st fl.,
New York, NY 10019
(212) 977-9001

Staff: Robert Halmi Jr., Peter Von Gal, Joel Denton, Erik Pack, Bonnie Low, Steve Hewitt, Denise Shapiro, K.C. Schulberg. **Hallmark Entertainment Network—George Stein, Martha Strauss, Charles Morgan, Marilyn Saint-Veltri, Tom Riffel. Hallmark Home Entertainment—Steve Beeks, Glenn Ross, Sara Lewis. Programs:** *Captain Simian & The Space Monkeys. Made-for-TV movies/miniseries—Homer's Odyssey**; *In Cold Blood**; *Mandela and DeKlerk**; *20,000 Leagues Under the Sea**; *Titanic**; *Undue Influence**; *A Step Toward Tomorrow**; *Robin Cook's Lethal Invasion**; *The Apocalypse Watch**; *Bad Baby**

Hamdon Entertainment 720
12711 Ventura Blvd., Ste. 300
Studio City, CA 91604
(818) 753-6363

Staff: Kevin Morrison, Gary Goldberger, Michael J. Appleby, Kimberley Burke. **Programs:** *Made-for-TV movies—The Lottery**; *Indecent Seduction**; *Victim of the Haunt**; *Murder in a College Town**; *After the Silence**; *Here Comes the Son**; *Family Rescue; Race Against Time; In the Blink of an Eye; In the Line of Duty: Hunt for Justice; Unforgivable*

Harmony Gold 642
7655 Sunset Blvd.
Los Angeles, CA 90046
(213) 851-4900

Staff: Frank Agrama, Colleen Morris, Alan Letz, Elisa Abelleira, Joanne Hoffman. **Programs:** *Features/packages—Shaka Zulu; The Lost World; Return to the Lost World; American Strays. Animated—Robotech; Casshan: Robot Hunter. Documentaries—Masters of War; Hemingway in Cuba; Cannibals; Animals of Africa. Special—Fire Attack*

Hawthorne Communications 1135
300 N. 16th St.
Fairfield, IA 52556-2604

HD-Descler Prods. 831
3575 Blvd St.-Laurent, Ste. 760
Montreal, PQ, H2X 2T7 Canada
(514) 288-4483

Staff: Norma Denys, Jean-Guy White. **Programs:** *Little Star**; *Turtle Island**; *Mirob**; *Iris, the Happy Professor**; *The Adventures of Professor Iris**

Hearst Entertainment 661

235 E. 45th St.
New York, NY 10017
(212) 455-4000

Staff: Bruce L. Paisner, William E. Miller, Robert J. Corona, Steve Weiser, Bob Muhlman, Chad Lapp, Tom Devlin, Michael Doury, Jerry Diaz, Bill Jemas, Rick Karo, Stacey Valenza, Laurie Tritini, Gerald Bixenspan. **Domestic Programs:** *First-run—B. Smith with Style**; *Popular Mechanics for Kids**; *Hallmark Entertainment Presents**. **Animated—Flash Gordon*; *The Magical Adventures of Quasimodo**. **Features/packages—Marquee VII (14 titles). International: First-run—Rivals*; *Intimate Portraits**; *Short Story Cinema**; *Essence of Life**. **Specials—World's Greatest Magic III*; *Portraits of Courage**; *Politics & The Games**; *Smithsonian Expedition Specials**; *Lance Burton**; *Master Magician**; *The Hidden Secrets of Magic**. **Animation—Flash Gordon*; *The Magical Adventures of Quasimodo**. **Returning domestic product: Animated—Phantom 2040; All New Popeye; Original Popeye; Popeye & Son; Cool McCool; Beetle Bailey; Barney Google & Snuffy Smith; Crazy Kat. Off-network series—Original Blondie; Eerie, Indiana; Original Flash Gordon; Brewster Place. Features—Marquee VI; Real to Reel. Other—Hearst Reports; Time Capsules. International: Animated—The Legend of Prince Valiant; All New Popeye; Original Popeye; Phantom 2040; Popeye & Son; Animated Flash Gordon; Cool McCool; Beetle Bailey; Barney Google & Snuffy Smith; Crazy Kat; Defenders of the Earth; G-Force; Adventures of the Galaxy Rangers. Specials—(Betty Boop, Beetle Bailey, Hagar, Blondie). Series—Eerie, Indiana; In the Name of Love; The Veronica Clare Collection; Original Blondie; Original Flash Gordon; Perspective on Greatness; Brewster Place; What Happened? Specials—Harley Davidson: The American Motorcycle; Made in the USA; Fantasies of the Stars; World's Greatest Magic; World's Greatest Magic II; Houdini: Unlocking His Secrets. Other—Creature Features; Hearst Reports; Hearst Magazine Videos; Chronicle; Time Capsule**********

Henninger Media Development 2008
2601-A Wilson Blvd.
Arlington, VA 22201
(703) 243-3444

e-mail: Schupak1@AOL.com
Web site: www.henninger.com
Staff: Steven Schupak; Brian Kelly. **Programs:** *Documentaries—Secrets of the Warrior's Power; In the Grip of Evil; Exorcism: Dealings in the Darkside; Space Tech: From Science Fiction to Fact; Legends of the Lens: The Stories Behind the World's Greatest Photographs; The Invisible War; Loners on Wheels; Birds Like Us; Famili Di Potere (The Families of Power); Situation Critical: The Supercarrier U.S.S. Forrestal; Tricking the Chief: Food for Thought; Castles of Worship; Great Explorers; Whale Hunt: The Inupiat of Little Diomed; Digital Zone; Beyond the Wall; Top Gun: The World's Most Famous Fighter Pilot Academy. Children's—Creature Club; Blue Sky City; Adventures of My Uncle Bill: Big Boats, L'il Boats. Game shows—Ping Pong; Newsbreakers. Self-help—Shim Shin Key; The Modern Man's Guide to Fatherhood. Drama—The Human*

Factor. Entertainment—Ernest Borgnine on Tour; Cable TV: The First 50 Years and Beyond; Grub; Final Call: Classic Sports Controversy

Hermes Film GmbH 331

Kaiserplatz 7
Munchen, D-80803 Germany
(011) 49 89 39 43 68
Staff: Angelika Weber. **Programs:** *Au Pair**; *The Art of Healing: The Art of Living**; *Marie Ward**; *Alessandro Manzoni: The Known Unknown**; *Altar Boys**

High Point Films & TV Ltd. 501A

25 Elizabeth Mews
London, NW3 4UH England
+44-171-586-3686
Staff: Carey FitzGerald, Ronald de Neef, Julie Murphy, Sital Haria. **Programs:** *Canary Wharf**; *Deadly Fortune**; *Out There**; *The Flavors of South America**; *An Australian Odyssey**. **Documentaries—O.J. Simpson: Beating the Rap*; *Scopophilia: Undressing the Adult Entertainment Industry**. **Fillers—Topless Darts*; *Handy Hunks******

HIT Entertainment PLC 1231

13-16 Jacobs Well Mews
London, WIH 5DD England
+44-171-224-1717

Website: www.hitentertainment.com
Staff: Peter Orton, Charles Caminada, Henrietta Hurford-Jones, Dorian Langdon, Sue Holbrook, Sean Quigley. **Programs:** *Brambly Hedge; The Underdog Show; Worlds of Art; Wild Horizons 2; A Lemurs Tale; Animal Cannibals; Professor Bubble; Postman Pat, Series 2*

Holigan Group Ltd. 1761

14860 Montfort S-240
Dallas, TX 75240
(972) 386-0991
Website: www.YourNewHouse.com
Staff: Michael Holigan, Al Carrell, Steve Kirk, J.C. Whitted. **Programs:** *Your New House; About the House*

The Hollywood Reporter 2565

Hollywood Showcase 2020
11661 San Vicente Blvd.,
Ste. 500
Los Angeles, CA 90049

Home Improvement TV Network 1309B

3441 Baker St.
San Diego, CA 92117
(619) 273-0572
Staff: Bruce Lamb, Larry Brewer. **Programs:** *American Home Repair** (also mini PPV); classes on ceramic tile, wall coverings and more

Thomas Horton Assoc. 1070

2020 Alameda Padre Serre, Ste. 223
Santa Barbara, CA 93103
(805) 963-3577
e-mail: THA@sharktv.com
Web site: www.sharktv.com
Staff: Thomas F. Horton; Jean H. Garner; Kevin L. Rose. **Programs:** *The Shark Files; Dive Explore**; *H3O: The Series; The Adventures of the Little Prince; Shreddin' H2O; Miss Moscow; Shadows in the Forest; Mutual of Omaha's Wild Kingdom; Code Red**; *Spirit of Adventure*

Horizon Quebec 1331A

740 St. Maurice, Ste. 201
Montreal, PQ, H3C 1L5 Canada

HRP 1703

805 Third Ave.



WORLDVISION
ENTERPRISES, INC.
A SUBSIDIARY OF
SPELLING ENTERTAINMENT GROUP INC.

The Choice of a Generation



New York, NY 10022
(212) 756-3600
Staff: John McMorrow, Jody Heckler, Lisa Stabiner, Peter Ryan, Murray Berkowitz, Ken Gelb, Joel Gutman, Maury Wind, Tracey Tynan, Charlie Lizzo, Michael Schwartz.
Service: Television representative



I Chat 2690

ICE (International Creative Exchange) 426

3575 Cahuenga Blvd. W., Ste. 475
Hollywood, CA 90068
(213) 850-8080
e-mail:
71224.1037@compuser.com
Staff: Olivier de Courson, Phill Catherall. **Programs:** *Faraway People**; *Thalassa**; *Little Heroes**; *Japanese War Crimes and Trials**; *Murder Under the Sun**; *Winslow, the Christmas Bear**; *Thomas Jefferson: A View from the Mountain**; *The Message*; *Nightmaster*; *Meditation: The Art of Ecstasy*; *Global Gourmet*; *Sizzlin' Hot Country*; *The Invisible Man*; *Decoy*

Icex-Spanish Institute for Foreign Trade 1435/1436

Paseo de la Castellana 14
Madrid, 28046 Spain
+34-1-349-63-38
Staff: Fabia Buenaventura, Paz Alvarez Puig. **Services:** Represents 14 companies, 2 associations at NATPE

ICTV 1001

Iguana Productions 144

IHN Awareness 990

Imagen Satelital 660
A.V. Melian 2752
Buenos Aires, 1430 Argentina

Imavision 21 1331A

40-12 Cote Vertu Blvd.
St-Laurent, PQ, H4R 1V4
Canada

IMC International 1501MM

23A Cornhill Marketplace
Banbury Oxfordshire,
OX16 8NG England

INA 1001

4, avenue de L'Europe
Bry-Sur-Marne
Cedex, 94366 France

Independent Television Network 051

747 Third Ave.
New York, NY 10017
(212) 572-9200

Staff: Tim Connors, Dan Costarene, Jack Deitchman, Jerry Kelly, Larry Tompkins, Martin Waters. **Products:** Strategic Syndication Computer Systems; Daypart and Program Network; Custom Demographic and Program Network; Strategic Kid Networks

INI Entertainment 2530

11845 Olympic Blvd., Ste. 1145
Los Angeles, CA 90064

Inside Soccer Productions 2628

7019 Woodstone Pl.
West Hills, CA 91307

Instituto Mexicano de Cinematografia 941

Tepic 40
Mexico DF 06760 Mexico

Intel Enterprises 879

2801 S.W. Third Ave.
Miami, FL 33129

Interactive Channel 2646

Interactive Television Ent. 261

Jagtev 157
Copenhagen, DK-2200 Denmark
45 35 82 82 99
e-mail: ite@ite.dk

Staff: Ivan Solvason, Klaus Aamann, Eva Zalve, Carlos Zalve, Jorgen Hoffmeister. **Programs:** *Throat & Neck in Sheepheaven*; *Hugo*; *Hugo & Bonker*; *Crazy Cartoon Soccer*. **Products:** Animation Mask System; Instant Response System; Studio Control Module

Intermedia Games Ltd. 384

Wylam Wharf, Low St.
Sonderland, UK
+44-191-564-2255
e-mail:

info@intermedia-games.co.uk
Staff: P.J. Cronin, A. Cronin, K. Smiles, S. Mosey. **Products:** Interactive media games

Intermedia TV SL 1440

Calle Oquendo 18,
Madrid, 28006 Spain
+34-1-564-7471

Staff: Rafael Sainz de Rozas, Fernando Sainz de Rozas

International Broadcast Network 2246

Camino Ramon
San Ramon, CA 94583
(510) 866-1344

Staff: Kimberley Thomas, Germaine Deagan. **Programs:** *The Spirit Within**; *The Power and the Glory**; *Great Splendors of the World*; *Great Wonders of the World**; *Lonely Planet*; *Islands of the Pacific/Islands of Australia*; *One Second Before Sunrise*; *Carrier's Caribbean*

International Licensing Partners 1560B

1025 N. Woodland Blvd.
Deland, FL 32721

International Teleproduction Society 2525

Interpannonia Film 2245
Gyarmat Utca 36
Budapest, H-1145 Hungary

Intersound Inc. 642

8746 Sunset Blvd.
Los Angeles, CA 90069
(310) 652-3741

e-mail: admin@wedubem.com
Staff: Kent Harrison, Garry Morris. **Service:** Language dubbing services in over 40 languages

Intersport Television 561B

414 Orleans Plaza, Ste. 600
Chicago, IL 60601

Intraroyal 638

4854A S.W. 72nd Ave.
Miami, FL 33155

Ironstar Communications 65

Heward Ave., Ste. 202
Toronto, ON, M4M 2T5 Canada
(416) 466-2522

e-mail: ironstar@inforam.net

Staff: Derek McCillivray. **Programs:** *A Passion for Prairie (Wind, Grass and Sky)**; *The Jesus Trial*; *Wonder Why*; *Everyday Workout*; *The Light Gourmet*

ITC Entertainment Group 2180

9100 Wilshire Blvd., 600
West Beverly Hills, CA 90212
(310) 724-8100

Staff: Jules Haimovitz, John Huncke, Mike Novelly, Matt Cooperstein, John Campagnolo, Bill

Behrens, Joseph Sangillo, David Bullhack, Philip Dumas, Les Haber, Stephen Gelber, Kelley Reynolds, Lori Shackel, Lesley Hollenberg, Jyll Gartin. **Programs:** First-run series—*Beach Patrol*; *Motorweek*. Features/packages—Showcase 12 (15); Movie of the Month Network VI (12); Action 11 (12); ITC Mini-Gold 1 (3); Volume X (31); Entertainment Volume Eight (18); Entertainment Volume Seven (16); Entertainment Volume Six (16); Entertainment Volume Five (16); Entertainment Volume Four (15); Entertainment Volume Three (15); Entertainment Volume Two (14); Entertainment Volume One (14); Cinema 12 (12); Super Space Theater (13); Hammer House of Horror (6); Thriller (43). Series—*Thunderbirds*; *Captain Scarlet*; *Joe 90*; *Thunderbirds: 2086*; *Fireball XL-5*; *Supercar*; *Space Age Odyssey*; *The Prisoner*; *Secret Agent*; *The Saint*; *Return of the Saint*; *Edward the King*; *When Havoc Struck*; *Let Them Live*; *The Protectors*; *My Partner, the Ghost*; *Department S*; *The Persuaders*; *The Adventurer*; *The Baron*; *Man in a Suitcase*; *Fury*. Miniseries—*Tycoon: The Story of a Woman*; *Second Chances*; *When Love Kills*; *Touch & Die*; *Night of the Fox*; *People Like Us*; *Poor Little Rich Girl*; *At Mother's Request*; *Robbery Under Arms*; *Billionaire Boy's Club*; *Sidney Sheldon's Windmill of the Gods*; *Jesus of Nazareth*; *Onassis*; *A Dangerous Life*; *Moses the Lawgiver*. Specials—*The Very Special Seven*, including *The Julie Andrews Christmas Specials*; *Julie & Dick in Covent Garden*; *Julie My Favorite Things*; *Our Love Is Here to Stay*; *James Paul McCartney*

Istel 1720

48 Leicester Sq.
London, WC2H 7FB England
(0171) 491 1441

Staff: Andrew Macbean, Chris Fletcher, Joe Kennedy, Glen Hansen. **Programs:** Documentaries—*Hollywood Sex*; *The Coming Plague*. Drama—*Wycliffe*. Children's—*Feed Your Mind*. Natural history—*The Last Phantom: The Secret of the Wolverine*; *Heart of Dolomites*; *The Killer Cats*

Ivanhoe Broadcasting News 1544B

401 S. Rosalind Ave.
Orlando, FL 32801
Website: www.ivanhoe.com

Staff: Marjorie Thomas, Bette Bonfleur, John Cherry, Chad Rose. **Programs:** *Today's Breakthroughs*; *Tomorrow's Cures*; *Prescription: Health*; *Crackdown on Crime*; *Smart Woman**



J & M Entertainment 1501LL

2 Dorset Sq.
London, NW1 6PU England
+44-171-723-6544

Staff: Tony Lytle, Claire Crean. **Programs:** "The Grotesque"; "A Boy Called Hate"; "Theodore Rex"; "The Buddy Factor"; "Homage"

Jams Productions Inc. 1063

1262 Don Mills Rd., Ste. 203
Toronto, ON, M3B 2W7 Canada
(416) 449-4844

e-mail: oschwarz@netcom.ca
Staff: Marion Schwarz, Susan Schwarz, Alan Schwarz. **Pro-**

grams: *Live on Campus**; *What's Cooking, Grandma!**; *A Special Touch of Laughter**; *The Bubbie Break*

Jane Balfour Films 1501

Burghley House, 35 Fortress Rd.
London, NW5 1AD England

Janson Associates 722

Plaza West, 88 Semmens Rd.
Harrington Park, NJ 07840
(201) 784-8488

Website: www.janson.com
e-mail: steve@janson.com;
cat@janson.com

Staff: Stephen Janson, Zara Janson, Catherine Johnsen. **Programs:** *A Million to One: The Story of Trivial Pursuit**; *After Sunset: The Life & Times of the Drive-In Theater**; *Hauntings Across America**; *Shirley MacLaine: Kicking Up Her Heels**; *Fred MacMurray: The Guy Next Door**; *Going to the Sun: A Creation Story of Waterton-Glacier International Peace Park**; *Fire and Ice**; *Of Boats and Brothers: The Yacht-building Herreshoffs**; *Passport to Adventure**; *Discover America: The National Parks**; *Life on Mars**; *Year of Fear**; *The Russian German War**; *The Lloyd Robertson Specials**. In production—*America in Space: The First Forty Years*; *Our Backyard: Eco-Tourism in the '90s*; *Beyond the Pavement*; *Waterways of the World*; *Yellowstone in Winter*; *Then They Came for Me: Intolerance in Modern Germany*

Jones Entertainment Group 131



Katherine O'Brien 364

Monte Libano #180
Mexico D.F., 11000 Mexico

Katz Television Group 131

125 W. 55th St.
New York, NY 10019
(212) 424-6000

Website: www.katz-media.com
e-mail: info@katz-media.com

Staff: Tom Olson, Jim Beloyianis, Lucille Luongo, Michael Hugger, Jack Higgins, Michael Raounas, Jay Friesel, Bruce Mello, Swain Weiner, Michael Spiesman, Bill Carroll, Ruth Lee-Leaycraft, Bill Hall, Jim Curtin, Greg Conklin, Lisa Holleander, Chickie Bucco, John Zaccario, Rob Rosenthal, Lisa Ballou, Regina Kitson, Ed Ziskind. **Service:** Rep firm/program consultant

Keller Entertainment Group 1902

14225 Ventura Blvd.
Sherman Oaks, CA 91423
(818) 881-4950

Staff: Cord Douglis, Max Keller, Laura Tunberg, Cecile Evrard. **Programs:** *Conan the Adventurer**; *The Sam Hill Chronicles**; *Grizzly Adams**; *Tarzan: The Epic Adventures, Year II*; *Acapulco Heat, Year III*

Kelly News & Entertainment 361

8075 W. Third St., Ste. 402
Los Angeles, CA 90048

Staff: Jon Kelly, Alan Winters, John Budkins, Ted Baker, Mary Markarian, Christina Twaddell, Alessia Piaggi, Bob Olson, Jewel McSwain. **Programs:** *Peer Pressure*; *Whose Class Is This Anyway*; *Rebecca's Garden*; *Save Our Streets*; *The West/In America*. **Marketing services:** "Where the News Comes

First" positioning campaign; station consulting

Kids Matter 897

445 S. 24th St.
West Billings, MT 59109

KidScreen Magazine 2062

366 Adelaide St. W., Ste. 500
Toronto ON, MSV IR9 Canada
(416) 408-2300

e-mail: faier@brunico.com
Staff: Jim Shenkman, Ken Faier, Mark Smyka, Kathy Hamill, Nicole London **Product:** Publication

Killer Tracks 2261

6534 Sunset Blvd.
Hollywood, CA 90028

King World International 2386

1700 Broadway
New York, NY 10019
(212) 315-4000

Staff: Fred Cohen, Ellen Politi, Steve Friedman, Greg Heim, Anne Darer. **Programs:** *The Reppies**; *Treasure Hunt**; *Storybook Squares**. Talk shows—*The Oprah Winfrey Show*; *Rolonda*. News magazines—*Inside Edition*; *American Journal*. Game shows/Formats—*Fotoplay*; *Poker Palace*; *Hollywood Squares*; *Wheel of Fortune*; *Jeopardy!*; *Dingbats*; *Gran Spree 500*. Specials—*Candid Camera's 50th Anniversary*; *The Grant*; *Barbara Walters 20th Anniversary Specials*. Telefilms—*There Are No Children Here*; *Overexposed*. Miniseries—*Lincoln*. Documentaries—*Break the Silence—Kids Against Child Abuse*; *Scared Silent*. Comedies—*Candid Camera*; *Little Rascals*; *Little Rascals Christmas Special*; *Rascal Dazzle*. Action—*Night Heat*. Classics—King World Classics (14 titles, including "Joan of Arc," "Under Capricorn"; *Sherlock Holmes Features*; *The Adventures of Smilin' Jack*; *The East Side Kids*; *The Lost Specials*; *Topper*; *Christmas in America*

King World Productions 2386

1700 Broadway, 33rd fl.
New York, NY 10019
(212) 315-4000

Staff: Roger King, Michael King, Diana King, Fred Cohen, Burl Hechtman, Andy Friendly, Jonathan Birkhahn, Moira Farrell, Robert King, Arthur R. Sando, Steven A. LoCascio, Donald Prijatel, Leonard S. Spilka, Robert V. Madden, Michael Speissbach. **Programs:** Game shows—*Wheel of Fortune*; *Jeopardy!* Magazine/ talk—*The Geraldo Rivera Show*; *Rolonda*. News/news services—*Inside Edition*; *American Journal*

Kinnevik Media Properties 2374

805 Third Ave., 8th fl.
New York, NY 10022
(212) 755-4742

e-mail: kmp@kmpmedia.com

Staff: Joseph E. Kovacs, Todd C. Jackson, Steve Nurkin, Almira Malyshev, Donna Tracey. **Programs:** Showcase Eight (8); Kinnevik Library—over 400 titles, including "Dirty Dancing," "Earth Girls Are Easy," "8 Million Ways to Die," "Rosencrantz & Guildenstern Are Dead," "The Long Walk Home," "Steel Dawn," "Dune," "Ragtime," "Heat," "Sidekicks," "Sword of Gideon," "The Wrath," "Split Decisions," "Eating Raoul," "Nowhere to Hide," "Russkies," "The Gate," "Halloween I & II," "Amityville & 3D," "Pelle the Conqueror." International series—*Sea Rescue*

Knowledge TV 1131

9697 E. Mineral Ave.
Englewood, CO 80112

Korean Animation 2320
40-316, 3-KA, Hankang-Ro,
Yongsan-Ku Seoul, Korea

Kristian Kuhn Filmproduktion 331

Krypton/Front Row 2529

KSS Inc. 2345

Kushner-Locke International 1062
11601 Wilshire Blvd., Ste. 2030
Los Angeles, CA 90025
(310) 445-1111

Website: www.kushner-locke.com
Staff: Donald Kushner, Peter Locke, Gregory Cascante, Marvina Anderson, Tannaz Anisi, Mevelyn Valladares. **Programs:** *Could It Be a Miracle?*; *Erotic Confessions*; *Gun*; *Mowgli*; *Unlikely Angel*; *Air America*; *Black Stallion*; *Echo*; *Jack Reed*; *Death and Vengeance*; *Mickey Spillane's Mike Hammer*



La Cinquieme 1001
10, rue Horace Vernet
Issy-les-Moulineaux, 92166 France

LAB CDI 1442

Lacey Entertainment 1061
1414 Ave. of the Americas
New York, NY 10019
(212) 754-5482
Staff: Brian Lacey. **Programs:** *America's Dumbest Criminals*; *Shelley T. Turtle Show*

Lain International 861

940 Lincoln Rd., Ste. 207
Miami Beach, FL 33139
(305) 532-7339
e-mail: jneri@ibm.net
Staff: Juli Neri, Maria Carolina Ladera, Feliciano Rubiera. **Programs:** *Beach Bash*; *Hollywood Hall of Fame*. Animation—*Sky Dancer*; *Dragon Flyz*; *Home to Rent*. Miniseries—*Alys the Broken Dream*; *Daisy*; *Death in the Family*. *Vignette*—*Tu Salud*. More than 130 feature films

Lakeshore International 2530
5555 Melrose Ave.
Swanson Bldg., 4th fl
Los Angeles, CA 90038

Lanyap 2690

Larry Harmon Pictures 2161
7080 Hollywood Blvd., Ste. 202
Hollywood, CA 90028

LDS Church 987

15 E. South Temple St.
Salt Lake City, UT 84150
e-mail: dgrussell@ch&.byu.edu
Programs: *Family Times*; *Center Street*

Leader Marketing 899
801 E. Trade St., 2nd fl.
Charlotte, NC 28202

Ledafilms 2582

Leo Productions 1001
126, avenue Victor Hugo
Boulogne, 92100 France

Les Films 2000
16 Bis, avenues des Champs-Elysees
Paris 75008, France

Les Films de la Perrine 1001
20, rue Saint Nicholas
Paris 75012, France

Les Films du Village 1001
24/26, rue des Prairies
Paris 75020, France

LESEA Broadcasting 2031
Link Entertainment 1501R
7 Baron's Gate
33-35 Rothschild Rd.
London, W4 5HT England

Litton Syndication 2420/ 2213
Middle St., 2nd fl.
Sullivan's Island, SC 29842
Staff: David Morgan, Tim Voit, Andrew Temple, Dale Snyder, Peter Sniderman, Nancy Smeltzer, Joe Bagnulo. **Programs:** *Jack Hanna's Animal Adventures*; *Dream Big*; *Cappelli & Co.* (with Hearst); *Know It Alls* (local and regional versions); *Inprint*; *Sports Bar*; *What's New Marty and Lou* (with Hearst)

Live Entertainment 381
15400 Sherman Way, Ste. 500 Van Nuys, CA 91406
(818) 778-3204
Staff: David Garber, Ann Dubinet, Mark Reinhart, John Ferro, Nancy Lund Screen, Kristin Blaser-Weisbein. **Programs:** *The Animated Adventures of Tom Sawyer*; *The Littlest Angel*; *Moonbase*; *Somebody Is Waiting*; *Phat Beach*; *Flash Gordon*; *Phantom 2040*; *Live Entertainment Library*

Living Edge Media Corp. 2121
Ridge Ln.
Santa Barbara, CA 93103
(805) 569-6210
Website: www.LivingEdge.com e-mail: lemco@GTE.NET
Staff: Robert Riechel, Kimberley Reeder, Michael Duerkson, Hadley Wood. **Programs:** *The Living Edge*; *The Question*; *Pay Dirt*

Locations Tasmania 947
64 Princess St.
Hobart, Tasmania, 7005 Australia

London Films 1501G
35 Davies St.
London, W1Y 1FN England

London Television Service 1501X
Hercules Rd. London, SE1 7DU England +44-171-261-8592
Staff: Jenny Ranson, David Faulkner, John Ridley. **Programs:** *Perspective*; *Perspective Plus*; *Inside Britain*; *My Britain*; *Profiles*; *In Good Company*; *UK Today*

Luckyworld Productions 5001EE
1 Garrick House, Carrington St.
London, W1Y 7LF England +171-629-8700
e-mail: 100436.3433@compuserve.com
Staff: Patrice Mazatavo, Peter Davies. **Programs:** *Italy in Your Kitchen*; *Little Nature Stories*; *Funny Shorts*; *Jugglers*; *Pantomine*; *Slapstick Weddings*; *Our World, Their World*; *Matisse*

LUNA 731
246 Fifth Ave., Ste. 311
New York, NY 10001
(212) 213-4100
Staff: Herbert Ortiz, John Perez, Deborah Larkin, Monica Garibay, Yolanda Prieto, Bolivar Nieto, Gerry Kzama, Mike Kzama, Chris Pepper, John Doran, Ernie Quinonez, Francisco Romero. **Programs:** Music/variety—*Hollywood Espectacular*; *Ritmo Latino*. *Desi Entertainment Awards*; *Bandazo Musical*; *Fiesta Grupera*; *No Confies en Nadie*; *Legends Hispanic Hall of Fame*. Children's—*Nubeluz*; *Treasure Search*. Sports—*Professional*

Winter League Baseball; *Boxeo Extravaganza*, *Lucha Libre/IPW, International Professional Wrestling*. Concerts—*Placido Domingo Sings to Mexico*; *Lola Beltran*; *Vicente Fernandez*; *Emanuel in Concert*; *Luis Miguel*; *Juan Gabriel*. Light entertainment—*Chef Pepin Cooking Show*, *Mexican Movie Block*



M.A. Kempner Inc. 732
11820 Fountain Side Cir.
Boynton Beach, FL 33437
Staff: Marvin A. Kempner. **Programs:** Features*; documentaries*; cartoons; music specials*; sports specials*

M.C. Stuart 732
88 Highett St.
Richmond, Victoria,
3121 Australia

M5 1001
5, rue Sebastien Mercier
Paris 75015, France

M6 Distribution 1001
16, cours Albert Ler
Paris 75008, France

Madison Green Entertainment Sales 1002
41 Madison Ave.
New York, NY 10010
(212) 213-4675
e-mail: www.amazin.com

Staff: George Baratta, Denise Harding, Marci Cohen. **Programs:** *Adventures of Sonic the Hedgehog*; *Extreme Ghostbusters*; *The Mask: The Animated Series*; *Dangerous Dinosaurs*. Weekend block—*Amazin' Adventures* (incl. *Captain Simian & The Space Monkeys*; *Street Sharks*; *Dangerous Dinosaurs*; *Pocket Dragon Adventures*). Specials—*Kids' Day Off*; *Toys "R" Us Family Theatre*

Malofilm Distribution 831
2221 Yonge St., Ste. 400
Toronto, ON, M4S 2B4 Canada
(416) 480-0453
Staff: Natalie Vinet, Loredana Cunti. **Programing:** Children's—*Turtle Island*; *The Adventures of Professor Iris*; *Mini Mighty Machines*; *Iris, the Happy Professor*; *The Interview*; *For the Moment*. Documentary—*Ballroom Dancing—Olympic Gold*; *The Plague Fighters: Anatomy of an Ebola Outbreak*; *Sex Cops (The Selling of Innocence)*; *Jesus in Russia*

Marathon International 2101
27, rue de la Faisanderie
Paris, 76116 France
(331) 44 34 68 00
Programs: Animation—*Mr. Men and Little Miss*; *Enigma*; *Kassai and Leuk*. Drama series—*Saint Tropez*; *The Challengers*; *Indaba*. Documentaries—*Mission Earth*; *About Jeanne Moreau*; *Kid Creole's Big Journey*; *It's a Wonderful Day*; *I Love My City*; *Born Winners*; *Smart*

Marcor International 231
1, avenue de GrandeBretagne
MC 98000, Monaco
+377-93-25 43 69
Staff: John Martinotti, Melissa Corken. **Program:** *The 1997 World Music Awards*

Marie Hoy Film & TV 1501W

1 A Mansfield Mews
London, W1M 9FJ England

Marina Prods. 1001
Place du Marche 13,
rue Madeleine Michelis
92200 Neuilly Sur Seine, France
(331) 464 02800
Staff: Claude Berthier, Thierry Berthier. **Programs:** *The Last Reservation*; *Princess of the Nile*; *Little Hippo*; *Mr. Men*

Maxagrid Int. 2562
3939 Belt Line Rd., Ste. 250
Dallas, TX 75244-2200

Maxima Film Corp. 988
P.O. Box 81589 1057 Steeles Ave.
West Toronto, ON, M2R 3X1 Canada

Media Entertainment 2204

Media Management 725

Media Park 725

Mediacast 2517
Viale Europa
48 Cologno Monzese
Milan, 20093 Italy

Medialab U.S. 2690
301 N. Canon Dr., Ste. 228
Beverly Hills, CA 90210

Mediamax International 1331A
3654 Henri Julien Ave.
Montreal, PQ, H2X 3H5 Canada
(514) 987-5971
E-mail: MISTMAX@CAM.ORG
Staff: Jean Guy Jacques, Annick DeVries, Michelle Stanford. **Programs:** *Investigating Tarzan*; *End of the World Act I*; *Italy in Your Kitchen*; *Journeys to the Unknown*; *Animals*; *Peter Aper & the Plane People*; *Stopwatch*; *Chicken Minute*; *A Cry from the Wild*; *The Resourcefuls*; *Jazz at Lion d'Or*; *Max the Cat*; *AIDS=Life*; *Gugging*; *Box Office*; *How Are You?*; *M'aimes Tu?*; *Lili from Begonia*; *Dreams of Africa*

Mediaset 2580
Viale Europe
48 Cologno Monzese
Milano, 20093 Italy

Mediatoon 725

Mediaventures Intl. 1240

Mega Ent. 1559C
160 W. 95th St.
New York, NY 10025

Megatrax Prod. Music 2280

MEGH Entertainment 1559C
160 W. 95th St., Ste. 1B
New York, NY 10025
(212) 678-4421
e-mail: 104032,116@compuserve.com
Staff: Ziv Sidi, Sharon Melamed, Natalia Viritch, Barbara Winsova. **Programs:** *The Unreal*; *Beyond the Horizon*; *Peter & Din*; *Bugg Off*, *Buzz Off*; *Detective Bogey*

Mel Giniger & Assoc. 2265
11110 Ohio Ave., Ste. 102
West Los Angeles, CA 90025

Metromedia Entertainment 931

MG/Perin Inc. 1965
21 E. 40th St.
New York, NY 10013
(212) 447-5600

Staff: Marvin Grieve, Richard Perin, Joe Mirabella. **Programs:** *Chucklewood*; *Mi Gente*; *Could It Be a Miracle*; *Coast Guard*; *Prevention's Bodysense*; *Super Bowl Record Book*; *The Extraordinary*; *Tribute to the Stooges*

MGM/UA Telecommunications Group RM19
2500 Broadway St.
Santa Monica, CA 90404
(310) 449-3034

Staff: Gary Marenzi, Bill Lee, Marcia Spielholz, Marilyn Slominski, Guy Petty, Jeffrey James, Christopher Ottinger, Mina Patel, Suzanne Rainey, Susan Silverman. International sales offices—Paris (25, rue de Marignan, Paris 75008, France)—Gilbert de Turenne, Patricia Jennings, Sylvie Lebosse, Carolyn Stalis, Francois Poirier, Finnolaf Jones, Mathilde Rottier. Sydney (United Artists, Level 19, AGL Center, 111 Pacific Coast Hwy., North Sydney NSW 2060, Australia)—Jim Hurlock. Santiago (c/o Representaciones de Television, SA, Providencia 929, P.H., Casilla 7-9, Santiago, Chile)—Osvaldo Barzelatto, Ernesto Lombardi. **Programs:** *All Dogs Go to Heaven: The Series*; *Fame L.A.*; *Stargate: SG1*; *Poltergeist: The Legacy*; *LAPD: On the Beat*; *The Outer Limits*; *In the Heat of the Night*; *The Young Riders*; *Thirtysomething*. TV movies—*Convict Cowboy*; *Sketch Artist II: Hands That See*; *The Set Up*; *The Silver Strand*; *The Escape*; *Escape Clause*; *Have You Seen My Son*; *The Limbic Region*; *Marshal Law*. Features—*All Dogs Go to Heaven 2*; *Bio-Dome*; *The Birdcage*; *Cutthroat Island*; *A Family Thing*; *The Fantasticks*; *Fled*; *Get Shorty*; *Hoodlum*; *It's My Party*; *Larger Than Life*; *Wild Bill*; *Goldeneye*; *Species*; *Hackers*; *Clive Barker's Lord of Illusions*; *Rob Roy*; *Tank Girl*; *Speechless*; *Blown Away*; *Getting Even with Dad*; *It Runs in the Family*; *Clean Slate*; *Fatal Instinct*; *Undercover Blues*; *Pocketful of Miracles* (Special Tribute); *MGM and United Artists Feature Library* (over 1,500 titles); *MGM Gold—Television Network for Asia*. Cartoons—*Pink Panther*; *The Ant and the Aardvark*; *Roland and Rattfink* and others

Michigan Films Int. 61
Ricardo Balbin Ave. 3311
Buenos Aires, 1430 Argentina

Midia 1440
Avda. Comandante Franco No. 28
Madrid, 28016 Spain

Midnite Express 726
925 W. Hyde Park Blvd.
Inglewood, CA 90302
(310) 330-2300

Staff: Christine Storey, Helen Jeremiah, Julie Hughes, Claudia Bodwell. **Service:** International and domestic air courier and airfreight; local and long-distance trucking; satellite and logistics support

Minotaur 1501B
17-19 Maddox St.
London, W1R 0DN England
+44-171-629-6789

Staff: Jane Lighting, Kathryn Rice, Emma Williams. **Programs:** Drama—*Citylife*; *Heartbreak High*; *The Ambassador*. Comedy—*Shark Bay*. Documentaries—*Going to Chelsea*; *Equinox*. Wildlife—*Nature on Track*. Animated—*The Fantastic Flying Journey*

MMT Sales 570
885 2nd Ave., 21st fl.
New York, NY 10017

Momentum Distribution 2199
606 N. Larchmont Blvd., Ste. 4A
Los Angeles, CA 90004
(213) 468-1220
Staff: Ray Donahue. **Programs:**



OVER 90%
CLEARED!
(AND COUNTING)

The hottest new show in daytime.

From executive producer

AARON SPELLING.



World Radio History



SUNSET BEACH

PREMIERING TODAY

Weekdays on NBC



Series—*Film Town U.S.A.*; *Haven*; *News for Kids*; *United Wrestling Federation*. Miniseries—*Octopus 1*; *Octopus 2*; *Octopus 3*; *Octopus 4*; *Octopus 5*. Comedy series—*The Red Green Show*. Features—*Children of Nature*; *Seasick*; *Final Night*; *Private Lives*; *Wallpaper*; *Magnus*. Children's films—*The Parrot Man*; *Musician's Choice*; *The New Opabinia*. Instructional/ human interest—*The Royal Horticulture Society Practical Guides*; *The Royal Horticulture Society*. Special Interest Programs. Documentaries—*Anatomy of a Chase*; *Aztec*; *Diamond of the Rockies*; *Erin's Life*; *Mystery of the Ancients*; *Return to Russia*; *Voices of Recovery*; *Yellowstone: Five Years After the Fire*; *You Be the Judge*; *Cradle of Sorrow*

Monarch Films Inc. 944
368 Danforth Ave.
Jersey City, NY 07305
(201) 451-3770
e-mail: monarch@mail.idt.net
Staff: Arthur Skopinsky. **Programs:** *Timothy Leary's Dead*; *Trinity and Beyond*; *Secrets of Alcatraz*; *Secrets of the Rock: Return to Alcatraz*; *Escapes from Alcatraz: The True Stories*; *Secrets of the Gold Rush*; *Secrets of the Wine Country*; *Twisted*

Mondo TV 2520
Via G. Gatti 8/
A 00161
Rome, Italy
39 6 86 32 32 93
Staff: Orlando Corradi, Ricky Corradi, Walter Sabatinelli. **Programs:** *Jungle Book*; *Columbus*; *Robin Hood*; *Snow White*; *Cinderella*; *Zorro*; *Simba*; *Jesus*; *Pocahontas*; *Great Book of Nature*; *Toy-Toons*; *Sandokan*; *Super Little Heroes*

Monte-Carlo TV Market 1335B
4, blvd. du Jardin Exotique
Monte Carlo, 98000 Monaco

Motion Pictures S.A. 1443
Diagonal 392-39 14
Barcelona, 08037 Spain
+34-3-459-39-30
Staff: Enrique Uveido, Tony Albert.
Programs: *Ivanhoe*; *Carland Cross*

Movicorp/Oasis TV 944
9887 Santa Monica Blvd.
Beverly Hills, CA 90212-1604
(310) 553-4300
Staff: Robert Schnitzer, Carol Crowe. **Programs:** Oasis TV library of over 200 "new age" programs; *Season of Change*; *Savage Land*; *Fatally Yours*; *Rebel*

MTM 1090
12700 Ventura Blvd., Ste. 200
Studio City, CA 91604
(818) 755-2400
Staff: Tony Thomopoulos, Chuck Larsen, Joe Weber, John Weber, John Buckholtz, Beth Kelley, Jeff McElheney, Steve Barbour, Lisa Woodcock, Cindy Augustine, Kevin Walsh, Michael Ogiens, Ken Markman, Donna Landau, Steve Leblang, Eden Mitchell, Patrice Nardone, Vivian Poutakoglou. **Programs:** *The Cape*; *America's Funniest Home Videos*; Broadcast Premiere Movie Package (8); *Dr. Quinn, Medicine Woman*; *Rescue 911*; *WKRP in Cincinnati*

MTM Advertiser Sales 1090
1133 Ave. of the Americas
New York, NY 10036
(212) 782-0676
Staff: Bob Dahill, Chris Monteferrante, Chris Bolte, Jim Harder, Brian

Janks, Rob Maffei, Nina Sesenko. **Programs:** *The Cape*; *Dr. Quinn, Medicine Woman*; *Jack Hanna's Animal Adventures*; *Your New House*; *Merv Griffin's New Year's Eve Special*

MTV Networks 961
1515 Broadway
New York, NY 10036
(212) 258-8000
Website: www.mtv.com
Staff: Van Toffler, Donald Silvey, Eduardo Braniff, Caroline Beaton, Eddie Dalva, Eduardo Broniff, Adeline Ferro, Christine Roman, Mike Aloisi, Helen Boehm, David Bushman, Dea Connick Perez, Jeffrey Dunn, Irene Fu, Jeffrey Gaspin, Caroline Grayburn, Douglas Grief, Mark Hagen, Albie Hecht, Crystal James, Florence Johnson, Larry Jones, Lisa Judson, Kevin Kay, Howard Litton, Valerie McCarthy, Tony Orsten, Kevin Parks, Piper Parry, John Partridge, Lou Pearce, Greg Ricca, Diane Robina, Dave Ryman, Hope Schwartz, Michael Spalding, Kerry Tatlock. Latin America—Taran Swan, Tom Hunter, Damaris Valero. **Programs:** *MTV—Aeon Flux*; *MTV Oddities "The Head"*; *MTV Oddities "The Maxx"*; *Beavis & Butt-head*; *Road Rules*; *Singled Out*; *The Real World I, II, III, IV, V*; *MTV Music Specials*; *The 1996 MTV Europe Music Awards*; *The 1996 MTV Video Music Awards*; *MTV Unplugged: George Michael*; *MTV Unplugged: Oasis*; *Idiot Savants*; *Liquid Television*; *Rodman '96 World Tour*; *Daria*; *Fashionably Loud*. Formats—Buzz Kill; Unfiltered; *Singled Out*; *Road Rules*; *Real World*. VH1—*The RuPaul Show*; *Emporio Armani: A Private Party, An Evening of Music and Style*; *The 1996 VH1 Fashion Awards*; *Storytellers*; *The 1996 VH1 Honors*; *Duets*; *The Midnight Special*

MTV Latin America 961
Staff: Tom Hunter, Damaris Valero, Nelson Benedico, Rita Herring, Adeline Ferro. **Programs:** *Conexion*; *Gustock*; *In Situ*; *Mastermix*; *MTV Afuera*; *MTV Clasico*; *Nacion Alternativa*; *Top 20 MTV*; *Top 10 US*; *XPO*. Specials—*Fashion MTV*; *Los Dividos*; *MTV Sports*; *Playa MTV*; *Rocangol Unplugged* specials

MuchMusic
(see ChumCity International)

Muller Media Inc. 2374
11 E. 47th St.
New York, NY 10017
(212) 317-0175
Staff: Robert B. Muller, Daniel E. Mulholland, Gregory Muller, Rosemarie Cirona. **Programs:** Feature packages—Prime Targets 3* (15 titles); *Smoke Screens 2** (12 titles); *Prime Targets I* (12 titles); *Prime Targets II* (15 titles); *Smoke Screens I* (10 titles); *Godzilla All Stars* (12 titles); *The Wild Ones* (10 titles); *Weapons* (6 titles)

Multi Media Prods. USA 2533
1001 Yamato Rd.
Boca Raton, FL 33431
(501) 988-9449
Staff: Thomas W. Clynes, J.D. Freedman, Vivian J. Hakala, John Barnett, Tony Interdonato. **Program:** *World Business Review*

Multimedia Group of Canada 831
5225 Berri St.
Montreal, PQ, H2J 2S4 Canada
(514) 273-4251

Staff: Jacques Bouchard, Sari Buk-sner, David Seeler. **Programs:** *Women: A True Story**; *Lobby**; *Emergency Call**; *Jasmine**; *Celestin**; *The Big Garage*; *Earth-scape*; *Lifestyle and Wildlife Libraries*; *Romance Forever*; *Just Kidding*; *Hemisphere South*

MVP Movie Vista Prods. 831
1788 W. Fifth Ave.
Vancouver, BC, V6J 1P2 Canada



Nashville Film Office 872
161 Fourth Ave. No.
Nashville, TN 37219
Staff: Vicki Ogleston. **Products:** Film/TV production location, relocation, recruitment

National Cellular Rentals 878
1915 Charlotte Ave., Ste. 220
Nashville, TN 37203
(615) 322-5365
Website: www.edge.net/ncrnash
e-mail: ncrnash@edge.net
Staff: Beth McNeely, Chris Turner, J.P. McNeely, Dana Holmes. **Products:** Wireless communication services rental: Cellular Phones*, Pagers*, Fax/Data Interface*

National Film Board of Canada 871
P.O. Box 6100 Station Centre Ville,
Montreal, PQ, H3C 3H5 Canada
(514) 283-9441
Website: www.nfb.ca
e-mail: l.e.williams@nfb.ca

Staff: Lynne Williams, Mary Jane Terrell, Anthony Kent. **Programs:** *Baseball Girls**; *Dashan: An Ambassador to China's Funny Bone**; *Forbidden Love**; *Lodola**; *Lost Garden: The Life & Cinema of Alice Guy-Blache**; *Love Taps**; *Mischa**; *Out: Stories of Lesbian & Gay Youth**; *Packing Heat**; *The Powder Room**; *Rape: A Crime of War**; *Seven Crows a Secret**; *Short, Animated, Canadian**; *You Won't Need Running Shoes*; *Darling**; *You Can't Beat a Woman**; *Wanted! Doctor on Horseback**

NATPE 2690
2425 W. Olympic Blvd., Ste. 550E
Santa Monica, CA 90404

NATPE's Animation/Special Effects 2347
2425 W. Olympic Blvd., Ste. 550E
Santa Monica, CA 90404

NBC Enterprises 2131
30 Rockefeller Plaza
New York, NY 10112
(212) 664-3546
Staff: John Agoglia, Sergio Getzel, Matthew Ody, Rhonda Troutman. **Programs:** *Profiler**; *Mr. Rhodes**; *Murder Live**; *Class Reunion**; *Sweet Dreams**; *Night Visitors**; *The Secret She Carried**

NBD Television Ltd. 1501V
Units 1 & 2
Royalty Studios
105 Lancaster Rd.
London, W11 1QF England
+44-171-243-3646

Staff: Nicky Davies Williams, Maro Korkou, Carolyn Coe. **Programs:** *The Paranormal World of Paul McKenna, Series II**; *Island Series II**; *Elvis Presley: The Alternative Aloha Concert**; *In the Dark**; *Clive Anderson All Talk**

NDR International 331
Rutersbarg 46

Hamburg, D-22529 Germany

Nelvana Ent. 831
32 Atlantic Ave.
Toronto, ON M6K 1X8 Canada
(416) 588-5571
Staff: Michael Hirsh, Toper Taylor, Tara Polacik, Rodrigo Piza. **Programs:** *Donkey Kong Country**; *Robin**; *Stickin' Around**; *Blazing Dragons**; *Jake & The Kid**; *Little Bear**; *Attack of the Killer B Movies**; *Nancy Drew**; *The Hardy Boys**

Network Enterprises 966
4550 Montgomery Ave., #647
Bethesda, MD 20814

Network Music Inc. 1538B
15150 Ave. of Science
San Diego, CA 92128
(619) 451-6400
E-mail: feedback@networkmusic.com
Website: www.networkmusic.com
Staff: Ken Berkowitz, Evelyn Angotta, Mary Kay Bates, Marke Foxworthy. **Products:** Production Music Library; Sound Effects Library; Production Elements Library; Presentation Audio CD-ROM

Network One 2020
21111 Erwin St.
Woodland Hills, CA 91367
(818) 704 5154
Staff: Chandos Mahon, Mark Zutz, Jeff Weissner, Monique Nalbandian, Gary Eisenberg, Michael Fahn, Jesse Weatherby. **Programs:** *Wall Street News Network*; *At Home...USA*; *Webwired*; *N1 Presents the Crime Channel*; *The Downey Show*; *Executive Forum*; *Super Sports Follies*; *World of Business*

New Films International 1545A
928 Broadway, Ste. 600
New York, NY 10010

New Line Television 1261
888 Seventh Ave.
New York, NY 10106
(212) 649-4900

Staff: Robert Shaye, Michael Lynne, Robert Friedman, Diane Keating, David Spiegelman, Rolf Mittwoch, Vicky Gregorian, Dennis Boyle, Michael Murashko, Janet Bass, Chris Russo, Christine Manna, Kat Stein, Lehel Reeves, Josh Green, Sasha Emerson, Laura Armstrong. **Programs:** *Court TV: Inside America's Courts*; *Court-TV: The System*; *Nancy Drew/ Hardy Boys Mysteries*; *The Mask Animated Series*; *Justice This Week*. Features/ packages—Big Ticket* (14 titles, including "Monkey Trouble" and "Lawnmower Man II"); *Pow-erline* (12 titles, including "Menace II Society" and "Deep Cover"); *New Line Five** (19 titles, including "Rumble in the Bronx" and "Bed of Roses")

New Orleans Film & Video Commission 2606

New Orleans Vignettes 126
2223 Magazine St.
New Orleans, LA 70130

New Visions Syndication 1317B
P.O. Box 599
Aspen, CO 81612
(970) 925-2640

Staff: Jack Brendlinger, Carolyn Pickton, Rodney Jacobs, Kayla Hoffman, Klaus Lehmann, Pamela A. Mazuy. **Programs:** *Las Vegas on Ice**; *Automobile Racing: The Second Century**; *The 1996 Iditarod**; *Travelin' On: the Panoramic West**; *The Acquired Art of High-Performance Driving**; *Planet X*

Action Sports; *Travelin' On: The American West*; *Sporting Clays**; *The Laughlin Superstar Challenge*; *The 1996-97 Mountain Top Ski Series*; *Eddie Hill: A Life in Drag Racing*; *Camp Jeep**. International: *The Irish Derby**; *The 1996 Iditarod**; *World Cup '98...A Preview*

New York Festivals 140
780 King St.
Chappaqua, NY 10514

News Extras 1078
39 Towhee Ct.
East Amherst, NY 14051

Nextlink Interactive 2206
707 SW Washington, 8th fl.
Portland, OR 97205

NHK 2061
2-2-1 Jinnan
Shibuya-Ku Tokyo, 150-01

Nickelodeon 961
1515 Broadway
New York, NY 10036
(212) 258-7500

Staff: Jon Miller, Kathleen Hricik, Debbie Back, Jennifer Liang (for additional staff, see MTV Networks). **Programs:** Animation—*KABLAM!**; *Hey Arnold!**; *Angry Beavers**; *Aaahh!!! Real Monsters*; *Rugrats*; *Rocko's Modern Life*; *The Ren & Stimpy Show*. Live action—*The Mystery Files of Shelby Woo**; *Kenan and Kel**; *The Adventures of Pete and Pete*; *Clarissa Explains It All*. Preschool—*Allegra's Window*; *Blue's Clues**; *Gullah Gullah Island*; *Eureeka's Castle*. Game show formats—*Legends of the Hidden Temple*; *Global GUTS*; *Nick Arcade*; *Double Dare*

Nielsen Media Research 2001/2121
299 Park Ave.
New York, NY 10171

Staff: John Dimling, Rusty Taragan, Joanne Burns, Ron Meyer, Buzz Moschetto, Susan Whiting, Ceril Shagrin, Dave Harkness, Barry Cook, Ed Schillmoeller, Ed Aust, Terrie Brennan, Bob Lane, Jack Loftus, Kevin Svenningsen, Mike Hudak, Anne Rosenberg, Pauline Aridas, Tom Hargreaves, Jane Ryan, Dave McCubbin, Mike Stack, Lucinda Stovall, Catherine Herkovic, Beth Bacharach, Jim Gudzritz, Megan Yates, Bill Ross, Pam Franco, Pat McDonough, Tom Evans, Anne Elliot, Karen Kratz. **Products:** Nielsen Syndication Service, Nielsen Station Index, Nielsen Television Index, Nielsen Home-video Index, Galaxy Explorer, Galaxy Navigator, Galaxy ProFile, AdVantage, TV MarketQuest, NSI Plus, Ad*Views, VIPS on CD, Personal NAD Facility

NIMA International 1521B
1225 New York Ave. NW, #1200
Washington, DC 20005
Website: www.nima.org

Staff: Charlie Bray, Justina Brewer, Mindi Perry, David Kinsman

Nippon Animation 1543B
10-11 Ginza 7-chome
Chuo-Ku Tokyo, 104 Japan


NIS Film Distribution Holland 725

Norstar Entertainment 831
86 Bloor St. West, #400
Toronto, ON, M5S 1M5 Canada

NOS Sales 725

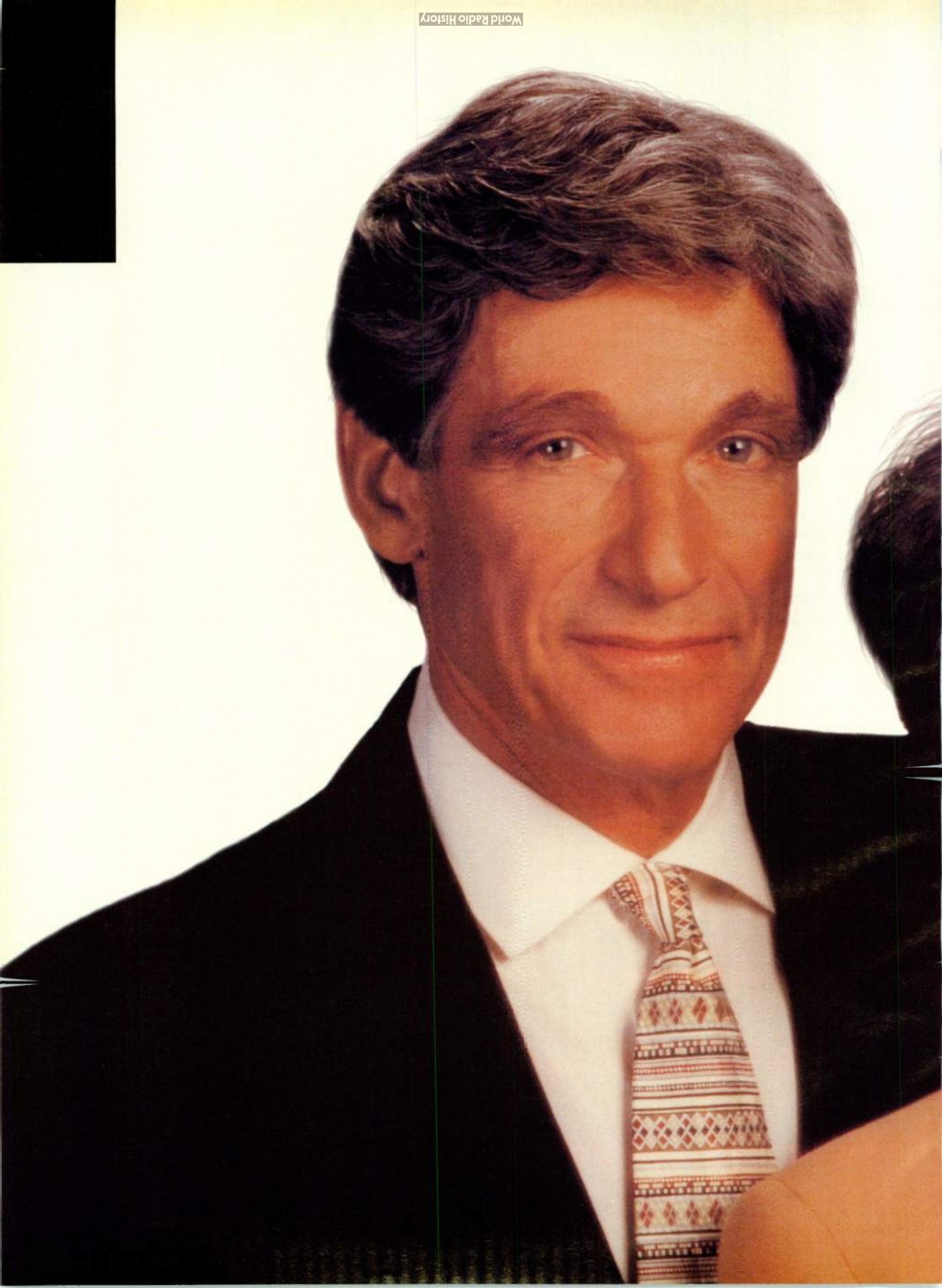
Novocom 1539B
6314 Santa Monica Blvd.
Hollywood, CA 90038
(213) 461-3688

Staff: John Ridgeway, Tami Clark,



**There is nothing
wrong with Access
that a good program
can't fix.**

**It's your station.
Your viewers.
1998 is your future.
Take action now.**



1998 is now.



DREAMWORKS
TELEVISION

©1997 DreamWorks Television. All Rights Reserved.

World Radio History

Barry Smith, Lara Cottrell, Heidi Bayer

NRS Group Pty. Ltd. 2300
9-13 Lawry Pl. Macquarie, ACT,
Australia +61-6-251-6333
Staff: Jeff Gallimore. Programs:
World Kitchen; *Speedweek*; *Australian Baseball*; *Sports Spills & Thrills*

NTV International Corp. 1068
50 Rockefeller Plaza, Ste. 940
New York, NY 10020
Programs: Animation; documentaries; CD-ROMs

NU Image 2530
9145 Sunset Blvd.
Los Angeles, CA 90069
(310) 246-0240
Staff: Danny Dimbort, Judy Gold
Programs: *Peacekeeper*; *Top of the World*; *Red Line*; *Merchant of Death*; *The Maker*; *Santa Fe*; *American Perfekt*; *Frankie the Fly*

NVC Arts 725



Oasis Pictures Inc. 1031
6 Pardee Ave., Ste. 104
Toronto, ON, M6K 3H5 Canada
(416) 588-6821
e-mail: oasis@io.org
Staff: Peter C. Emerson, Valerie Cabrera, David Lowe. Programs:
"Dead Innocent"; *Real Action Pictures*; *Passport*; *Guerilla Gardener*; *Homestyle*

OKTV Ltd. 1501M
11 Albemarle St.
London, W1X 3HE England
Staff: John Morris, Melinda Kilkeny, Mike Aalders

Omnitem 1001
45, rue de L'Est
Boulogne, 92100 France

Onyx Media Group 2550

Optimum Prods. 1613B
Optomen Television 1501
8 Graphite Sq., Vauxhall Walk
London, SE11 5EE England
+44-171-820-8280
e-mail: 100663.1431@com
puserve.com
Staff: Peter Gillbe, Simon Andreae.
Programs: *Two Fat Ladies*; *Police, Camera, Action!*; *Old Bear Stories*

Orion Pictures 931
1888 Century Park East, 7th fl.
Los Angeles, CA 90067
(310) 282 0550
Staff: Kathryn Cass; Rene Soraggi;
Jeri Sacks, Jessica Levin. Programs:
Malibu Nights; *Diamonds in the Rough*; *Running Hard*; *Secrets of the Cryptkeeper's Haunted House*; *American Gladiators*; *Gladiators 2000*

Orion Television Entertainment 931

Orlando Film & TV Office 340
200 E. Robinson St., Ste. 600
Orlando, FL 32801
(407) 422-7159
Website: www.film-orlando.org
Staff: Katherine Ramsberger,
Katrinka Van Deventer, Alexis Jackson,
Emily Krolak. Service: Film
commission

Overseas Filmgroup 2530

8800 Sunset Blvd.
Los Angeles, CA 90069

(310) 855-1199
Website: www.ofg.com
e-mail: info@ofg.com
Staff: Robert Little, Ellen Little,
Richard Guardian, Liz Mackiewicz.
Programs: "Infinity"; "The Body of a
Woman"; "Entertaining Angels";
"Back to Back"; "American Yakuza
II"; "Mesmer"; "Scorpion Spring";
"Party Girl"; "Downhill Willie"; "Boston
Kickout"; "Girl in the Cadillac"



P. Allen Smith Gardens 2202
P.O. Box 4157
Little Rock, AR 72214
(800) 946-7887
Staff: Gaston Gibson, Gloris Gibson,
Allen Smith, Betsy Lyman.
Program: *P. Allen Smith Gardens*

P.M. Entertainment Group 2471
9450 Chivers Ave.
Sun Valley, CA 91352

Pacific Entertainment 874
269 S. Beverly Dr., Ste. 427
Beverly Hills, CA 90212

PACT 1501AA
Gordon House 10 Greencoat Pl.
London, SW1P 1PH England

Page Active 2690

Paladin Global Info. 2690
386 Main St.
Redwood City, CA 94063

Pan American Video 241
4569 Mission Gorge Pl.
San Diego, CA 92120
(619) 281-8870
e-mail: panam@panamvideo.com
Website: www.panamvideo.com
Staff: Sheila McQuillen, Michael
McQuillen. Products: Public
domain movies and TV series; stock
footage; dialogue scripts

PanAmSat 2536
One Pickwick Plaza
Greenwich, CT 06830
(203) 622-6664
Staff: Elizabeth Dickens, Craig
Moll, Jennifer Scarso, Eddy Frank-
land, Cathy Palaia, Steve Thomas

Panapo Prods. 2654
9300 N.W. 25th St., Ste. 208
Miami, FL 33172

Pandora 1835
7, rue Keppler
Paris 75116, France
Staff: Edward Noeltner. Programs:
Girls Town; *Raising the Heights*;
Someone Else's America; *Forgot-
ten Silver*; *Die My Love*; *Blue
Juice*; *Lucky Break*

Paragon Int. 831
119 Spadina Ave., Ste. 900
Toronto, ON, M5V 2L1 Canada

Paramount 199
5555 Melrose Ave.
Hollywood, CA 90038
(213) 956-5000

Staff: Kerry McCluggage, Steve
Goldman, Dick Lindheim, Mike Mel-
lon, John Wentworth, Trisha Drissi,
Michelle Hunt, Eric Steinberg.
Domestic TV—Joel Berman, Meryl
Cohen, Frank Kelly, John Nogaw-
ski, Bob Sheehan, Dennis Emerson,
Bobbee Gabelmann, Bruce Pot-
tash, Dawn Abel, Tom Connor,
Larry Forsdick, Karen Kanemoto,
Phil Murphy, Helen Nesbit, David
Theodosopoulos, Clancy Collins,
Lynn Casey Davis, Tsvi Small.

Sales: L.A.—Stan Justice, Rob
Wussler, Deborah Kuryak, Sean
Holzman Jr. N.Y. (1515 Broadway,
29th fl., NY, NY 10036)—Rob Fried-
man, Mike Kerans, Richard Golden,
Dan MacKimm, Scott Koondel,
Keith J. Kaplan, Scott Rome, Alex
Fragen. Chicago (757 N. Michigan
Ave., Ste. 1570, Chicago, IL
60611)—Maura McDonough Cope,
Liz Firalio, Carole Wells, Craig
Smith, John Corthinos, Bill Webb.
Fort Lauderdale (1 E. Broward
Blvd., Ste. 1704, Fort Lauderdale,
FL 33301)—Al Rothstein, John Mor-
row, Matt Aaron, Penny Haft. Dallas
(5080 Spectrum Dr., Ste. 720 W.,
Dallas, TX 75248)—Mark Dvornik,
Brooks Carroll, Stuart Marcus,
Loretta Dennison. Paramount Inter-
national: Bermuda (P.O. Box 704, 1
Parliament St., Hamilton 5, Bermu-
da)—Bruce Gordon. L.A. (as
above)—Joseph K. Lucas, Susan
Bender, Julie Weinberg, Eric
Mueller, Richard Yannich, Kristin
Torgen. United Kingdom (49
Charles St., London W1X 8LU)—
Patrick Stambaugh, Stephen
Tague, David Coombes. Australia
(100 Miller St., Ste. 3501, Level 35
Northpoint, Sydney NSW 2060)—
Stephen Carey. Canada (146 Bloor
St. West, Toronto, ON, M5S 1M4)—
Alistair Banks, Malcolm Orme,
Kevin Keeley. Paramount Network
TV—Gary Hart, Tom Mazza, Tom
Russo, Steve Stark. Paramount Pay
TV—Jack Waterman, Steve Madoff,
Lynn Heide, Mindy Kaplan,
Stephanie Morton. Programs:
Series/first-run—*Real-TV*; *Viper*;
*Entertainment Tonight/Entertain-
ment Tonight 60*; *Hard Copy*; *The
Maury Povich Show*; *The Montel
Williams Show*; *Sightings*; *Star
Trek: Deep Space Nine*; *Nick News*;
This Morning's Business. Series/off-
network—*Frasier*; *Sister, Sister*;
The Andy Griffith Show; *Star Trek:
Deep Space Nine*; *The Beverly Hill-
billies*; *Cannon*; *Cheers*; *Dear John*;
Diagnosis Murder; *Family Affair*;
Family Ties; *Gomer Pyle U.S.M.C.*;
Gunsmoke; *Happy Days*; *Hawaii
Five-O*; *Hogan's Heroes*; *The Hone-
ymooners*; *The Honeymooners*,
The Lost Episodes; *I Love Lucy*;
The Lucy Show; *Matlock*; *Mork &
Mindy*; *My Three Sons*; *Perry
Mason*; *Petticoat Junction*; *Star
Trek*; *Star Trek: The Next Genera-
tion*; *Taxi*; *The Untouchables*; *The
Wild, Wild West*. Off-network inter-
national only—*Bosom Buddies*;
Brady Bunch; *Brothers*; *Jake & The
Fatman*; *Laverne & Shirley*; *Love
American Style*; *MacGyver*; *Mannix*;
Marshall Dillon; *Mission Impossible*;
The Odd Couple; *The Phil Silvers
Show*; *Rawhide Starring Clint East-
wood*; *The Twilight Zone*; *Webster*.

Features/packages—Family Festi-
val V; Passport I; Paramount Col-
lector's Edition; Portfolio XIII, XV;
Preview 5, 6; Power Pak; Para-
mount Plus II & III; Paramount Family
Theatre; Family Entertainment;
Black Magic; Guts and Glory; The
Perry Mason Features; Thematics 2
(Stories for Men/Women)

Parenting Life/MLB Prods. 873

Park Entertainment 1501K
Mortlake Ct., 28 Sheen Ln.
London, SW14 8LW England
+44-181-876-0207
Staff: Jim Howell, Denise Wickers.
Programs: *Thunder Point*; *The
Windsor Protocol*; *Touch the Devil*;
The Number of the Beast; *The
Hunger*

Parrot Comm. 2501
2917 N. Ontario St.
Burbank, CA 91504

Partner Stations Net. 1332A
1999 Ave. of the Stars, Ste. 500
Los Angeles, CA 90067

Passport Int. Prods. 1701
10520 Magnolia Blvd.
North Hollywood, CA 91601

Pathe Television 1001
10, rue Lincoln
Paris 75008, France

Paular Entertainment 973
10724 Wilshire Blvd., Ste. 602
Los Angeles, CA 90024
(310) 441-0619
Staff: Larry Friedrichs, Paula Fier-
man. Programs: *Pacific Air Res-
cue*; *The Saint in Jeopardy*; *Super
Champs*; *Farewell to the King*

Pavilion International 1501S
45-49 Mortimer St.
London, W1N 7TD England
+44-171-636-9421
Staff: Clare Birks, Edwina Thring,
Paul Shields. Programs: *Crime
Traveller*; *The Crow Road*; *Born
Wild*. TV movie—*Supply and
Demand*

Paxson Communications 1640
601 Clearwater Park Rd.
West Palm Beach, FL 33401
(561) 659-4122
Website: www.paxson.com
Staff: Lowell "Bud" Paxson, James
Bocock, Dean Goodman, Glenn
Wescott, Nancy Wescott, Susan
Patton, Sheila Dunbar, Gene
Thompson, Brooke Thomas. Prod-
ucts: inTV, a service of Paxson
Communications Corp.

PCN 1607B
17101 Preston Rd., Ste. 180
Dallas, TX 75248
(972) 732-0726
Staff: Craig James, Jeff Powers,
Terry Scott. Programs: *PCN's In
the Huddle*; *PCN's in the Dugout*;
PCN's Pro Players Report

Peacock Films 956
3439 Cahuenga Blvd.
West Hollywood, CA 90068

Peter Pan Industries 1961
88 St. Francis St.
Newark, NJ 07105

Peter Storer & Associates 1545B
1361 W. Towne Square Rd.
Mequon, WI 53092
(414) 241-9005
e-mail: 74250.1420@com
puserve.com
Staff: Peter Storer Jr., Doug Knight,
Karen Forecki. Products: The
Accounting Manager for Windows;
The Program Manager System

Petry Inc. 2365
3 E. 54th St.
New York, NY 10022
(212) 688-0200
Staff: Petry Media Corp.—Thomas
F. Burchill, James R. Ganley. Petry
Communications—Harry R. Strecker,
Jack Fentress, Dick Kurlander,
Ron Martzole, Jennifer Getson,
Nancy Sullivan-Henry, Erica
Faulkner. Petry Television—John
Heise, Jerry Linehan. Petry National—
William Shaw, William Hahn.
Petry Ventures—David Moore

PGC Television 1331A
4446 St. Laurent Blvd., #900
Montreal, PQ, H2W-1Z5 Canada

Phoenix Comm./MLB 741
3 Empire Blvd.
South Hackensack, NJ 07606

(201) 807-0888
Staff: Joe Podesta, Jim Scott, Rich
Dominich, Laura Yaftek, Angela
Joyce, Geoff Belinfante

Pioneer Ent. 2350
2265 E. 220th St.
Long Beach, CA 90810

Plaisance Films 1001
42, rue des Tilleuls
Boulogne, 92100 France

Planet Pictures 2302
4764 Park Granada, Ste. 208
Calabasas, CA 91302
(818) 222-9000
Website: www.planetpictures.com
e-mail: planetpix@aol.com
Staff: Jim Hayden, Jenny Hayden,
Dario Martinez. Programs: *What a
World*; *The Fearmakers*; *What's for
Dinner*; *Computer Chronicles*; *Inter-
net Cafe*; *Dotto'd Data Cafe*; *Ameri-
can Muscle Magazine*; *High Tech-
nology Magazine*; *@Home*; *Users
Group*; *America Fitness Pageant*;
Concrete Jungle; *The Arnold
Schwarzenegger Classic*; *Body
Power Beach Tour*; *Musclema-
nia!*; *California Off Beat*; *Pets and
People*; *The Urban Peasant*; *Home
Computing*; *How to Buy a Comput-
er/Going Online*; *Computer Kids*;
Digital Gurus; *New Media News*;
Future Tech; *Cyber City Diner*; *Mul-
timedia Gulch*; *JCN Profiles*; *10
Nanoseconds of Fame*; *Virtual
Trade Shows*; *Stockard Channing
Show*; *Cars Fueled by Water*;
Inside San Quentin; *Burgerama*;
Gift of the Magi; *One Who Stole at
Christmas*; *High Technology*; *Your
Health*; *Off Beat America*; *Platinum
Package*; *Gold Package*; *Computer
Technology*

Playboy Entertainment Group 1630
9242 Beverly Blvd.
Beverly Hills, CA 90210
(310) 246-4000
Website: www.playboy.com/entertainment
Staff: Tony Lynn, Jeff Jenest, Jim
English, Dick Rosetti, Mary Herne,
Jim Nagle, Allyson Hall, Debbie
Shelebian. Programs: Series—
Red Shoe Diaries; *Women: Stories
of Passion*; *Beverly Hills Bordello*;
Adult Stars Close-Up; *Playboy's
Stripsearch*; *Women of South
Beach*; *Naturals*; *Playboy's Ama-
teur Home Videos*. Feature films—
"The Glass Cage"; "Ringer"; "The
Beneficiary"; "Timeless Obsession";
"Lap Dancing"; "Solitaire." Spe-
cial—*The Best of Jenny McCarthy*;
1997 Playmate Video Calendar;
The Best of Pamela Anderson; *Girls
of the Internet*; *1996 Playmate of
the Year: Stacy Sanches*; *Hard
Bodies*; *Wet & Wild: Bottoms Up*;
Sisters

PM Entertainment 2471
9450 Chivers Ave.
Sun Valley, CA 91352
(818) 504-6332
Staff: George Shamieh, Che-vonne
O'Shaughnessy. Programs: *City
Heat (15)*; *City Heat II (15)*; *City
Heat III (16)*

Polygram Television 2180
10 Livonia St., 2nd fl.
London, W1V 2PH England
171-800-1339
Staff: David Ellender, Armando
Nunez, Susan Elkington, Chris
Phillip. Programs: *Absolutely Fab-
ulous (special)*; *The Thin Blue Line*;
Pavarotti in Moderna 1996; *Beach
Patrol*; *The Big Easy*; *The Baldy
Man*; *Michael Flatley's Lord of the
Dance*; *Elton John—Tantrums and*

Tiaras; Safe; Spin; What Love Sees; PCH-1; Family Blessings; Whiskey Down; Mandela; Nature Watch; Charlotte Sophie Bentinck; The Brit Awards 1996; The Price of Love; Coldblooded; Rickson Gracie; Battlefield I and II; Torvill and Dean—Their Farewell Tour; Bon Jovi Live; Trevor; Watch It; The Adventures of Priscilla: Queen of the Desert; Before the Rain; Jason's Lyric; Jack and Sarah

Porchlight Entertainment 2343
11828 La Grange Ave.
Los Angeles, CA 90025
(310) 477-8400

e-mail: porchlt@aol.com
Staff: Bruce D. Johnson, William Bauman, Michael Jacobs, Clifford Alsberg, Michael Jacobs, Jill Newhouse Calcoterra. **Services/programs:** Distribution, production (animation/live action); interactive CD-ROMs; Internet content provider

Portfolio Film & Television 949
124 Merton St., Ste. 202
Toronto, ON, M4S 2X2 Canada
(416) 920-8119

e-mail: portfolio@portfolio.ent.com
Staff: Joy Rosen, Lisa Olfman, Joan Lambur. **Programs:** *Groundling Marsh; Camp Cariboo; Holy Land, Holy People; Sangoma, Traditional Healers in Modern Society; Backyard Grill; On Top of the World; Chants Encounter; The Last Seven Days of Annie Ong*

Positive Children's Programming 969
69 Skyland Dr.
Roswell, Ga. 30075

Power Play Music Video 1621B
223 Washington St.
Newark, NJ 07102

Powersports Millenium 732
18226 Ventura Blvd., Ste. 102
Tarzana, CA 91356

PPM Multimedia 1441
Antonia Ruiz 4, Pozuelo de Alarcon
Madrid, 28224 Spain
+34-351-3747

Staff: Paco Rodriguez, Maria Bonaira Fois, Mercedes Marcilla. **Programs:** *The True Adventures of Professor Thompson; The Adventures of Nappy, the Green Warrior; Koki; Pelezinho; Taller de Trapos; Luca Torelli Is Torpedo*

Premier Advertiser Sales 199
1633 Broadway, 11th fl.
New York, NY 10019

Prensario Internacional 263
Lavalle 1569 OF.405
Buenos Aires, 1048 Argentina

Press Promotions 1305B
P.O. Box 15775
Little Rock, AR 72231
(501) 821-2000

Staff: Carl Evans, David King, James Tandy. **Service:** Direct mail campaigns for TV and cable, designed to generate ratings and/or revenue

Price Waterhouse EMC Group 2415
1177 Ave. of the Americas
New York, NY 10036
(212) 596-3737

Website: www.pw.com/EMC
e-mail: pw-emc@notes.pw.com
Staff: Kevin Carton, Greg Garrison, Steven Abraham, John Stubbs, Bob Kennedy, Avi Bender, Mark Bunzel, Patricia Mulvaney, Frank Minicucci, Amy Jenson, Dan McWicker, Michael Kelley, Peter Winkler. **Products:** PW-EMC Website; Price Waterhouse EMC Group Content

Management Prototype*

Prime Pictures 865
3407 W. Olive Ave.
Burbank, CA 91505

Primetime TV Associates 541A
Seymour Mews House
Seymour Mews, Wigmore St.,
London, WIH 9PE England
+44-171-935-1992

Staff: Richard Price, Kate Bourne, Alan Ravenscroft. **Programs:** *Bodyguard; Sweat; Crocadoo; Have Your Cake & Eat It; Kangaroo Palace; World of Geo; Bush Patrol; Downfall of a Duchess**

PRO International 866
11849 W. Olympic Blvd., Ste. 204
Los Angeles, CA 90064
(310) 478-5159

Staff: David LaFollette. **Programs:** *Snowy River: The McGregor Saga; Corrigan; Outback; Newton's Apple; Quantum; Africatrek; Earthsearch; Everybody; Christmas at St. Olaf; The Good Food Show; Holiday*

Produccion & Distribution 1042
13040 S.W. 120th St.
Miami, FL 33186

The Program Exchange 1161
375 Hudson St.
New York, NY 10103

Promark Television Syndication 1150
777 N. Palm Beach
Canyon Dr., Ste. 102
Palm Springs, CA 92262
(619) 322-7776

Staff: David Levine, Joy Smith, Julie Baumer. **Programs:** *No Sweat; PC4U; Sports Week; Golden Eagle Awards; Red Boots for Christmas; The Puzzle Clubs Christmas; Travel, Travel*

Protele division of Univisa Inc. 761
666 Fifth Ave., 2nd fl.
New York, NY 10103
(212) 757-4242

Staff: Pedro Font, Silvia Garcia, Yolanda Jordana, Lenda Ramos. **Programs:** *Luz Clarita (Claire's Heart); Te Sigo Amado (I'll Still Love You); Pueblo Chica, Infierno Grande (Small Town Inferno); Mi Querida Isabel (My Dear Isabel)*

Punch! International 831
1069 Laurier St.
West Outremont, PQ, H2V 2L2
Canada
(514) 276-9066

Staff: Michelle Raymond, Anne-Marie Jean, Anne Murphy. **Programs:** *Dogs' World; Sunburn; Kostliches Italien*



RAI-Radiotelevisione Italiana 2580
Viale Mazzini, 14
Roma, 00195 Italy

RAI International 2580
Largo Villy de Luca
Roma, 00188 Italy

Raycom Sports 2021
412 East Blvd.
Charlotte, NC 28203
(704) 378-4400

Staff: Ray Warren, Brian Neuwirth, Ken Haines, Pat LaPlatney, Chuck Self, Michael Tunick, Jim Duncan, Bill Featherstone, Laura Neal. **Programs:** *More Than a Game; Texas Rangers Baseball; ACC Basketball;*

Harris Teeter Pepsi Challenge; Carquest Bowl; A Holiday to Remember; Elvis Presley 20th Anniversary; Big 12 Football; Toyota Gator Bowl; ACC Kids; Border War; PAC-10 Football; ABC/Raycom College Basketball

RBS Teleproductions 2431
Rua Radio e TV Gaucha 189
Porto Alegre, RS, Brazil
+55-51-218-5003

Website: www.rbsteleprod.com.br
e-mail: ratinecas@rbstv.com.br
Staff: Claro Gilberto, Paulo Ratinecas. **Programs:** *Ecology; Agribusiness*

RCN Television de Colombia 1555B
Avenida de las Americas,
No.65-82
Santafe de Bogota, Colombia

RDF Television 1501C
St. John's Hall
London, SW6 1LY England
+44-171-610-1500

e-mail: rdf@dial.pipex.com
Staff: David Frank, Matthew Frank. **Programs:** Various documentaries, over 400 light-entertainment 3-5-minute clips; Zip series; Europa series; Future file series

Real Audio 2690

Real Folks Productions 869

Reel Movies Int. 2361
8235 Douglas Ave., Ste. 770
Dallas, TX 75225

Reinaldo Colon 989
7100 Blvd.
East Guttenberg, NJ 07093

Programs: *Casa Alegre: Home Decorating; Sports—Crazy World of Action Sports; Elephant Football; Suomo Wrestling; Nail Dance; Palio Horse Race. Nature—Nature's Kingdom; Ranchin' in South America; Seal Beach; Tropical Creatures; Beaks & Tails*

Rene Stovkis Productties 725

Representaciones de Television 1055
Providencia 929 Piso 7
Santiago 9, Chile

Republic Entertainment 1690
5700 Wilshire Blvd., Ste. 575
Los Angeles, CA 90036
(see Worldvision)

Research TV/Tribune Media Services 2630

RHS Productions 999
205 W. Rudolph, #1245
Chicago, IL 60606

Richard Wolff Enterprises 2543
229 Bristol Ln.
Buffalo Grove, IL 60089

Rigel 982
2338 San Marco Dr.
Los Angeles, CA 90068
(213) 467-0240

Staff: John Laing, Bryan Hambleton, Simon Walshaw, Marina Grasic, Jim Moyle, Irwin Meyer, Cindy Frei, Rhonda Bloom, Dick Berg, Susan Rodriguez, Claire Burdis, Tracey Obenhaus. **Programs:** *Deep Blue; Daily Blue; Universal Soldier: The Series; Land's End; Robocop: The Series; The Fido Chronicles; Tarantella; Picture Windows; Everything Relative; The Sadness of Sex; The Laundromat; The Annette Funicello Story; Maya Quest; Most Likely to Succeed; Cryptozoology**

Ritz-Carlton Hotel 1065
6033 W. Century Blvd., Ste.1250

Los Angeles, CA 90045

Rose Entertainment 364
2211 Corinth Ave., Ste. 305
Los Angeles, CA 90064
(310) 473-9945

Staff: Rosamaria Gonzalez, Maria Elvira Gonzalez, Carlos Cruz. **Programs:** *Dear Teacher; Escape to Jupiter; In the Footsteps of Peter; Spellbinder; Package of Feature Films**

Rosnay Int. 426
6, rue Robert Etienne
Paris 75008, France

Royal Oaks Ent. 2530
13801 Ventura Blvd.
Sherman Oaks, CA 91423

Rozon 1331A
51 Sherbrooke
West Montreal, PQ, H2X 1X2
Canada

(514) 845-3155
Website: www.rozon.ca
e-mail: info@rozon.ca

Staff: Gilbert Rozon, Franca Cerretti, Bruce Hills, Robin Altman. **Programs:** *Just for Laughs; Surprise, Surprise; The Michel Courtemanche Specials; Real Me*

RTBF 725

RTI-Reti Televisive Italiane 2580
Viale Europa
48 Cologno Monzese
Milano, 20093 Italy

RTL 331
AAchner Strasse 1036
Koln, 50858 Germany

RTVE/Radiotelevision Espanola 1438
Prado del Rey
P.O. Box
Zuelo de Alarcon
Madrid, 28223 Spain

Rysher Entertainment 2661
2401 Colorado Ave., Ste. 200
Santa Monica, CA 90404
(310) 309-5200

Website: www.rysher.com
Staff: Keith Samples, Tim Helfet, Jim Burke, Ira Bernstein, Rick Meril, Marc Solomon, Meggan Kimberley, Tim Mudd, June Morino, Marc Brody, Paul Danylik, Paul Eagleton, Brent Jack, Dawn Rosenquist, Rob Kenneally, Giannina Antola, Jack Steng, Bonnie Buckner, Ken Kolb, Cynthia Collins, Carolyn Way, Chris Weis, Frank DiGraci, Brigitte Shulze, Keith Luttkus, Dina Kalish, Corey Silverman, Chris Chico, Chreyl McLean, Peter Soikkeli, Andrew Plotkin, Chris Jacquemin, Barbara Rubin, Darrylanne Oliva. **Programs:** *Naomi Judd; Soldier of Fortune Inc.; FX: The Series; Strange Universe; Highlander; HBO Comedy Showcase. International—Night Sins; Ari\$\$\$\$; The High Life; When Secrets Kill; Buried Secrets; Firehouse; The Prosecutors; Gotti; Mistrial; Don't Look Back; Strangers; Nash Bridges; Close to Danger; Twisted Desire; Suddenly; A Kidnapping in the Family; "Kingpin"; "House Arrest"; "2 Days in the Valley"*



S4C International 1501T
Parc Ty Glas-LLanishen
Cardiff, CF4 5DU Wales

Saban 1390
10960 Wilshire Blvd.

Los Angeles, CA 90024

(310) 235-5433

Staff: Haim Saban, Stan Golden, Lance Robbins, Michael Welter, Elie Dekel, Eric Rollman, Peter Schmid, Joel Andryc, Susanne Lee, Mark Lieber, Barry Stagg, Lou Bortone, Eugenia Briseno, Carol Holdsworth, Tim Newman, Jacqueline Aubanel, Vincent Chalvon-Demersay, George Leon, Rosslyn Forrester, Sean Horton, Alicia Rosenfeld, Rhonda Schulik, Esther Wahrhaftig, Adam Wolf, Jennifer Dingwall, Chandler Hayes. **Programs:** *X-Men; Marvel Superheroes; The All New Captain Kangaroo; Dragon Ball; Saban's Adventures of Oliver Twist; Attack of the Killer Tomatoes. International—Staff: Haim Saban, Stan Golden, Lance Robbins, Michel Welter, Eugenia Briseno, Carol Holdsworth. *Paris—Jacqueline Tordjman, Vincent Chalvon-Demersay. Germany—Tomas Arteaga. Programs:* Kids series—*The Mouse & The Monster; Saban's the Why Why Family; Bureau of Alien Detectors; Saban's Bit the Cupid; Saban's Willow Town; Macron 1; Saban's Beetleborgs; Power Rangers Zeo; Francine Pascal's Sweet Valley High; Masked Rider; Goosebumps; Life With Louie; Eek! The Cat; The Tick; Where on Earth is Carmen Sandiego; Bobby's World. Feature films—Criminal Pursuit; A Fight for Justice; Last Exit to Earth; Black Scorpion: Ground Zero; Abduction of Innocence; Badge of Betrayal; Under Oath; Exception to the Rule; Unlikely Suspects; Seeds of Doubt; Mind Breakers***

Sachs Family Entertainment 1032
12301 Wilshire Blvd., Ste 611
Los Angeles, CA 90025
(213) 879-4151

E-mail: SACHS@aol.com
Staff: Jerry Sachs, Barbara Schwewe, Bill Vertin. **Programs:** *Bananas in Pajamas; The New Adventures of Zorro; Kewpie; The Crayon Box**

Sacis 2580
Via Teulada 66
Rome, 00195 Italy
011 39 63 74 98 279

Staff: Giampaolo Sodano, Antonio Ferraro, Sesto Cifola, Nicola Cona, Alfio Bastiancich. **Programs:** *We Are Angels; Lupo Alberto; Pavarotti and Abbado Together at Ferrara; Concert for the 50th Anniversary Of the Rebuilt Auditorium of La Scala; Naples-A Renaissance; Help the Children; Italian Soccer Championships*

Salsa Distribution 1546A
10 rue du Docteur Lancereaux
Paris, 75008 France
+33-1-4413-6379

Staff: Lisa Hryniewicz, Mariana Herrera. **Programs:** *The Wubbulous World of Dr. Seuss; Coco & Jappe; Muppets Tonight; Pilgrimages in Europe; Wild Justice; The Mystery Woman*

Salter Street Films 831
McCully House
2507 Brunswick St. Halifax, NS,
B3K 2Z5 Canada e-mail:
Salter@atcon.com

Staff: Lynn James, Benedict O'Halloran, Deborah Carver. **Programs:** *Emily Of New Moon; Lexx; Works; Hallelujah; Warrior Songs**

San Antonio Film Commission 2130
P.O. Box 2277

TARZAN SWINGS INTO

**Visit Us
At NATPE
Booth
#2590**



TARZAN SHOWS STRENGTH FROM COAST TO COAST IN KEY YOUNG ADULT DEMOS!

AD 25-54 SHARE

New York	+18%
San Francisco	+300%
Washington, DC	+900%
Cleveland	+300%
Tampa	+400%
Miami	+150%
St. Louis	+29%
Indianapolis	+60%
Portland, OR	+125%
Raleigh	+250%
Kansas City	+100%
Columbus, OH	+355%
Jacksonville	+14%
Honolulu	+120%
Evansville	+271%
Corpus Christi	+325%

Source: NSI Nov 96 vs. Nov 95

**Today, only a superhero can compete
in the ratings jungle. It takes action, adventure
and dazzling special effects to survive.**

YEAR TWO!

TARZAN-MANIA SWEEPS THE GLOBE

- Coast to Coast Audience Growth
- Spectacular International Sales
- Licensing Explodes Worldwide — Toys, Books, Comics & More!
- Major Disney Animated Feature Poised for Release Next Season



NEW YORK 212-779-6601
LOS ANGELES 310-571-0400

CELEBRITY SHOWS

THE TIMING IS RIGHT FOR A NEW

THE FACT IS...

- Daytime offers great opportunity to generate revenue

THE PROBLEM IS...

- Virtually nothing is working in daytime
- New “hard edge” talk shows – *Rejected by viewers*
- “Softer” talk/magazine shows – *Not generating audiences*
- New game shows – *Low rated, poor track record*

HOLLYWOOD

**CLEARED BY THE
PARAMOUNT STATIONS GROUP**

VISIT US AT NATPE BOOTH #2590

SHOWCASE LIVE

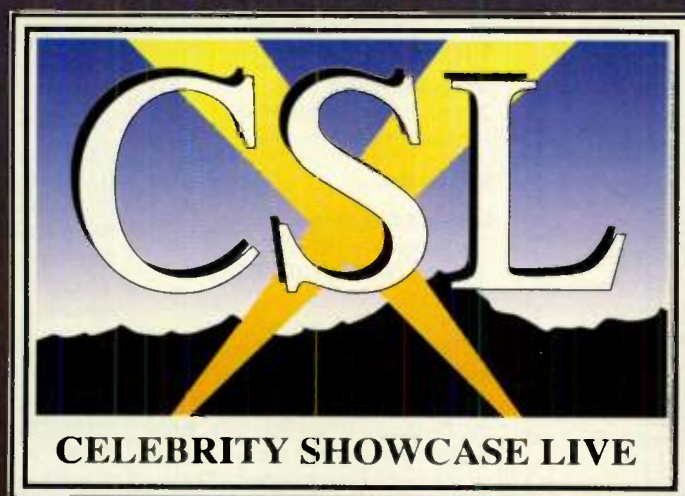
CONCEPT IN DAYTIME TELEVISION

THE SOLUTION IS... CELEBRITY SHOWCASE LIVE

The new, fast-paced one-hour daytime strip that includes celebrity guests and entertainment news features with the important added bonus of home shopping, in an advertiser friendly magazine format.

- Broadcast *Live* from Hollywood
- 52 weeks of original shows
- Global launch outside U.S., reaching over 85 million homes in over 40 countries
- The support and experience of one of the premier names in home shopping – HSN Direct
- Share of merchandise sales provides stations with an additional and valuable revenue stream
- Available on an advertiser supported basis

**ONE-HOUR SPECIAL PRESENTATION ON JANUARY 10, 1997
DAILY ONE-HOUR STRIP FOR FALL '97**



DISTRIBUTED BY SEAGULL ENTERTAINMENT • A KALEIDOSCOPE MEDIA GROUP COMPANY

NEW YORK 212-779-6601 LOS ANGELES 310-571-0400

San Antonio, TX 78298 (210) 270-8730 e-mail: KRHOADS@x1.ci.sat.tx.us Staff: Kathy Rhoads	Shirlevision 898 3765 Motor Ave., Ste. 128 Los Angeles, CA 90034	Munoz Rivera Ave. 500 Hato Rey, 00918 PR (787) 764-4585 e-mail: chiguif@caribe.net Staff: Hector Figueroa, Juliet Giarmartino, Kahlil Figueroa, Sal Campo, Kahlil Figueroa, Marcos Ramirez, Luis Antonetti Programs: <i>This Day in Boxing</i> ; <i>This Day in Sports</i> ; <i>Wide World of Bloopers</i> ; <i>Tropicale, The Tropical World Music Festival</i> ; <i>World's Largest Boxing Library</i> ; <i>Live Championship Boxing</i> ; <i>Olympic Library</i>	Summit Media Group Inc. 1061 1414 Ave. of the Americas New York, NY 10019 (212) 754-4900 Staff: Sheldon Hirsch, Thomas Kenney, Norman Grossfeld, Brian Lacey, Terry Berlin, Jeryl Reitzel, Suzie Allaire, Jerry Kerins, Suzen Tran, Lance Beitler, Doreen Joseph, Steven Namm, Stefanie Sutton Programs: <i>Mr. Men</i> ; <i>Oscar's Orchestra</i> ; <i>Enchanted Tales</i> ; <i>WMAC Masters</i> ; <i>Sushi TV</i> ; <i>Mark's Wired World</i> ; <i>Mega Man</i> ; <i>Street Fighter</i> ; <i>Darkstalkers</i> ; <i>Monster Wars</i>	<i>Deadly Target</i> ; <i>Tangled Web of Clues</i> ; <i>Faces of Tragedy</i> ; <i>Without a Trace</i> ; <i>Double Helix</i> ; <i>Short Fuse</i> ; <i>Death Grip</i> ; <i>Signed in Blood</i> ; <i>Witness to Terror</i> ; <i>Innocent Victims</i> ; <i>Burning Evidence</i> ; <i>Secrets of Making Money</i> ; <i>Titanic's Lost Sister</i> ; <i>Top Gun Over Moscow</i> ; <i>Curse Of T. Rex</i> ; <i>Trailside: Make Your Own Adventure</i> ; <i>Adventurer!</i> ; <i>Going Places</i>
Sandra Carter Prods. 2543 33 W. 60th St., 6th fl. New York, NY 10023	Showcase Entertainment 2530	Sports Target Media 146 Praca XV De Novembri 34/8th fl. Rio de Janeiro, 200010-010 Brazil	Sun Broadcasting 2020 1000 Tahquitz Palm Springs, CA 92262 (619) 778-7800 Staff: Gray Frederickson, Stan Lip-ton Programs: <i>Wallstreet News Network</i> ; <i>Webweird</i> ; <i>Opportunities</i> ; <i>Palm Springs Life Magazine Show</i> ; <i>Webkidz</i> ; <i>Dance Crazy</i> ; <i>United Nations Show</i> ; <i>Cowboy Shane and His Rhythm Rangers</i>	Tapscan 2400 3000 Riverchase Galleria, Ste. 850 Birmingham, AL 35244
Sandy Frank Ent. 293 954 Lexington Ave., Ste. 255 New York, NY 10021	Showcase Inc. 2001B	Sportsman's Showcase 890 100 Blacksher St. P.O. Box 872 Brewton, AL 36427-0872	Sunbow Entertainment 2231 100 Fifth Ave. New York, NY 10110	Target Ent. TV 1080
Santelmo Ent. 1077 429 Santa Monica Blvd., Ste. 700 Santa Monica, CA 90401	Silverline Pictures 2513 11846 Ventura Blvd., Ste 100 Studio City, CA 91604	Sportsworld Network 2435 20 Commercial Rd., Ste. 20 Melbourne, VIC 3004 Australia +61-3-9820-3200 e-mail: PCAU@werple.net.au Staff: Karen Dacey, Sarah Clarke, Helen Stredder Programs: <i>Sportsworld</i> ; <i>Sportswoman</i> ; <i>Through the Gears</i> ; <i>The World is Racing</i> ; <i>Xtreme</i> ; <i>Sports Attack</i> ; <i>Sports Asia</i> ; <i>Check the Score</i> ; <i>Hopman Cup</i> ; <i>Emirate International</i> ; <i>Profiles</i> ; <i>Hot Shots</i> ; <i>Kaboom Kazoom</i> ; <i>PCAU</i> ; <i>Paparazzi</i> ; <i>They Must Be Mad!</i> ; <i>Rex Hunt Fishing Adventures</i> ; <i>Yin, Yang & You</i> ; <i>Dubai Open Tennis</i> ; <i>Rugby Sevens</i> ; <i>Yin, Yang & Yummy</i> ; <i>The Best of "They Must Be Mad!"</i> ; <i>Tabloid TV News</i> ; <i>Celebrity Arabian Adventure</i> ; <i>Healthy Wealthy & Wise</i> ; <i>Life's a Beach!</i> ; <i>Magic Moments</i> ; <i>No Sweat</i> ; <i>Dubai Air Show</i>	Taunusfilm GmbH 331 Unter Den Eichen 5 Wiesbaden, D-6519 Germany (011) 49 6 11 53 12 05 Staff: Achim Apell	
SC Entertainment 1066 434 Queen St. East Toronto, ON, M5A 1T5 Canada	Simitar Entertainment Inc. 560 3850 Annapolis Ln., Ste. 140 Plymouth, MN 55447 (612) 559-6000 Website: www.simitar.com Staff: Ed Goetz, Jeffrey K. Thomas, Don Salem, Bobbie Stone, Jesse Weatherby Programs: <i>From Beyond Specials—Evita</i> ; <i>Madonna</i> ; <i>Titanic</i> ; <i>Biography Series</i> . Features— <i>Millennium Day</i> ; <i>Resident Alien</i> ; <i>Beyond Bob</i> . Children's— <i>I Wanna Be</i>	SSA Public Relations 894 16027 Ventura Blvd., Ste. 206 Encino, CA 91436	Suncreek Media Inc. 226 1722 Broadmoor, Ste. 218 Bryan, TX 77802 (409) 774-1301 Website: www.suncreek.com e-mail: info@suncreek.com Staff: Ulman McMullen, Sylvia McMullen, Matthew Hutchings, Lyn Wiland, Jim Chatham, Heather Miles Programs: <i>Imaginedland</i> ; <i>How a Car Is Built</i> ; <i>How a Tugboat Works</i>	Team Entertainment 880 12300 Wilshire Blvd., Ste. 400 Los Angeles, CA 90025
ScienceTV Distribution 1331A 393 rue Laurier Ouest Montreal, PQ, H2V 2K3 Canada (514) 273-1245 Website: www.sciencetv.com email: vfisher@sciencetv.com Staff: Vincent Fischer Programs: Various animal and science	Skyline Ent. 842 169 Pier Ave. Santa Monica, CA 90405	Steve Rotfeld Productions 631 610 Old Lancaster Rd. Bryn Mawr, PA 19010 (610) 520-0671 Staff: Steve Rotfeld, Carol Hubmaster, Hope Kirschner Programs: <i>Wild About Animals</i> ; <i>The Lighter Side of Sports</i> ; <i>Radical Power</i>	Supervision Ent. 2644 P.O. Box 4021 Edmonton, AB, T6E 4S8 Canada	Telco Productions 2519
Scorpio Int. 1079 3575 N. Beltline Rd., Ste. 364 Irving, TX 75062	SNAP Software 1936 885 Second Ave., 26th fl. New York, NY 10017 (212) 835-2300 Staff: Davy Rosenzweig, Michael Rosenberg, Ken Healy, Alistair Thomson, John Claric, Roger Wimmer Products: Snapwin; Snacon; Snip; Snap; Snaptrac; Snapline	Studio Babelsberg 331 August Bebel Strasse 26-53 Potsdam, 14482 Germany	SVT Sveriges Television 725	Tele Arte International 1418 Mexico 990, 2nd fl. Buenos Aires, 1097 Argentina Staff: Armando Sidlik, Jorge Tyburec, Ariel Tobi, Sylvia Curutchet, Alberto Ali, Guillermo Champanne, Cynthia Levi Programs: <i>Three Nuns in Sin</i> . Telenovelas— <i>Angels Don't Cry</i> ; <i>Sweet Ann</i> ; <i>Top Models</i> , <i>Little Women Forever</i> . Comedies— <i>Flavia, a Charming Heart</i> ; <i>My Little Girl</i>
Scott Entertainment 2260 P.O. Box 554 Westbury, NY 11590	Sogepaq International 1449 Gan Via 32-1st Madrid, 28013 Spain +34-1-524-7220 Staff: Silvia Lovosevic Programs: <i>El Dia de la Bestia</i> ; <i>Boca a Boca</i>	Studiomagic 867	Sweepsbook 2000 7469 Melrose Ave., Ste. 28 Los Angeles, CA 90046	Tele Images 1001 64, rue Pierre Charron Paris, 75008 France
Scottish Television 1501KK Cowcaddens Glasgow, G2 3PR Scotland	Sound Image 1501L Cavendish House 128-134 Cleveland St. London, W1P 5DN England	Sullivan Entertainment 831 110 Davenport Rd. Toronto, ON, M5R 3R3 Canada (416) 921-7177 Website: www.Sullivan-ent.com e-mail: inquire@Sullivan-ent.com Staff: Kevin Sullivan, Trudy Grant, Don Pagnutti, Nat Abraham, Christina Rogers, Brad Pelman Programs: <i>Wind at My Back</i> ; <i>Promise the Moon</i> ; <i>Under the Piano</i> ; <i>Butterbox Babies</i> ; <i>Urban Safari</i> ; <i>Road to Avonlea</i> ; <i>The Road to Saddle River</i> ; <i>The Boor</i> ; <i>The Seduction of Mary Day</i> ; <i>The Hands of Ida</i> ; <i>Curiosities</i> ; <i>Curse of the Lost Gold Mine</i> ; <i>Letters from Brazil</i> ; <i>Life Lessons</i> ; <i>Russ Thompson's Roses</i>	System TV 1001 121-123, rue du Vieux Ponts de Sevres Boulogne, 92100 France	Telecom Italia 2580 Via Emanuele Gianturco, 2 Rome, 00196 Italy
Screen Ventures 725	Southern Star 2530 8 West St. North Sydney, NSW 2060 Australia 61-2 9202 8555 Programs: <i>Big Sky</i> ; <i>Twisted</i> ; <i>Oscar & Friends</i> , <i>Water Rats</i>	Systemlogica 2554 2716 Ocean Park Blvd., #2010 Santa Monica, CA 90046	Systemlogica 2554 2716 Ocean Park Blvd., #2010 Santa Monica, CA 90046	Telefilm Canada 831 600m rue de la Gauchetiere Ouest Montreal, PQ, H3B 4L8 Canada (514) 283-6363 Staff: Francois Macerola, Deborah Drisdell, Michelle Bischoff, Elizabeth Friesen, Lise Corriveau Service: Agency of the Canadian government, mandated to support the development, production, distribution and marketing of Canadian independent films and television programming
SeaGull Entertainment/KSE 2590 345 Park Ave. S. New York, NY 10010 (212) 779-6601 Staff: Henry Siegel, Paul Siegel, Ray Volpe, Maax Keller, Tony Intelisano, Lance Thompson, Bob Williams, Paul Cioffari Programs: <i>Tarzan: The Epic Adventures</i> ; <i>Celebrity Showcase Live</i> ; <i>Double Extreme</i> ; <i>Merlin: The Quest Begins</i> ; <i>Visions</i> ; <i>The American Adventurer</i> ; <i>Ghost Stories</i> ; <i>The Air Shows</i> ; <i>Thrillmasters</i> ; <i>Boxcino</i> ; <i>Fishing Fever</i> ; <i>Blue Water Challenge</i> ; <i>Colorado River Adventure</i> ; <i>Team Freedom</i> ; <i>Crunch Fitness</i> ; <i>Gold's Gym</i> ; <i>Terrorism: A World in Shadows</i> ; <i>Explorers</i> ; <i>From the Bitter End</i> ; <i>In Conversation With...</i> ; <i>Profiles</i> ; <i>First Works</i> ; <i>Biographies</i> ; <i>Our World</i> ; <i>International Magic Awards</i>	Spectramedia 1961 700 13th St. NW, Ste. 950 Washington, DC 20005	T.C. Network 895 110 Broadway, Ste. 160 San Antonio, TX 78213	Systemlogica 2554 2716 Ocean Park Blvd., #2010 Santa Monica, CA 90046	Telefilms 836 Paraguay 755 Piso 6 Buenos Aires, 1426 Argentina
Sebastian Int. 994 105 Markham Ct. Longwood, FL 32779	Speer Communications 1700 3201 Dickerson Pike Nashville, TN 37207	Takes On Productions 889 2220 Colorado Ave. Santa Monica, CA 90404 (310) 264-2474 Staff: Allan McKeown, Allen Zipper, Stephanie Cone Programs: <i>Tracey Takes On...</i> (half-hours and specials)	Tapestry International 862 920 Broadway, #1501 New York, NY 10010 (212) 505-5059 Staff: Nancy Walzog, Michael Schlossman, Yvonne Body, Mary Lou Bradley Programs: <i>National Geographic Adventures</i> ; <i>Dinosaurs: Inside & Out</i> ; <i>Spellbound</i> ; <i>Wild America</i> ; <i>The New Detectives</i> ; <i>Soldier Stories</i> ; <i>Deadly Chemistry</i> ; <i>Dead Men Do Talk</i> ; <i>Mind Hunters</i> ; <i>Camera Clues</i> ;	Telemundo 161 2290 W. Eighth Ave. Hialeah, FL 33010
Seltel Inc. 385 40 W. 47th St. New York, NY 10019 (212) 632-9400 Staff: L. Ronald Robinson, Janeen Bjork, Tom Bumbara, Lanie Richberger, Betsy Brown, Kathleen Beetz, Carl Amthis, Russ White, Mark Goldstein, Mike Custardo Service: Station representation	Spelling (see Worldvision) 1690 5700 Wilshire Blvd. Los Angeles, CA 90036	Telepictures 1990 4001 N. Olive Ave., 4th fl. Burbank, CA 91522 (818) 954-5652 Staff: Jim Paratore, Alan Perris, Alan Saxe, Kevin Forston, Hilary Estey McLoughlin, David Auerbach, Scott Carlin, Vince Messina, John Martinelli New York (1325 Ave. of the Americas, 31st fl., New York, NY 10019)—Damian Riordan, Pat McDonald Chicago (645 N. Michigan Ave., Ste. 1050, Chicago, IL 60611)—Bill Hague, Matt Wasserlauf Programs: <i>Mama's Family</i> ; <i>ER</i> ; <i>Family Matters</i> ; <i>Fresh Prince of Bel Air</i> ; <i>Full House</i> ; <i>Gilligan's Island</i> ; <i>The World of National Geographic</i> ; <i>This Old House</i> . Animated— <i>Captain & The Planet</i> ; <i>The</i>	Telefilms 836 Paraguay 755 Piso 6 Buenos Aires, 1426 Argentina	Telepictures 1990 4001 N. Olive Ave., 4th fl. Burbank, CA 91522 (818) 954-5652 Staff: Jim Paratore, Alan Perris, Alan Saxe, Kevin Forston, Hilary Estey McLoughlin, David Auerbach, Scott Carlin, Vince Messina, John Martinelli New York (1325 Ave. of the Americas, 31st fl., New York, NY 10019)—Damian Riordan, Pat McDonald Chicago (645 N. Michigan Ave., Ste. 1050, Chicago, IL 60611)—Bill Hague, Matt Wasserlauf Programs: <i>Mama's Family</i> ; <i>ER</i> ; <i>Family Matters</i> ; <i>Fresh Prince of Bel Air</i> ; <i>Full House</i> ; <i>Gilligan's Island</i> ; <i>The World of National Geographic</i> ; <i>This Old House</i> . Animated— <i>Captain & The Planet</i> ; <i>The</i>
SeniorVision Productions Inc. 891 418 North Central St. East Bridgewater, MA 02333 e-mail: SeniorVis@aol.com Staff: Steve Brown, Noah Brookoff, Rich Pina Programs: <i>Off your Rocker!!!</i> ; <i>Not Dead Yet</i> ; <i>Jazzmatazz</i>	Spice Networks 2643 536 Broadway, 7th fl. New York, NY 10012	Telepictures 1990 4001 N. Olive Ave., 4th fl. Burbank, CA 91522 (818) 954-5652 Staff: Jim Paratore, Alan Perris, Alan Saxe, Kevin Forston, Hilary Estey McLoughlin, David Auerbach, Scott Carlin, Vince Messina, John Martinelli New York (1325 Ave. of the Americas, 31st fl., New York, NY 10019)—Damian Riordan, Pat McDonald Chicago (645 N. Michigan Ave., Ste. 1050, Chicago, IL 60611)—Bill Hague, Matt Wasserlauf Programs: <i>Mama's Family</i> ; <i>ER</i> ; <i>Family Matters</i> ; <i>Fresh Prince of Bel Air</i> ; <i>Full House</i> ; <i>Gilligan's Island</i> ; <i>The World of National Geographic</i> ; <i>This Old House</i> . Animated— <i>Captain & The Planet</i> ; <i>The</i>	Telefilms 836 Paraguay 755 Piso 6 Buenos Aires, 1426 Argentina	Telepictures 1990 4001 N. Olive Ave., 4th fl. Burbank, CA 91522 (818) 954-5652 Staff: Jim Paratore, Alan Perris, Alan Saxe, Kevin Forston, Hilary Estey McLoughlin, David Auerbach, Scott Carlin, Vince Messina, John Martinelli New York (1325 Ave. of the Americas, 31st fl., New York, NY 10019)—Damian Riordan, Pat McDonald Chicago (645 N. Michigan Ave., Ste. 1050, Chicago, IL 60611)—Bill Hague, Matt Wasserlauf Programs: <i>Mama's Family</i> ; <i>ER</i> ; <i>Family Matters</i> ; <i>Fresh Prince of Bel Air</i> ; <i>Full House</i> ; <i>Gilligan's Island</i> ; <i>The World of National Geographic</i> ; <i>This Old House</i> . Animated— <i>Captain & The Planet</i> ; <i>The</i>
SESAC 2509	Spin TV Int. 481	Telepictures 1990 4001 N. Olive Ave., 4th fl. Burbank, CA 91522 (818) 954-5652 Staff: Jim Paratore, Alan Perris, Alan Saxe, Kevin Forston, Hilary Estey McLoughlin, David Auerbach, Scott Carlin, Vince Messina, John Martinelli New York (1325 Ave. of the Americas, 31st fl., New York, NY 10019)—Damian Riordan, Pat McDonald Chicago (645 N. Michigan Ave., Ste. 1050, Chicago, IL 60611)—Bill Hague, Matt Wasserlauf Programs: <i>Mama's Family</i> ; <i>ER</i> ; <i>Family Matters</i> ; <i>Fresh Prince of Bel Air</i> ; <i>Full House</i> ; <i>Gilligan's Island</i> ; <i>The World of National Geographic</i> ; <i>This Old House</i> . Animated— <i>Captain & The Planet</i> ; <i>The</i>	Telefilms 836 Paraguay 755 Piso 6 Buenos Aires, 1426 Argentina	Telepictures 1990 4001 N. Olive Ave., 4th fl. Burbank, CA 91522 (818) 954-5652 Staff: Jim Paratore, Alan Perris, Alan Saxe, Kevin Forston, Hilary Estey McLoughlin, David Auerbach, Scott Carlin, Vince Messina, John Martinelli New York (1325 Ave. of the Americas, 31st fl., New York, NY 10019)—Damian Riordan, Pat McDonald Chicago (645 N. Michigan Ave., Ste. 1050, Chicago, IL 60611)—Bill Hague, Matt Wasserlauf Programs: <i>Mama's Family</i> ; <i>ER</i> ; <i>Family Matters</i> ; <i>Fresh Prince of Bel Air</i> ; <i>Full House</i> ; <i>Gilligan's Island</i> ; <i>The World of National Geographic</i> ; <i>This Old House</i> . Animated— <i>Captain & The Planet</i> ; <i>The</i>
SFP Prods. 1001 2, avenue de l'Europe Bry Sur Marne Cedex, 94366 France	Sport International Inc. 1136 El Centro 1 Bldg., Ph. 1504	Telepictures 1990 4001 N. Olive Ave., 4th fl. Burbank, CA 91522 (818) 954-5652 Staff: Jim Paratore, Alan Perris, Alan Saxe, Kevin Forston, Hilary Estey McLoughlin, David Auerbach, Scott Carlin, Vince Messina, John Martinelli New York (1325 Ave. of the Americas, 31st fl., New York, NY 10019)—Damian Riordan, Pat McDonald Chicago (645 N. Michigan Ave., Ste. 1050, Chicago, IL 60611)—Bill Hague, Matt Wasserlauf Programs: <i>Mama's Family</i> ; <i>ER</i> ; <i>Family Matters</i> ; <i>Fresh Prince of Bel Air</i> ; <i>Full House</i> ; <i>Gilligan's Island</i> ; <i>The World of National Geographic</i> ; <i>This Old House</i> . Animated— <i>Captain & The Planet</i> ; <i>The</i>	Telefilms 836 Paraguay 755 Piso 6 Buenos Aires, 1426 Argentina	Telepictures 1990 4001 N. Olive Ave., 4th fl. Burbank, CA 91522 (818) 954-5652 Staff: Jim Paratore, Alan Perris, Alan Saxe, Kevin Forston, Hilary Estey McLoughlin, David Auerbach, Scott Carlin, Vince Messina, John Martinelli New York (1325 Ave. of the Americas, 31st fl., New York, NY 10019)—Damian Riordan, Pat McDonald Chicago (645 N. Michigan Ave., Ste. 1050, Chicago, IL 60611)—Bill Hague, Matt Wasserlauf Programs: <i>Mama's Family</i> ; <i>ER</i> ; <i>Family Matters</i> ; <i>Fresh Prince of Bel Air</i> ; <i>Full House</i> ; <i>Gilligan's Island</i> ; <i>The World of National Geographic</i> ; <i>This Old House</i> . Animated— <i>Captain & The Planet</i> ; <i>The</i>

Seltel Is Pleased To Announce
Our Appointment As
National Representative For:



WTOG joins its sister stations...

WUPA	Atlanta
WSBK	Boston
KTXA	Dallas
KTXH	Houston
WPSG	Philadelphia
WDCA	Washington

Continuing our long term partnership with the
Paramount Stations Group Inc.
A Viacom Company



Discover The Difference.

Flintstones; Hanna-Barbera Specials I and II; *The Jetsons/The Flintstones*; *The New Adventures of Captain Planet*; *Tom & Jerry*. Feature Packages—Volume 33; Volume 32; Volume 31; Volume 30; Volume 29; Volume 28; Premiere Edition Three; Premiere Edition Two; Premiere Edition; Encore Two; Encore One; Power Package Two; Power Package One

Teleproductions Int. 1546A
4520 Daly Dr.
Chantilly, VA 20151

Telerep 16860
1 Dag Hammarskjold Plaza
New York, NY 10017

Staff: Steve Herson, Jay Isabella, Alex Corteselli, Pam Blake, Tom Tilson, Jim Monahan, Andy Feinstein, Rich Jacobs, Larry Goldberg, Jim Hughes, Jim Robinson, John Dewan, Ed Kroninger, Mary Jane Kelley, Ward Lewis, Dave Hills, Jerry Puccio, Hardy Johnson, Heather Marks. **Service:** Station representation

Telescene Communications 831

5510 Ferrier
Montreal, PQ, H4P 1M2 Canada
Staff: Robin Spry, Paul Painter, Michael Yudin, Bruce Moccia, Anita Simand. **Programs:** *Projects—Thunderpoint and the Windsor Protocol*, *Touch the Devil and the Number of the Beast*; *The Hunger*; *Excess Baggage*; *Fist of God*; *Voyage of the Star Wolf*; *Student Bodies*; *Grill Me*

Television Azteca 2502

Periferico Sur No. 4121
Mexico, DF, 14141, Mexico
Staff: Marcel Vinay, Rene Lee, Jose A. Escalante, Martin Luna, Gustavo Guzman. **Programs:** *Puro Loco*; *El Diario de la Noche*; *Humorcito Corazon*; *Telenovelas*

Television Business Int. 235

149 Tottenham Court Rd.
London, W1P 9LL England

The Television Syndication Company Inc. 1560B

501 Sabal Lake Dr., Ste. 105
Longwood, FL 32779
(407) 788-6407

e-mail: CLAQ67A@PRODIGY.com

Staff: Cassie M. Yde, Robert E. Yde
Programs: *Coots & Critter Prestens Santa's Magic Box*; *CoProductions*; *Did You Know*; *Field Trip*; *In the Swing of Things*; *The Incredible Camel*; *Knubbel: The Little Seal*; *Merchandise Licensing*; *Reel Planet*; *Spring Break*; *Tof Tof, the Elephant*; *The Travel Show with Doug Jones*; *The Summer of '45*; *The American Policeman*; *The Backroads of Europe*; *Entertainment Time Out*; *Healthquest*; *Hiking Adventures in America's National Parks*; *Industry Report*; *Inside China*; *Kingdom of the Wolf*; *Yoga with Priscilla Patrick*; *Creative Expressions*; *Journey to Adventure*; *Thai Boxing*; *Animal ABCs*; *Animal Faces*; *Animal Places*; *Aussie Gold*; *Bangkok, Bali and Beyond*; *Birds... Birds...Birds*; *Christina: 14 Years of Age and Sentenced to Death*; *Countdown to the New Year*; *Crucified for His Conscience*; *The Dance to Souls Departed*; *Dangerous Steps*; *Daniel Boone's Final Frontier*; *Eye on Ecology: Saltwater Fish Farming*; *The Flowering Desert*; *A Harvest of Hope*; *Heaven or Hell*; *A Hopeful Heart*; *I Am Staying (Yo Me Quedo)*; *International Dance Competition*; *James Cagney: City Boy*,

Country Gentleman; *The Key West Picture Show*; *Kids...Dreams...& Courage*; *Kuwait: The Way It Was*; *The Mangyans*; *One Year in Antarctica*; *Opus Florida*; *Paraguay: The Silent & Forgotten Country of Latin America*; *Pay or Die*; *Placido Domingo: Live in Prague*; *The Primordial Forest*; *Utah's Forests*; *Vietnam, Cambodia & Laos Today*; *Canterbury Cinema Classics*; *City in Panic*. The Classic Collection; *Crossover*; *Departure*; *Dirty Leather*; *Fantasy Man*; *Graveyard Story*; *Hostage*; *Houseboat Horror*; *Justice Without Pity*; *Legend of Crossfire*; *The Long Line*; *Madness of Two*; *Mommy*; *Mommy's Day*; *Newsbusters*; *No Angel*; *Parallels*; *Quick Time*; *The Shaman's Source*; *Shock Rock*; *Shoes of the Devil*; *Spook*; *Signs of the Zodiac*; *The Surfer*; *To Market to Market*; *Beauty in This World*; *Beneath Our Seas*; *The Everyday Gourmet*; *Lighten Up*; *Money Answers*; *Natural Remedies*; *Today's Environment*; *Zing*

Televix Entertainment 865

449 S. Beverly Dr., Ste. 300
Beverly Hills, CA 90212
(310) 788-5500

e-mail: Postmaster@televix.com
Website: www.televix.com

Staff: Hugo Rose, Patricia Green, Paula Ridgel

Telewizja Polska 755

Telezign 587

460 W. 42nd St.
New York, NY 10036

Tepuy Films 1625B

6401 East Rogers Cir., Ste. 4
Boca Raton, FL 33487
(561) 998-7131

Website:www.auyantepui.com/tepu y

Staff: Marcos Santana, Alfredo D'Ambrosio, Ignacio Barrera, Warren Parra. **Programs:** *Fuego Verde*; *Otra en Mi*; *Copas Amargas*; *La Viuda de Blanco*; *Clase Aparte*; *Geminis*; *Pecado Santo*

TF1 International 1001

305, ave. le Jour se Levem
Boulogne, 92100 France
+33-1-4141-1504

Staff: Francis Morel, Jules Dovatia, Perrine Teze, Nicolas Esbach
Programs: *A Flat for Two*; *Karine and Ari*; *Julie Lescaut*; *Navarro*. Documentaries—*Brigitte Bardot: The Star, the Story*; *Operation Okavango* TV movies—*Jungle 2 Jungle*; *For Life, For Love*. Animation—*Nanook's Great Hunt*

The Box 2539

1221 Collins Ave.
Miami Beach, FL 33139

The Spelling Bee 1901

The TV Strategy Group 491

8828 Stemmons
Dallas, TX 75247

Third Coast Teleproductions 2434

Thomas Horton 1070

2020 Alameda Padre Serra, Ste.
223 Santa Barbara, CA 93103

Timberwolf Productions 962

P.O. Box 821
Cape Girardeau, MO 63702
(573) 335-5712

e-mail: twolf@idd.net

Staff: Byck McNeely, L.D. McNeely, Max McNeely, Lee Goodwin, Gerard Olthof. **Programs:** *The Outdoors Man with Buck McNeely*; *The Buck McNeely Adventure Series*

Time Rite/Family Net 2540

6350 West Freeway
Fort Worth, TX 76150
(800) 777-1127

e-mail: mcanally@timerite.com

Staff: Kelli McAnally, Jerry Stamps, Deborah Little-Key, Steve Roberston, Darin Davis, Martin Coleman, Lisa Young. **Programs:** *Home Life*; *Country Crossroads*; *Cope*; *Just for Parents*; *The Other Side of Racing*; *Portrait of a Marriage*; *Chili Pepper*

TMS-Kyokuichi 2213

15760 Ventura Blvd., Ste. 700
Encino, CA 91436

TMZ/The Music Zone 1543A

2875 S. Ocean Blvd., Ste. 212
Palm Beach, FL 33480

Toei Animation 1130

444 West Ocean Blvd., Ste. 1000
Long Beach, CA 90802

Tom Parker Motion Pictures 1549C

3941 S. Bristol
Santa Ana, CA 92704
(714) 545-2887

Staff: Tom Parker, Pet Ti Feng
Programs: Over 250 feature films

TPEG/Rigel 982

Tradewinds TV 185

90 Park Ave. #1700 \\\nNew York, NY 10016

Transcontinental Films & TV 886

650 N. Bronson Ave.
Los Angeles, CA 90004

TransTel GmbH 330

P.O. Box 103 635 Cologne, D-50476 Germany +49-221-3890

Staff: Manfred Putz, Ana Maria Banolas, Gisela Baumhauer. **Programs:** *The Greatest Game in the World (Soccer rules with J. Klinsmann)*. Documentaries—*Bionics: Patented by Nature*; *We Kill What We Love*; *Expedition to the Animal Kingdom*; *Waterways*; *Between Two Worlds*. Children's—*Toby Blue - The Ecolo Guy*. Miniseries—*In a Class of his Own*; *Derrick*

Travel Destinations 1400

110 Painters Mill Rd.
Owings Mills, MD 21117

Treasure Chest TV 1961

666 Fifth Ave., 37th fl. New York, NY 10103

Tribune Entertainment Co. 2581

5800 Sunset Blvd.
Los Angeles, CA 90028
(213) 460-3854

Websites: www.bzzz.com;
www.geraldo.com;

www.flippertv.com

Staff: Dick Askin, David Berson, Mike Adinamis, Jon Barovick, Henry Urick, Bill Lyall, Carrie King, Will Allmendinger, Rick Marker, Dick Bailey, Steve Mulderrig, Scott Gaulocher, Carol Forace, Tim Davis, Mike Guariglia, Wanda Meyers, Sam Fuller, Jeff Brooks, Karen Corbin, Patrick Jarvis, Taylor Fuller, Adam Fishman, Helen Hoffman, Therese Morrissey, Eileen O'Neill, Matthew Shea, Tina Delmastro. **Programs:** *Night Man*; *Gene Roddenberry's Battleground Earth*; *The Geraldo Rivera Show*; *Bzzz!*; *Soul Train*; *U.S. Farm Report*. Specials—*Live from the Academy Awards*; *Soul Train Music Awards*; *Hollywood Christmas Parade*; *Macy's Fourth of July Fireworks*; *Soul Train Lady of Soul Awards*. Advertiser sales—*The Adventures of Sinbad*

Trimark Television 1821

2644 30th St.
Santa Monica, CA 90405

(310) 314-2000

Staff: Andy Reimer, Mimi Steinbauer, Don Gold, Marc Wuertemburg, Sue Blackmore, Vivian Rankin. **Program:** Domestic—*Meet Wally Sparks*; *Underworld*; *Overkill*; *Kama Sutra: A tale Of Love*. Domestic/international—*Never Ever*; *Crossworlds*; *The Dentist*; *Leprechaun*. International—*Peacemaker*; *Mazes and Monsters*

Tristar Film and TV GmbH 331

Waterloohain 7a
Hamburg, D-22769 Germany
(011) 40 4 32 00 70

Staff: Werner K. Kupper. **Programs:** *A Day at the Beach*; *Dennis Hopper, Painter and Art Collector*; *Dennis Hopper: L.A. Blues*; *Beneath Paris*

Troma Entertainment 227

733 Ninth Ave.
New York, NY 10019
Website: www.troma.com

Staff: Harrison Kordestani, Lloyd Kaufman. **Programs:** Movie packages—*Guns, Guns, Guns* (12); *Harvest of Horror* (12); *Leisure Suit Salute*; *Troma was 8 By the Eighties* (8).

TV & Video Latinoamerica 2304

1680 SW Bayshore Blvd.
Port St. Lucie, FL 34984
(561) 879-6666

Staff: Juan Carlos Gayoso, Claudia Lievano, Carmen Alonso-Lake
Product: TV & Video Latinoamerica (trade publication)

TV3 Catalunya 1445

Carrer de la TV3
Sant Joan Despi
Barcelona, 08940 Spain
+34-3-499-9556

Staff: Joan Castro. **Programs:** *Dynasty of Power*; *Estacio d'Enlilac*; *Family Secrets*; *Poble Nou*; *Rosa*; *Exit*; *Slastic*; *Teresines Inc.*; *Three Stars*; *Oh, Europa!*; *Pedralber Center*; *Quico*; *The Bar*; *The Travel Agency*; *Connecting Station*. Miniseries—*Newfoundland*; *The Final Romance*; *The Stabbing*. Documentaries—*Alone in Estall*; *Bohemia Bodega*; *Castells*; *China*; *Dali on Dali*; *French Bull-fights*; *Getting Through Withdrawal*; *Land Mines*; *Neoruralism*; *Operation Nikolai*; *Placa Reial*; *The Gold of Moscow*; *The Liceu*; *The Roses of Sarajevo*; *Traffic in Women*; *Trial 477*; *4 Days During November*; *Everest '93: A Peak for Ecology*; *Made in Japan*. Docu-series—*Mediterrania*; *Nature*; *Nature in Depth*; *The Caribbean: Local Heroes*; *The Vanishing Past*

TVData 1504A

Northway Plaza
Queensbury, NY 12804
(518) 792-9914

Website: www.tvdata.com
e-mail: tvdata@tvdata.com

Staff: Ken Carter, Jim McCormick, Jennifer Casolaro, Robyn DiPhillips, Sandra Cowan, Tom Cronin, Ann Gunning, Elaine Rivers
Products/Services: Program tracking; market grids; TVData Answer!; station reports; international program tracking; station scheduling6t??

TV Executive-Video Age 640

216 E. 75th St. New York, NY 10021

TV France Int. 1001

5 rue Cernuschi Paris, 75017 France

TV Planet 1082

5401 Collins Ave., Ste. 102-B Miami Beach, FL 33141

TV Tel 2401

av. Imperatriz Lopoldina, 1.496 Sao Paulo, 05305-002 Brazil

TV World/Broadcast/Screen Intl. 1313B

33-39 Bowling Green Lane London, EC1R ODA England

TV3 Catalunya 1445

Carrer De La TV3 Sant Joan Despi, 08940 Spain

TVF1 1001

305 avenue le Jour Se Leve
Boulogne, 92100 France

Twentieth Television 2399

2121 Ave. of the Stars
Los Angeles, CA 90067
(504) 670-5382

Staff: Rupert Murdoch, Chase Carey, David Hill, Rick Jacobson; Greg Nathanson; Peter Fairman; Bob Cesa; Howard Green; Vance Van Petten, Paul Franklin; John MacDonald, Peter Baca, Frank Cicha; Elaine Mallon; Matthew Pugliese, Nadine Bell Jodie Rae, Cheri Vincent, Jerry Jameson, Steve MacDonald, Dwayne Bright, Jeff Stern, Tanna Evans, Ken Doyle, Ken Lawson, Perry Casciato, Steve Friedman, Eddie Seslowsy, Cyndi McClellan, Michael Newsom, Dan Menzel, David Barrington, Jodi Chisarick, Jim Gronfein; Larry Vander Beke. **Programs:** *First-run—The Home Team*; *Student Bodies*; *Access Hollywood/Access Hollywood Weekend*; *TWO*; *The Gordon Elliott Show*; *Real Stories of the Highway Patrol*; *NFL Films Presents*; *NFL Specials*. Off-network—*The X-Files*; *NYPD Blue*; *COPS*; *The Simpsons*; *M*A*S*H*; *Doogie Howser, M.D.*; *Tales from the Crypt*. Theatrical packages—Fox Hollywood Theatre III (37); Fox Hollywood Theatre II (12); 20th Classics 1 (25); Century 17 (27); Century 16 (26); Fox 7 (15); "Scrooge"

Twentieth Century Fox International TV 2399

P.O. Box 900
Beverly Hills, CA 90213
(310) 369-1000

Staff: Mark Kaner, Marion Edwards, Ken Bettsteller, Jayne Ferguson, Jeff Holmes, Suzanne Krajewski, Peter Levinsohn, Mark Rosenbaum, Rebecca Bearden, Scott Gregg, Richard Samuels, Elie Wahba, Helios Alvarez, Gerard Grant, Isabelle Wizen, Gustavo Montaudon, Steve Cornish, Randall Broman, Michael D. Murphy, Paul Sweeney. **Programs:** *The Practice*; *Vanishing Point*; *King of the Hill*; *Buffy the Vampire Slayer*; *Alien Nation: The Udara Legacy*; *Adventures From the Book of Virtues*; *Fire Co. 132*; *Millenium*; *Pauly*; *The Practice*; *Public Morals*; *Relativity*; *Secret Service Guy*; *Temporarily Yours*; *Pretty Poison*

Two Oceans Entertainment Group 986

15060 Ventura Blvd., Ste. 400 Sherman Oaks, CA 91403
(818) 501-6550

Staff: Meryl Marshall, Susan Wittaker, Brian Gadinsky, Brian Altounian, Eric Wirix, Peter Lories, Mary Pickert. **Programs:** *The 50th Anniversary of the Bikini*; *Street Search*; *Happily Ever After: Fairy Tales for Every Child*; *Hard Hat Games*; *Go to Your Room*

Big deals

In 1996, a frenzy of broadcast, cable and radio station trading added up to more than \$8 billion of activity. And 1997 promises to be just as exciting. With TV spot sales up, and print advertising shifting sharply to radio, deep-pocketed investors are finding broadcast stations irresistible — some high-rollers are now swapping stations faster than most kids trade baseball cards.

On February 3, *Broadcasting & Cable* presents an invaluable insider's guide to station trading, from who's selling and who's buying to the complex structure and future impact of today's mega-deals. We'll list TV and radio station sales figures, identify key station brokers, and spotlight the stars in the group-owner constellation.

If you are involved in the ins and outs of station trading, your message in this *Broadcasting & Cable* report is a wise investment. You'll reach 35,000 leaders in electronic communications throughout the television, cable and radio arenas. This issue is a big deal, so call your sales representative to reserve your space today.

Special Report: Station and Cable Trading
Issue Date: February 3, 1997 • Ad Close: January 24

**Broadcasting
& Cable**

Advertising Offices: New York 212/337/6940 Los Angeles 213/549/4113 Western Technology/Cable 317/815/0882
Washington D.C. 202/659/2340 Asia 81/6 956/1125 United Kingdom & Europe 011/44 171/437/0493



- UAV Entertainment** 321
P.O. Box 7647
Charlotte, NC 28241
(803) 548-7300
Staff: Terry Pettus Jr., Ginger Hodge
Programs/products: Animation videos, Nature Songs music; CD ROM software; fitness videos; family entertainment videos
- Unapix International** 1951
4515 Van Nuys Blvd., Ste. 301m
Sherman Oaks, CA 91403
(818) 784-3337
Staff: Herbert Pearlman, David Lawi, David Fox, Scott A. Hanock; Debbie Slavkin, Rob Miller, Tim Smith, Rick Korn, Robert Baruc.
Programs: *Jean-Michel Cousteau's Stories of the Sea; History's Turning Points; Ushuaia: Adventures of Nicholas Hulot; Vintage: A History of Wine; Forever Wild; Adventures of the Old West; America's Flying Aces: The Blue Angels 50th Anniversary Celebration; Great Minds of Health; Great Minds of Business; Video Pen Pals; Houdini; Sports Safaris; Race to Save the Planet; The Brain; Mythos; Wonders of the World; The Art of Selling Hollywood; Grimm Fairy Tales; Deepak Chopra's Seven Spiritual Laws of Success; Hawaii's Humpbacks; New York: On the Edge; The Unexplained; The Art of Illusion; Beyond Bizarre*
- Unibel Int.** 725
Bayerstrasse 15
Munich, D-80335 Germany
(011) 49 89 59 58 46
- Unimedia Int.** 331
2877 Guardian Lane
P.O. Box 2050 Virginia Beach, VA 23450-2050
Staff: Irene Vogt
- United Family Comm.** 181
1990 Westwood Blvd., PH
Los Angeles, CA 90025
- United Nations** 2547
RM. S-805A
New York, NY 10017
- Universal Studios** 399
1000 Universal Studios Plaza, T/7
Orlando, FL 32819
(407) 296-7691
Staff: Molly Miles, Paul Meena, Pamela Warren, Charlie Krestul, Nancy Schofield, Fred Bernstein, Steve Williamson. *Hollywood (100 Universal City Plaza, Bldg. SC79/5, Universal City, CA 91608)*—Craig Hoffman, Bob Campbell, Kenny Herring, Senn Moses, Mark Tischler
- Universal Studios Florida** 399
100 Universal City Plaza, SC79/5
Universal City, CA 91608
- Universal Television** 399
100 Universal City Plaza
Universal City, CA 91608
Web site: www.mca.com
Staff: Greg Meidel, James McNamara, Tom Thayer, Armando Nunez, Robert Fleming, Peter Hughes, Ned Nalle, Susan Workman, Lonnie Burstein, Dan Filie, Libby Gill, Elizabeth Herbst, Susan Kantor, Sara Rutenberg, Bill Urbanic, Jim Benson, Jeff Dellin, Steve Sass, Georgia Scott, Glenn Weis-

berger, Henry Schleiff, Steve Rosenberg, Arthur Hasson, Gene McGuire, Phil Martzoff, Diane Sipp, Tim Overmyer, Michael Howard, Cameron Hutton, Dennis Grandcolas, Bill Trotter, Barbara Zaneri; Elizabeth Herbst; Jeanette Hunt, Albert Amici, Tim Miller, Roger Cordjohn, Penny Craig, Alejandro Garcia, Hendrik Van Dallen, E. Wanderly Fucciolo, Pal Clearly, Ron Suter.
Programs: First-run series (weekly)—*Team Knight Rider**; *Hercules Legendary Journeys*; *Xena: Warrior Princess* (strip) *Sally**; *Jerry Springer**; *Pat Bullard**; *Crook & Chase**. Series/off-network weekly—*New York Undercover*. Features/packages—List of a Lifetime II (35). Series/off network half-hours—*Amen, Charles in Charge, Coach, Gimme a Break, Harry and the Hendersons, Kate & Allie, Leave it to Beaver, McHale's Navy, The Munsters Today; The New Dragnet/The New Adam 12; The New Leave it to Beaver; Out of this World*. Hours—*Airwolf; The A-Team; Alias Smith & Jones, Baretta, B.J.Lobo; Black Sheep Squadron; The Bold Ones; Emergency; Hollywood Premiere Network; Ironside; It Takes a Thief; Kojak; Knight Rider; Magnum; Marcus Welby MD; Northern Exposure; Quincy; Rockford Files; Simon & Simon; Columbo; McCloud; McMillan, Banacek*. International: Series/half hour—*Something So Right**; *Coach; Rocky & Bullwinkle and Friends**. Series/hours—*Team Knight Rider**; *The Burning Zone**; *EZ Streets**; *Feds**; *Hercules: The Legendary Journeys; Law & Order; New York Undercover; sliders; Xena: Warrior Princess*. Children's/half hour—*Casper; Earthworm Jim; rocky & Bullwinkle and Friends**; *Savage Dragon; Vor-Tech**; *Wing Commander Academy**. Movies/miniseries—*The Beast**; *The Perfect Daughter**; *Crying Child**; *Twilight Man**; *The Assassination File**; *Evil has a Face**; *Death Benefit**; *Columbo**; *Murder, She Wrote**. Feature films—Over 2,000 films

UPN 199
11800 Wilshire Blvd.
Los Angeles, CA 90025

USA Dubs 2100
15 W. 20th St. New York, NY 10011

USA Networks RM35



Valentino Music & Sound Effects 2364
500 Executive Blvd.
Elmsford, NY 10523
(914) 347-7878/(800) 223-6278
e-mail: TVMUSIC@ibm.net
Website: www.tvmusic.com
Staff: Thomas Valentino, Christia Valentino
Products: Valentino Production Music Library, Valentino Production Sound Effects Library

Varga Studio 2229
Pf.3 Budapest, H-1301
Hungary
Staff: Andras Erkel, Brenda Wooding, John Adams
Programs: *The Adventures of Brer Rabbit**; *Mimi the Cow**; *Robinson**; *Comedia Dell'Arte**; *Nice To Be Here**

Variety 1505
5700 Wilshire Blvd., Ste. 120

Los Angeles, CA 90036

Venevision International 1931
550 Biltmore Way, 9th fl.
Coral Gables, FL 33134
(305) 442-3411
Staff: Rodolfo Rodriguez, Benjamin F. Perez, Damaso Santana, Hector R. Beltran, Juan Julio Baena.
Programs: *Discover America** Telenovelas—*Kaina**; *Perdon de los Pecados (The Forgiveness of Sins)**; *Quirpa de Tres Mujeres**; *Sol de Tentacion**; *Peligrosa (Dangerous Trap)**; *Maria Celeste; Como Tu Ninguna (No One Like You); Dulce Enemiga (Sweet Enemy); Pecado de Amor (Sinful Love)**; *La Mujer Prohibida (The Forbidden Woman); Bellisima (Beautiful); Mundo de Fieras (World of Fury); Ines Duarte, Secretaria (Ines Duarte, Secretary); Pasionara (Passionate); Macarena; Por Amarte Tanto (All for Love); Rosangelica; Amor de Papel (Paper Love); Morena Clara; La Revancha; Nia Bonita (Pretty Girl); Cara Sucia (Dirty Face)*. Made for TV movies—*Madre Maria San Jose (Mother Mary Saint Joseph)**; *Nuestra Senora de Coromoto (Our Lady of Coromoto)**. Documentaries—*The Flight of an Angel; Yanomami; Odyssey; America, Death and Resurrection in Paradise; Heritage Musical Variety—Paloma San Basilio in Concert; Rocio Durcal in Concert; Sabado Sensacional (Sensational Saturday); Latin Salsa Especial (Latin Salsa Specials); The Big Star Show*. Specials—*Miss Venezuela 1996 Beauty Pageant**; *Mister Venezuela 1996**. Children—*Museca (Dolly); El Circo Complice (Zany Circus); Pais de Carmelo (Candy World); El Club de los Tigrillos*. Comedies—*Bienvenidos (Funny Jest!); Chiverisimo (Laughter House); Que Chicas (What Girls); El Enviado (The Emissary); Adda*

VGI Entertainment Ltd. 1543A
39 Broadley Terrace
London, NW1 6LG England
+44-171-258-0388
Staff: Vickie Gubbay, Chris Blackburn, Lesley Webb
Programs: *The Music Zone; Knotts in the Wood**; *Bubbliies**; *Simple Stories**; *Taking Off**; *Flyin' High*

Video/Media Distribution 2559
Videomedia SA 1440

Ciudad de la Imagen
Pozuelo de Alarcon
Madrid, 28223 Spain
+34-1-512-8000
Staff: Javier Armenter, Enric Lloveras, Pilar de las Casas
Programs: *Vietnam, Life After Death; The Smart Club; The Other Family; Queridos Inimigos; Nao Te Enerves; Viva la Banda; Intimamente; De Que Tribu Eres*

Videograbadora 1939
Videomedia 1440
Ciudad de la Imagen Ctra.boadilakm2,200 Pozuelo de Alarcon
Madrid, 28001 Spain

Village Roadshow Pictures 439
2121 Ave. of the Stars, Ste. 1590
Los Angeles, CA 90067
(310) 282-5300
Staff: Greg Coote, Jeffrey M Hayes, Nick McMahon, Kirk D'Amico, Norman Stephens, Sherri Strain
Programs: *Jackie Collins' Hollywood Dreams**; *Nightman**; *Flipper**; *Pacific Drive**; *Coronet Peak**. Miniseries—*20,000 Leagues Under*

the Sea

Vista International 1951
240 San Lorenzo
Coral Gables, FL
(305) 444-1159
e-mail: 102721.3364@com
puserv.com
Staff: Gustavo Nieto Roa, Cesar Diaz, Francoise Nieto, Eduardo Escobar, Andrea Nieto
Programs: *Marilyn**; *Maria Soledad**; *Big Sky**; *Higuira**; *France Animation Classics**; *Unapix Gold Feature Package for Latin America** (30); *Visita Platinum Documentaries**; *El Campeonato de Baile Latino**



Wall Street Journal TV 1650
Walt Disney World 2402
P.O. Box 10000
Regional Marketing
Main Gate Office Complex
Lake Buena Vista, FL 32830-1000

Walter K. Gilbride & Assoc./ Michaels Media 1566B
P.O. Box 401
Lexington, MA 02173
(617) 861-8713
Staff: Walter K. Gilbride, Larry Fishbein, Barbara Needleman, Michael VonEnde, Frank Phillipi, John Kellher, Michael Bille, Hilary Hopkins, Steve Knapp
Programs: *Kiplinger's Personal Finance Report; News in Motion**; *Research TV**; *Healthy for Life**; *Fat Free & Healthy*

Warner Bros. Domestic Television Distribution 1990
4001 N. Olive Ave., 4th fl.
Burbank, CA 91522
(818) 954-5652

Staff: Dick Robertson, Scott Carlin, Dan Greenblatt, Leonard Bart, Mark O'Brien, Chris Smith
New York (1325 Ave. of the Americas, 31st fl., New York, NY 10019)—Andrew Weir, Bill Marcus, Eric Strong, Joel Lewin, Clark Morehouse, Julie Kantowitz, Paul T. Montoya, Clifford Brown, Roseann Cacciola, Jeff Wosleger, Matt Segota. *Chicago (645 N. Michigan Ave., Ste. 1050, Chicago, IL 60611)*—Mark Robbins, Jeff Hufford, James Knopf, Jean Medd, Jane Faust. *Atlanta (4751 Best Rd., Ste. 170, Atlanta, GA 30337)*—Mary Voll, Marlynda Salas Lecate. *Dallas (8144 Walnut Hill Lane, Ste. 500, Dallas TX 75231)*—Jacqueline Hartley, James Kramer. *Marketing and Advertising services (L.A.)*—Jim Moloshok, Yelena Lazovich, Marty Iker, Wendy Ehrlich, Gene Steinberg. *Media Research (L.A.)*—Bruce K. Rosenblum, Liz Huszarik. **Programs:** First-run—*Babylon 5; EXTRA; Jenny Jones; The Maureen O'Boyle; The Rosie O'Donnell Show*. Series/off-network—*Friends; Living Single; Hangin' With Mr. Cooper; Martin; Murphy Brown; Step by Step*

Warner Bros. Domestic Pay TV Cable & Network Features 1990
1325 Ave. of the Americas
New York, NY 10019
(212) 506-4349
Staff: Edward Bleier, Eric Frankel, Jeffrey Calman, David Goodman, Greg Brodsky, Stacey Nagel-Galper. **Program:** Off-network dramas—*Kung Fu: The Legend Con-*

*tinues; Dark Justice; Reasonable Doubts; Homefront; China Beach; Freddy's Nightmare; The Client**; *I'll Fly Away**; *Midnight Caller*. Comedies—*The John Larroquette Show; Perfect Strangers; Head of the Class; Growing Pains; The Hogan Family; My Sister Sam; The Parent Hood**; *Wayans Bros.**; *Too Something (aka New York Daze); The Wonder Years**; *The Drew Carey Show**; *In the House**; *It's a Living; Kirk**; *Mad TV**. Classic hours—*Kung Fu; Hotel; Falcon Crest; The Colbys; Knots Landing; Wonder Woman; The FBI; Maverick; Tarzan*. Half-hours—*Chico and the Man; Welcome Back, Kotter; Here's Lucy; The Days and Nights of Molly Dodd; Love Connection; People's Court; The New Dick Van Dyke Show; The Adventures of Superman; F Troop; My Favorite Martian; Mayberry R.F.D.* Original programming—*The Fantastic Voyages of Sinbad**; *Police Academy; The Series; Electric Circus; Ultra Chimps; Boing!; Boom!; Live from the Autry Museum*

Warner Bros. International TV 1960
4000 Warner Blvd.
Bldg. 118, 1st fl.
Burbank, CA 91522
(818) 954-6000

Staff: Jeffrey R. Schlesinger, Mauro Sardi. *Distribution*—James P. Marriann, David Camp, Lisa Gregorian, Ron Miele, Isis Moussa, Josh Berger, Donna Brett, Kevin Byles, Michael Lecourt, Richard Milnes, Jorge Sanchez, Rosario Ponzio, David Guerrero, Tim Horan, Jose Abad, Florence Yue. *Production*—Catherine Malatesta, Dan Morita, Carola Ash. *International Channels*—Susan Kroll, Malcolm Dudley-Smith, Marsha Armstrong, Monica Dodi, Sal LoCurto, Kelley Nichols, Robert Nitkin, Matthew Robinson. *Warner Bros.*—Annette Bousou, Scott Rowe. **Programs:** One-hour series—*Spy Game**; *La Femme Nikita**; *The New Adventures of Robin Hood**; *Prince Street**; *Babylon 5; ER; Lois & Clark: The New Adventures of Superman; Renegade*. Half-hour series—*Chicago Sons**; *The Jamie Foxx Show**; *Life With Roger**; *Lost on Earth**; *Pearl**; *Nick Freno: Licensed Teacher**; *Suddenly Susan**; *Family Matters; Friends; Hangin' with Mr. Cooper; How'd they Do That?; In the House; The John Larroquette Show; Living Single; Martin; Murphy Brown; The Parent Hood; Step by Step; The Wayans Bros.; The Drew Carey Show*. Animated series—*The Fantastic Voyages of Sinbad the Sailor**; *Road Rovers**; *Superman**; *Waynehead**; *Zorro**; *Cow & Chicken**; *Dexter's Laboratory**; *The Real Adventures of Johnny Quest**; *What a Cartoon!**; *Steven Spielberg Presents Freakazoid!*; *Steven Spielberg Presents Pinky & The Brain; The Sylvester & Tweety Mysteries; Steven Spielberg Presents Animaniacs*. Miniseries—*Knots Landing**; *Back to the Cul-de-Sac**; *Stephen King's The Shining**. Made-for-TV movies—*Blue Rodeo**; *Dallas: J.R. Returns**; *Harvest of Lies**; *Once You Meet a Stranger**; *A Walton's Easter**. Made-for-pay HBO movies—*Crime of the Century**; *Deadly Voyage**; *Soul of the Game**. HBO Entertainment Specials—*HBO World Boxing 1996*. Other—*Eastwood: After Hours - A Night of Jazz*



ALL NEW
EPISODES
FOR YEAR
TWO

OSCAR'S ORCHESTRA

IMAGINE A WORLD WITH NO MUSIC?

In the distant future, an evil tyrant named Thadius Vent bans all forms of music ... forever.

Luckily there is a courageous grand piano named Oscar who leads his instrument friends in thwarting the hideous plans of Vent and his clumsy cohorts. In each delightful episode, Oscar recruits more instruments for his own orchestra to restore music to the world.

Set entirely against the greats of classical music — Bach, Beethoven, Brahms, Mozart, Wagner, Gershwin and more — *Oscar's Orchestra* is more than an animated adventure series with imaginative stories. *Oscar's Orchestra* is an educational resource. A program that introduces kids to the joys of great music. An entertaining series that helps meet the challenges of the FCC kids program requirements.

A world without music? Not while *Oscar's Orchestra* is around.

HALF HOUR EPISODES • FCC FRIENDLY • WEEKLY SERIES

IN ASSOCIATION WITH:



THE QUINTUS GROUP



Contact Jeryl Reitzel
TEL (212) 754-4900
FAX (212) 754-5480

The
Summit
Media
Group
Inc.

Warner Vision International presents a Tony Collingwood production for Rubberneck Television
TM©1996 Rubberneck TV LTD

WDR-NDR International 331
Appellhofplatz 1
Cologne, D-50600 Germany
(011) 49 2 21 2 20 49 70
Staff: Dr. Horst Schering, Horst Bennis; Gerd Richter-Kiewning.
Programs: *The Little Vampire*; *Petzi and His Friends*; *The Last Courier*

Western International 2660
8544 Sunset Blvd.
Los Angeles, CA 90069
Staff: Dennis Holt, Michael Kassan, Chris Lancey, Dan Zifkin, Adam Lloyd, Stephen James, Danielle Medlock, Lori LeGall
Programs: Series—*Great Day*; *Conan the Adventurer*; *Air Rescue*; *Morton Downey Jr.'s Action America*; *Main Floor*; *1st and Ten*; *The Adventures of Ozzie and Harriet*; *Knights and Warriors*. Children—*Apollo Kids*; *Food Rules*; *Knowbotz*; *Field Trip*. Game shows—*Cyber Challenge*; *Combat Zone*. Variety/music: *It's Showtime At the Apollo*. Sports—*Magic Johnson's All Star Slam 'N Jam*

WGVU Productions 968
301 W. Fulton
Grand Rapids, MI 49504-6492

WHAMO Entertainment 322
1850 S. Sepulveda Blvd.
Los Angeles, CA 90025
(310) 477-0338
Staff: Myles S. Spector, Joseph Szew, David Field.
Programs: Animated—*The Endangerables*; *The Adventures of Hercules & The Immortals*; *The Stardust Animated Collection*; *Byte Riders: Adventures in Cyberspace*; The New Library of Animated Treasures; Burbank Animated Classic Tales I; *The Adventures of the Little Prince*; Animated Classics Collection; *Clutch Cargo*; *Space Angel*; *Fables of the Green Forest*; *Captain Nemo*. Children's Live action series—*The Huggable Cub*; *Shamu and You*. Features/Packages—Feature Films (14 titles); Feature Films (60 titles) Series—*Queen Margot*; *The Falcons*; *A Year to Remember*; *The Adventures of Skippy, the Movie*; *Wild World of Sports*; *Puppet Musical Classics*; *Kung Fu Collection*; *The Hermitage Museum of St. Petersburg*; *Grand Museum Series*; *Crunch*; *Gotta Sweat*; *Debbie and Mickey (Hollywood's Golden Era)*; *Cool Jazz Classics*; *Astroworld*; *Astrosigns*; *Expeditions*; *Space*; *Treasures of Persia*; *Psychic Messengers*; *Frank Sinatra: His Life & Times*; *Trains*; *U.F.O.*; *Scuba Adventure*. Specials—*Haute Couture*; *Secrets of Beauty with...Karen Mulder*; *Ken Uston's How to Win at Black Jack*; *George Burns, His Wit and Wisdom*; *Mickey Rooney Presents Singers and Songwriters: The Way We Made Music 1*

Wicked Pictures 978
9040 Eton Ave.
Canoga Park, CA 91304

Winchester Film & TV 1501P
29-30 Kingly St.
London, W1R 5LB England
44 171 434 4374
Staff: G. Smith, M. Prince, A. Brown
Programs: *The Adventures of Shirley Holmes*; *Au Pairs*; *Dolls Hospital*; *Puppyville High*; *Internet Detectives*; *The Jelly Babies* (AKA *Absolutely Brilliant*)

World Screen News 151C
1123 Broadway, Ste. 901 New York, NY 10010

World Wrestling Federation RM25 & 2620

Worldvision Entertainment 1690
1700 Broadway
New York, NY 10019
(212) 261-2700
Staff: Domestic—John Ryan, Bert Cohen, Robert Raleigh, Bary Montanus, Lou Dennig, Bill Baffi, Brian O'Sullivan, Frank Browne, Tony Bauer, John Barrett, David McNaney, Robert Chenoff, Rita Scarfone, Marybeth Strambi, Linda Tobin, Ed O'Brien, Kim Schlotman, Damon Zaleski, Doreen Keever, Jacqueline Majers, Russell Kolody, Christopher Gerondale, Alicia Lynch, Therese Corcoran, Jennifer Berman, Janel Fredericks. International—Raymundo Rodriguez, Bruce Swanson, Bill Peck, Mary Jane Fourniel, Michael Kiwe, Mary Ann Pasante, Leticia Estrada, Hilary Hattler. Spelling Entertainment Group—Peter Bachmann, Karen Miller. Republic Entertainment—Robert Sigman, Michael Thornton, Krickett Wertz. Big Ticket Television—Larry Lyttle, Bill Sanders.
Programs (domestic): *Pictionary*; *America's Dumbest Criminals*; *Night Stand* (yr. 2)*; *Judge Judy*; *Night Stand*; *Tarzan*; *Starring the Actors*; *Starting from Scratch*. Movie Packages—Worldvision 3 (26 titles); Showcase Network II (15); Carolco IV (20); Carolco III (20); Worldvision 2 (18); Worldvision I (24); *Fantastic Fantasies* (4). Off-Network—*Beverly Hills, 90210*; *Night Heat*; *The Streets of San Francisco*; *The Love Boat II*; *The Love Boat*; *Little House on the Prairie*; *Barnaby Jones*; *Douglas Fairbanks Presents*; *The Doris Day Show*; *N.Y.P.D.*; *The Mod Squad*; *Combat*; *The Rebel*; *Wendy and Me*; *People's Choice*; *The Invaders*; *One Step Beyond*. Miniseries—*Voice of the Heart*; *Sword of Honour*; *On Wings of Eagles*; *Holocaust*; *Return to Eden*; *Son of the Morning Star*; *Separate but Equal*; *Love, Lies & Murder*. Features—Star Performers (12 made-fors); Prime Time, All the Time (16 theatricals); Prime VIII (20 theatricals/made-fors); *Shark's Paradise* (made-for). Hour Series—*2000 Malibu Road*; *American Chronicles*; *Beauty & the Beast*; *Ben Casey*; *Breaking Point*; *Combat*; *Cowboy in Africa*; *Dan August*; *Don Lane Show*; *Fugitive*; *The Heights*; *The Invaders*; *Momentous Events*, *Most Deadly Game*, *Return to Eden*, *The Round Table*, *The Mod Squad*; *Streets of San Francisco*; *Twin Peaks*, *Urban Anxiety*. Half-hour series—*After Hours*; *Almost Live*; *Annie Oakley*; *Buffalo Bill Jr.*; *Adventures of Champion*; *Come Along*; *Dark Shadows*; *Dickens and Finster*; *Doris Day Show*; *Emergency*; *F.D.R.*; *High Road*; *It Pays to be Ignorant*; *Love Boat II*; *Man with Camera*; *Mickey Rooney*; *Next Step Beyond*; *On the Mat*; *One Step Beyond*; *People's Choice*; *Range Rider*; *The Rebel*; *Take My Word for it*; *Tales from the Dark Side*; *That Girl*; *Throb*; *Wendy and Me*; *You Again?*. Children's—*Camp Candy*; *Discovery*; *George of the Jungle*; *Jackson Five*; *Jerry Lewis*; *King Kong*; *Lancelot Link*; *Milton the Monster*; *Professor Kitzel*; *Reluctant Dragon and Mr. Toad*; *Smokey the Bear*. Specials—*Amahl & the Night Visitors*; *Baseball Our Way*; *Bay City Rollers*; *The Bobby Vinton Show*; *A Christmas Carol*; *Candid*

Camera; *Children of the Moon*; *Chris Evert Specials*; *Christmas Memory*; *Cliffhanger Serial Specials*; *Dick Smith: Master of Makeup*; *Echo 1*; *Herbie Mann/Paul Kirk*; *Hollywood Maverick*; *An Evening with Irish Television*; *Fabulous Sixties*; *Frankenstein: Greatest American Film*; *Irish Lovers Special*; *Is it Christ? Nicklaus at Home of Golf*; *Last Nazi*; *Musical Ambassadors*; *New Fangled Wandering Minstrel Show*; *The Night the Animals Talked*; *Raphael*; *Roberta Flack/Donny Hathaway*; *Ron Luciano's Lighter Side of Sports*; *Russian Festival of Music and Dance*; *Shark's Paradise*; *Sunshine Specials*; *Tennis Our Way*; *Thank You Mr. President*; *Wedding Planner*; *Marion Ross*; *World of Miss World*. Feature packages—Animated Features (5) Animated Cartoons (500); *Champions* (152); *Color Movies 3* (11); *Color Movies 4* (6); *Color Movies 5* (13); *John Wayne Collection* (16); *Hollywood Stars* (17); *Prime I* (10); *Prime II* (16); *Prime III* (16); *Prime IV* (26); *Prime V* (26); *Prime VI* (19); *Prime VII* (18); *Prime VIII* (20); *Republic Premiere One* (12); *Republic Premiere Two* (12); *Republic Premiere Three* (12); *Republic Premiere Four* (12); *Showcase One* (8); *Take 3* (6); *Theatrical Cartoons* (100). TV Movies—*Armed & Innocent*; *Bare Essentials*; *Born Too Soon*; *Child of Rage*; *Class Cruise*; *The Conviction of Kitty Dodds*; *Eye on the Sparrow*; *Family Sins*; *Final Appeal*; *Fire*; *Trapped on the 37th Floor*; *Fulfillment*; *I Posed for Playboy*; *Indiscreet*; *Jessee*; *Judgment Day*; *The John List Story*; *Liberace*; *Lucy & Desi*; *Before the Laughter*; *Mistress*; *One Against the Wind*; *Overkill*; *Promised a Miracle*; *Shades of Gray*; *Somebody's Daughter*; *When the Wind Comes*. Republic Pictures—*Bill Cosby Show*; *Bonanza*; *Car 54, Where Are You?*; *Dr. Kildare*; *Get Smart*; *The High Chaparral*; *I Spy*; *Victory at Sea*. **Programs (international)**—*Sunset Beach*; *Seventh Heaven*; *Dark Angel*; *After Jimmy*; *Once Upon A Time...When We Were Colored*; *Savannah*; *Moesha*; *Beverly Hills, 90210*; *Melrose Place*; *A Season in Purgatory*; *A Silent Betrayal*; *AFI Life Achievement Award/Clint Eastwood*; *1996 Blockbuster Entertainment Awards*; *Kiss and Tell*; *Night Stand*; *Soul Train 25th Anniversary Hall of Fame*; *1996 Soul Train Music Awards*; *1996 Soul Train Lady of Soul Awards*; *Geraldo*; *Nadia*; *Charles Perez*; *The Road*; *1995 Hollywood Christmas Parade*; *One Life to Live*; *General Hospital*; *All My Children*; *Malibu Shores*; *Kindred: The Embraced*; *The Invaders*; *Stephen King's The Langoliers*; *Stephen King's The Stand*; *Texas*; *Models Inc.*; *Madman of the People*; *Burke's Law*; *Beverly Hills*; *Melrose Place*; *Winnetka Road*; *Pope John Paul II*; *Fatal Vows: The Alexandra O'Hara Story*; *Armed and Innocent*; *Conviction of Kitty Dodd*; *Final Appeal*; *Love, Lies and Murder*; *Separate But Equal*; *Son of the Morning Star*; *Beauty and the Beast*; *Momentous Events: Russia in the 90's*; *Forget-Me-Not Murders*; *Green Dolphin Beat*; *Love on the Run*; *The Vernon Johns Story*; *Precious Victims*; *Jane's House*; *Sidney Sheldon's A Stranger in the Mirror*; *David*

Lynch's Hotel Room; *Terror On Track 9*; *The Fugitive*; *Dracula: Fact Or Fiction*; *2000 Malibu Road*; *Back To The Streets Of San Francisco*; *Sexual Advances*; *Grass Roots*; *Dynasty: The Reunion*; *Stephen King's Golden Years*; *Dick Smith/Master Of Make-up*; *Twin Peaks*; *Wild Texas Wind*; *Worldvision I* (8); *Monsters*; *American Chronicles*; *Hollywood Mavericks*; *The Heights*; *The Round Table*; *On the Air*; *Dallas*; *Bellevue Emergency*; *Urban Anxiety*; *Barnaby Jones*; *Dan August*; *Most Wanted*; *Ironweed*; *The Running Man*; *Light Of Day*; *Monster Squad*; *Little House On the Prairie*; *Streets of San Francisco*; *The Love Boat*; *Halloween with the Addams Family*; *Sydney*; *Highway to Heaven*; *Internal Affairs*; *The Invaders*; *Jailbirds*; *Murder Times Seven*; *Rich Men*; *Single Women*; *Murder In Black and White*; *The Love Boat*; *a Valentine Voyage*; *Unholy Matrimony*; *Stones for Ibarra*; *Stranger On My Land*; *AFI Life Achievement Award/Steven Spielberg*; *Jack Nicholson*; *Elizabeth Taylor*; *Sidney Poitier*; *Kirk Douglas*; *David Lean*; *Gregory Peck*; *Home Fires*; *Hands Of a Stranger*; *Angel in Green*; *Kids Like These*; *The Last Frontier*; *The Stepford Children*; *Stone Fox*; *Shark's Paradise*; *When the Bough Breaks*; *Night of Courage*; *Stranger In My Bed*; *The High Price Of Passion*; *Sable*; *You Again?*; *On the Wings of Eagles*; *Doubletake*; *Key to Rebecca*; *Sam's Son*; *A Deadly Business*; *My Two Loves*; *Welcome Home Bobby*. Holiday specials—*Halloween with the Addams Family*; *I Love the Chipmunks Valentine Special*; *Alvin & the Chipmunks Reunion*; *A Christmas Memory*; *A Christmas Carol*; *The Night the Animals Talked*; *Amahl and the Night Visitors*; *Russian Festival of Music and Dance*. Feature films—*Paragon Features* (90-plus); *Prestige Features* (21); *Prestige II Features* (10); *Selznick Classics* (22); *ABC Pictures*; *Republic Pictures* (1,000-plus). Children's—*Krofft Library*; *Land Of the Lost*; *Milton the Monster*; *Jerry Lewis Show*; *Jackson 5*; *Lancelot Link*; *Alvin and the Chipmunks*; *George of the Jungle*; *Hot Wheels*; *King Kong*; *Professor Kitzel*; *Reluctant Dragon and Mister Toad*; *Skyhawks*; *Smokey the Bear*; *Hugo the Hippo*; *The Point*. Specials—*Remember Me*; *Little House On the Prairie* (three presentations); *An Act of Love: The Patricia Neal Story*; *Worldvision Dramatic Specials*; *Holocaust*; *The Ordeal of Patty Hearst*; *The Trial of Lee Harvey Oswald*; *The Last Nazi*; *Reincarnation*; *Little Mo*; *Freedom Road*; *Russian Festival of Music and Dance*; *Candid Camera Specials*. Series—*Robin's Hoods*, *Heaven Help Us*, *University Hospital*. (Spelling Premiere Network); *Throb*; *Starting from Scratch*; *The Addams Family*; *Return to Eden*; *Lucie Arnaz Show*; *Starring the Actors*; *Little House On the Prairie*; *Eight is Enough*; *Kaz*; *Project UFO*; *The Andros Targets*; *Spencer's Pilots*; *Married: The First Year*; *Pruitts of Southampton*; *The Doris Day Show*; *Hunter*; *Combat*; *Mod Squad*; *The Next Step Beyond*; *Thunder*; *Garrison's Gorillas*; *Cowboy in Africa*; *Ben Casey*; *That Girl*. Republic International—*Bonanza*; *I Spy*; *Get Smart*; *The High Chaparral*; *The Bill Cosby Show*; *Dr. Kil-*


dare

Worldwide Entertainment Group 892
8, Palm Crest, Main Ave. Santacruz West Bombay, 400054 India

Worldwide Television News 431
1995 Broadway
New York, NY 10023


WTVI-Charlotte Public TV 1073
3242 Commonwealth Ave.
Charlotte, NC 28205
(704) 371-8813 Website:
www.wtvi.org
Staff: Robert Maier, Angela Segel, Ben Mendel, Paula Newsome, Sidney Evans, Edward Bednar, Hal Gardner
Programs: *Home Stretch*; *Trappist*; *New Home Show*; *Singles Talk with Angela Segal*; *Makin' Tracks*; *John Paul II*; *America Loves Antiques and Collectables*; *Frankly Speaking*

The Wyland Group 948
101 West Cochran St.
Simi Valley, CA 93065
(805) 373-7679
Staff: Chauncey Smith, Linda Walter, George Swanson, Lori Johnson
Programs: *Lifestyle Magazine*; *McDougall, M.D.*



Young American Entertainment 2422
RFD 1680 Bordeaux
Long Grove, IL 60047

Your Choice TV 139
4350 East West Hwy., Ste. 115
Bethesda, MD 20814
(301) 657-1717 Website:
www.yctv.com
Staff: Nancy G. Stover, Suzanne Hayes, James Lightstone, Randy McCurdy, Vicki Stearn Service: National satellite-delivered digital TV service which gives viewers a second chance to watch popular TV shows shortly after the show's original airing



ZCA Communications 1331A
1440 St Catherine W., 12th fl. Montreal, PQ, H3G 1R8 Canada

Zedlar Transcription & Translation 882
Zion Pass Ave., Ste. 200
Burbank, CA 91505
(818) 556-4155
Staff: Jeff Zedlar, Troy Zedlar, Bill Phillips, Ray Martin Services: **Services:** Transcription and translation services, Timecode as broadcast free courier, script analysis, all video and audio formats, continuity

Zentropy Interactive 2690
5150 Wilshire Blvd., Ste. 200
Los Angeles, CA 90027

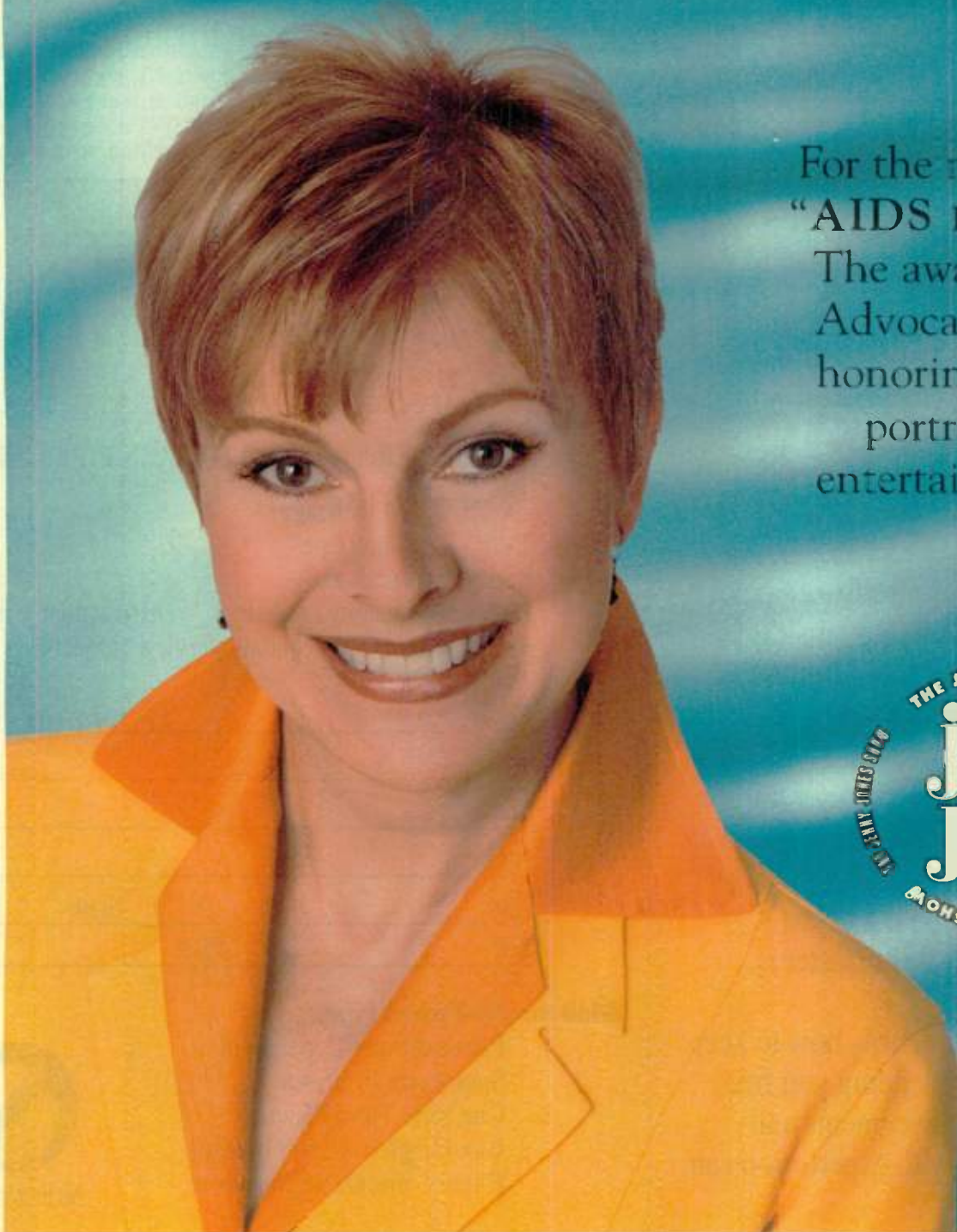
Zeppelin Television S.A. 1447
Avenida de Manoteras 18
Madrid, 28050 Spain
+34-1-766-9266
Staff: Jose Velasco, Secundino F. Velasco, Mike Perez, Eduardo Miri, Ana Caldas
Programs: *El Super*, *La Familia Canete*, *Inocente*, *Inocente*, *Vidas Cruzadas*

Zia Film Dist. 2302
8306 Wilshire Blvd., Ste. 690
Beverly Hills, CA 90211

Broadcasting

January 6, 1997

CONGRATULATIONS TO
JENNY JONES ON WINNING
THE PRESTIGIOUS
1996 NANCY SUSAN
REYNOLDS AWARD.



For the moving episode
"AIDS IN AMERICA."
The award is given by
Advocates For Youth,
honoring outstanding
portrayals in the
entertainment media.



WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION
© 1996 Warner Bros. All Rights Reserved.

Povich/Chung show marks open season in access

DreamWorks project spells beginning of big changes in time period

By Cynthia Littleton

This week, DreamWorks Television launches the first strike in the battle of first-run access.

Industry observers predict that the first-run access business will see a major turnover in fall 1998. Each of the nine major magazine and game show strips that occupy more than half of broadcast TV's access time slots have posted year-to-year declines in Nielsen Media Research household and demographic ratings. And each show has contract renewals coming up next season in key major markets.

DreamWorks' first formal pitch to buyers for its fall 1998 magazine entry, anchored by husband-and-wife TV news veterans Connie Chung and Maury Povich, was mailed out last week. DreamWorks will not have a formal exhibit at next week's NATPE syndication sales convention, but company officials plan to meet with prospective buyers in a suite at the New Orleans Convention Center.

The syndication arm of Hollywood's most ambitious startup in decades is mounting an offensive against its estab-

lished competitors. Strips in DreamWorks' sights include Paramount's infotainment franchises *Entertainment Tonight* and *Hard Copy*; King World Productions' game show mainstays *Wheel of Fortune* and *Jeopardy!*; King World's news magazines *Inside Edition* and *American Journal*; Warner Bros.' three-year-old *Extra*, and *Access Hollywood*, the struggling new joint venture of NBC and Fox.

"All the existing first-run shows in access are down," says Ken Solomon, executive vice president, DreamWorks Television. "There's too much of the same out there. It's hurting the time periods and driving viewers away from broadcast TV."

More than 550 broadcast outlets carry first-run magazines and game shows in access. DreamWorks' pitch to those buyers reprises a theme from the 1992 Clinton/Gore presidential campaign: It's time for a change.

Station buyers in New York and other make-or-break markets say they're intrigued by the potential of the Chung/Povich pairing, but they want more details about the format of the proposed half-hour strip.

Bob Jacquemin, a veteran of Paramount and Disney who now runs DreamWorks Television with Solomon, says the company is close to naming an executive producer for the project. The show, now known by the working title *Povichung*, aims to feature regular contributions from reporters of affiliate stations.

"We made a conscious decision to announce this show in June of 1996 and formally introduce it to the marketplace in January 1997," says Jacquemin. "We've got more than two years to develop this project and launch it in the best possible environment."

At present, Povich has one year remaining on his contract with Paramount Domestic Television, distributor since 1990 of his successful talk show.

DreamWorks, whose founders have said they intend to build a pure-play production studio, also has to line up a distributor for the show. The goal is to partner with a station group with an established news operation to help sup-



The Chung/Povich magazine project, scheduled for fall 1998, would feature regular contributions from reporters of affiliate stations.

ply producers with exclusive local stories with national appeal.

Since the project was unveiled last June, DreamWorks has had preliminary conversations with Eyemark Entertainment, CBS's new syndication unit, and other domestic distributors. On the surface, the CBS-owned station group seems the most logical target for DreamWorks.

Contracts for *Hard Copy* and *Entertainment Tonight* are set to expire next season at many CBS-owned stations. The CBS O&Os acquired Paramount's long-running strips at a premium in

Help Your Audience Say No to Frozen Pipes.



WHY? Because frozen pipes can cause a flood inside homes, ruining furniture, appliances, flooring, walls and even keepsakes.

On average, a quarter million homes are affected annually and a cold weather outbreak can cause a real disaster ... big numbers of victims, big headaches and big costs.

But, unlike a tornado or hurricane, this disaster is avoidable.

Your station can help by telling audiences how to keep pipes from freezing. We can help by sending you free, non-commercial public service announcements and brochures and putting you in touch with experts you can interview on-air.

Contact us with this form:

Please send me the following NO FROZEN PIPES information:

- TV PSAs (3/4 inch tape)
- TV PSAs (1 inch tape)
- Radio PSAs (cassette)
- Brochures (quantity needed:) (Also available in Spanish)
- Information about potential interview subjects

Name

Title

Station

Address

City State

ZIP Ph.#

Mail to: No Frozen Pipes
 Public Affairs Department
 State Farm Insurance
 One State Farm Plaza
 Bloomington, IL 61710-0001
 E-mail: info@statefarm.com



No Frozen Pipes.

Or fax: (309) 766-2670
For additional information, call: (309) 766-8864

1994, when NBC's station group could not come to terms with the studio on a renewal.

ET and *Hard Copy* haven't performed up to the expectations of some CBS general managers, but in fairness, others note that the strips switched to CBS just as the stations and the network plunged into a ratings freefall. Eyemark also is actively developing access strip concepts for the in-house station group.

NBC's growing O&O group still could be a contender, depending on the fate of its in-house production, *Access Hollywood*. The entertainment magazine designed as a replacement for *ET* has gotten off to a slow start this season, cutting into the performance of the station group's most lucrative daypart: the half-hour leading into NBC's top-rated prime time schedule.

The ABC-owned stations are considered the least likely contenders in light of the group's tight commitments through mid-1998 to *Jeopardy!* and *Wheel of Fortune*.

The Fox O&Os have invested heavily in an off-network strategy in access, but the Chung/Povich project might appeal to some Fox-owned stations. Povich gained

national fame as anchor of Twentieth Television's now-canceled *A Current Affair*, which debuted in 1986 on Fox's WNYW(TV) New York and WTTG(TV) Washington.

In a seven-minute presentation tape making the rounds this week, Chung and Povich describe the upcoming show as a "marriage of information and insight." The focus will be on highly personal stories of families and relationships that shed light on broader social issues.

Industry observers predict that DreamWorks will have no trouble getting the show on the air—solely on the strength of two known commodities in the TV business.

Cable is another troubling aspect of the sea change that many broadcasters expect to see in the access and prime time arena next year. Basic cable networks have ponied up record license fees over the past two years for A-list off-network product. Reruns of *ER*, *NYPD Blue*, *The X-Files*, *Walker*, *Texas Ranger* and other young-skewing network hits are set to premiere in access and prime time next year on such widely distributed basic cable networks as USA Network, TNT, Lifetime and FX. ■

Slim picks from Katz

Rep firm is recommending one new talk show and one new game show; chooses no magazines or off-net sitcoms

By Steve McClellan

In its pre-NATPE review of the 1997-98 program development season, Katz Television recommends just one new talk show—the strip version of *Martha Stewart*.

Ruth Lee Leaycraft, director of programing, Katz Continental Television, cites guidelines the rep firm believes any talk show should meet: a well-known, experienced and "vibrant" host; a clear concept of what the show should be, and a compelling reason that viewers should watch. "Based on these three guidelines, *Martha Stewart* is certainly a contender for daytime in those markets where her weekend show has worked," Leaycraft says.

But Leaycraft also singles out proposed *Martha* companion program *Gayle King* (both shows are being distributed by Eyemark Entertainment) as one that stations should think twice about before picking up. "We advise negotiating, if possible, wider latitude for sched-

uling [*King*]," Leaycraft says, "primarily because given the limited available information, [it] does not appear to measure up to those guidelines."

In the game show category, Katz also picked just one new show—*Pictionary*, from Worldvision—as worthy of consideration. "We believe *Pictionary* to be a contender in early fringe, but we caution stations that the show is not access fare," says Bill Carroll, Katz Television's vice president and director of programing.

Katz says the magazine field currently is too crowded and that all the entries have created an environment in which shows frequently vie for single-digit shares. Thus Katz urges stations to renew any magazine that is working for them, but cites no new possible contenders for fall 1997.

The rep firm also says that none of the new off-network sitcoms for 1997 appear to have hit status. "There is no sure bet in the sitcom category" for this year, says Jim Curtin, Katz Continental programing direc-

tor. "But if you need a sitcom, *The Nanny* has some potential." In terms of future prospects, Curtin says, *Drew Carey* "bears watching." ■

Newcomers from Telco

Telco Productions, distributor of the reality weekly *Emergency with Alex Paen*, has two new reality weeklies to pitch to buyers at next week's NATPE convention: *Animal Rescue and Mounties: True Stories of the Canadian Mounted Police*. Syndication sales veteran Joe Mirabella has joined Telco as executive vice president, domestic television, to oversee the launch of the shows. Mirabella most recently was senior vice president, general sales manager for MG/Perin Inc.

ASSOCIATION PRESIDENT

The RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION is seeking candidates for the position of RTNDA President to lead the Association and the Radio and Television News Directors Foundation, manage all internal affairs, act as spokesperson, fund-raiser and lobbyist, plan the annual agenda and serve as chief representative in championing freedom of information in the electronic news media.

Individual must be able to develop and promote contacts with government and regulatory officials, mass media leaders, other professional organizations, journalists who cover media issues and persons in the electronic journalism educational community. Knowledge of industry issues and ability to speak and issue statements on behalf of the Association is essential.

Strong administrative skills are required. Must have experience in managing personnel, budget preparation and implementation and long-range financial planning. Knowledge of convention planning is needed to arrange and manage the annual RTNDA International Conference & Exhibition.

Attractive compensation and benefits package is provided. RTNDA offices are located in the District of Columbia. Please mail resume by January 31 to: Loren Tobia, Chair, Search Committee, KMTV, 10714 Mockingbird Drive, Omaha, NE 68127.

RTNDA is an equal opportunity employer.

Networks begin the labor of labeling

Ratings for some series change from week to week

By Lynette Rice

As early as today (Jan. 6), some TV networks will illustrate just how difficult it is to label a season's worth of sitcoms or dramas with one TV rating—no matter what

some V-chip advocates say. (The networks have targeted this week to begin implementing the new voluntary ratings system, unveiled Dec. 19.)

While some shows will consistently earn either a TV-G or a TV-PG, Fox already is

expecting *Melrose Place* to receive a TV-PG one week and a TV-14 the next. In fact, the Jan. 6 and Jan. 13 episodes have been assigned TV-14s, while the Jan. 20 episode is a TV-PG. (The ratings icon for all shows will appear in the upper left cor-

ner of the picture for the first 15 seconds of the program.)

The same goes for *Married...With Children*, which will air tonight with a TV-PG rating but will run Jan. 13 with a TV-14. Both episodes of *Ned and Stacey* on Jan. 6 and 13, however, will have

TV-PGs.

For at least the first two weeks, ABC expects the ratings for its shows to remain consistent. The Jan. 7 and 14 episodes of *NYPD Blue*, for example, will have a TV-14, while the Jan. 8 and 15 episodes of *Ellen* will be TV-PG.

Yet that won't be the case at CBS's *Chicago Hope*, which will earn a TV-14 for tonight's episode but will receive a TV-PG on Jan. 13. *Cybill* also will go through a change, from a TV-14 tonight to a TV-PG on Jan. 13. *Moloney*, as well, will jump from a TV-14 for the Jan. 9 episode to a TV-PG for Jan. 16.

And over at NBC, episodes of *Homicide: Life on the Street*—which was assigned an overall TV-PG by the network—will get a TV-14 on Jan. 10 and 17.

"The verdict on the ratings system is essentially that it's a work in progress. All the networks will find out what the industry consensus is," says Rick Mater, head of the three-member Standards and Practices department at The WB.

The networks have already issued overall ratings for their shows, from TV-Gs for NBC's *The Jeff Foxworthy Show* and CBS's *Everybody Loves Raymond* to TV-PGs for "Must See" NBC shows such as *Friends* and *Frasier*.

Just how to rate individual shows could be determined by what the other guy is doing, Mater suggests. Although The WB expects most of its episodic ratings to remain consistent, it too is preparing for the day when individual episodes of Aaron Spelling's *Savannah* may be more appropriately dubbed TV-14 rather than TV-PG—just like Fox's *Melrose Place*.

"We're still examining *Savannah*, and we've had episodes where sex scenes pushed the envelope a bit and made us consider whether the episodes were a TV-14 or a TV-PG. But so far those that have aired have been pretty benign," Mater says.

"Unlike the MPAA, which has a single committee judging all the movies," Mater says, "each network will be making the determination. It's pretty hard not to have a difference in opinion, at least initially. It will be interesting to see what everyone else is doing so we can make the adjustments accordingly. It's possible that Fox will call for an episode of *Melrose Place* to be a TV-14, where everyone else thought it should have been a TV-PG. It could work either way."

Broadcasting & Cable		PEOPLE'S CHOICE						Ratings according to Nielsen	
		Dec. 16-22							
KEY: RANKING/SHOW [PROGRAM RATING/SHARE] • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TELEVISION UNIVERSE ESTIMATED AT 97.0 MILLION HOUSEHOLDS; ONE RATINGS POINT=970,000 TV HOMES YELLOW TINT IS WINNER OF TIME SLOT • (NR)=NOT RANKED; RATING/SHARE ESTIMATED FOR PERIOD SHOWN • *PREMIERE • SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH • GRAPHIC BY KENNETH RAY									
Week	14	abc	CBS	NBC	Fox	U/PIN	WB		
		12.4/20	9.4/15	10.6/17	7.4/11	2.6/4	2.5/4		
MONDAY	8:00	77. <i>Dangerous Minds</i>	26. <i>Cosby</i> 9.9/16	55. <i>Jeff Foxworthy</i> 7.7/12	48. <i>Melrose Place</i> 8.6/14	92. <i>In the House</i> 3.3/5	101. <i>7th Heaven</i> 2.5/4		
	8:30	6.0/10	45. <i>Ink</i> 8.7/14	61. <i>Mr. Rhodes</i> 7.2/11		95. <i>Mal & Eddie</i> 3.0/5			
	9:00	4. <i>NFL Monday Night Football—Buffalo Bills vs. Miami Dolphins</i>	27. <i>Murphy Brown</i> 9.7/15	11. <i>NBC Monday Night Movie—Stand Against Fear: Moment of Truth</i>	74. <i>TV's Funniest Xmas Moments</i> 6.1/9	107. <i>Goode Bhvr</i> 2.0/3	101. <i>Savannah</i> 2.5/4		
	9:30	15.2/25	23. <i>Cybill</i> 10.3/16			107. <i>Sparks</i> 2.0/3			
	10:00		39. <i>Chicago Hope</i> 8.9/15						
10:30									
TUESDAY	8:00	11.4/18	11.4/18	10.4/17	5.1/8	2.9/5			
	8:30	29. <i>Roseanne</i> 9.6/16	45. <i>Promised Land</i> 8.7/14	22. <i>Mad About You</i> 10.6/17	88. <i>Fox Tuesday Night Movie—The Munsters' Scary Little Christmas</i> 5.1/8	94. <i>Moesha</i> 3.2/5			
	9:00	40. <i>Life's Work</i> 8.8/14		30. <i>Smthg So Right</i> 9.5/15		91. <i>In the House</i> 3.5/6			
	9:30	7. <i>Home Imprvmt</i> 13.5/21		19. <i>Frasier</i> 11.0/17		101. <i>The Burning Zone</i> 2.5/4			
	10:00	18. <i>Spin City</i> 11.1/17	8. <i>CBS Tuesday Movie—Unlikely Angel</i> 12.7/20	21. <i>Caroline in/City</i> 10.8/17					
10:30	8. <i>NYPD Blue</i> 12.7/21		25. <i>Dateline NBC</i> 10.0/17						
WEDNESDAY	8:00	10.7/18	9.1/15	7.6/12	8.1/13	3.3/5	2.9/5		
	8:30	31. <i>Grace Undr Fire</i> 9.4/16	40. <i>The Nanny</i> 8.8/15	63. <i>Wings</i> 7.1/12	40. <i>Beverly Hills, 90210</i>	97. <i>The Sentinel</i> 2.9/5	98. <i>Sister, Sist</i> 2.8/5		
	9:00	33. <i>Coach</i> 9.2/15	61. <i>Pearl</i> 7.2/12	58. <i>Caroline in/City</i> 7.5/12	7.9/13		100. <i>Nick Freno</i> 2.6/4		
	9:30	11. <i>Drew Carey</i> 12.2/19		51. <i>NewsRadio</i> 8.2/13		60. <i>Party of Five</i> 7.4/12	95. <i>Wayans Br</i> 3.0/5		
	10:00	17. <i>Ellen</i> 11.4/18	27. <i>CBS Wednesday Movie—My Cousin Vinny</i> 9.7/16	53. <i>Men Bhvg Badly</i> 8.1/13		90. <i>Star Trek: Voyager</i> 3.6/6	92. <i>Jamie Foxx</i> 3.3/5		
10:30	19. <i>PrimeTime Live</i> 11.0/19		59. <i>Christmas in Washington</i> 7.4/13						
THURSDAY	8:00	6.1/10	7.8/12	18.7/30	6.1/10				
	8:30	81. <i>High Incident</i> 5.9/10	45. <i>Ch Brown Xmas</i> 8.7/14	5. <i>Friends</i> 14.8/25	70. <i>Martin</i> 6.3/10				
	9:00		40. <i>Garfield Xmas</i> 8.8/14	6. <i>NewsRadio</i> 14.0/23	74. <i>Living Single</i> 6.1/10				
	9:30	77. <i>High Incident</i> 6.0/9	50. <i>Mickey's Christmas Carol</i> 8.3/13	2. <i>Seinfeld</i> 19.9/31	74. <i>New York Undercover</i> 6.1/10				
	10:00	68. <i>Peter Jennings Reports</i> 6.5/11	70. <i>48 Hours</i> 6.3/10	3. <i>Suddenly Susan</i> 17.3/27					
10:30			1. <i>ER</i> 23.0/38						
FRIDAY	8:00	9.9/18	6.5/12	7.8/14	6.4/12				
	8:30	31. <i>Family Matters</i> 9.4/18	77. <i>Dave's World</i> 6.0/11		77. <i>Sliders</i> 6.0/11				
	9:00	36. <i>Boy Meets World</i> 9.0/17	86. <i>Ev Loves Raymd</i> 5.7/11						
	9:30	33. <i>Sabrina/Witch</i> 9.2/17	67. <i>Wid's Most Dangerous Animals</i> 6.7/12	54. <i>NBC Movie of the Week—The Sound of Music</i> 7.8/14		66. <i>Millennium</i> 6.8/12			
	10:00	51. <i>Clueless</i> 8.2/15							
10:30	14. <i>20/20</i> 11.7/21	65. <i>Nash Bridges</i> 7.0/13							
SATURDAY	8:00	5.4/10	9.8/18	8.4/15	5.9/11				
	8:30	83. <i>ABC Movie Special—Honey, I Blew Up the Kids</i> 5.8/11	40. <i>Dr. Quinn Medicine Woman</i> 8.8/16		87. <i>Cops</i> 5.6/11				
	9:00		35. <i>Early Edition</i> 9.1/16	49. <i>NBC Movie of the Week—It's a Wonderful Life</i> 8.4/15	70. <i>Cops</i> 6.3/12				
	9:30		16. <i>Walker, Texas Ranger</i> 11.5/21		83. <i>America's Most Wanted: AFB</i> 5.8/10				
	10:00	89. <i>Relativity</i> 4.7/9							
10:30									
SUNDAY	7:00	8.4/14	11.1/19	9.2/15	7.8/13		2.3/4		
	7:30	55. <i>ABC Movie Special—Look Who's Talking Now</i> 7.7/13	14. <i>60 Minutes</i> 11.7/21	83. <i>Dateline NBC</i> 5.8/10	(nr) <i>NFL Game 2</i> 12.3/24		106. <i>Pinky/Brain</i> 2.2/4		
	8:00		10. <i>Touched by an Angel</i> 12.4/20	57. <i>3rd Rock fr/Sun</i> 7.6/13	68. <i>Married w/Child</i> 6.5/11		107. <i>Brotherly Lv</i> 2.0/4		
	8:30			73. <i>Boston Common</i> 6.2/10	63. <i>The Simpsons</i> 7.1/12		105. <i>Parnt 'Hood</i> 2.3/4		
	9:00	36. <i>ABC Sunday Night Movie—The Christmas Tree</i> 9.0/15	24. <i>CBS Sunday Movie—The Time Piece</i> 10.2/17	13. <i>NBC Sunday Night Movie—Sister Act</i> 12.0/20	81. <i>Ned and Stacey</i> 5.9/10		104. <i>Steve Harvey</i> 2.4/4		
9:30				36. <i>The X-Files</i> 9.0/14		98. <i>Unhap Ev Af</i> 2.8/4			
10:00						110. <i>Life w/Roger</i> 1.8/3			
10:30									
WEEK AVG		9.1/15	9.4/16	10.3/17	6.7/11	2.9/5	2.5/4		
STD AVG		9.7/16	9.9/16	10.8/18	8.0/13	3.3/5	2.7/4		

Westinghouse, Infinity become one

\$4.9 billion deal closes on last day of 1996; Karmazin to head radio division

By Donna Petrozello

Westinghouse Electric Corp. and Infinity Broadcasting Co. sealed their \$4.9 billion merger at midday, Dec. 31, 1996, just under the wire of the year-end deadline that both companies vowed to meet when they announced the deal in June.

The closing came just five days after the FCC unanimously approved the merger, creating the nation's largest radio group of 79 stations, with combined revenue topping \$1 billion. The Department of Justice granted its approval in November, and shareholders of

both companies approved the deal on Dec. 10.

For the moment, the group is known as CBS Radio, but Westinghouse Chairman Michael Jordan is expected to unveil a new name for the media side of Westinghouse—encompassing its television, radio and cable operations—early this week.

Jordan confirmed that Infinity President Mel Karmazin will lead the radio division. Jordan also appointed Karmazin to the newly formed "office of the chairman," where he will serve alongside Peter Lund, who will oversee CBS television and cable operations.

Westinghouse stock rose more than a point—from 18 1/8 to 19 5/8—between Dec. 23 and Dec. 31. At a meeting Dec. 10, Westinghouse said it will issue approximately 835 million shares to satisfy the terms of the merger. Infinity no longer will trade as a separate stock. Infinity shareholders will receive 1.71 shares of Westinghouse stock for each of their shares in the merger agreement.

Jordan described the merger as bringing together "two of the highest-performing radio businesses in the industry." Jordan noted a 65% increase in Infinity's net income during the first nine months of 1996

and the group's 20 consecutive quarters of earnings growth.

CBS stations are expected, under Westinghouse's operation, to tally 50% greater returns in operating cash flow and 12% higher revenue for 1996, compared with 1995. Westinghouse acquired the CBS stations in November 1995.

"The new, combined CBS Radio Group will be able for the first time to offer advertisers a critical mass medium to reach their customers," Karmazin said. "The radio industry is poised to expand



Mel Karmazin is heading the merged Westinghouse/Infinity radio operations.

percent share of the advertising market, and we intend to lead that expansion." ■

Changing Hands

The week's tabulation of station sales

Proposed station trades

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

THIS WEEK:

TVs □ \$2,630,000 □ 2
Combos □ \$6,990,000 □ 6
FMs □ \$22,029,168 □ 6
AMs □ \$2,555,069 □ 7
Total □ \$34,324,737 □ 23

SO FAR IN 1997:

TVs □ \$2,630,000 □ 2
Combos □ \$6,990,000 □ 6
FMs □ \$22,029,168 □ 6
AMs □ \$2,555,069 □ 7
Total □ \$34,324,737 □ 23

SAME PERIOD IN 1996:

TVs □ \$19,000,000 □ 1
Combos □ \$18,500,000 □ 2
FMs □ \$7,000,010 □ 3
AMs □ \$9,000 □ 2
Total □ \$44,509,010 □ 8

Source: BROADCASTING & CABLE

TV

WSHE(TV) (formerly WYVN) Martinsburg, W.Va./Washington

Price: \$2.47 million

Buyer: DP Media Inc., West Palm Beach, Fla. (Devon W. Paxson, VP/99% owner); owns WMTO-FM Port St. Joe, Fla. Devon Paxson is son of seller.

Seller: Paxson Communications Corp., West Palm Beach (Lowell W. "Bud" Paxson, chairman/owner); owns KWBK(TV) Flagstaff/Phoenix; KLXV-TV San Jose/San Francisco and KZKI(TV) San Bernardino/Los Angeles, all Calif.; KUBD(TV) Denver; WPBF-TV Tequesta/Palm Beach, WFTL(AM) Fort Lauderdale/Miami, WINZ(AM)-WLVE-FM and WZTA(AM) Miami Beach/Miami, WZNZ(AM), WNZS(AM) and WROO-FM Jacksonville, WPLA(AM) Callahan/Jacksonville and WFSJ-FM St. Augustine/Jacksonville, WSJT(AM) Lakeland, WNZE(AM) Largo, WMGF(AM) Mt. Dora, WNNZ(AM) Orlando, WJRR(AM) Cocoa Beach/Orlando, WGNE(AM)-WFSY (FM) and

WEBZ(FM) Mexico Beach/Panama City, WWZN(AM) Pine Hills, WHPT (FM) Sarasota and WHNZ(AM) Pinellas Park/Tampa, all Fla.; WTLK-TV Rome/Atlanta, Ga.; WGOT(TV) Merrimack, N.H./Boston; WCEE(TV) Mount Vernon, Ill./St. Louis; WOCD(TV) Amsterdam/Albany, N.Y. and WHAI-TV Bridgeport, Conn./New York; WAKC-TV Akron/Cleveland and WTJC(TV) Springfield/Dayton, Ohio; WTGI-TV Wilmington, Del./Philadelphia; WPTN(AM)-WGSQ(FM) and WHUB-AM-FM Cookeville, Tenn.; KTFH-TV Conroe/Houston, Tex., and Infomall Television Network; 49% of WACC(AM) Hialeah/Miami; is buying WNAL-TV Gadsden/Birmingham, Ala.; CP for KAJW-TV Tolle-son/Phoenix; kvut(tv) Little Rock, Ark.; KCMY(TV) Sacramento, Calif.; WPVJ-FM Ponte Vedra Beach/Jacksonville, WFKZ (FM) Plantation Key/Key Largo, WKRY (FM) Key West, WAVK(FM) Marathon, WIOD(AM) Miami, WSRF(AM)-WSHE-FM Fort Lauderdale/Miami, WDIZ(AM) Orlando, WTKS(FM) Cocoa Beach/Orlando, WTKX-FM and WOWW-FM Pensacola/Panama City, WPAP-FM and WPBH(FM) Port St. Joe/Panama City, WKES-FM St. Petersburg, WNLS(AM)-WTNT(FM) Tallahassee, WSNL(FM) Thomasville, Ga./Tallahassee and WTPS(FM) and WXSJ(FM) Quincy/Tallahassee, all Fla.; KXLI-TV St. Cloud/Minneapolis/St. Paul; WAAP(TV) Burlington/Winston-Salem, N.C.; KGLB-TV Okmulgee/Tulsa, Okla., and KNMZ-TV Oklahoma City; 50% of WSJN-TV San Juan, P.R.; WOST-TV Block Island/Providence, R.I., and WHKE(TV) Kenosha/Milwaukee, Wis.; is selling WTWS(TV) New London/Hartford, Conn.; WFCT-TV Bradenton/Tampa/St. Petersburg, and KMNZ-TV Oklahoma City; has LMA with WIRB (TV) Melbourne/Orlando; has TBAs with WHBI-TV Lake Worth, WCTD(TV) Miami and WTVX-TV West Palm Beach, all Fla.; WNGM-TV Athens/Atlanta; WJUE-TV Battle Creek, Mich.; WRMY(TV) Rocky Mount, N.C.; WOAC-TV Canton, Ohio; KOOG-TV Ogden/Salt Lake City; KBCB (TV) Bellingham/Seattle, and WHKE(TV) Kenosha/Milwaukee

Facilities: Ch. 60, 3,890 kw visual, ant. 1,717 ft.

Affiliation: inTV

Construction permit for KTRG(TV) Del Rio, Tex.

Price: \$160,000

Buyer: Ortiz Broadcasting Corp., Harlingen, Tex. (Carlos Ortiz, president)
Seller: Republic Broadcasting Co., Del Rio (Robert Gilchrist, president); no other broadcast interests. Note: Republic had sold CP in June to Commonwealth Broadcasting Group for \$133,376.

Facilities: Ch. 10, 316 kw visual, ant. 1,155 ft.

COMBOS

KRZZ(AM)-KZPR(FM) and KIZZ(FM) Minot, N.D., and KKA(A)-KQAA(FM) Aberdeen, S.D.

Price: \$4.025 million

Buyer: Roberts Radio LLC, Pleasantville, N.Y. (Robert W. Pittman, chairman/13% owner; Robert B. Sherman, president/7% owner; Alpine Radio LLC, 18.1% owner); owns KISZ(FM) Cortez and KSKE(FM) Vail, Colo., and KBAC(FM) Las Vegas/Santa Fe, N.M.; is buying KDGO(AM)-KWXA(FM) Durango, Colo., and KENN(AM)-KRWN(FM) Farmington, N.M.

Seller: Community Airwaves Corp., Minneapolis (Christopher T. Dahl, CEO/55% owner); owns KHNR-AM Honolulu, KNUI-AM-FM Kahului and KNUQ-FM Paauilo, Hawaii; KOHT-FM Crookston and KLGR-AM-FM Redwood Falls, Minn., and KBHB-AM-KRCS-FM Sturgis, S.D.; is buying KMVI-AM-FM Wailuku/Pukalani, Maui, Hawaii, and CP for FM at Bismarck, N.D. Dahl also is president/13.2% owner of Children's Broadcasting Corp., which owns KPLS-AM Orange, Calif.; KKYD-AM Denver; KCNW-AM Fairway, Kan.; KYCR-AM Golden Valley and WWTC-AM Minneapolis, Minn.; KTEK-AM Alvin and KAHZ-AM Dallas/Fort Worth, Texas, and WZER-AM Jackson, Wis.; is buying WAUR(AM) Sandwich/Aurora/Chicago, Ill.; WCAR(AM) Livonia/Detroit, Mich.; WJDM(AM) Elizabeth, N.J., and WPWA(AM) Chester, Pa.

Facilities: KRZZ: 1390 khz, 5 kw day, 1 kw night; KZPR: 105.3 mhz, 100 kw, ant. 579 ft.; KIZZ: 93.7 mhz, 98 kw, ant. 571 ft.; KKA(A): 1560 khz, 10 kw day, 5 kw night; KQAA: 94.9 mhz, 100 kw, ant. 1,383 ft.

Formats: KRZZ: oldies; KZPR: C&W; KIZZ: adult contemporary; KKA(A): country; KQAA: oldies

Broker: Montcalm

KCLA(AM)-KZYP-FM and KPBO-FM Pine Bluff, Ark.

Price: \$1.05 million

Buyer: Seark Radio Inc., Pine Bluff (Buddy and Dawn Deane, Craig Eastham, Ray Loewry, principals); owns KOTN(AM) Pine Bluff

Seller: Pine Bluff Radio Inc., Pine Bluff (Howard Tool, president); no other broadcast interests

Facilities: AM: 1400 khz, 1 kw; FM: 99.3 mhz, 3 kw, ant. 200 ft.; KPBO-FM: 101.3 mhz, 25 kw, ant. 328 ft.

Formats: AM: country; FM: urban contemporary; KPBO-FM: country
Brokers: MGMT Inc. (buyer); Whitley Media Inc. (seller)

WWSR(AM)-WLFE(FM) St. Albans, Vt.

Price: \$1 million cash

Buyer: New England Radio LLC, Swanton, Vt. (Steve Salls, Roland Devost, owners); no other broadcast interests

Seller: Kimel Broadcast Group Inc., St. Albans (John and David Kimel, owners); no other broadcast interests
Facilities: AM: 1420 khz, 1 kw; FM: 102.3 mhz, 440 w, and 800 ft.
Formats: AM: oldies; FM: country
Broker: New England Media Inc.

WHOZ(AM) (formerly WBLX)

Fairhope-WBLX-FM Mobile, Ala.

Price: \$495,000

Buyer: M&F Calendar Holdings LP, New York (90% owner [John J. Murphy Jr., general partner]); owns 90% of KBFM(FM) Edinburg, Tex.; 88% of KVJY(AM) Pharr-KTEX(FM) Brownsville, Tex.

Seller: Jon D. Smith Jr. (52% owner) and Philip J. Giordano (48% owner), Red Bank. Giordano owns 12% of

Amplification

Satterfield & Perry Inc. was the broker for KWBR(FM) Pismo Beach/Arroyo Grande, Calif., which sold to American General Media for \$500,000 (B&C, Dec. 30), and KLLR(FM) Amarillo, Tex., which sold to DragonFly Communications LLC for \$325,000 (B&C, Dec. 2).

Our Business Is Helping Yours[®] Launch New Opportunities.



On September 8th, GE Americom launched GE-1, its newest communications satellite.

So why is this such exciting news?

Because we've just taken satellite communications to the next level.

That means your business can be part of a new programming neighborhood which includes the SportsChannel Regional Sports Services, NBC and SportSouth Network.

On top of that, our new technology improves flexibility, reliability and power, while actually extending satellite service life.

And we're already planning to launch GE-2 and GE-3 in 1997, with GE-4 and GE-5 to follow.

For your overseas business, GE Americom will offer services on Sirius 2, a BSS satellite that will cover all

of Europe. Just one more opportunity for your business to broaden its horizons.

So give us a call at (609) 987-4230 and let us show you how our communication services can help you reach the right audience, worldwide.



GE American Communications

A GE Capital Services Company

Our Business Is Helping Yours[®]

RETHINKING THE BLAME GAME: New Approaches to Covering Child Abuse and Protection

The fifth annual conference of the Casey Journalism Center for Children and Families

It's news when a child dies from abuse or neglect, but much of the reporting about this critical issue follows the same worn path. A sensational story about a child's death or battering is followed by a search for blame. Often left untold is the bigger, more complex story about economic and social changes in the lives of families that breed physical and emotional violence against children—and the re-engineering of child protection systems and other institutions to confront these new realities.

Thirty journalists will receive fellowships to attend a week-long conference, June 8-13, 1997, to equip them to better report on the crisis in the nation's child protection system and the troubled families it serves. Discussions will feature top experts from universities, think tanks, and public and private-sector programs.

Reporters will take back to their newsrooms a wealth of story ideas, new sources and new ways of thinking about the causes and consequences of child abuse and neglect. Journalists who have been pace-setters in coverage of child protection issues will also be featured.

Fellowships cover instruction, lodging, meals, reading material and a travel subsidy of up to \$300.

**DEADLINE: RECEIVED BY
APRIL 1, 1997**

To Apply: Send *three copies each* of
• a resume • statement of up to 500 words of reasons for wanting to attend and how this will strengthen coverage
• nominating letter from a supervisor
• three published articles, one audiotape or 1/2" VHS tape to:

Casey Journalism Center, 8701-B Adelphi Rd., Adelphi, Md. 20783-1716. Ph: 301-445-4971. Fax: 301-445-9659. Web page: casey.umd.edu. E-mail: cjc@ajr.umd.edu

The Center is part of the University of Maryland College of Journalism and is funded by the Annie E. Casey Foundation.

KVJY(AM)-KTEX(FM); 10% of KBFM(FM).
Facilities: AM: 660 khz, 22.5 kw day, 850 w night; FM: 92.9 mhz, 98 kw, ant. 1,555 ft.
Formats: AM: R&B; FM: urban contemporary

WCLA-AM-FM Claxton, Ga.

Price: \$330,000
Buyer: Progressive United Communications Inc., Heathrow, Fla. (Paschell C. Mix, principal); no other broadcast interests
Seller: Evans County Broadcasting Co. Inc. (W. Don Sports, principal)
Facilities: AM: 1470 khz, 1 kw day, 260 w night; FM: 107.3 mhz, 25 kw, ant. 328 ft.
Formats: AM: dark; FM: country
Broker: Media Services Group Inc. (seller)

KRAF(AM)-KCMA(FM) Holdenville, Okla.

Price: \$90,000
Buyer: Tyler Media Group Inc., Oklahoma City (Ty A. Tyler, president/ 50% owner); owns KTLS(FM) Ada, Okla.
Seller: Hughes County Broadcasting, Tulsa, Okla. (George Chambers, principal). Chambers owns 50% of KHJM(FM) Taft, Okla.; has applied to build FM in Winters, Tex.
Facilities: AM: 1370 khz, 500 w day, 77 w night; FM: 106.5 mhz, 4.5 kw, ant. 203 ft.
Formats: Both farm/talk

RADIO: FM

WDRE-FM (formerly WIBF-FM) Jenkintown/Philadelphia, Pa.

Price: \$20 million
Buyer: Radio One Inc., Baltimore (Catherine L. Hughes, CEO/54% owner; Alfred C. Liggins III, president/45% owner/son of Catherine Hughes); owns WOLB(AM)-WERQ-FM and WWIN-AM-FM Baltimore, and WOL(AM)-WKYS(FM) Washington and WMMJ(FM) Bethesda, Md./ Washington. Liggins has interest in WHTA(FM) Fayetteville/Atlanta, Ga.; is buying 45% of WHTA(FM) Rosell/Atlanta, Ga.
Seller: Jarad Broadcasting Co. of Pennsylvania Inc., Garden City, N.Y. (Ronald J. Morey, president; Morey Organization Inc., owner); owns WLIR(FM) Garden City/Westhampton and WMRW-FM Westhampton, N.Y.; is selling WYSR(FM) Rotterdam/Albany, N.Y.
Facilities: 103.9 mhz, 340 w, ant. 1,000 ft.
Format: Modern rock
Broker: Rick Zitelman

KRRQ(FM) Lafayette, La.

Price: \$750,000
Buyer: Citywide Communications Inc., Baton Rouge (owners Peter Moncrieffe, Willie E. Tucker); owns WXOK(AM) Baton Rouge, WYCT(FM) Kentwood, KFYZ(FM) Maurice/Lafayette and KQXL(FM) New Roads, all La.
Seller: Lafayette FM Joint Venture, Fort Lauderdale, Fla. (Ash-ton R. Hardy, president, general partner FM Lafayette LP); no other broadcast interests
Facilities: 95.5 mhz, 6 kw, ant. 328 ft.
Format: Dark

WKFX-FM Kaukauna/Oshkosh, Wis.

Price: \$750,000
Buyer: Midwest Dimensions Inc., Oshkosh (James R. and Diane C. Coursolle, trustees/ 85% owners/spouses); owns WPKR(FM) Omro/Oshkosh, Wis. James Coursolle has applied to build FM in Jackson, Wyo.
Seller: 28:30 Productions Inc., Chicago (Roy Weiss, principal)
Facilities: 104.9 mhz, 3 kw, ant. 480 ft.
Format: Oldies

WRGO(FM) (formerly WCQQ) Cedar Key, Fla.

Price: \$450,000 cash
Buyer: Williams Broadcasting Corp., Fort Myers, Fla. (R.V. Williams, president); no other broadcast interests
Seller: Stoehr Communications Corp., Ocala, Fla. (Robert Stoehr, president); no other broadcast interests
Facilities: 102.7 mhz, 25 kw, ant. 328 ft.
Format: Oldies
Broker: Hadden & Associates

WTHC(FM) Seelyville, Ind.

Price: \$45,000
Buyer: Dan Hester, Terre Haute, Ind.
Seller: Victory Christian Center Assembly of God Inc., Terre Haute (Michael A. Newton, assistant secretary); no other broadcast interests
Facilities: 95.9 mhz, 6 kw, ant. 100 ft.
Format: Dark

KLVW(FM) Julian, Calif.

Price: \$34,168
Buyer: Educational Media Foundation, Sacramento, Calif. (K. Richard Jenkins, president); owns KLVN(FM) Chowchilla, KLVG (FM) Garberville, KLVs(FM) Kingsburg, KLVc-FM Magalia and KLVr (FM) Santa Rosa, all Calif., and KEZF(AM) Tigard, Ore.; is buying KROL(FM) Las Cruces, N.M.; is building KJFA-FM Grass Valley, Calif., and FM in Cherryville, Ore.; has applied to build FMs in Cherryville, Klamath Falls and Winchester, all Ore.
Seller: Cruce Dum Spero Fido, San Diego
Facilities: 100.1 mhz, 48 w, ant. 1,857 ft.
Format: Soft adult contemporary

RADIO: AM

WZBS(AM) Ponce, P.R.

Price: \$675,000
Buyer: Ponce Broadcasting Corp., Ponce (J.H. Conesa-Braun Sr., president/21% owner); owns WLEY(AM) Cayey, WLEO(AM)-WZAR (FM) Ponce and WKFE(AM) Yauco, all P.R. Ponce owns 13.3% of wireless cable system in San Juan.
Seller: ZABA Radio Corp., Ponce (Rene Bartolonei, president); no other broadcast interests
Facilities: 1490 khz, 5 kw day, 1 kw night
Format: Top 40

WREF(AM) Ridgefield, Conn.

Price: \$550,000
Buyer: Berkshire Broadcasting Corp., Danbury, Conn. (estate of James B. Lee, 79% owner [James B. Lee Jr., trustee]); owns

WLAD(AM)-WDAQ(FM) Danbury
Seller: Arthur Liu, New York; owns KALI(AM) San Gabriel, Calif.; WNWK(FM) Newark, N.J.; WKDM(AM) New York, and KPXE (AM) Brookshire, Tex.; 50% of KALI-FM Santa Ana., Calif.
Facilities: 850 khz, 2.5 kw
Format: MOR

KULA(AM) Maunawili/Honolulu

Price: \$450,000
Buyer: Chagal Broadcasting Inc., El Segundo, Calif. (Jack L. Siegal, president/30% owner); owns KYKF(FM) San Fernando, Calif. Siegal owns 40% of KREA(FM) Ontario and KFOX(FM) Redondo Beach, Calif.
Seller: Mt. Wilson FM Broadcasters Inc., Los Angeles (Saul Levine, principal); owns KKGO-FM Los Angeles, KNNZ(AM) Costa Mesa, KNNS(AM) Beverly Hills and KNOB (AM)-KKHI-FM San Rafael, all Calif.
Facilities: 1460 khz, 5 kw
Format: Adult contemporary
Broker: Ray Stanfield & Associates

KKPL(AM) Opportunity, Wash.

Price: \$330,069
Buyer: Spokane Television Inc., Spokane (Elizabeth M. Burns, president); owns KXLY-TV-AM-FM and KRTW(AM)-KZZU(FM) Spokane. Spokane Television's owner, Evening Telegram Co., owns WISC-TV Madison, Wis., and KVEW-TV Kennewick and KAPP-TV Yakima, Wash.
Seller: Concrete River Associates LP, Colfax, Wash. (Robert G. Hauser, general partner). Hauser owns 71.3% of KCLX(AM)-KRAO-FM Colfax; 40% of KZZL-FM Pullman, Wash.
Facilities: 630 khz, 530 w
Format: Dark

WGGG(AM) Gainesville, Fla.

Price: \$300,000
Buyer: Florida Sportstalk Inc., Ocala, Fla. (Gordon Peek Smith, president/33.3% owner); owns WMOP(AM) Ocala
Seller: Michael Eskridge, Princeton, N.J. (receiver)
Facilities: 1230 khz, 1 kw
Format: Dark

KFFR(AM) Eagle River, Alaska

Price: \$150,000
Buyer: Chester P. Coleman, San Francisco; owns KABN(AM) Long Island-KADx(FM) Houston, Alaska; 50% of KRHT(AM); is buying KSLD (AM)-KKIS-FM Soldotna, Alaska; is building KWQJ(FM) Anchorage; has applied to build FMs in Houston and Palmer, Alaska
Seller: Prevailing Word Broadcasting Inc., Atlanta; no other broadcast interests
Facilities: 1020 khz, 10 kw
Format: Dark

WYAL(AM) Scotland Neck, N.C.

Price: \$100,000
Buyer: Sky City Communications Inc., Scotland Neck (John D. Hall, president/owner)
Seller: WYAL Radio Inc., Richmond, Va. (John Laurino, principal); owns WEOQ(FM) Pinetops, N.C.
Facilities: 1280 khz, 5 kw
Format: Religion

—Compiled by Elizabeth A. Rathbun

WE'VE SPENT THE LAST THIRTY YEARS IMPROVING VIDEO TECHNOLOGY JUST SO OUR TAPE WILL WORK BETTER ON ONE OF THE WORLD'S OLDEST SYSTEMS.

With Fuji, you always get outstanding quality and reliability. So you'll never have second thoughts when choosing our videotape.

Fuji's brilliant color reproduction, sharp picture and superior sound are sure to keep everyone's attention riveted to the monitor.

Our quick, friendly customer service is the backbone of our support for your business. From information to deliveries, our knowledgeable staff is there when you need them.

The biggest beneficiaries of Fuji's thirty years in magnetic tape manufacturing just may be the nervous systems of

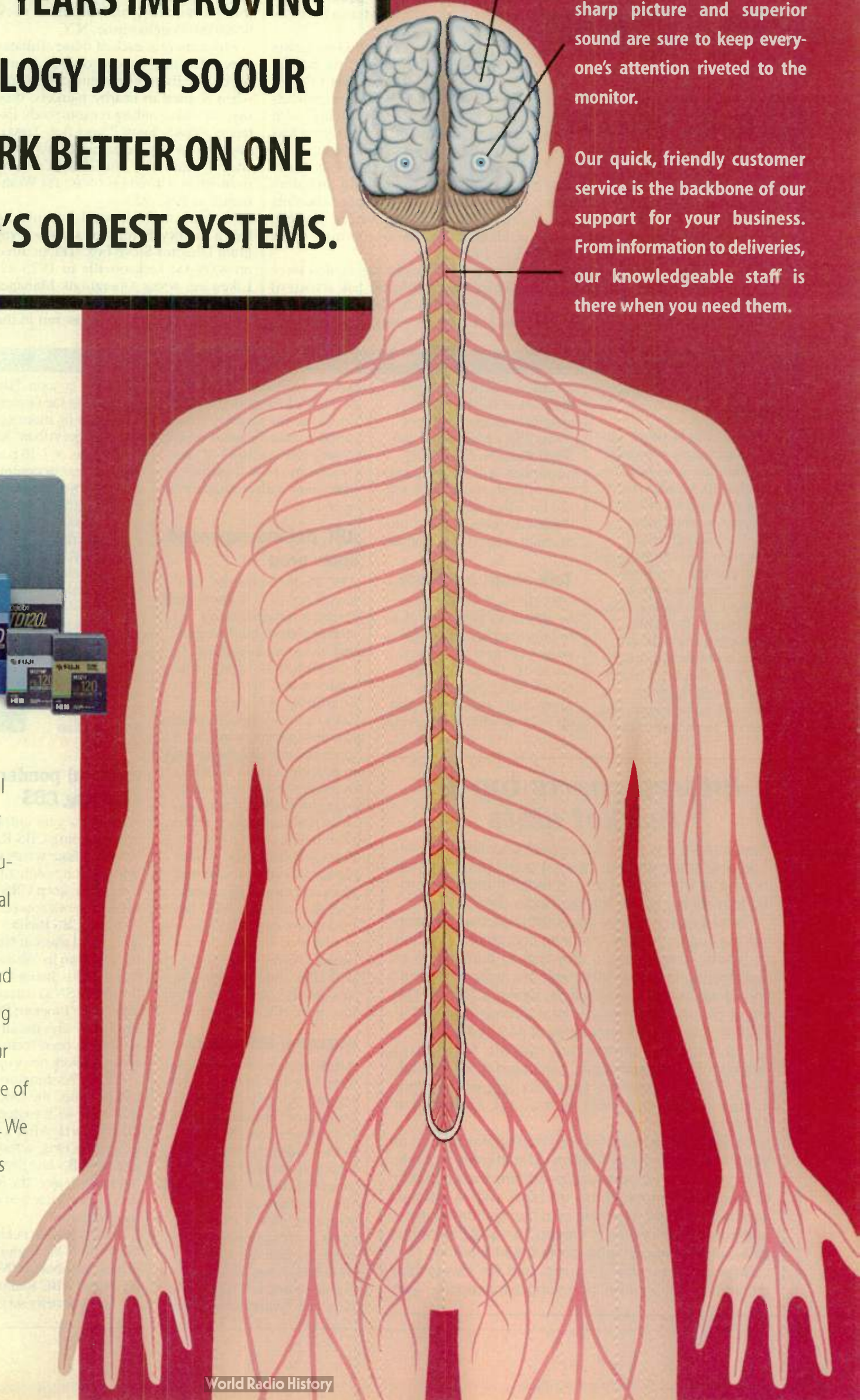


video professionals everywhere. Because consistent and reliable Fuji Professional Videotape comes with built-in peace of mind, so broadcast and production executives can use any of our analog and digital products with complete confidence.

Fuji offers one of the most complete and advanced product lines available, including all of the latest digital formats. And if your company's plans change to include some of the newly announced tape formats, relax. We haven't lasted thirty years in this business without learning how to adapt quickly.



A new way of seeing things.®



The Greaseman out in Atlanta

Dropped after ratings fall, show is added in three other markets

Radio

By Donna Petrozzello

A slip in ratings for Doug "The Greaseman" Tracht at WZGC(FM) Atlanta has led the station to drop Tracht's morning show.

Tracht, who syndicates his four-hour show from Westwood One Entertainment studios in Los Angeles, had been a mainstay on classic rock WZGC since spring 1992. However, between Arbitron's summer 1995 and summer 1996 surveys, Tracht dipped from a 3.9 share to a 2.5 share with listeners 12-plus.

WZGC plans to replace Tracht with local host Gary McKee, who hosted

mornings at WQXI(AM) Atlanta throughout the 1970s and '80s.

WZGC Program Director Gary Lewis insists that Tracht's Arbitron ratings "are not a reflection of his talent." Lewis says that the Greaseman generated "an extremely loyal following" with a core group of fans, but has been less successful as a mass appeal host.

Tracht, a veteran radio comic whose show of comic storytelling and song parodies has aired in various time slots throughout his 20-year career, has been pitching the show in morning drive since July.

Since then, Tracht has landed three morning drive affiliates: talk WTLK(FM) Ponte Vedra Beach, Fla. (Jacksonville); classic rock WBNK(FM) Christiansburg,

Va. (Roanoke), and modern rock WNSX(FM) Poughkeepsie, N.Y.

Programers at each of those affiliates expect Tracht to have a good run, mainly because listeners remember his show when it aired in nearby markets, they say. "It's like putting on somebody listeners already know," says Bob Travis, owner of WBNK, referring to his audiences' familiarity with Tracht's show from when it aired on WWDC-FM Washington in 1982-92.

"I think he'll do well because he has a history here," says WTLK Program Director Steve Fox. Tracht aired on WAPE-FM Jacksonville in 1975-82. Likewise, WNSX Operations Manager Joe Ryan says his audience knows Tracht from when his show ran in the



Dropping ratings led wzgc to drop the Greaseman.

evenings on WXRK-FM New York for several years until last February.

Yet Tracht's success at each of the new affiliates remains to be seen. His show has not aired long enough on the stations to generate a solid Arbitron rating and each of the affiliates added Tracht as part of a format change. ■

R I D I N G G A I N

CBS debuts consumer features

The CBS Radio Network was slated to introduce two short-form, weekday news features today (Jan. 6), based on the consumer magazines *Good Housekeeping* and *Home Office Computing*. *Good Advice from Good Housekeeping* will provide a variety of consumer news and tips on everything from buying shoes to the safety of the public blood supply. *Good Advice* features host Ellen Levine, *Good Housekeeping's* editor-in-chief. *Small Business Minute* will provide news and advice for home businesses

and small-business entrepreneurs. Host Nicola Godfrey, associate business editor of *Home Office Computing* and *Small Business Computing* magazines, will address topics such as new-product reviews and tax-filing rules. CBS Radio Networks provides programming to some 485 affiliates.

Talk about a remote...

CBS Radio Network's veteran radio host Gil Gross plans to broadcast his weeknight show live from Antarctica Jan. 6-10. Gross calls the broadcasting expedition "an opportunity I could not pass up." Gross will be observing

the U.S. Antarctic Program, through which public and private scientific research firms conduct annual studies on life in the polar icecap each year. Gross's shows will include interviews with participating scientists.

ABC debuts expanded show prep

ABC Radio Networks' first launch for 1997 is Show Prep Today, a comprehensive morning-show prep service that includes news about lifestyle trends, money, entertainment and sports. Show Prep Today will condense news each day from the Internet, newspapers, wire services and national magazines to provide stations with an overnight news feed, a one-page summary for morning-show hosts and sports scores from the previous night. Frank Raphael, ABC Radio Networks' vice president of news and talk programming, says that although ABC has made show-prep services available to affiliates for a decade, "Show Prep Today will offer more information in a concise manner resulting in a more efficient service."

WNEW(FM) looks back

Album rock WNEW(FM) New York hopes to rejuvenate its lagging ratings by bringing back some popular programming features from the past. With a little help from Mark Chernoff, the station's program director in 1986-89 who now programs sports/talk WFAN(AM) New York, WNEW plans to air more blocks of music by featured artists. Those segments include a Beatles block at 1 p.m. weekdays, the "Work Force Block"

weekdays at noon, "Breakfast in Bed with the Grateful Dead" during morning drive and "Perfect Album Sides" weeknights at 7-10 p.m. Over the past year, according to Arbitron, WNEW has averaged a 1.8 share with listeners 12-plus. WNEW Program Director Steve Young left the station last month and has not yet been replaced. Chernoff says he's "helping out indefinitely" at WNEW, but has no plans to abandon WFAN.

WTOP(AM) ponders dropping CBS

As the new year unfolds, long-standing CBS Radio News affiliate WTOP(AM) Washington is debating whether to keep CBS as its network news source.

Since CBS Radio announced plans in November to shut down its Washington-based Radio Stations News Service (RSNS) bureau, in January, WTOP Program Director Jim Farley says the all-news station has been "considering all its network news options."

CBS's Washington bureau had provided the CBS O&Os and WTOP with customized, local reports. After a period of negotiations, WTOP decided to drop CBS last September, but Farley says "the RSNS was a cornerstone of our negotiations."

WTOP has been talking with Westwood One Radio Networks-distributed CNN Radio News and ABC Radio News for network news service, Far-

ley says, but adds that CBS "is fighting hard to keep us."

Tickled listener

KIIS(FM) Los Angeles listener Linda Heard of Van Nuys, Calif., reportedly has paid the holiday season's largest



sum—\$10,001—for this season's elusive Tickle Me Elmo doll. The doll was auctioned by KIIS morning drive host Rick Dees on Dec. 13 in a promotion to benefit the Los Angeles Ronald McDonald House. Celebrating are (holding check, l-r) Rick Kessler, president, the Ronald McDonald House Board of Trustees: Linda Heard; Heard's daughter Christa and husband, Steve, and KIIS afternoon host "Magic Matt" Alan. Also pictured are Ronald McDonald House residents and house mascot Ronald McDonald.

Interp charts top 10 market stats

Washington, D.C., has the largest population of college graduates and the highest average household income of the nation's top 10 radio metros, according to a survey by the Interp Radio Store.

Ranked eighth in total population, Washington also has the largest African-American population of the top 10 metros, Interp found, the highest percentage of residents ages 25-54 (60%) and the highest percentage of white-collar professional workers (40%). The report places Washington's total income for 1996 at \$128.6 billion and its retail sales at \$40.9 billion.

The nation's number-one market, New York, ranked first in total income, estimated at \$483.9 billion in 1996. In addition, New York topped the other metros in total retail sales for the year, estimated at \$131.2 billion.

Second-ranked Los Angeles had a total income of \$261.1 billion and \$89.5 billion in retail sales in 1996.

By contrast, Houston residents are the youngest of the top 10 markets, on average, with a median age of 31.2 years. Houston also has the lowest average household income of the top 10—\$48,280 annually—and the lowest total income, \$94.1 billion.

Boston, the number 10 metro, had the lowest total retail sales, \$33.2 billion, according to the report. —DP

Errata

In the Dec. 2, 1996, issue, the owner of KCDX(FM) San Carlos, Ariz., mistakenly was identified as being Champion Broadcasting. Champion owns KCHX(FM) Midland, Tex. Ted Tucker, president of Desert West Air Ranchers Corp. of Arizona, owns KCDX.

Cable

January 6, 1997

'Hard Rock' Live to debut on VH1

Network plans \$30 million promotion budget for new show's March launch

By Rich Brown

VH1 in March will debut an hour-long weekly concert series. *Hard Rock Live Presented by Pontiac Sunfire*, backed by a \$30 million marketing and promotion budget. The sum is unprecedented for the music video network.

"This will be clearly the most high-profile show VH1 has launched," says Joshua Katz, senior vice president of marketing for the network. "The \$30 million budget is designed to make *Hard Rock Live* virtually ubiquitous."

As the exclusive presenting sponsor of the series, Pontiac will create dedicated advertising and tag its Sunfire ads with promotions for the show, which also will be heavily promoted at Hard Rock sites including 76 restaurants and a Las Vegas hotel/casino.

VH1 will air 22 weeks

of original shows per year, outpacing the production schedule of existing concert series like MTV's *Unplugged* and VH1's *Duets*. VH1 hopes to carve out a unique niche with the series, given its weekly time slot and high number of originals.

The show will mark the second such series attempt by Warner Bros. Pay-TV, Cable & Network Features, one of the four partners in the venture. The earlier attempt, *Live from the House of Blues*, was pulled from superstation WTBS last January after a year on the air.



Joshua Katz (l) and Eric Frankel are launching VH1's biggest budget production.

House of Blues had a tough time developing an audience on WTBS because the show followed Atlanta Braves baseball and its start time was always changing, says Eric Frankel, executive vice president of the Warner division.

He says the VH1 series will have several advantages over the WTBS attempt, including the big marketing campaign and superior production quality.

Although *House of Blues* was shot at the restaurant, the VH1 series will be shot live on tape before a studio audience in Manhattan. The producer for

Hard Rock Live will be Robert Small, co-creator of MTV's *Unplugged* concert series.

Musical performers appearing on the series will span the 1960s and the '90s, says Frankel. He says some episodes will likely highlight the soundtrack from a hit movie, with hosting by an actor from the film and performances by soundtrack musicians. Other episodes might be tied to the release of a tribute CD, including live performances by some of the featured artists. Frankel says VH1 also considering occasional episodes focusing on new artists.

Hard Rock Live will debut Sunday nights in prime time with repeats in three time slots: Sunday late night; weeknight prime time; and weekend afternoon. International sale of the series will be handled by Warner Bros. International Television Distribution. ■

City springs trap on Playboy

Jones system to offer subs ability to eliminate channel

By Rich Brown

Jones cable subscribers in the Chicago suburb of Glen Ellyn, Ill., soon will be instructed how to eliminate scrambled Playboy Channel signals from their living rooms, as part of an agreement between the cable operator and the local government.

Jones has agreed to work with the local cable commission to draft a notice to all subscribers informing them of the availability of blocking devices to remove the scrambled signal. The commission pushed for the agreement following complaints from some subscribers about recognizable images



and sounds on the scrambled, adult pay-TV channel.

"Jones has always had this blocking device available at no charge, but there were residents who were not aware of it," says David Cox, assistant

to the village administrator.

The blocking devices, or "traps," cost Jones approximately \$40 each. The Glen Ellyn system serves about 6,400 subscribers representing 64% market penetration.

The action comes as Playboy and other adult programmers continue their court battle with the FCC over scrambling. The 1996 Telecommunications Act requires cable system operators to completely scramble audio and video, but adult programmers argue that complete scrambling is expensive for operators. The U.S. District Court in Delaware has stayed the ruling pending review by the Supreme Court. ■

SEC moving to court against Lenfest

The Securities and Exchange Commission expects its insider trading case against Gerry Lenfest and his wife, Marguerite, to go to trial early this year.

Those expectations rise from a recent decision by a federal judge in Pennsylvania's Eastern District to deny Marguerite Lenfest's motion for a summary judgment.

The SEC alleges that in 1993, Gerry Lenfest (then an outside director at Liberty Media Corp.), passed confidential information to his wife concerning Telecommunications Inc.'s merger with Bell Atlantic.

Lenfest is no longer on the board of Liberty Media; the company disposed of outside directors in late 1994, when the company re-merged with TCI.

The SEC alleges that although Lenfest reportedly expected his wife to keep the information confidential, Marguerite told her son, Chase, to buy TCI shares. The SEC contends that when the merger ultimately fell through, Chase Lenfest nonetheless made \$103,500 in unrealized profits on the trades, while Marguerite Lenfest made \$17,250.

In the motion filed in Pennsylvania's Eastern District Court, Marguerite Lenfest sought a summary judgment—essentially, dismissal—on the basis that she was not a TCI insider and thus violated no laws covering insider trading. —PC

Cable stocks hope for happier New Year

Analysts optimistic as threat from DBS, telcos eases

By Price Colman

Loyal cable investors had every reason to raise a glass on New Year's Eve: either to drown their sorrows or to toast to better days.

While Wall Street '96 was the Pamplona of financial markets—bulls trampling pessimists in their path—ravenous bears mauled the cable sector.

So much for the past. As far as cable stocks are concerned, the future appears considerably brighter. After the gloom of '96, that's hardly surprising.

In general, the sentiment in financial circles is cautious optimism—equal measures of caution and optimism—about cable.

"I continue to see strong value in the group at this level," says James Jungjohann of A.G. Edwards. "My current recommendations are to accumulate Comcast and TCI [TCOMA], to hold positions in Cox. My best buy is Comcast.... I think Comcast's diversification in QVC and cellular will buoy the

stock. I suspect it will outperform the peer group."

Comcast (Nasdaq-CMCSA) weathered last year's storm as well as any of its cable peers and better than most. Recently trading at \$17.50, it was down only 17% from a 52-week high of \$21.12.

Cox Communications, which recently traded at \$22.88, down only 5% from its 52-week high of \$24.12, is the pick of the litter for Rick Westerman of UBS Securities.

"When I look in my crystal ball, I think that Cox—which at this point looks to be the best performing cable stock in our universe in 1996—should repeat in 1997," Westerman says. "That's based on an aggressive rollout of advanced video, data and voice services, particularly when compared with the rest of the industry. Another part of it is the strength of having the best balance sheet in the business."

Other cable stocks were less fortunate, by a long shot. Cablevision Systems was off

nearly 52% from its 52-week high of \$60.37; Adelphia Communications was off nearly 47% from its high of \$11; and Jones Intercable was off nearly 32% from its high of \$15. Last but not hardly least, industry bellwether Tele-Communications Inc. was down more than 41% from its 52-week high of \$22.38.

Cable stocks suffered a three-pronged assault: real competition from DBS, a credibility crunch from overpromising and under-delivering, a severe slowdown in cash flow and subscriber growth.

The DBS threat appears to be easing and the much-vaunted telco competition, for the most part, has yet to materialize. That doesn't mean cable can rest on its laurels. The coming 12 months represent the industry's chance to put up or shut up.

"I think ['97] is all a year of execution," says Tom Wolzien, of Sanford C. Bernstein. "For TCI, they've got to deliver on cash flow. For Time Warner, [the question is] can the com-

pany restructure the partnership with US West the way management promised. For Cox, can it deliver on new businesses? When you can get better returns someplace else, you have to have confidence that they will be able to execute. I think that the market is tired of promises, tired of deals."

Assessing the situation is tricky because where as the industry has certain macro strategies—to roll out digital cable and high-speed Internet connections—each company must deal with its own circumstances. If the key for Comcast is to diversify, the key for TCI is to simplify. TCI recently completed the spin-off of its satellite holdings; it has set the stage to spin off Liberty Media and TCI International, and intends to create tracking stocks to reflect certain tele-

phony operations. The aim is to reward shareholders who have been loyal to TCI for years, and peel away the layers of corporate onion that have prevented analysts and investors alike from distilling the value in TCI's core cable operations.

The spin-off strategy—TCI Chairman John Malone has characterized TCI as a "calving" operation—could also be the precursor for more dramatic changes at TCI.

"By spinning out these other businesses that don't demand to be tied to TCI synergistically, it will ultimately focus more attention on the core cable business, get a higher valuation for it, and set up TCI for joint ventures or a complete sell off [of cable operations]," says Mark Riely of Media Group Research. ■

Taking stock of leading MSOs in 1996

COMPANY	EXCHANGE/SYMBOL	52-WEEK HIGH	52-WEEK LOW	LAST
ADELPHIA COMMUNICATIONS	Nasdaq/ADLAC	\$11.00	\$ 5.75	\$ 5.75
COMCAST CORP.	Nasdaq/CMCSA	\$21.12	\$13.75	\$17.625
COX COMMUNICATIONS	NYSE/COX	\$24.12	\$16.62	\$23.125
CABLEVISIONS SYSTEMS	Amex/CVC	\$60.37	\$25.00	\$30.625
JONES INTERCABLE	Nasdaq/JOINA	\$15.00	\$10.12	\$10.125
TELE-COMMUNICATIONS INC.	Nasdaq/TCOMA	\$22.38	\$11.31	\$13.06
TIME WARNER	NYSE/TWA	\$42.25	\$29.75	\$37.50
US WEST MEDIA GROUP	NYSE/UGM	\$23.00	\$14.37	\$18.375
LIBERTY MEDIA GROUP	Nasdaq/LBTAY	\$31.00	\$20.50	\$28.56
TCI Class B	Nasdaq/TCOMB	\$22.75	\$12.00	\$14.00
LIBERTY Class B	Nasdaq/LBTYB	\$31.50	\$23.00	\$29.00

Source: BROADCASTING & CABLE

TCI TO TRACK TELEPHONE EFFORTS

Tele-Communications Inc. plans to turn to equity markets to raise money for certain telephone operations.

TCI recently filed a preliminary proxy with the Securities and Exchange Commission to create two tracking stocks for its interest in Sprint PCS and Teleport Communications Group (TCG).

One stock will be the Series A Telephony Group Common Stock; the other, the Series B Telephony Group Common Stock.

Creation of the tracking stocks is intended to raise money to fund continued development of the two telephone businesses. TCI holds about a 30% interest in both Sprint PCS and TCG. Comcast and Cox also are partners with TCI and Sprint in the PCS joint venture. Likewise, Comcast and Cox, along with Continental Cablevision for the time being, are major shareholders in TCG. Because of its acquisition by US West, Continental must eventually divest its holdings in TCG.

In creating the tracking stocks, TCI intends "to raise money to continue to develop TCI's wireless and alternative access opportunities, principally in the form of additional equity contributions to Sprint PCS and the related PCS partnerships," said TCI Chairman John Malone in a prepared statement. "Creating a new TCI Telephony Group target stock would provide the company [with] a more efficient means to fund the expansion of its telephony business."

The tracking stock strategy also is part of Malone's push to have all non-core cable operations—telephony and Internet access services, for instance—be self-sustaining.

The Telephony Group stocks will not reflect TCI's People Link by either TCI-wired residential phone service or the WTCI microwave company, according to Jerry Gaines, president of TCI's telephone-related businesses. The Telephony Group will have the right to acquire the residential telephone business for "appraised fair market value," Gaines said. —PC

SportsChannel back to basics

More than a million subscribers will be repositioned

By Rich Brown

Rainbow Programming's efforts to convert its regional sports networks from pay TV to standard basic will leap forward in New England in 1997 as part of a new deal between the regional sports programming giant and Continental Cablevision.

An agreement between Rainbow's SportsChannel New England and Continental will reposition 1.1 million subscribers to standard basic in 1997. The deal enables SportsChannel New England to add 775,000 subscribers this month and an additional 300,000 homes later in the year. The service already reaches 1.65 million standard basic tier subscribers on other systems in the region.

Rainbow executives say repositioning is important to their regional sports networks because it makes them less

vulnerable to variations in team performance and allows them to seize upon advertising that is there for the taking. More and more cable system operators are becoming receptive to the idea of using regional sports services to drive their expanded basic tiers.

While details on the SportsChannel New England/Continental deal were not disclosed, Rainbow Sports Executive Vice President Michael Bair said earlier this year that cable system operators willing to make the switch would be given two minutes of advertising per hour plus a short-term break on the \$1 per subscriber licensing fee.

Of the seven all-sports regional services owned by Rainbow Programming three—SportsChannel New York, SportsChannel New England and SportsChannel Pacific—are among the few regional sports networks in the

country that have continued to operate as hybrid premium/expanded basic services. (Another Rainbow service, the Philadelphia-based movie/sports channel Prism, continues to operate as a premium service with a suggested retail price of \$14 per month.) In the past year, SportsChannel New England has converted more than 1 million households, and SportsChannel Pacific has switched more than 500,000 homes.

While SportsChannel New England converts to standard basic, competing New England Sports Network is standing firm with its position as a premium service in the inner market. NESN is said to be limiting its conversion to standard basic on outer market systems because network owners the Red Sox and the Bruins are concerned about the impact a widespread repositioning would have on their gate. ■

FOR AN INFOMERCIAL NETWORK THERE IS ONLY ONE CHOICE

GRTV is the only infomercial network run by a company which has actually been in the infomercial business, Guthy-Renker. We air only the highest grossing infomercials whether they have been made by us or not. But most importantly, we offer cable operators more money than our competition. So, when it comes to using an infomercial network to cash in on remnant airtime on your cable system, there really is only one choice...



A GUTHY-RENKER COMPANY

The premier 24-hour, satellite-delivered direct response programming network. 310.581.6250

World Radio History

NO ONE EVER
"LOOK DEAR
FAVORITE N

World Radio History



EVER SAID, R, IT'S OUR NEWS RERUN."

And no one ever will. When it comes to producing the news, every second counts.

That's why we bring you the stories people want to see, faster and smarter. So that you can access them, and get them on the air while it's still news. Because a superior news product is what keeps you in touch with your audience and with your community. It's what makes a successful news program, and ultimately, a successful station.

Serious about news?



For more information call (404) 827-4525. © 1997 Turner Broadcasting System, Inc. All Rights Reserved. ■ CNN NEWSOURCE SALES

N.Y.'s WWOR loses super status

Do recent moves portend a trend?

By Jim McConville

WWOR(TV) was reduced from national superstation to local New York market station when its satellite distributor pulled its plug last week.

"As of 6 a.m. Dec. 31, AEC will cease delivery of WWOR to the cable and direct-to-home marketplace," says Karen Howe, director of satellite for AEC Corp. (formerly EMI Communications), which provides the satellite feed for WWOR outside of New York.

The decision to drop WWOR will affect some 12.5 million subscribers nationwide. Howe says a decline in cable operator demand for superstations prompted the move.

"We decided to no longer deliver WWOR, because fewer cable systems desire superstation channels—particularly since their amount of sports programming has declined, while syndicated programming has increased," says Howe.

Secaucus, N.J.-based WWOR had been carried by AEC since 1979. AEC will continue to distribute its other superstation, WSBK-TV Boston, for the immediate future, says Howe.

WWOR has also been hurt by programming cuts made by Tele-Communications Inc., which dropped WWOR and other cable stations from many of its markets starting Jan. 1.

TCI is replacing WGN-TV Chicago, WWOR and other

channels, including E! Entertainment Television and Comedy Central, with Discovery Communications' Animal Planet, Turner's Cartoon Network and Home & Garden Network (HGTV)—which are willing to pay \$5-\$8 per subscriber in upfront fees.

Superstation WGN-TV gained a partial reprieve when TCI last month reversed its decision to drop the station from its cable systems in five states serving roughly 2 million subscribers.

A TCI spokesperson says strong subscriber response and reinstatement of Chicago Bulls telecasts on WGN-TV were factors that influenced TCI's decision. WGN-TV, distributed by United Satellite Video Group, reaches 43.6 million homes.

Industry observers are split on whether these deliberations by cable systems signal the death knell for superstations.

"The heyday of the superstation seems to be past," says Harold Vogel, financial analyst for Cowen & Co. "It was a very innovative concept for its time, but with the arrival of the home satellite and the Internet, that advantage has diminished."

However, Tom Wolzien, financial analyst for Sanford C. Bernstein, says recent decisions do not a trend make. "It depends on how MSOs perceive what subscribers in their market want and what their own economics are. You have to look at it on a market-by-market basis." ■

Fox Sports retakes Texas

Fox Sports Southwest has recaptured cable TV rights to Texas Rangers games after being knocked off the air last year.

Earlier this month, Fox Sports Southwest struck a four-year deal with LIN Television to sub-lease back exclusive cable broadcast rights for the Rangers over the next four seasons.

LIN bought the Rangers rights in 1995 and subsequently pulled the games off cable. After reportedly losing money last year LIN decided to sublease the Rangers games back to Fox.

The package calls for Fox to televise 60 Rangers games in 1997 to its five state region — Texas, Oklahoma, Arkansas, Louisiana, and parts of New Mexico — which reaches roughly 5 million subscribers.

Fox will also distribute an additional 70 games in all areas except Dallas and Austin, Tx., markets that already get games on LIN Television stations.

Fox will sell local advertising time — approximately 20 minutes per game — for the 60 games telecast in its own markets. Terms for selling ad time for the other 70 games is still being worked out, says Fox spokesman Ramon Alvarez. —JM

NICK TOPS CABLE RATINGS FOR 1996

Without their daily dose of O.J., CNN and Court TV's ratings plunged in 1996. However, several other networks saw their ratings increase significantly from the previous year.

Viacom's Nickelodeon topped the chart again in 1996, with a 1.6 full-day Nielsen rating. Time Warner/Turner's WTBS Atlanta and TNT followed, with 1.2 and 1.1 ratings, respectively. USA Network slid to fourth, falling 18% in full-day ratings to 0.9 from 1.1. TNT won the prime time race with 2.1, followed by USA, whose rating fell to a 2.0 from 2.3. WTBS and Nickelodeon had 1.9 and 1.8, respectively.

Court TV's full-day ratings plummeted 83% for the year, to 0.1, after earning 0.6 in 1995. The legal network also dropped 80% in prime time, to 0.1 from a 0.5. CNN's full-day ratings fell 44%, to 0.5 from 0.9, while its prime time rating dropped 33%, to 0.8 from last year's 1.2.

On the up side, Comedy Central's full-day ratings were up 50%, to 0.3 from 0.2, and its prime time ratings increased 25%, to 0.5 from 0.4. The Family Channel's ratings for the full day climbed 25%—to 0.5 from 0.4—and its prime time ratings also improved, up 22% to 1.1 from a 0.9. A&E, riding the popularity of its *Biography* series, saw its full-day ratings increase 14%, while its prime time number rose 30%, to 1.3 from 1.0. CNBC and The Learning Channel's prime time ratings also increased; they were up 25% and 20%, respectively, to 0.5 and 0.6. —MK

1996 Ratings Roundup

Full Day

(Mon.-Sun. 24 hours)

Network	1996 Rtg	HH(000)	1995 Rtg	HH(000)
NICK	1.6	1,069	1.5	925
WTBS	1.2	816	1.2	762
TNT	1.1	714	1.0	658
USA	0.9	648	1.1	708
TOON	0.9	242	1.0	178
ESPN	0.8	566	0.8	516
LIFE	0.8	551	0.8	504
A&E	0.8	522	0.7	424
FAM	0.7	430	0.6	374
DISC	0.6	401	0.6	397
WGN	0.6	254	0.6	244
TNN	0.5	333	0.5	309
CNN	0.5	327	0.9	580
MTV	0.5	310	0.5	305
fX	0.4	122	0.4	81
SCI	0.4	115	0.4	95
TWC	0.4	n/a	n/a	n/a
HLN	0.3	189	0.3	182
TLC	0.3	154	0.3	113
COM	0.3	107	0.2	71
E!	0.3	101	0.3	100
CNBC	0.2	130	0.2	115
ESPN2	0.2	n/a	0.2	n/a
COURT	0.1	19	0.6	112

Prime Time

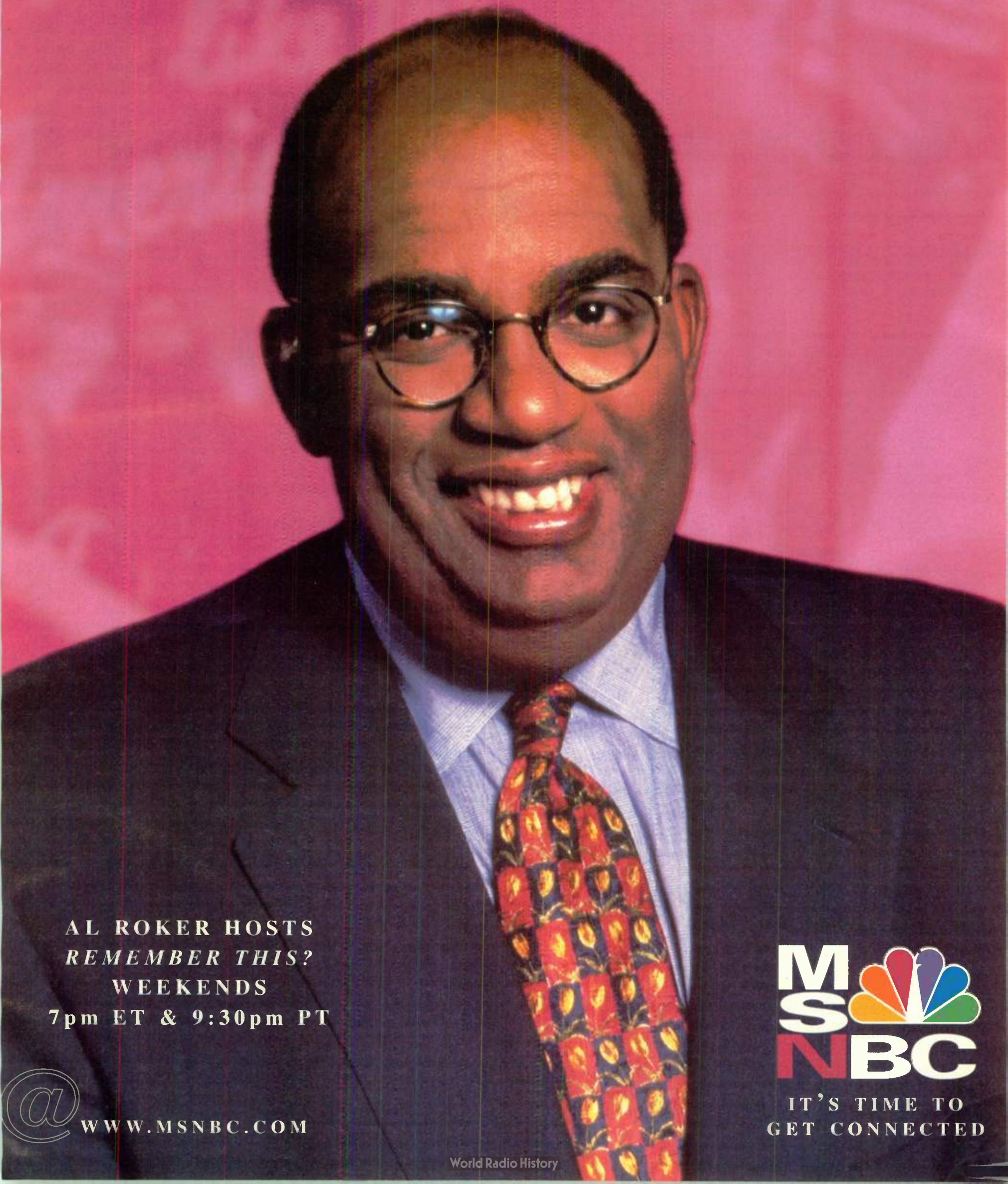
(Mon.-Sun. 8-11 p.m.)

Network	1996 Rtg	HH(000)	1995 Rtg	HH(000)
TNT	2.1	1,443	2.0	1,295
USA	2.0	1,350	2.3	1,542
WTBS	1.9	1,336	2.0	1,284
NICK	1.8	1,207	1.6	1,038
ESPN	1.6	1,116	1.7	1,099
LIFE	1.5	932	1.5	903
A&E	1.3	828	1.0	633
FAM	1.2	798	1.0	637
DISC	1.2	786	1.1	737
TOON	1.2	330	1.4	255
WGN	1.1	431	1.0	393
TNN	0.9	574	1.0	610
CNN	0.8	582	1.2	771
MTV	0.7	422	0.7	409
fX	0.7	184	0.7	143
TLC	0.6	291	0.5	193
SCI	0.6	198	0.7	148
CNBC	0.5	285	0.4	245
COM	0.5	189	0.4	132
TWC	0.4	n/a	n/a	n/a
ESPN2	0.4	n/a	0.4	n/a
HLN	0.3	200	0.3	196
E!	0.3	127	0.4	122
COURT	0.1	24	0.5	102

A&E total day is Mon.-Fri. 8 a.m.-4 a.m. Sat.-Sun. 7 a.m.-3 a.m.; TNN's and Discovery's is Mon.-Sun. 9 a.m.-3 a.m.; Lifetime's is Mon.-Fri. 7:30 a.m.-2:30 a.m., Sat.-Sun. 10 a.m.-1 a.m.; TLC's is Mon.-Fri. 6 a.m.-3 a.m., and Sat.-Sun. 9 a.m.-3 a.m.; fX's is Mon.-Sun. 6 a.m.-2 a.m.; The Family Channel's is Mon.-Sun. 7 a.m. to 1 a.m. and prime time is 7 p.m.-10 p.m. E's full day is 6 a.m.-3 a.m., and its prime time is 6 p.m.-12 a.m.

Source: Turner Broadcasting and other individual networks.

IT'S A NEW SHOW ABOUT YESTERDAY,
FROM A *TODAY* KIND OF GUY.



AL ROKER HOSTS
REMEMBER THIS?
WEEKENDS
7pm ET & 9:30pm PT



WWW.MSNBC.COM



IT'S TIME TO
GET CONNECTED

Telemedia

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

Week[®]

Internet

'Net shopping nets gains from holidays

Virtual malls draw real customers

By Richard Tedesco

Internet commerce is hardly a mature business, but cyberspace retailers are enjoying considerable seasonal cheer from holiday sales.

Preliminary results seem to confirm predictions that this holiday season would put virtual malls on the map as popular resources for harried upscale shoppers. Jupiter Communications projected \$194 million in holiday sales—out of \$478 million overall projected Internet sales for 1996. And based on reports of holiday transactions, Jupiter appears on target.

"We are definitely on track," said Nicole Vanderbilt, senior analyst for New York City-based Jupiter. Vanderbilt attributed much of the increased popularity of Internet shopping to selection, with many retailers locating in cyberspace just in time for Christmas: "This was the first holiday season that offered enough goods for a holiday shopping spree."

The addition of Saks Fifth Avenue and Burdines to DreamShop, a venture of Time Warner, for its second-generation lineup helped draw shoppers to Dreamshop's address

(www.dreamshop.com). Jennifer Carney, vice president of product development for DreamShop, declined to quantify sales but indicated that they had far exceeded expectations. "We're very pleased with the response that we're getting from shoppers on the Internet," she said.

DreamShop presents a cyberspace storefront for 25 retailers—double the number it had online last year at this time. And direct on-site ordering wasn't an option last holiday season on DreamShop, whose retailers include The Sharper Image, Williams-Sonoma and Caswell/Massey. Formerly, shoppers were merely able to browse through DreamShop, and had to place orders by phone. The Internet mall reports a 50% increase in traffic to its 20,000 stores over the past six weeks, correlating to 550,000 monthly visits.

On iQVC, the online counterpart of the popular cable shopping network, activity peaked at nearly 1 million hits per day as Christmas approached. The online service projected sales of \$1 million for December, according to Stuart Spiegel, iQVC vice president and general manager, who said the service had to add processors and



effectively double its service infrastructure to handle the demand. "We've been doing a bit of back-end scrambling," Spiegel said.

This season also provided iQVC with exposure, through its participation in the Inter-

cast enabled iQVC to simulcast data content accompanying the on-air pitches on the cable channel, which is transmitted in a window to PPC users who access the Inter-

cast, will allow iQVC to gauge usage precisely. "At this point, when this browser is activated and in consumers' hands shortly, we want to start measuring it," Spiegel said.

The 50 retailers selling through America Online recorded a million-dollar day of sales just before Christmas.

Not surprisingly the demographics of online shopping reflect the overall online universe, with 63% of activity generated by men, according to a recent survey from PC Meter, the Internet research company. PC Meter reports that 25% of all Internet surfers visited shopping sites in September—a percentage that undoubtedly grew around year's end.

Jupiter expected entertainment and software products to be the most popular purchase online. And the level of activity suggests that the holiday trend in which people were turned onto Internet shopping will enjoy an afterlife in the off-season. **TMM**

Webcasting

Cyberspace curtain rises on classic send-ups

House of Borax offers parody programs, ads

By Richard Tedesco

When the curtain goes up on the House of Borax next month, online fans of "Echo and Narcissus" will be ready—or not.

Borax doesn't do drama by the book. And its Narcissus send-up on Feb. 1 follows its first online spoof, "The Fall of Icarus," which drew an audience of 500 viewers last month. The biweekly, video-streamed half-hour dramas at the Borax site (rock.com/borax), dubbed "Class-less Classics," are being supported by the group's imagination and ads for equipment. But that's not played straight either. "We get real advertisers and fake commercials," says David Hale, House of Borax artistic director.

Hale has more than a decade of parody behind him, through productions in Boston and, more recently, in a Lower East Side club in Manhattan.

As the online series continues, the audience will e-mail suggestions, participating as audiences do during Hale-produced in-person performances.

The online collaboration is made possible by streaming technology from Talking Pictures, an Internet production company. Talking Pictures also plans to start live and canned Webcasts of rock groups in February, according to Stefan Fitch, one of the New York-based company's principals. "We don't want to take TV to the Web. It's content that's not on TV," he says, referring to the non-mainstream focus that partners Thinking Pictures and Flip Records will maintain.

Thinking Pictures produced the first live concert online two years ago when it Webcast the Rolling Stones in a 12-camera shoot. The Rock.com project has support from sponsors including Molson and Miller breweries, Samsung and Sun Microsystems, Fitch says. **TMM**

Hearst, MSN meet @Watercooler

Hearst New Media will step further into cyber-serial production when @Watercooler premieres on the Microsoft Network in March.

Scheduled for a twice-weekly 13-week run, @Watercooler will be a fictionalized look at life at a New York City Internet venture, with the focus on the adventures of two female characters who work there. "It's more female-oriented than male-oriented, but there's plenty there for both," said Brian Sroub, Hearst New Media vice president of marketing.

The format will be mostly still photos and text, according to Sroub, who reports that Hearst is presently talking to "everybody who's buying [online] content."

Hearst New Media claims to be drawing 1 million PC users each month to its HomeArts site (homearts.com) to access content on a range of topic areas from gardening to pregnancy. **—RT**

Technology

January 6, 1997

Comark snags NBC O&O deal

Will provide DTV transmitters, services to owned-station group

By Glen Dickson

Comark Communications has reached a strategic agreement with NBC to provide digital television transmitters and engineering services to all of the network's current and future owned-and-operated stations.

The Chalfont, Pa.-based company will be providing customized 8-VSB digital transmitters to WNBC(TV) New York; KNBC(TV) Los Angeles; WRC-TV Washington; WVTM-TV Birmingham, Ala.; KNSD(TV) San Diego; WTVJ(TV) Miami; WMAQ-TV Chicago; WNCN(TV) Raleigh, N.C.; WCMH(TV) Columbus, Ohio; WCAU(TV) Philadelphia, and WJAR(TV) Providence, R.I.

"Since the early '80s, I've been waiting for this day—when I can say we're putting digital transmitters in all of our stations," says Mike Sherlock, NBC executive vice president of technology. "It's about time." Sherlock says NBC should be transmitting DTV signals 18 months after the FCC's channel allotment.

A Comark digital transmitter already is in operation at WRC-TV as part of the HDTV Model Station Project. WRC-HD, the experimental station located at the Washington O&O, has been broadcasting HDTV signals with a "dual-use" Comark IOT unit since the end of July.

Comark's DTV involvement with NBC dates to

the days of the Advanced Television Research Consortium in the early 1990s, when NBC was advocating QAM transmission technology. Since September 1995, the two companies also have been working together as part of the NIST HDTV Broadcast Technology Joint Venture, a \$58.1 million, three-year joint venture led by the David Sarnoff Research Center and subsidized by the National Institute of Standards and Technology, whose purpose is to develop technology for all aspects of the DTV plant.

However, this will be the first time that Comark, the dominant UHF transmitter supplier, will be selling transmitters to NBC's big-market O&Os. Aitken says a selling point for NBC was the engineering services that both Comark and (through a marketing partnership) the David Sarnoff Research Center will provide.

"The first thing we'll go in and do is a DTV needs analysis," says Mark Aitken, Comark director of marketing. "When the final channel-allotment table is issued, we'll sit down with the various stations and determine what their needs are with a total DTV sys-



NBC is purchasing Comark DTV transmitters for all of its owned-and-operated stations.

tem—their coverage parameter, the antenna feed lengths, what level of interface to the studio they'll have. The transmitter is just one piece."

NBC Television Stations is the third group to select Comark DTV transmitters in 1996, following earlier deals by Paxson Communications and Viacom/Paramount. ■

Canobeam helps capture hostage crisis

CBS News uses new technology to solve technical problem in Peru

By Glen Dickson

CBS News has been using new optical transmission technology from Canon to help cover the hostage crisis in Lima, Peru.

For local technical reasons, the network was unable to obtain a microwave path or pull cable to reach its mobile satellite uplink, located some 400 yards from the Japanese ambassador's residence in Lima, the site of a siege by Peruvian rebels. So CBS News has been relying on Canon's Canobeam II optical wireless broadcast



CBS News has been using Canon's Canobeam optical transmission system for its coverage of the hostage crisis in Peru.

transmission system to send live broadcast feeds to the uplink.

Canon sent the loaner

Canobeam system to Peru upon CBS's request; the network had experimented with the system at the Republican

National Convention in San Diego last August, using it to transmit beauty shots from Coronado Island off San Diego Harbor.

"Because Canobeam requires no frequency allocation or license, it can be a very flexible and effective means of broadcasting a crisis with so much media attention," says Ken Ito, product manager for Canon Broadcast.

The Canobeam II system, which costs \$160,000, comprises four pieces of hardware: a controller box that takes in camera inputs, an optical beam unit that transmits the signal, and an identical pair of units

on the receiving end. The control box and beam unit connect via 50-ohm coaxial cable.

The system is designed for live production in news or sports venues that require a long distance between cameras and a microwave or satellite truck—Canobeam II can transmit broadcast-quality video and audio up to 2.5 miles. Instead of laying long cable runs, production crews can use the laser-generated optical beam to get their picture back to the truck, provided they have a clean line of sight. The optical beam also is impervious to RF interference at busy venues. ■

Florida LMA goes on-air with Odetics Spectrum

Two Fox television stations employ new automation software

By Glen Dickson

Two Florida Fox stations, WOFL(TV) Orlando and WOGX(TV) Ocala, are using new Spectrum multichannel broadcast automation software from Odetics to control spot insertion and program playback.

The stations, which are owned by Meredith Broadcasting, originate out of WOFL's Orlando facility under an LMA. When WOFL took over WOGX's technical operations a year ago under the LMA, the station added an Odetics TCS45 cart machine and disk-based ASC Virtual Recorders with CacheMachine software to its existing TCS2000 cart machine to handle the new workload, at a cost of \$450,000.

The four ASC Virtual Recorders were split into a cache configuration, with a nine-hour cache dedicated to the TCS2000 for WOFL's playback and another nine-hour cache linked to the TCS45 for WOGX's playback. According



At WOFL Orlando, Odetics Spectrum multichannel automation software is managing a hybrid storage/playback network that uses both digital disk recorders (l) and conventional tape decks (r).

to Steve Rowell, WOFL assistant chief engineer, however, sharing material between the two systems was complicated, and often involved physically transferring tapes between the two cart machines.

"If one spot played on both stations, it had to go to both VR machines and be cached on both," he says. "With the structure of sales, you get into a lot of duplicated material."

Thus WOFL has installed Odetics' Spectrum software, introduced at NAB '96, which uses a client/server architecture to network the two hybrid tape/disk systems together. The new software allows a single Virtual Recorder to serve as a spot cache for both channels, allowing the two stations to share material in the cache system and play directly to air.

"The Spectrum allowed us to use the library of the 2000 as a server, with itself and two clients [the Virtual Recorders]," says Rowell. "The nine-hour cache turned into an 18-hour bank of memory."

Rowell says the software allows the two cart machines to share a common database and lets the user develop relationships between the two tape systems, with shared programing being stored in the TCS2000. "The TCS45 owns a VTR in the 2000," he says. "It asks the 2000's robotics to put a tape in the machine, then the 45 controls the tape and plays it back to its air. We're trying to get away from physically swapping tapes."

Cutting Edge

By Glen Dickson

Orion Network Systems has agreed to purchase the 59.3% of the Orion Atlantic partnership it doesn't own. The transaction, which should close by the end of first quarter 1997, is valued at approximately \$122 million. Orion Network Systems will acquire the interests in the partnership now owned by British Aerospace, ComDev, Kingston Communications, Lockheed Martin Corp., Matra Hachette and Nissho Iwai Corp. Orion Atlantic, which already operates one Atlantic Ocean Region satellite, plans to launch a second bird in that region and a third satellite to serve Asia-Pacific. Orion revealed the deal with Matra Marconi Space to build the transatlantic bird along with the consolidation announcement. The buyout depends on shareholder approval and on the refinancing of some \$210 million in Orion Atlantic bank debt.

DG Systems says that more than 100 television stations are online with its new video distribution network and are ready to receive spots digitally, and that a total 350 TV stations, cable interconnects and networks have signed up to install the company's ADvantage Digital Video Playback System. The DG service sends MPEG-2 compressed spots to servers at the stations using Hughes Network Systems' DirecPC satellite network.

The **NAB** has expanded the technical sessions and events for NAB '97 in Las Vegas, April 5-10. In addition to NAB Multimedia World and the 51st NAB Broadcast Engineering Conference, the show this spring will feature a new Communications and Connectivity event and the NAB/Broadcast Designers Association Designer's Conference.

Panasonic's DVCPRO Laptop Editor is now available, and has already been ordered by WFXT, the Fox O&O in Boston, and KYW-TV, the CBS O&O in Philadelphia. The AJ-LT75 is a battery-operated portable digital edit system that comprises two full-featured DVCPRO VTRs, two color 6.5-inch LCD monitors, stereo speakers and a complete cuts-only editor in a compact, briefcase-size package. Each independent VTR can record up to 123 minutes of video and has its own counter display, cassette slot and control panel with jog dial.

National/Westport, the all-digital video and audio post-production facility in Westport, Conn., is expanding its capabilities with a digital graphics wing that will allow the company to offer complete post-production and graphics packaging. The new studio features several workstations, including a Quantel V8 Paintbox, SGI Indigo II Extreme with Matador software, a multi-axis motion

control stand and a Power Mac 8500 with Adobe Illustrator, Photoshop, After Effects and DeBabelizer software. Each graphics workstation is capable of serial component digital input and output, and all are networked to an Accom digital disk recorder, the edit suites, and a Chyron Infinet for compositing, rotoscoping, layoffs, 2-D animation, paint and retouching.

though it were a telephone base. Celefex created the CGI phone and mailbox and animated all the effects. All components made use of Prisms for animation and Renderman for rendering.

Muh Hwa Broadcasting Corp. (MBC) has received its third Wheatstone TV-600 audio console for Chin Ju MBC TV, a master on-air/production station, in ChinJu, Korea. Another MBC station, Seoul MBC TV, a master news station in Seoul, Korea already has two TV-600s for live news production. "The TV-600 is specially designed with live-to-air and live-to-tape production in mind," says Byung




Celefex, New York, has animated a series of United States Postal Service spots for client Lee Hill/Chicago. The spots feature an animated phone receiver that gives a sales pitch on the Postal Service's new telephone information service. The spots then close with a fully animated scene in which a phone receiver falls onto a street mailbox as

Rack Cho, director of the TV news engineering division at MBC. The console uses Wheatstone's Bus-Minus technology, which allows for every input channel to produce its own output to an IFB. The console provides two stereo outputs for separate local and satellite feeds, plus two mono outputs for mono and future SAP requirements.

NETWORKABLE

EXPANDABLE

BULLETPROOF



Looking for a broadcast server to get you on air today — and keep you there? You should give the HP MediaStream broadcast server a shot.

Our bulletproof architecture is engineered to maximize dependability today. And minimize problems adapting to a changing industry. A single server provides 6 channels and nearly 50 hours of storage. And HP servers can be easily networked — allowing you to add even more channels and storage as you go. Plus, our open-systems approach ensures compatibility with a wide variety of third-party hardware and software vendors.

Combine all that with HP's 24-hour service and support, and you're looking at the most reliable server money can buy.

But don't just take our word for it. Ask the

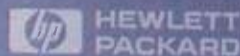
engineers at KCRA in Sacramento. Or MTV Europe in the U.K. Because from Arizona to South Africa, broadcasters around the world count on HP's broadcast server every day. And it hasn't let them down.

It's engineered to meet your broadcast needs well into the future. But at \$100,000, it's priced to fit your budget today.

For free product literature with more information, call 1-800-FOR-HPTV, Ext. 1635 today. You'll find out what HP's broadcast server can bring to your station, both now and in the future.

If you're looking to invest in a server you can count on, take a look at the HP MediaStream broadcast server. Then give it your best shot.

There is a better way.



HEWLETT
PACKARD

MediaStream Server
broadcast series

Starting at
\$100 K

PICK IT
BROADCAST
rental leasing
NAB • 1996 • NAB

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

GENERAL MANAGER - RADIO PROPERTIES

Multi-station property in southeast beach resort community seeks qualified General Manager to oversee a duopoly station. The successful candidate must have previous station management experience with a working knowledge of sales, including regional and national agency, Operations and Programming. Duopoly experience a plus! For immediate consideration, please FAX resume and salary history by 1-10-97 to:

Director of Human Resources
1-904-947-4700
EOE / Drug Free Workplace

HELP WANTED SALES

Sales Manager: WIOT-FM Toledo has an opening for a Sales Manager. Candidates must have at least 4 years sales experience, knowledge of consumer marketing and event promotion. Knowledge of perishable inventory control and revenue/expense budget development/execution helpful. Position requires a leader to recruit and train a successful sales team. Send cover letter and resume to: Director of Sales, Jacor Broadcasting, 125 S. Superior Street, Toledo, OH 43602. No calls please. Jacor Broadcasting is an Equal Opportunity Employer.

Local Sales Manager. Looking for a proven sales or management professional to lead the market's dominant sales force. Three years television experience preferred, must possess strong supervisory and presentation skills, and be able to motivate the team. Send resumes and references to Bill Preston, General Manager, KRTV, P.O. Box 2989, Great Falls, MT 59403. No phone calls, please. EOE.

Become a part of Maine's most successful radio group. Portland Radio, a division of Saga Communications, (41% share Portland Maine market, adults 25-54, Spring 1996 ARB) looking for a highly motivated, professional sales manager. Please send your resume and a letter of interest to: Bonnie Grant, Director of Sales, Portland Radio Group, 420 Western Avenue, So., Portland, ME, 04106. EOE.

Chattanooga's "Hot Country Favorite" US-101 is looking for the best candidates to fill the position of Local Sales Manager. You need to have a minimum of five years radio sales or media sales management experience. You need to be proficient with the latest sales computer tools and be knowledgeable in all aspects of marketing. If you're creative, results oriented, and have the experience to help the #1 Sales Staff in Chattanooga to achieve even greater success, then send your resume to: Lori Hudson, General Sales Manager, WUSY-FM, P.O. Box 8799, Chattanooga TN 37414. Colonial Broadcasting is an Equal Opportunity Employer.

HELP WANTED TECHNICAL

Chief Engineer. Four stations in large western market. Strong RF, studio, computer, organizational and people skills. EOE. Resume and requirements to: Ernie Hopseker, New Century Media, 190 Queen Anne Avenue, Suite 100, Seattle, WA 98109, or fax to 206-286-2376.

TELEVISION

HELP WANTED SALES

V.P. SALES & MARKETING

SINCLAIR COMMUNICATIONS, INC. has an exciting and challenging opportunity at the Corporate office in Baltimore. This key position manages revenue and expenses of our TV sales departments nationwide and reports to CEO. Coordinates strategies for creative selling and expense reduction with regional managers and maintains informational and motivational communications with sales departments. Understands local selling with and without on air inventory. Negotiates with major vendors and seeks cost reduction wherever possible. Works with VP Programming on analysis of program acquisitions. Requires diligence in monitoring and reporting. Must be able to multi-task, brainstorm, handle conflicts, and succeed through achieving revenue. Pros only with demonstrated successes in previous positions. Team atmosphere, corporate challenges, exhilarating opportunities, and compensation commensurate with experience await the right person in our large and growing company. Send letter/resume/references to

Sinclair Communications
Attn: Heidi VonBerkenkemper, Asst. to CEO
2000 W. 41st Street
Baltimore, MD 21211
by January 15.

EQUAL OPPORTUNITY EMPLOYER

TV Traffic Manager. Dominant ratings leader in top 60 southern market seeks self-motivated, team oriented leader who will guide department to serve customers and maximize revenue potential. Minimum 5-years traffic experience necessary. Please list traffic system and computer experience. Reply to Box 01025 EOE.

National Sales Manager: Group owner is seeking an NSM to direct national sales efforts for WDJT-TV, CBS Milwaukee and WBND-TV, ABC, South Bend, reporting to Rich Karolezak, GSM. The successful candidate must be organized and aggressive. Ability to sell and to position growing stations is key. Unique opportunity to join a highly motivated sales team with a state of the art television company. Previous NSM or National Rep experience a must. Rush resume, references and salary requirements to: Director of H.R., WDJT-TV, 509 W. Wisconsin Avenue, Suite 2500, Milwaukee, WI, 53203 or Fax: 414-272-1368. EOE. No phone calls or e-mails please!

Sales Manager: Responsible for all national sales efforts. Must have thorough knowledge of ratings, research, and inventory management; be goal oriented, a leader and motivator; possess ability to build strong relationships in national markets. A proven track record and minimum of five years broadcast sales experience a must. Send resume to Box 01027. EOE M/F ADA.

Director of Sales WPGH/WPTT: Highly energetic individual with a proven ability to lead, motivate and direct two staffs for two television stations to monthly budget achievement. Establish revenue and expense goals. Firm knowledge of inventory control. Departmental accountability. Sales systems analysis. Strong computer skills (Quattro Pro, Windows '95, Wordperfect, etc.) preferred. Education: High School - college favorable. Experience: A Minimum of five (5) years of proven successful management in television sales, candidate should have documentable evidence of annual sales increases and ability of personnel accountability. Demonstrative skills in creative selling techniques, beyond a station's quantitative boundaries. Successful ability to attain and maintain tight client relationships. No telephone calls. Please send resume only to: Mr. John Rossi, Station Manager, WPGH Fox-53, 750 Ivory Avenue, Pittsburgh, PA 15214.

HELP WANTED MANAGEMENT

Positions Available

Human Resources Manager Comptroller/Business Manager

Comptroller/Business Manager

Exciting position with fast growing Television Company. This position requires an innovative hands-on manager and team builder with excellent communication skills and ability to interact with other department managers. Functional responsibilities include: cash management, budgeting, auditing, accounting, reporting, information processing and insurance, plus implementation of corporation's overall financial and administrative plans and policies. Requirements include appropriate university degree (MBA and/or CPA preferred) and approximately five years experience in a similar management position. Send letter of introduction and resume **attn. Comptroller/Business position.**

send to:

HR Department
KUSI-TV
P.O. Box 719051
San Diego, CA 92171

Human Resources Manager

KUSI-TV San Diego, CA looking for a dynamic Human Resources Manager. Qualified candidate should have minimum 5 years HR experience and prefer HR degree on certification. Must be experienced with Federal and State Labor Laws, Record Keeping, employee relations, recruiting and training. Requires ability to design and implement employee policy and safety programs. Should be acquainted with workers comp., benefit and compensation packages. Industry experience a plus. For immediate consideration, please send resume and salary requirements **attn. Human Resources position.**

KUSI Television is an equal opportunity employer.

KUSI-TV
NEWS 9
NEWS 21

EVP/COO Public TV: KLRU, Austin Texas' community licensed public television station is seeking an EVP/COO to help carry out the vision and mission of KLRU and build succession in senior management. KLRU has a successful track record with plans to expand on the production and services we provide to Central Texas. The station is financially sound with a \$5.4M budget and an excellent staff of 60 people. This position requires a minimum of a Bachelor's Degree, 5-10 years of relevant management experience in Broadcast, Public TV or related industry. Opportunity to lead talented team of professionals and work closely with a committed Board of business and community leaders. Send resume with current compensation in confidence to: Public Television, P.O. Box 2013-477, Austin, TX 78768-2013. Resume deadline January 15th.

Network affiliate is accepting resumes for the position of Business Manager. Applicants should have three to five years experience as Business Manager at a network affiliated television station. Accounting degree required and CPA preferred. Must be a hands-on manager with experience and complete knowledge of working business office. Reply to Box 01031.EOE

Manager: Leading television lighting design firm seeks candidate with management and production background for general manager's position. Ten years + experience a must. competitive compensation package. Send resume with salary history to: Berner & Brill Lighting Design, Inc., 49 West 27th Street, Suite 920, New York, NY 10001.

HELP WANTED MARKETING

VYVX, Inc. is a leading international provider of integrated fiber-optic and satellite video transmission services. In addition to international satellite transponder space capacity, the company provides television transmission services via satellite and its 11,000-mile U.S. fiber optic network; syndication distribution services; fixed and transportable satellite uplinks and downlinks; and coordination and transmission services for news, sports, business and special events. Vyvx is the international video communications unit of The WilTech Group, Inc., a subsidiary of The Williams Companies, Inc., based in Tulsa, Okla. Information on Vyvx may be found on the Internet World Wide Web at <http://www.vyvx.com> and at <http://www.gblaccess.com>.

Vyvx is strongly committed to developing new technologies and services. Come be a part of our innovative team. Our leading edge technology offers career growth and opportunities, taking you where you want to go.

SPORTS MARKETING MANAGER

A unique opportunity awaits the marketing manager of this national video sports division. Responsibilities include analyzing and monitoring market rates and competitive response. Developing market strategies, market impact studies, and competitive service positioning. Create pricing and packaging structures and strategies. This position must interface with customers to provide support for significant contracts and holds full service line P&L responsibility. Location negotiable.

Experience with major league sports, owners of sports teams and rights holders desired. Additional requirements include three to five years as TV Sports Director in top fifty market, plus three years sports broadcast experience and satellite coordination and transmission experience required. Also, candidate must be a strategic planner with MBA or graduate degree. Extensive experience may substitute for graduate degree.

SPECIAL EVENTS MARKETING MANAGER

An exciting opportunity to make a significant contribution to this national video entertainment division. Responsibilities include analyzing and monitoring market rates and competitive response. Developing market strategies, market impact studies, and competitive service positioning. Create pricing and packaging structures and strategies. This position must interface with customers to provide support for significant contracts and holds full service line P&L responsibility. Location negotiable.

This position requires a BS in Marketing, with an MBA preferred. A minimum of three to five years as TV News/Entertainment events manager in a top fifty market, plus five years broadcast experience, substantial satellite coordination and transmission experience required. The successful candidate will be a strategic planner who can develop market plans. Extensive experience may substitute for graduate degree.

Excellent salary and benefits. For confidential consideration please send a resume, indicating position of interest to:



Human Resources • Recruiter
111 East First Street • Tulsa, OK 74103-2808

EQUAL OPPORTUNITY EMPLOYER M/F/V/D

Creative Director. KDNL, ABC in St. Louis, has an immediate opening for an individual possessing at least three years experience in television marketing and promotion. This position demands seasoned abilities in the areas of creative writing/producing, and departmental supervision. Interested candidates should send a written resume, outlining industry experience, and a tape illustrating on-air production skills to: Attention: Personnel Department, KDNL-TV 30, 1215 Cole Street, St. Louis, MO 63106. You may contact the Director of Marketing, Phil Michael, at 314-259-5706 with any questions. Pre-employment drug screening is required. KDNL-TV is an Equal Opportunity Employer and women and minorities are encouraged to apply.

HELP WANTED TECHNICAL

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

Television Assistant Chief Engineer: Immediate opening at an expanding FOX O&O in Denver, KDVR is looking for a hands-on assistant chief engineer to direct daily maintenance operations. Must have management background and strong interpersonal skills. Will plan, schedule, and direct daily maintenance and work with the chief engineer in planning of new facilities. Digital and news experience a plus. Send resume and references to Dept. ACE, KDVR-TV, 501 Wazee St., Denver, CO 80204. No phone calls, please. EOE

Chief Engineer: West Coast major network affiliate seeking a hands on leader with a strong maintenance background. UHF transmitter experience essential. Send resume with salary requirements to Box 01032.

Electronics-Senior Television Broadcast Maintenance Technician: WTHR-TV, A Dispatch Broadcast Group, is seeking a self-motivated and experienced television maintenance technician with a highly positive team attitude. Qualified candidates will have an Associate's Degree in Electronics or the equivalent, and a minimum of three years successfully demonstrated television studio and RF maintenance experience, to include troubleshooting to the component level. An FCC General Class license or SBE Senior Level Certification is required. WTHR offers excellent compensation and an extremely rewarding work environment. Send resume and references to WTHR, Business Office, Attn: Job #65, P.O. Box 1313, Indianapolis, IN 46204. Women and minorities are encouraged to apply. We are a drug free and smoke free environment.

Technician - Accepting applications for Operations vacation relief position at Colorado's News leader KCNC. Send resume c/o Human Resources, KCNC-TV 1044 Lincoln St., Denver, CO. 80203 EOE-MF.

HELP WANTED NEWS

Director/Technical Director. Regional 24-hour cable news channel seeks Director/Technical Director. Minimum one year experience directing newscasts required. Send resume and salary history to Human Resources, Newschannel 8, 7600-D Boston Blvd., Springfield, VA 22153. EOE. M/F.

Weekend co-anchor and reporter to complement our established male co-anchor. 50's market NBC affiliate in the mid-west is looking for an experienced weekend anchor and reporter. Candidates should have a minimum of two years of experience. Weekday reporting skills must include the ability to dig up and follow through on stories of interest to our viewers. EOE, minorities encouraged to apply. Reply to Box 01030.

Weathercaster: NBC affiliate has immediate opening for an experienced weathercaster for early and late newscasts. Meteorologist preferred, but will consider all candidates. Doppler radar, Accuweather graphic experience required. Minorities and women encouraged to apply. Send resume and tape to: General Manager, KOMU-TV, 5550 Hwy. 63 S., Columbia, MO 65201. An EEO Affirmative Action Employer.

Reporter: Cover everything from breaking stories to features in the state capital of New York. Tapes and resumes to: Don Decker, News Director, 341 Northern Blvd., Albany, NY 12204. EOE.

Medical magazine seeks national segment producer/writer. Requirements: 5+ years experience, travel, strong independent writing and producing skills. Detroit or Tampa based preferred. Call 313-584-1550.

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

Reporter. We're expanding! Come join a hot team with all the bells and whistles! We need a digger who knows how to work a beat and develop sources, who is full of new ideas, who can produce focused, unique packages and who loves "live." College degree required. Two years of experience in a commercial television newsroom preferred. Send tapes/resumes to Human Resources Director, WYFF-TV, 505 Rutherford Street, Greenville, SC 29609. WYFF-TV, a division of Pulitzer Broadcasting Company, is an Equal Opportunity Employer.

Regional Manager. Conus Communications is looking for a Regional Manager who will manage a multi station Conus News Gathering region. Will be responsible for coordination and facilitation of the satellite news gathering needs for the region and has experience with local news gathering operations as well as a working knowledge of day to day local newsroom operations. Applicant must have experience, and ability to deal with news management and personnel, must be a proven leader, and self starter and must be willing to relocate. Send resumes: Human Resources, Conus Job #8-97, 3415 University Avenue, St. Paul, MN 55114. No telephone calls please. An Equal Opportunity Employer.

Producer/Director: WOOD-TV Seeks an individual with proven ability to direct news, studio and field productions. Editing skills a strong plus. This is not a 9 to 5 position, but if you're tired of being a big fish in a small pond, this is a great opportunity! NBC affiliate, 38th market, dominant #1, with the people and resources to stay there! Send resumes and non-returnable aircheck tapes (with director's track) to: Patrick Linehan, Production Manager, WOOD-TV, 120 College Avenue, SE, Grand Rapids, MI 49503. WOOD-TV is an Equal Opportunity Employer.

Photographer/Editor: Rare opportunity to shoot/edit local specials and weekly programming for Chicago's UPN affiliate. Candidate must possess strong visual and audio technique with solid lighting skills as well as the ability to edit work on deadline. Avid experience is a must. 3-5 years broadcast production experience is recommended. If you can demonstrate creativity, resourcefulness and quality craftsmanship send your resume and tape to: (no calls) Edgar Vargas, Local Program Producer, WPWR-TV, 2151 N. Elston, Chicago, IL 60614. EOE.

Weekend Anchor/Reporter: KSFY-Television, the Eyewitness News ABC affiliate in Sioux Falls, South Dakota. You're energetic, experienced, a terrific reporter and come with your own style. Send resume & a tape of your last two newscasts and your last four stories to Anchor Search, KSFY-Television, 300 North Dakota Ave., Suite 100, Sioux Falls, SD, 57102. Accepting until January 31. EOE. No phone calls.

Photographer. Talented, skilled, NPPA-style team players needed for immediate openings. College degree preferred. One year of experience required. Tapes/resumes to Human Resources Director, WYFF-TV, 505 Rutherford Street, Greenville, SC 29609. WYFF, a division of Pulitzer Broadcasting Company, is an Equal Opportunity Employer.

Our news director has moved up to a major market CBS O&O. We are looking for a news director who can plan for growth, monitor content, improve on format and teach. If you have a complete working knowledge of how a news department should operate and you care about people, then we would like to talk to you. Please send resume and news philosophy to: KGAN-TV Human Resources, PO Box 3131, Cedar Rapids, IA 52406. EOE.

News Videographer: WCIV-TV, Charleston SC needs an experienced videographer. Must be able to shoot and edit high quality television news, sports and specials video. Demonstrated successful storytelling skills. Knowledge of betacam, 3/4" and live ENG equipment. Must be capable of lifting up to 75lbs. Valid drivers license and clean driving record required. College degree in communications or equivalent. Send non-returnable tape and resume to Ron Lee, Chief Photographer, WCIV-TV, PO Box 22165, Charleston, SC 29413-2165. No phone calls accepted. EOE, M/F.

News Promotion Producer. News is our number one product, and Northwest Ohio's dominant TV station seeks a strong News Promotion Producer to help sell it! If you've got the ability, we've got the production tools to make it happen! Two years hands-on writing/editing/producing experience and degree in related field a must. Resumes and tapes to: Personnel Administrator-65, WTOL-TV, P.O. Box 1111, Toledo, Ohio 43699-1111. No phone calls. WTOL is an Equal Opportunity Employer.

News Director: Looking for an aggressive veteran news director of 3-5 years with excellent writing, teaching, and coaching skills to take us to the next level. A chance to put your creative and innovative skills to work at a national award winning suburban cable television news operation with live daily morning and afternoon news programs. Station staff is the approximate size of a small to medium market news operations in the major market or Mpls/St. Paul. Head current day to day news operations and provide leadership to compete in metro area with updated equipment and talented staff of reporters and photographers. Applicants must provide statements of news philosophy and include resume and salary requirements. Send resume to: Dave Kiser, Cable 12 News, 6900 Winnetka Avenue N., Brooklyn Park, MN 55428. Fax: 612-533-1346.

Named the best newscast by the Associated Press in the state of Florida for two consecutive years, FOX WFTX-TV is currently accepting applications for a Videographer. Must have one year shooting and editing experience. College degree preferred. Send non-returnable tape and resume to: Chris McKinney, WFTX-TV, 621 SW Pine Island Road, Cape Coral, FL 33991. We are an Equal Opportunity Employer.

Make Your Mark in Miami! WFOR-TV (CBS) is looking for a strong newscast producer for one of our weekday broadcasts. If you're a great writer, an idea person, and live for breaking news, send your resume. This is not a job for beginners! Contact: Cheryl Stopnick, Assistant News Director, WFOR-TV, 8900 NW 18th Terrace, Miami, FL 33172. Fax (305)477-3040. E-Mail: jobs@wfor.com EOE.

Photographer/Editor: We're looking for a good shooter/editor who loves spot news. KSTU, a Fox O&O in Salt Lake City, has an opening for a full-time Photographer/Editor. (Working hours and days may vary to meet department needs.) Applicants must have a high school diploma or equivalent; 1-2 years experience as a news photographer/editor in a small or medium market -- experience must include using a live ENG. Demonstrated creativity and versatility with a good "eye" while shooting footage and editing. Prefer applicants with SVHS experience. If interested, please send resume and non-returnable tape (VHS preferred) to: KSTU Fox 13 Television, Attn: Personnel, 5020 West Amelia Earhart Drive, Salt Lake City, UT 84116 or FAX: 801-536-1315. Equal Opportunity Employer.

Free-Lance Field Producers to cover regions throughout the U.S. for national television news-gathering organization. Must be enterprising, proactive, organized, creative, a perfectionist, crisp writer and good story-teller. Rewarding opportunities to produce positive, life-changing news stories. Resume and non-returnable tape to E. Buchanan, Ivanhoe Broadcast News, P.O. Box 865, Orlando, FL 32802.

News Photographer: Growing news service seeks talented, energetic, team player with at least five years experience. Candidate must have outstanding visual story-telling skills, dramatic lighting talents, a positive and winning attitude, and the ability to do everything from breaking news to longer newsmagazine pieces. Work for national and international broadcast networks. Travel required. Beta or VHS and resume to: Glen Abbott, Chief Photographer, Video Information News, 616 Kentucky St., Lawrence, KS 66044.

Mid size market looking for bright, creative producer of #1 newscast. Opportunity to work with an experienced team, digital newsroom and satellite truck. Opportunity to produce special news programs as well as a daily newscast. Two years producing preferred including experience producing shows with multiple live shots, preproduction and informative graphics. Must be enterprising and a good writer with solid news judgement. Send resume and tape of entire newscast to: Human Resources, 22 WSBT, 300 W. Jefferson Blvd, South Bend, IN 46601. EOE

KBMT-TV is looking for an anchor with strong on air skills. Candidate must be able to develop enterprise stories in a well written and produced manner. Please send resume and tape to EEOC Officer, KBMT-TV, P.O. Box 1550, Beaumont, TX 77704. EOE.

Assignment Editor (WFOR). We are looking for an aggressive assignment editor to work in the best news market in the country. Must have the ability to manage many crews and stay on top of non-stop breaking news at a growing CBS O&O. At least 3 years desk experience in a major market is a must. Send resume to: Rich Bamberger, Assignment Manager, WFOR-TV, 8900 N.W. 18 Terrace, Miami, Florida 33172 or E-Mail to jobs@wfor.com

Managing Editor: How well do you cover the news? We're talking breaking news, enterprise stories, investigative, sweeps series, elections, franchise reports and more breaking news. Las Vegas is the nation's fastest growing market (DMA #64). It's also growing into one of the most competitive ones. If you have a desire to win every day, the people skills to manage a staff of 60, and the courage to rumble with a news director who used to hold this title, then send your resume to: Ed Chapuis, News Director, KTNV-TV, 3355 South Valley View Boulevard, Las Vegas, NV 89102. EOE.

Videotape Editor: Do you have a keen eye for great video? Can you make the pictures match the words? Do you absolutely hate "wallpaper" video on stories, regardless of the format? If so, have I got a deal for you! News 4 San Antonio needs an experienced videotape editor for our primary newscasts. Work for a dynamic, on-the-move news operation in one of the USA's truly unique cities. We want to see a tape and a letter telling us why we should choose you. Send it to: Jim Myers Chief Photographer 4 San Antonio KMOL-TV 1031 Navarro St. San Antonio, Texas 78205 EOE; M/F

HELP WANTED PRODUCTION

The Home Shopping Network

Home Shopping Network, Inc. continues to progress as the leader in electronic retailing. As a result of growth in our business, we are currently seeking outstanding individuals to join our exciting, high energy company. Our Broadcast Division is offering the following opportunities:

Creative Director Video

Excellent opportunity for a strong team member to oversee network producers as well as produce on-air promotions. Individual must be a creative force and strategic thinker. Production and management experience required. Reel and writing samples will be reviewed along with resume.

Producer

Highly creative opportunity available for experienced producer. Must have a thorough understanding of commercial production and be accomplished at producing exceptional promotional spots. Writing and directing skills required. Please submit reel and writing samples for review.

Coordinating Producer

This key Broadcasting position will work with Programming and Merchandising to develop the production side of new shows, special events and important product presentations. Requires ability to delegate and coordinate set design, graphics creation, and shot composition. Strong production and management skills necessary. Retail experience a plus.

Please send resume, along with reel and writing samples where applicable to: Home Shopping Network, Inc., Human Resources Department/CLM, 2nd Floor Tower, P.O. Box 9090, Clearwater, FL 34618-9090. FAX: (813) 556-6928. EOE/MF.

Videographer/Editor - KSWB, Tribune Broadcasting in San Diego is seeking an experienced, creative and driven videographer/editor to join the market's fastest growing TV station. The ideal candidate is well versed in single camera field production, lighting and story telling with a camera, in addition to being a solid editor comfortable in the linear and non-linear worlds. Reporting to the creative service director, this person will be responsible for shooting station promotion and image pieces, PSA's and some commercials. Editing duties will include station promotion, image and commercial production. A "knockout" reel, can-do attitude, solid people skills and broadcast or professional television production experience are a must. A four-year degree is preferred. Send non-returnable VHS tape, resume and references to Mr. Will Givens, Director of Creative Services, KSWB-TV, P.O. Box 121569, Chula Vista, CA 92112. No phone calls please. KSWB is an Equal Opportunity Employer. Women and minorities are encouraged to apply.

Senior Producer/Director. Top 40 market UPN affiliate needs a senior producer/director. Responsible for operation of production department. Two years experience in writing, shooting, editing and directing. Must have knowledge of Ampex AVC switcher, Ampex ADO, and Dubner. Please send resume, salary history and tape to Jeanne Pennington, WGNT-TV, 1318 Spratley St., Portsmouth, VA 23704. EOE.

Television Producer/Director: INDY-TV is seeking a Live Sports Producer/Director for its state-of-the-art, all-digital facility. Prefer college degree and minimum 3 years experience directing live multi-camera studio and remote sports/news telecasts. Send resume and non-returnable tape to: WNDY-TV, Attn: Production Manager, 45555 W. 16th Street, Indpls, IN 46222. No phone calls please. EOE.

Television

WRITER/PRODUCER Creative Services

NBC 4 is seeking two Writer/Producers to join our Creative Services Department. Selected candidates will write/produce on-air, radio, and/or print advertising for the station. Duties include: concept development, copywriting, directing off- and on-line edit sessions, hiring and producing voice-over talent, and production of final creative product. You will also provide support to Creative and Marketing management on NBC 4 brand implementation; write and produce news topicals; identify and source cost-efficient vendors for ad production; plus long-term projects, as assigned. Must have at least 5 years as a TV promotion Writer/Producer; supervisory experience a plus and knowledge of radio traffic and promotion scheduling preferred. Desired skills include: outstanding writing, editing and conceptual abilities; strong communication and organizational skills; comprehensive knowledge of current production techniques and equipment; ability to effectively direct editors, designers, photographers and other creative staff; in-depth, Macintosh Word and Excel experience; excellent leadership and interpersonal skills including ability to work well with all levels of station management in a fast-paced environment. College degree preferred and hands-on experience with non-linear edit systems (i.e. IMIX) is highly desirable.

NBC 4 offers a competitive compensation package and an exciting, culturally diverse work environment. Please mail resume to: **NBC 4, Attn: Workforce Diversity, Dept. WPCS/BC, 3000 W. Alameda Avenue, Burbank, CA 91523.** Equal opportunity employer.



Major Northeast Market Network Affiliate is looking for a hot-shot news producer. We need a creative writer who knows how to tell and sell a story; someone with a strong graphic eye who can package the product with flare and taste; someone who can rock and roll with live breaking news and generate story ideas on a slow day. If you can take charge, get the most out of your anchors and reporters and know how to win, then we want to talk to you. Reply to Box 01029. EOE.

Executive Producer: Top 50, Southeast affiliate seeks current cutting-edge EP or dynamic line producer with three to five years of experience ready for the next challenge. Supervise an eager team of producers, approve all scripts and organize quality control. We are #1 in news and need someone who can keep us there. If you can create and communicate a vision using all the toys including research, SNG, non-linear news editing and 3-D animated graphics, tell me how you would do it. Resumes to Box 01028. EOE.

Character Generator Operator. WYFF-TV, a 35th market NBC affiliate in beautiful Greenville, SC, has an immediate opening for a sharp CG operator for our Chyron Infnit. Primary focus will be graphics for our fast paced and competitive news product. Good typing, spelling, and grammar skills are a must! Specific on the job training will be provided. Send resume to Human Resources Manager, WYFF-TV, P.O. Box 788, Greenville, SC 29602. EOE.

Associate Producer - WAVY News 10 is searching for an associate producer to join its award winning news team. If you are creative, a good writer and willing to learn, we have a position open for you. No phone calls! Please send non-returnable tape and resume to David T. Strickland, News Director, WAVY-TV, 300 WAVY Street, Portsmouth, VA 23704. WAVY Broadcasting, Inc. is an Equal Opportunity Employer.

Producer: KJRH-TV in Tulsa seeking producer with strong news judgement and communication skills. Responsibilities include overseeing newscast and working with other news managers to develop long-range news coverage plans. Send resume to: KJRH-TV, Lori Doudican, 3701 S. Peoria, Tulsa, OK 74105. EOE.

HELP WANTED PROMOTION

Marketing Writer/Producer: New Mexico's #1 TV station is searching for a talented writer/producer. If you excel at hard-hitting news promotion and set the standard for it in your market, we want to hear from you. Our ideal candidate is a creative, highly motivated professional with great writing and production skills. An eye for graphics, the ability to work well under tight deadlines and a keen understanding of branding and positioning very important. Two years news promotion experience and college degree preferred. If you meet these qualifications and are ready to make the move to one of the country's most livable cities, send your resume, reel and salary requirements to: Yvette Perez, Marketing Director, KOAT-TV, 3801 Carlisle Blvd., NE, Albuquerque, NM 87107. Drug free workplace. KOAT-TV is an Equal Opportunity Employer.

Your dream comes true in Oregon. We're ready to take traditional promotion and creative services into the 21st Century. We've assembled the tools and we're recruiting a few more good people to do just that. You're an experienced and accomplished manager of promotion and creative services. You want a larger arena in which to develop and lead a fully integrated marketing strategy for a television station that puts the customer first. As Director of Marketing, you will join a great team at a strong station in a growing market. Portland is the rapidly expanding #24 market and one of the most livable cities in the USA. We offer a successful, competitive team environment where you can make a difference with your experience and your ideas. The successful candidate will have three to five years experience in a leadership capacity, and the proven ability to deliver effective support for positioning an overall station image. Call 503-464-0600 to request an application. Send application, resume, tape and salary history immediately to: Marketing Director Search, KOIN-TV, 222 SW Columbia, Portland, OR 97201. A Lee Enterprises, Inc. station. Equal Opportunity Employer.

Senior Promotion Producer at major market (#15) NBC affiliate. WFLA-TV, Media General's flagship station, needs a super-producer to help keep us on top. The ideal candidate has a strong creative background with five years of medium/major market TV news promotion experience. If you thrive on creative challenges and live to win the news wars, rush resume and VHS demo tape to Human Resources Department, WFLA-TV, P.O. Box 1410, Tampa, FL 33601. M/F, EOE, Pre-employment drug testing.

HELP WANTED RESEARCH

Research Director - WMC-TV5, a market leading NBC affiliate, seeks a creative and analytical individual to develop inspiring sales presentations. Person will possess solid organization and presentation skills with intimate knowledge of rating and qualitative research. Metered market experience a plus. Send resume to: Scott Leslie, General Sales Manager, 1960 Union Avenue, Memphis, TN 38104. WMC is an Equal Opportunity Employer and an Affirmative Action station.

SITUATIONS WANTED NEWS

Hungry Reporter Needs Chance! Talented, professional college grad craves first real news gig. can write and edit. video, referrals available. (619)443-5113.

YOUR AD COULD BE HERE!

To place an ad in Broadcasting & Cable Classified section, call
Antoinette Fasulo
TEL: 212-337-7073
FAX: 212-206-8327
or
Sandra Frey
TEL: 212-337-6941
FAX: 212-337-6957

AFASULO@B&C.CAHNERS.COM
S.FREY@B&C.CAHNERS.COM

TV SALES TRAINING

LEARN TO SELL TV TIME

Call for FREE Info Packet
ANTONELLI MEDIA
TRAINING CENTER
(212) 206-8063
 Over 25 years in the TV industry

PROGRAMMING SERVICES



National Weather Network

One and two day seminars and coaching. Experienced meteorologists teach chroma key, graphics systems, and one-on-one on-air polishing techniques. Make your video demo tape and get that job in Television NOW! Call NWN 1-800-353-9177.

INTERACTIVE

HELP WANTED SALES



The Broadcast Network on the Internet
<http://www.AUDIONET.COM>

AudioNet, the largest broadcast network on the Internet, is a dynamic organization that is establishing the Internet as a new broadcast medium. We are seeking talented, energetic individuals who want to work in a fast-paced, progressive environment and who will take initiatives to help us maintain our exceptional growth rate. We offer excellent benefits and an opportunity to grow with the leader in Internet broadcasting. Positions are available in Dallas, Texas for sales representatives with at least 5 years total sales experience and 1-2 years in Internet sales. Send resume to jobs@audionet.com. No phone calls please.

HELP WANTED RESEARCH

RESEARCH MANAGER

Bethesda based Discovery Communications Inc. seeks a research manager to perform audience analyses to help formulate programming, marketing and affiliate sales strategies as well as create audience estimates for Animal Planet. Four years experience in television audience analysis and familiarity with Nielsen ratings required. Strong report writing and mathematical abilities and communication skills a must as well as proficiency in word processing, spreadsheet packages and graphics software. Send cover letter, resume and salary requirements to



Discovery Communications, Inc.
 c/o Ingrid Gorman Andrews
Director of Research
7700 Wisconsin Avenue
Bethesda, MD 20814.
 No phone calls accepted.

CABLE

HELP WANTED PROGRAMMING

SUPERVISOR PROGRAM ADMINISTRATION

USA Networks, home of the USA Network & Sci Fi Channel is currently seeking a Program Administration Supervisor with proven credentials to assume important supervisory responsibilities.

Among numerous, diverse activities, the successful candidate will schedule, order & coordinate cartoons, coordinate closed captioning/encoding and track/control inventory prior to air. Additionally, you will prepare reports, handle budget preparation, viewer calls, control track courier costs and fill other assignments as needed.

Requirements include computer experience, supervisory and organizational skills, detail oriented ability. Programming background and/or prior cable network experience would be a decided plus.

We offer an excellent salary and benefits package and an environment where individual achievement is recognized and rewarded. For confidential consideration, please forward resume with salary history/requirements (only resumes with salary requirements will be considered) to:

USA NETWORKS

Human Resources Dept SPA
1230 Ave. of the Americas, New York, NY 10020
Fax 212-262-5343

We are an Equal Opportunity Employer
 NO PHONE CALLS, PLEASE!

HELP WANTED NEWS

Reporter/Production Assistant: Northland Cable Television is expanding its news team. Duties include reporting, editing and producing nightly newscast. Previous news/editing experience preferred. Send resume/tape to: News Director, P.O. Box 833, Seneca, SC, 29678. EOE.

HELP WANTED PRODUCTION

Production Accountants (2). Turner Sports is seeking two experienced staff accountants to prepare and analyze production budgets for 2 multi-national sporting events. Individuals will interface with Producer, Director and production personnel to determine appropriate analysis and communication tools. Travel to New York and Nagano, Japan required. Qualified applicants will have a BA in accounting/finance. Minimum of 5 to 7 years experience, preferably in sports or production accounting. Candidate must demonstrate knowledge of broadcast production issues and desire to work in the sports industry. Candidate must exhibit strong communication and analytical skills. Experience with multi-sports events is a plus. Please send cover letter and resume to Controller, Turner Sports, Inc., One CNN Center, Box 105366, Atlanta, GA 30348-5366.

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

Continental Cablevision Advertising Southeast Region is searching for a Research Assistant to assist our award winning sales force. This individual will be responsible for four markets. Duties include Nielsen book breakout, Cable ratings analysis, working with Scarborough and Media Audit and assist account executives with various research projects. Candidate should have rep. station or cable experience familiarity with Nielsen products. Qualitative knowledge is necessary. Please forward resume and salary requirements to: George Mafredas, Research Specialist, Continental Cablevision, 1902 Second Avenue N., Jacksonville Beach, FL 32250. EOE.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Television Studies Position

Full-time faculty position open in the Television Program of Boston University's College of Communication. In a program designed to underscore the role of the television producer, the successful candidate will focus on television's impact on culture and social life. Her/his strengths may well lie in such fields as children's television, minority portrayals, special interest influences on television, audience segmentation, and the public service debate. Her/his courses will complement those taught by colleagues at the graduate and undergraduate levels in television production, management, writing, producing, digital editing (Avid and Media 100), history, aesthetics, and studies of genres. The curriculum includes a multi-media component using the College's state of the art digital laboratories. The successful candidate will be encouraged to develop new courses to keep abreast of the converging media environment of the 21st century. All faculty are expected to share in the supervision of graduate thesis projects (an increasing number by international students) and individual studies by undergraduate seniors. An established reputation through publications and research in a particular area is an advantage. Ph.D. preferred, but experience is essential. Applicants should submit résumés, the names of three references, and samples of their work to: L. Leon, College of Communication, Boston University, 640 Commonwealth Avenue, Boston, MA 02215 (E-mail: leon@bu.edu; Phone: 617/353-8023; Fax: 617/353-3405). Deadline for applications is March 1, 1997.



An equal opportunity, affirmative action institution

Graduate Assistants (4), Miami University, in Mass Communication Master's degree program. The following assistantships are available: (1) work for WMUB FM, full time 24.5 Kw NPR affiliate, Big Band-Jazz-News format - 1 position in news (reporting, writing and anchoring), 1 position in marketing and development. (2) 1 position as teaching & research assistant. (3) 1 position as video production assistant for educational access cable channel. Stipends for 1997-98 academic year approximately \$7,830, plus fee waiver. 3.0 GPA required. Send letter of inquiry immediately to Dr. David Sholle, Mass Communication, Williams Hall, Miami University, Oxford, OH 45056. AA/EOE. Deadline February 14, 1997.

The American University School of Communication in Washington, DC seeks graduate fellows to assist in teaching and professional duties while earning a Master's degree in Journalism and Public Affairs. This 10-month program begins in July. Program includes Washington internships and a faculty with top professional credentials. For more information, write to: School of Communication, Graduate Journalism Committee, The American University, 4400 Massachusetts Avenue, NW, Washington, DC 20016-8017. EOE.

Place Your Ad In The Industry's Largest Classified Section

Broadcasting & Cable

CALL:

Antoinette Fasulo
(212) 337-7073
 or
Sandra Frey
(212) 337-6941



To place your **CABLE** classified ad
 Call Sandra Frey
(212) 337-6941

Assistant to Full Professor Communication - <http://www.marist.edu> Due to retirements, growth and an institutional commitment to the establishment of the School of Communication and The Arts, Marist College invites applications for tenure track and tenure eligible faculty positions in communication to begin September 1997. The faculty in Communication and The Arts have created a new curriculum and are in the process of gaining final approval for a new School of communication and the Arts. Communication is the largest major on campus. Appointments will be made to tenure track or tenured assignments at assistant to full professor ranks based on experience, qualifications, and current tenure status. One of the following open positions will be filled at the senior level: 1. Advertising-Account Management: Includes teaching some combination of: Principles of Advertising, Media Planning, Retail and Promotion, Direct-Response, Advertising Research, and other courses in area of expertise. 2. General Communication: Includes teaching some combination of: Principles of Communication, Communication Research, Communication and Society, Communication Ethics, Public Speaking, and other courses in area of expertise. 3. Multimedia, Distance Education, and Effects of New Technology: Includes teaching some combination of: Communicating on the internet, Visual Literacy, Introduction to Digital Media, Effects of Technology on Society, Interactive Multimedia Design, Digital Audio & Video Editing, and other courses in area of expertise. Some teaching assignments will involve distance education via the Internet. Responsibilities & Qualifications: Responsibilities include teaching 12 hours/semester, student advising, scholarly activity commensurate with the teaching load, and institutional and professional service. Minimum qualifications include a terminal degree in Communication or a closely related field, continued scholarly activity, a strong commitment to developing in students a sense of ethical responsibility in the practice of communication, and a strong commitment to student-centered education. Candidates should provide evidence of outstanding teaching skills, professional experience, and a strong interest and record in the pedagogical uses of technology. Application Process: Review of applications will begin immediately with a deadline of 2/15/97. They will continue to be accepted until the position is filled. Please submit a letter of application, curriculum vitae, a statement of teaching philosophy, and the names addresses and phone numbers of at least three professional references to: Dr. Guy E. Lometti, Dean Communication and The Arts, MPO 905, Marist College, Poughkeepsie, NY 12601. An Equal Opportunity/Affirmative Action Employer.

HELP WANTED TECHNICAL

Consulting Engineering Firm based near San Francisco and specializing in AM-FM-TV broadcasting and RF exposure analysis, needs competent, personable, self-assured associate. BS in engineering essential, higher degrees desirable. Systems design, FCC applications, forensic engineering, some field work and travel. P.E. registration essential but may be obtained later. Salary commensurate with qualifications and experience. Enjoy the benefits of a small specialized professional firm with an established nationwide practice. All replies confidential. Send resume to Hammett & Edison, Inc., Box 280068, San Francisco, California 94128.

EMPLOYMENT SERVICES

JOBPHONE
Inside Job Openings, Nationwide
PRESS ① Radio Jobs, updated daily
 ② Television Jobs, updated daily
 ③ Hear "Talking Resumes"
 ④ To record "Talking Resumes" and employers to record job openings
 ⑤ Entry level positions
1-900-726-JOBS
 *1** per min. JOBPHONE, NEWPORT BEACH, CA

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

TV JOBS
 70-100 listings each week.
 News, Technical, and commercial production.
 Updated daily. Entry level or experienced. For Information call
MediaLive
 The Best Jobs Are On The Line
800-237-8073
 Since 1986 **980**

Rep
 TEMPS, INC.
 1 (800) 556-5550
MEDIA'S INNOVATIVE STAFFING SOLUTIONS

We need to fill positions
 ▲ Media Buyers & Planners
 ▲ Traffic & Continuity
 ▲ Account Executives
 ▲ Assistants

The freshest TV jobs daily!...UltimateTV. The Net is proven to be faster, easier and cheaper than any other medium out there. Find that perfect employee or employer at <http://www.ultimatetv.com/jobs/> For more information contact Dave-V email:dave@ultimatetv.com or 818-995-6808 x210.

EDUCATIONAL SERVICES

On-camera coaching: Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Resumes. Critiquing. Private lessons with former ABC News correspondent. 914-937-1719. Julie Eckhart, ESP.

WANTED TO BUY EQUIPMENT

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

FOR SALE EQUIPMENT

SMART TAPES.
 For video duplication, demos, audition reels, work tapes, our recycled tapes are technically up to any task and downright bargains. All formats, fully guaranteed. To order call:
(800)238-4300 **CARPEL VIDEO**

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

Component Digital Edit Suite - Operating, 1 year-old system has Grass Switcher and Editor with Sony Digi Beta VTRs. Includes Deko CG and D/ESAM Digital Audio Mixer. \$295,000 OBO. Available immediately. Phone 615-248-1978 for equipment list or more info.

AM and FM transmitters, used, excellent condition, tuned and tested your frequency. Guaranteed. Financing available. Transcom. 800-441-8454, 215-884-0888, Fax 215-884-0738.

Video Switchers. 3M model 101 vertical switches. Ten in, one out. Audio follow video. \$185 Call Nigel Macrae at 702-386-2844.

FLORIDA RADIO & TV
 AM/FM gulf Coast w/upside \$395K
 FM Class C 50 kw Coast Resort . . . \$1.3 M
 AM/FM E. Coast Resort (Jax.mkt.) . . \$1.7M
 UHF Network Full-Power Price...Call
HADDEN & ASSOC.
 PH 407-365-7832 FAX 407-366-8801

FOR SALE STATIONS

FOR SALE
kady.
TELEVISION
KADY-TV, Channel 63, Oxnard, California
 is being sold under direction of the Chapter 11 Trustee for the U.S. Bankruptcy Court in the Central District of California, Santa Barbara.
KADY-TV is the UPN affiliate for the Santa Barbara-Santa Maria-San Luis Obispo market Market Rank #115 and Revenue Rank #124.
 Contact exclusive broker
MEDIA SERVICES GROUP, INC.
 San Francisco (415) 289-3790
 Richmond (804) 282-5561

Iowa. Southern Iowa class A F.M. Can be upgraded to class C2. Mail: PO Box 228, Pella, Iowa, 50219. Fax: 515-628-8534.

Central Georgia adjacent FM-FM combo; West Texas attractive combo, FM upgradable; Gulf Coast Florida LPTV; Others. Mayo Communications Inc., 813-971-2061.

Beautiful Northern California communities. Three dominate Class C FM's and three AM's. Solid cash flow and history. Seller financing available to qualified buyer. Principals only. Broker 508-525-2244.

FOR LEASE SATELLITE TRANSPONDER

FOR LEASE
 GE-1 C-BAND SATELLITE TRANSPONDER
 - Fully Protected
 - Full or Partial Bandwidth Availability
 - Reasonable Rates
800-782-8787

BUSINESS OPPORTUNITIES

RadioTour/USA visitor information network franchise packages include two FM stations, turnkey services and national representation for under \$5,000. Once in a lifetime opportunity. Write to: RadioTour/USA, Box 199, Kilauea, Hawaii 96754 for details.

Radio Station investment opportunity. New acquisition group forming. Expert management! Write: PO Box 272659, Tampa, FL 33688-2659. E-mail: radioman@gte.net

FOR SALE SATELLITE VEHICLE

FOR SALE
KU-SATELLITE UPLINK VEHICLE
 1995 Ford F-800 Diesel
 Vertex 2.4 Meter DMK
 15 KW Onan Generator
 (2) MCL 300 Watt TWTA'S
 (2) S/A 7555 Exciters
 Dual Path
 Baseband Equipment
 Spectrum Monitor-Waveform/Vector
\$239,000
(508) 626-2100

To Place An Ad In Broadcasting & Cable Classified Section,
Call Antoinette Fasulo
Phone 212-337-7073 Fax 212-206-8327
 or
Call Sandra Frey
Phone 212-337-6941 Fax 212-337-6957

See The Media World's Top Groups
Battle Against Hunger!

The Fourth Annual **MEDIA BATTLE OF THE BANDS**

Benefiting Citymeals-on-Wheels

February 6, 1997

6PM - 10PM

Expo

124 W. 43rd, New York City



Sponsors:
(as of 12/16)

Advertising Age
Adweek/Mediaweek
A & E Television Networks
Broadcasting & Cable
Cable World
Cablevision Magazine
Comedy Central
Competitive Media Reports
Discovery Communications
E! Entertainment Television
Electronic Media
Inside Media
MTV Networks
Multichannel News
Prevue Networks

Tickets
\$40

To Order, Call
(212) 687-1290

"For the Record" compiles applications filed with and actions taken by the FCC. Applications and actions are listed by state; the date the application was filed or the action was taken, when available, appears in *italics*.

Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; D.I.P.—debtor in possession; ERP—effective radiated power; khz—kilohertz; km—kilometers; kw—kilowatts; m.—meters; mhz—megahertz; mi—miles; TL—transmitter location; w—watts; hwy.—highway; twp.—township; SR—state road. One meter equals 3.28 feet.

NEW STATIONS

Cancelled/dismissed

Sierra Vista, Ariz. (BPCT-940330KS)—John E. Powley for TV at ch. 58, 3.48 kw visual, ant. - 24 m., Carr Canyon Rd. off Hwy. 93. *Nov. 22*

Granted

Livingston, Calif. (BPED-950113MC)—Stockton Christian Life College for noncommercial FM at 89.1 mhz, .23 kw, ant. 71 m. *Dec. 19*

Reedsport, Ore. (BPED-9606-26MA)—American Family Association for noncommercial FM at 89.1 mhz. *Dec. 20*

Richburg, S.C. (BPED-960424-MA)—Richburg Educational Broadcasters for noncommercial FM at 90.3 mhz. *Dec. 20*

Dilley, Tex. (BPH-930208MD)—Dilley Broadcasters for FM at 98.9 mhz, 50 kw, ant. 150 m. *Dec. 20*

Culpeper, Va. (BPED-960123-MC)—American Family Association for new noncommercial FM at 91.5 mhz, .93 kw, ant. 37 m. *Dec. 19*

Omak, Wash. (BPED-960325-MB)—Washington State University for noncommercial FM at 90.1 mhz. *Dec. 20*

Filed/accepted for filing

Delta, Colo. (BPH-961122MC)—Public Broadcasting of Colorado (Max Wycisk, president, 2731 Ogden St., Englewood, Colo.

80110) for FM at 103.3 mhz., 14.5 kw, ant. 280 m., at SE quarter of SW quarter of NW quarter of Sec. 34, Twp. 13 S, Range 97 W. Public Broadcasting owns KCFR(FM) Denver, KPRN(FM) Grand Junction, KCPF(FM) Pueblo and KPRE(FM) Vail; has applied to build FMs at 88.9 mhz Glenwood Springs and 100.7 mhz Grand Junction. *Nov. 22*

Delta, Colo. (BPH-961125MF)—Western Slope Communications LLC (Allen H. Brill, member/52% owner) for FM at 103.3 mhz, 13.5 kw, ant. 0 m, Mesa Point electronic site, 20 km NW of Delta. Western Slope owns KRGS(AM)-KZKS(FM) Rifle and KURA(FM) Delta, Colo.; has applied to build AM in Colona and FM in Meeker, Colo. *Nov. 28*

Delta, Colo. (BPH-961127MC)—Cyrus Esphahanian (1819 Forest Parkway, Denver, Colo. 80220) for FM at 103.3 mhz, 13.5 kw, ant. 0 m., Mesa Point electronics site, 20 km NW of Delta. *Nov. 27*

Delta, Colo. (BPH-961127ME)—Leggett Broadcasting Inc. (Brad Leggett, president/65% owner, 600 Rood Ave., Grand Junction, Colo. 81501) for FM at 103.3 mhz, 11.9 kw, ant. 310 m., Mesa Point electronics site, 20.3 km NNW of Delta. Leggett owns KBZS(AM) (formerly KKGM) Grand Junction and KSTR(FM) Montrose, Colo. *Nov. 29*

Delta, Colo. (BPH-961127MG)—Pacific Spanish Network Inc. (Jaime Bonilla Valdez, president/owner, 296 H. St., Chula Vista, Calif. 91910) for FM at 103.3 mhz, 13.5 kw, ant. 290.5 m., Mesa Point communications site, 2.06 km NW of Delta. PSN owns KLNA(FM) Dunnigan and KZAC(FM) Esparto, Calif.; has applied to build FMs in Shingletown and Willows, Calif. Bonilla owns KIEZ(AM) Carmel Valley, KRQK(FM) Lompoc, KURS(AM) San Diego, KJDJ(AM) San Luis Obispo

and KSBQ(AM) Santa Maria, all Calif. *Nov. 27*

Delta, Colo. (BPH-961127MH)—Blink Communications (co-owners Bradley R. and Barbara J. Link, PO Box 452, 461 Palmer St., Delta, Colo. 81416) for FM at 103.3 mhz, 25 kw, ant. 540 m., 20 km SE of Montrose, Colo. Links own KDTA(AM) Delta. *Nov. 27*

Wellington, Colo. (no number given)—Tsunami Communications Inc. (Anthony A. Galluzzo, president/owner, 17337 Rimrock Drive, Golden, Colo. 80401) for FM at 94.3 mhz, 25 kw, ant. 100 m., 2.3 km W of Barton Camp, Colo. Tsunami owns KTCL(FM) Fort Collins and KIIX(AM) Wellington, Colo. *Nov. 27*

Wellington, Colo. (BPH-961127MF)—Brill Media Co. LP (Alan R. Brill, president/80% owner, PO Box 3353, Evansville, Ind. 47732) for FM at 94.3 mhz, 25 kw, ant. 100 m., W of Round Butte, 14.7 mi NNW of Wellington. Brill Media owns WEBC(AM)-KKCB-FM (formerly WAVC-FM); is buying WVJS(AM)-WSTO(FM) Owensboro, Ky.; has applied to build FMs in Evansville, Ind., and Albin, Wyo.; has TBA with KTRR-FM Loveland, Colo.; owns *Morning Sun* daily newspaper in Mt. Pleasant and Alma, Mich. Alan Brill owns 90% of KLIK(AM)-KTXY-FM Jefferson City/Columbia, Mo., and WIOV(AM) Reading-WIOV-FM Ephrata/Lancaster, Pa.; 80% of KUAD-FM Windsor, Colo.; WOMI(AM)-WBKR-FM Owensboro, Ky.; KLDJ-FM Duluth, and XKATI-FM California, Mo. *Nov. 28*

Wellington, Colo. (BPH-961129MD)—Round Butte Wireless LLC (Robert M. Richmond, president/20% owner, 3941 Nassau Circle W, Englewood, Colo. 80110) for FM at 94.3 mhz, 25 kw, ant. 100 m, peak of Round Butte, 13 km SW of intersection of Colorado-Wyoming border. *Nov. 29*

Yuma, Colo. (BPH-961126-

MG)—New Directions Media Inc. (Robert D. Zellmer, president/joint owner) PO Box 2475, Greeley, Colo. 80632) for FM at 100.9 mhz, .25 kw, ant. 99 m., 11.3 km. N on County Rd. T, Eckley, Colo. Zellmer co-owns KRZD(AM)-KATRFM Wray, Colo.; has applied to build FM at Brush, Colo. *Nov. 26*

Faribault, Minn. (BPH-9611-21MG)—Robert E. Ingstad (232 3rd St. NE, Valley City, N.D. 58072) for FM at 107.5 mhz, 50 kw, ant. 150 m., .1 km SE of Sosston Ave., .4 km SW of Rte. 60, Warsaw, Minn. Ingstad owns KQPR(FM) Albert Lea, KDHL(AM)-KQCL(FM) Faribault, KMFX(AM) Wabasha-KMFX-FM Lake City and KWEB(AM)-KRCH(FM) Rochester, all Minn.; KDDR(AM) Oakes and KOVC(AM)-KODJ-FM (formerly KOVC-FM) Valley City, N.D., and KGFX-AM-FM Pierre, KQKD-AM-FM Redfield and KPLO(FM) Reliance, all S.D.; 90% of KFLA(AM)-KSKL(FM) Scott City, Kan.; 80% of KYBD(FM) Copeland, KKJQ(FM) Garden City and KBUF(AM) Holcomb, all Kan.; joint owner (with wife) of KNFX(AM) Austin, Minn.; is buying KULY(AM) Ulysses-KFXK-FM Hugoton, Kan.; KGIM(AM) Aberdeen and KBWS-FM Sisseton, S.D.; is selling KASM(AM)-KASM-FM Albany, KNFX-FM Spring Valley and KXSS(AM)-KLZZ(FM) Waite Park, all Minn.; is building FMs in Lowry, S.D., and Spring Valley, Minn.; 90% interest in application to build FM in Larned, Kan. *Nov. 18*

Faribault, Minn. (BPH-961121-MH)—James D. Ingstad (PO Box 9439, Fargo, N.C. 58106) for FM at 107.5 mhz, 48 kw, ant. 120 m., 17th and E. Dalton Ave. Ingstad owns KCHA-AM-FM Charles City, KIAQ(FM) Clarion, KLKK(FM) Clear Lake, KGLO(AM)-KIAI-FM Mason City, KCZE-FM New Hampton, KCZY-FM Osage and KTLB-FM Twin Lakes, all Iowa; KLIZ-AM-FM and KVBR-AM-FM Brainerd, KYSM-AM-FM Mankato, KQWB(AM) (formerly KOFN) West Fargo-KQWB-FM Moorhead, KNUJ(AM)-KXLP(FM) New Ulm, KRFO-AM-FM Owatonna, KNSG(FM) Springfield, KNUJ-FM Sleepy Eye, KNSP(AM) Staples, KWAD(AM) and KKWS(FM) Wadena, KLLZ-AM-FM Walker, and KOWO(AM)-KRUE(FM) Waseca, all Minn., and KLXX(AM), KBYZ(FM) and KKCT(FM), all Bismark, N.D.; is buying KPFX(FM) Fargo, N.D.; is selling KRKQ(FM) Boone/Des Moines, Iowa; has applied to build FMs at Faribault and Pillager, Minn., and Bismark. *Nov. 21*

Memphis, Tenn. (BPET-96111-8KJ)—Broadcasting for the Challenged Inc. (George S. Flinn Jr., president, see Selma, Ala., item, above) for TV at ch. 56, 1,180 kw visual, ant. 296 m., .6 km W of Appling Road, 1.06 km SW of intersection of Appling and Ellis roads, Ellendale, Tenn. *Nov. 18*

Memphis (BPET-961211KE)—

Compassionate Friends Educational Network Inc. (Nathan Price, president/50% owner, 279 Kerry Court, Altamonta Springs, Fla. 32714) for TV at ch. 56, 411 kw visual, ant. 271 m., corner of Barlett Corp and East Barlett Corp Cove Roads, Barlett, Tenn. *Dec. 11*

Cameron, Tex. (BPH-961118-MO)—SunGroup Inc. (John W. Biddinger, president/36% owner, 1618 Judson Rd., Longview, Tex. 75605) for FM at 94.3 mhz, 6 kw, ant. 100 m., U.S. 190 W 2.7 KM. SunGroup owns woww(FM) Pensacola, Fla.; KMJ-FM Shreveport, La.; KKSS-FM Santa Fe/Albuquerque, N.M., and KEAN-AM-FM and KFJX-FM Abilene, KKYS-FM Bryan and KYKX-FM Longview, all Tex.; has applied to build FMs in Cameron, Winona and Winters (see item, below), Tex. Biddinger owns 50% of company buying WTOT(AM)-WJAO-FM Marianna, Fla., and CP for WYDA(FM) Graceville/Marianna, Fla.; 17% of company that owns KBBX(AM)-KESY-FM Omaha, Neb., and KWSN(AM)-KRRO-FM Sioux Falls, S.D., and has applied to build FM in St. Joseph, Minn. *Nov. 18*

Del Rio, Tex. (BPET-961118-KF)—Community Television Educators (Marcus D. Lamb, president, PO Box 612066, Dallas, Tex. 75261) for noncommercial TV at ch. 24, 5,000 kw visual, ant. 137 m., 3.75 km SW of intersection of U.S. 90 and Ranch Rd. 693, Brackettville, Tex. CTE owns KMPX-TV Decatur, Tex. *Nov. 18*

Winters, Tex. (BPH-961118-M2)—SunGroup Inc. (see Cameron, Tex., item, above) for FM at 96.1 mhz, 6 kw, ant. 100 m., 4.5 km S on U.S. 83. *Nov. 18*

FACILITIES CHANGES

Dismissed

Florence, Ala. (BPH-96032-2IF)—Big River Broadcasting Corp. for WXFL(FM): upgrade class. *Nov. 26*

Wilson, Ark. (BMPH-951103-IC)—Pollack Broadcasting Co for KAFW(FM): change ant., ERP, frequency. *Nov. 25*

Los Angeles (BPED-950207-IZ)—University of Southern California for KUSC(FM): change ERP. *Nov. 29*

Madera, Calif. (BPH-940325-MA)—Patrick R. Ryan for KMMM(FM): change ERP, ant., TL. *Nov. 27*

Bayboro, N.C. (BPH-960827-ME)—WKZF-FM Inc. for WKZF(FM): change ERP, ant., TL, class. *Nov. 26*

Lawrenceburg, Tenn. (BPH-960322IB)—HMS Broadcasting Co. for WDXE-FM: change channel from 95.9 mhz to 106.7 mhz. *Nov. 26*

West Valley City, Utah (BP-

BY THE NUMBERS

BROADCAST STATIONS

Service	Total
Commercial AM	4,906
Commercial FM	5,285
Educational FM	1,810
Total Radio	12,001
VHF LPTV	561
UHF LPTV	1,211
Total LPTV	1,772
FM translators & boosters	2,453
VHF translators	2,263
UHF translators	2,562
Total Translators	7,278

Service	Total
Commercial VHF TV	559
Commercial UHF TV	622
Educational VHF TV	123
Educational UHF TV	240
Total TV	1,544

CABLE

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

*Based on TV household universe of 95.9 million
Sources: FCC, Nielsen, Paul Kagan Associates
GRAPHIC BY BROADCASTING & CABLE

961010AB)—Group Communications Inc. for KRGO(AM): change TL. *Nov. 27*

Granted

Jackson, Ala. (BMPH-9608-211E)—Capital Assets Inc. for WHOD-FM: change ERP to 30 kw, ant. to 195 m. *Dec. 20*

Grass Valley, Calif. (BP-951-024AA)—Nevada County Broadcaster Inc. for KNCO(AM): increase power to 10 kw/25 kw; change ant. *Nov. 26*

Marathon, Fla. (BMPH-9612-121E)—Gary L. Violet for WKTS(FM): change ant., TL. *Dec. 20*

Augusta, Ga. (BP-960116AC)—Beasley Broadcasting of Augusta Inc. for WGAC(AM): change power, ant. *Dec. 20*

Augusta, Ga. (BP-961024AC)—Sumter Broadcasting Co. Inc. for WISK(AM): reduce power. *Dec. 20*

Sun Valley, Idaho (BPH-960-7191B)—Alpine Broadcasting Ltd. for KECH-FM: change class. *Nov. 27*

Baton Rouge, La. (BPED-960226MP)—Jimmy Swaggart Ministries for WJFM(FM): change ERP, class. *Nov. 27*

Traverse City, Mich. (BPED-960112MH)—Northwestern Michigan College for WNCM-FM: change ERP, ant., TL, frequency. *Nov. 25*

Como, Miss. (BPH-9512121F)—Broadcasters & Publishers Inc. for WWKZ(FM): change ant., TL, class, main studio location, city of license. *Nov. 27*

Rome, N.Y. (BPH-9607181C)—WFRG Inc. for WODZ-FM: change ERP. *Nov. 26*

Greensburg, Pa. (BP-96110-16AC)—Broadcast Communications Inc. for WHJB(AM): change ant., TL. *Dec. 20*

Philadelphia (BPH-9607171A)—Radio Systems of Philadelphia Inc. for WFLN-FM: change ERP, ant., TL. *Nov. 26*

Fajardo, P.R. (BMPCT-9402-16KE)—Damarys de Jesus for WRUA(TV): change ant. to 848 m., TL to Puerto Rico Telephone Co. tower, El Yunque peak, 9 mi. W of Fajardo. *Dec. 19*

Everett, Wash. (BMPCT-9605-23KF)—Zeus Corp. of Washington Inc. for KONG-TV: change ant., TL. *Nov. 26*

Selah, Wash. (BPH-960729-AB)—Butterfield Broadcasting Corp. for KCHT(AM): change ant., TL. *Dec. 20*

Mayville, Wis. (BMPCT-960229-KI)—TV-52 Inc. for WWRS-TV: change ERP to 5,000 kw visual, ant. to 314 m., TL to NW quarter of SW quarter of Section 5, Town 9 NM, Range 18 E, Erin, Wis. *Dec. 20*

Evanston, Wyo. (BPH-96082-

81D)—Rocky Mountain Radio Network Inc. for kotb(fm): change ERP to .38 kw, ant. to 464 m., channel. *Dec. 20*

Filed/Accepted for filing

Oneonta, Ala. (BPH-9611-271E)—Blount County Broadcasting Service for WKLD(FM): change ant. *Dec. 26*

Pepperell, Ala. (BP-961112-AD)—Fuller Broadcasting Co. Inc. for WTLM(AM): change TL, ant.

Nov. 21

Apache Junction, Ariz. (9610-311C)—American Broadcasting Systems Inc. for KVVA-FM: change ant., class, ERP. *Nov. 21*

Green Valley, Ariz. (BPH-961-1051A)—Good Music Inc. for KGMS(AM): change class from A to C3. *Nov. 5*

Oro Valley, Ariz. (BMPH-961-1011C)—Maloney Valley Broadcasting Co. for KSJM(FM): change

ant., TL. *Nov. 21*

Batesville, Ark. (BP-96111-2AA)—WRD Entertainment Inc. for KBTA(AM): change TL, ant. *Nov. 21*

Maumelle, Ark. (BMPH-96120-51D)—George S. Flinn Jr. for FM at 96.9 mhz: change ant., ERP, TL. *Dec. 26*

Calipatria, Calif. (BPH-96110-11B)—Phillip J. Plank for KSSB(FM): change ant. *Nov. 21*

Glendale, Calif. (BMP-961112-AB)—Southern California Broadcasting Co. Inc. for KIEV(AM): change TL. *Nov. 21*

Indio, Calif. (BPH-9610311E)—Mirage Broadcasting Corp. for KLCX(FM): change ant., TL, main studio location, TL, ERP. *Oct. 31*

Palm Springs, Calif. (BPH-9610311F)—R M Broadcasting LLC for KPLM(FM): change ant. *Oct. 31*

THIS WEEK

Jan. 6-10—First annual Network Interconnection/Interoperability Forum, presented by the *Alliance for Telecommunications Industry Solutions*. Rancho Mirage, Calif. Contact: Sally Mott Freeman, (202) 434-8850.

JANUARY 1997

Jan. 9—*West Virginia Broadcasters Association* radio sales seminar. Days Inn Conference Center, Flatwoods, W.Va. Contact: (304) 744-2143.

Jan. 9-11—*Society of Cable Telecommunications Engineers* conference on emerging technologies. Opryland Hotel Convention Center, Nashville. Contact: (610) 363-6888.

Jan. 9-12—*Electronic Industries Association/Consumer Electronics Manufacturers Association* international winter consumer electronics show. Las Vegas Convention Center, Las Vegas. Contact: Cynthia Upson, (703) 907-7674.

Jan. 12-13—*Association of Local Television Stations* (formerly *INTV*) 24th annual convention. New Orleans Convention Center, New Orleans. Contact: Angela Giroux, (202) 887-1970.

Jan. 13-15—*International Engineering Consortium* Telecommunications Engineering/Operations ComForum. Dallas. Contact: (312) 559-4600.

Jan. 13-16—*National Association of Television Programming Executives* 33rd annual program conference and exhibition. Ernest Morial Convention Center, New Orleans. Contact: (310) 453-4440.

Jan. 14—*Federal Communications Bar Association* Midwest chapter luncheon featuring Michele Farquhar. Chicago Marriott O'Hare, Chicago. Contact: Paula Friedman, (202) 736-8640.

Jan. 15—*Federal Communications Bar Association* luncheon featuring Debra Lee, president/CEO, BET Holdings. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

Jan. 15-16—19th annual International Sport Summit, trade show and conference presented by *E.J. Krause & Associates*. Marriott Marquis Hotel, New York City. Contact: Jim Rice, (301) 986-7800.

Jan. 16—*Alfred I. duPont-Columbia University Awards* in television and radio journalism and duPont Forum on "Journalists, Lawyers and Public Officials: Overcoming Public Mistrust." Columbia University Graduate School of Journalism, New York City. Contact: Denise Lester, (212) 854-5047.

Jan. 16—*International Radio & Television Society Foundation* newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

Jan. 16—*The New York Festivals* 1996 International TV Programming and Promotional Awards presentation. Ernest Morial Convention Center, New Orleans. Contact: Joan McLoughlin, (914) 238-4481.

Jan. 16-18—10th annual *Cabletelevision Advertising Bureau* Sales Management School. Del Lago Conference Center, Houston. Contact: Nancy Lagos, (212) 508-1229.

Jan. 18-22—10th annual *International Teleproduction Society* president's retreat and management conference. Four Seasons Hotel, Nevis, West Indies. Contact: (212) 629-3266.

Jan. 21—Diversity in Media '97 Conference, presented by *The Harkless Business Planning Group*. DePaul University Center, Chicago. Contact: (773) 918-2752.

Jan. 25-28—54th annual *National Religious Broadcasters* convention and exposition. Anaheim Convention Center, Anaheim, Calif. Contact: (703) 330-7000.

Jan. 26-27—*West Virginia Broadcasters Association* winter meeting. Marriott Town Center, Charleston, W.Va. Contact: (304) 744-2143.

Jan. 26-28—Regulatory and Law Forum on Competition in Wireless Markets, presented by *Strategic Research Institute*. The Fairmont Hotel, San Francisco. Contact: (800) 599-4950.

Jan. 27—*Nebraska Broadcasters Association* annual state legislative reception. Cornhusker Hotel, Lincoln, Neb. Contact: Dick Palmquist, (402) 333-3034.

Jan. 27-28—*South Carolina Cable Television Association* annual winter meeting. Embassy Suites Hotel, Columbia, S.C. Contact: Patti Hall, (404) 252-2454.

Jan. 29—*The Caucus for Producers, Writers & Directors* general membership meeting. Jimmy's Restaurant, Los Angeles. Contact: David Levy, (818) 843-7572.

Jan. 31—*The New York Festivals* 1996 International TV & Cinema Advertising Awards Show/ *AME International* Awards Show. Sheraton New York Hotel & Towers, New York City. Contact: (914) 238-4481.

Datebook

FEBRUARY 1997

Feb. 4—The Miami ShowBiz Summit, presented by *Variety*. The Biltmore Hotel, Miami. Contact: Seth Gordon, (305) 381-6500.

Feb. 4—"DBS: The Five Burning Questions," conference presented by *The Carmel Group*. The Westin Hotel, Los Angeles. Contact: (408) 626-6222.

Feb. 4-5—*Arizona Cable Telecommunications Association* annual meeting. Doubletree Suites Hotel, Phoenix. Contact: Susan Bitter Smith, (602) 955-4122.

Feb. 6-9—*Radio Advertising Bureau* marketing sales conference. Marriott Marquis Hotel, Atlanta. Contact: (214) 753-6740.

Feb. 7—*International Radio & Television Society Foundation* newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

Feb. 10-12—*CTAM* 13th annual research conference. Hotel del Coronado, San Diego. Contact: (703) 549-4200.

Feb. 11—*West Virginia Broadcasters Association* television sales seminar. Marriott Town Center, Charleston, W.Va. Contact: (304) 744-2143.

Feb. 11-13—*Georgia Association of Broadcasters* Sales & Programming Institute '97. University of Georgia, Athens. Contact: (770) 395-7200.

Feb. 12—"Celebrating the 105th Congress," gala reception hosted by the Washington, D.C., chapter of *American Women in Radio and Television*. Cannon Caucus Room, U.S. House of Representatives, Washington. Contact: Melodie Virtue, (703) 841-0606.

Feb. 12-13—*Cable Television Association of Georgia* annual convention. Ritz-Carlton Hotel, Atlanta. Contact: Patti Hall, (404) 252-2454.

Feb. 13-15—*Wireless Cable Association* Technical Symposium and Winter Show. Riverside Hilton Hotel, New Orleans. Contact: (202) 452-7823.

Feb. 13-14—"The FCC in 1997: New Priorities and Future Directions," conference presented by the *Federal Communications Bar Association*, the *Federal Communications Commission*. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

Feb. 19-20—Asia Pacific Multichannel TV Summit, presented by *Kagan World Media Ltd.* Mandarin Oriental Hotel, Hong Kong. Contact: Alexandra Guthrie, +44 (0) 171 371 8880.

Feb. 19-21—32nd annual *Broadcast Cable Credit Association* seminar. Hyatt Riverwalk, San Antonio, Tex. Contact: Mary Teister, (847) 296-0200.

Feb. 19-21—Texas Show '97, presented by the *Texas Cable & Telecommunications Association*. San Antonio Convention Center, San Antonio, Tex. Contact: (512) 474-2082.

Feb. 22-25—*MECOM '97*, 9th annual Middle East international telecommunications show and conference. Bahrain International Exhibition Centre, Bahrain. Contact: Virginia Jensen, (210) 652-7070.

Feb. 24—Deadline for entries for the 18th annual *Banff Television Festival* program competition. Contact: (403) 678-9260.

Feb. 24-27—Canada Link '97, conference on cable and distribution services in Canada presented by *Link Events*. Vancouver Trade and Convention Center, Vancouver. Contact: Gerard Herrador, (713) 342-9826.

Feb. 25-26—Great Lakes Broadcasting Conference & Expo, presented by *Michigan Association of Broadcasters*. Lansing Center, Lansing, Mich. Contact: (517) 484-7444.

Feb. 26-27—"The Future of Cable, Pay TV and New Media in Spain," conference presented by *Kagan World Media*. Hotel Villa Magna, Madrid. Contact: (408) 624-1536.

Feb. 27—*Federal Communications Bar Association* luncheon featuring Betty Alewine, president/CEO, COMSAT Corp. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

Feb. 27-28—"Cable Television Law 1997: Implementing the 1996 Telecommunications Act," conference presented by *Practising Law Institute*. PLI Conference Center, New York City. Contact: (800) 260-4754.

MARCH 1997

March 3-4—PROMAX Europe conference and exposition, presented by *PROMAX International* and *BDA International*. Hotel Arts (Ritz Carlton),

Barcelona, Spain. Contact: (212) 376-6222.

March 3-6—1997 Western ComForum/TecForum/ProForum, presented by *International Engineering Consortium*. Colorado Springs, Colo. Contact: (312) 559-4600.

March 4—2nd International Conference on Practical Satellite Imagery Projects for News Media, presented by *American University's School of Journalism et al.* American University, Washington. Contact: (202) 885-2037.

March 6—10th annual *Achievement in Radio Awards*. The Rivers Club, Pittsburgh. Contact: Michelle Frenier, (412) 391-3193.

March 7-9—*Intercollegiate Broadcasting Association* 56th annual international convention of educational broadcasters. Hotel Pennsylvania, New York City. Contact: Fritz Kass, (914) 565-0003.

March 8—*National Association of Radio Talk Show Hosts* Talkfest Forum. Holiday Inn, San Antonio, Tex. Contact: Carol Nashe, (617) 437-9757.

March 9-12—*MID Television International Television Programme Market*. Dubai World Trade Center, Dubai, United Arab Emirates. Contact: +971-4-621133.

March 13—*International Radio & Television Society Foundation* newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

March 16-18—Cable '97, *National Cable Television Association* annual convention and exposition. Ernest Morial Convention Center, New Orleans. Contact: Bobbie Boyd, (202) 775-3669.

March 18—*Federal Communications Bar Association* luncheon featuring Sam Donaldson. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

March 18—*National Association of Minorities in Communications* annual awards breakfast. Sheraton New Orleans, New Orleans. Contact: Roxanne Yballe, (310) 404-6208.

March 20-27—SBCA Las Vegas '97 Satellite Show, presented by the *Satellite Broadcasting and Communications Association*. Las Vegas Convention Center, Las Vegas. Contact: (800) 654-9276.

March 26—*International Radio & Television Society Foundation* Gold Medal Award dinner honoring Bob Wright. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

March 28-29—19th annual Black College Radio Convention, presented by *Collegiate Broadcasting Group Inc.* Renaissance Hotel, Atlanta. Contact: Lo Jelks, (404) 523-6136.

APRIL 1997

April 4-7—*Broadcast Education Association* 42nd annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5354.

April 7-8—*Television Bureau of Advertising* sales and marketing conference. Las Vegas Hilton, Las Vegas. Contact: Janice Garjian, (212) 486-1111.

April 7-10—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

April 9-12—*National Broadcasting Society-Alpha Epsilon Rho* annual convention. Palmer House Hilton, Chicago. Contact: Richard Gainey, (419) 772-2469.

April 12—*Associated Press Radio-Television News Directors Association* Emerson College regional convention. Boston Marriott Long Wharf Hotel. Contact: Bob Salsberg, (617) 357-8100.

April 14-15—*Kentucky Cable Telecommunications Association* annual convention. Hyatt Regency Hotel, Lexington, Ky. Contact: Randa Wright, (502) 864-5352.

JUNE 1997

June 4-7—PROMAX and BDA '97 conference and exposition, presented by *PROMAX International* and *BDA International*. Navy Pier Convention Center, Chicago. Contact: (310) 788-7600.

June 8-14—18th annual *Banff Television Festival*. Banff Springs Hotel, Banff, Alberta, Canada. Contact: (403) 678-9260.

June 12-17—*20th Montreux International Television Symposium and Technical Exhibition*, Montreux Palace, Montreux, Switzerland. Contact: (800) 348-7238.

June 23-25—*Wireless Cable Association* 10th annual convention and exposition. Anaheim Convention Center/Anaheim Marriott Hotel, Anaheim, Calif. Contact: (202) 452-7823.

Major Meeting dates in red
—Compiled by Kenneth Ray (ken.ray@b&c.cahners.com)

PROFESSIONAL CARDS

du Treil, Lundin & Rackley, Inc.
A subsidiary of A.D. Ring, P.A.

240 North Washington Blvd.
Suite 700
Sarasota, Florida 34236
(941) 366-2611

MEMBER AFCCE

CARL T. JONES
CORPORATION

CONSULTING ENGINEERS
7901 YARNWOOD COURT
SPRINGFIELD, VIRGINIA 22153
(703) 569-7704
MEMBER AFCCE

LOHNES AND CULVER
CONSULTING RADIO ENGINEERS

8309 Cherry Lane
Laurel, MD 20707-4830
(301) 776-4488



Since 1944

Member AFCCE

**COHEN, DIPPELL AND
EVERIST, P.C.**

CONSULTING ENGINEERS

1300 "L" STREET, N.W. SUITE 1100
WASHINGTON, D.C. 20006
(202) 898-0111
Member AFCCE

**Technical Broadcast
Consultants, Inc.**

Transmission Specialists

TV (NTSC & ATV) / STL Microwave / FM
"The Engineer's Engineer"
P.O. Box 97262 - Raleigh, NC 27624
Tel / Fax (919) 846-2976

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS

Box 280068
San Francisco, California 94128



707/996-5200
202/396-5200

e-mail: engr@h-e.com

CARL E. SMITH
CONSULTING ENGINEERS

AM FM TV Engineering Consultants
Complete Tower and Rigging Services
"Serving the Broadcast Industry
for over 30 Years"

Box 807 Bath, Ohio 44210
(216) 659-4440



Denny & Associates, PC
Consulting Engineers

PH 202 452 5630
FX 202 452 5620

Member AFCCE EM info@denny.com

**E. Harold Munn, Jr.,
& Associates, Inc.**

Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

Mullaney Engineering, Inc.

Consulting Telecommunications Engineers

9049 Shady Grove Court
Gaithersburg, MD 20877
301-921-0115

Member AFCCE

HATFIELD & DAWSON

CONSULTING ENGINEERS

4226 SIXTH AVE. N.W.
SEATTLE, WASHINGTON 98107
(206) 783-9151. Facsimile (206) 789-9834
MEMBER AFCCE

F.W. HANNEL & ASSOCIATES

Registered Professional Engineers

911 Edward Street
Henry, Illinois 61537
(309) 364-3903
Fax (309) 364-3775



COMMUNICATIONS TECHNOLOGIES INC.
BROADCAST ENGINEERING CONSULTANTS

Clarence M. Beverage
Laura M. Mizrahi

P.O. Box #1130, Marlton, NJ 08053
(609) 985-0077 • FAX: (609) 985-8124

C.P. CROSSNO & ASSOCIATES
CONSULTING ENGINEERS

P O BOX 180312
DALLAS, TEXAS 75218
TELECOMMUNICATIONS (FCC FAA)
CHARLES PAUL CROSSNO P E
(214) 321-9140 MEMBER AFCCE



JOHN F X BROWNE & ASSOCIATES
CONSULTING ENGINEERS

BLOOMFIELD HILLS Broadcast • Cable
810-642-6226 • Wireless •
WASHINGTON
202-293-2020 Member AFCCE

D.C. WILLIAMS, P.E.

Consulting Radio Engineer
Member AFCCE
Post Office Box 1888
Carson City, Nevada 89702
(702) 885-2400

Cavell, Mertz & Perryman, Inc.

Engineering, Technology
& Management Solutions

10300 Eaton Place, Suite 450
Fairfax, VA 22030
(703) 591-0110 (202) 332-0110
FAX (703) 591-0115

East Coast Video Systems

consultants • engineers • systems integrators

52 Ralph Street
Belleville, NJ • 07109
201.751.5655
Fax: 201.751.8731

www.ecvs.com on line in time



**Radio/Tv Engineering
Company**

"Serving Broadcasters over 35 Years"

Consultants Norwood J. Patterson, Pres.
1416 Hollister Lane Los Osos, Ca 93402
Ph. (805) 528-1996 & Fax: (805) 528-1982

Tiner Communications Service

- RF & Structural studies to include DTV on existing towers
- Factory authorized **DIELECTRIC**

Ross Shelton, Western Region (916) 477-9401
Bob Piano, Eastern Region (954) 771-7095

AND SERVICES

**George Jacobs
& Associates, Inc.**

Consulting Broadcast Engineers
Domestic & International
Member AFCCE

Suite 410 8701 Georgia Ave.
(301) 587-8800 Silver Spring, MD
20910

dataworld®

The Global Information SourceSM
for the Communications Industry
25 Years of Service
800-368-5754 FAX: 301-656-5341
e-mail: info@dataworld.com

- DATA^XPERT™ software
 - Custom mapping
 - Current year demographics
 - 5 year projections
 - Broadcast databases
- WWW: http://dataworld.com

Stainless, inc.

New Towers, Antenna Structures
Engineering Studies, Modifications
Inspections, Erection, Appraisals
North Wales, PA 19454
215 699-4871 FAX 699-9597

Shoolbred Engineers, Inc.

Structural Consultants

Towers and Antenna Structures
Robert A. Shoolbred, P.E.

1049 Morrison Drive
Charleston, SC 29403 • (803) 577-4681



**LDL
COMMUNICATIONS, Inc.**

RF DESIGN & INSTALLATION SPECIALISTS
LARCAN/LARCAN TTC TRANSMITTERS
ALAN DICK ANTENNAS & COMBINERS
LEBLANC TOWER SYSTEMS
650 South Taylor Avenue, Louisville, CO 80027
TEL: 303-665-8000 FAX: 303-673-9900



Phone 916-383-1177
Fax 916-383-1182

ANTENNAS / RF SYSTEMS

*Antennas UHF/VHF/FM *Rigid line
*Combiners FM & UHF *Waveguide

COMPLETE SYSTEM SOLUTIONS
e-mail jampro@ns.net http://www.jampro.com

FIRE • FLOOD • QUAKE



VIDEOTAPE

Decontamination
Rejuvenation
Restoration

800-852-7732

DISASTER RECOVERY

TOWER NETWORK SERVICES



Serving You
Since 1969

Dallas (817) 561-9992
Atlanta (770) 386-9991
Fort Lauderdale (954) 771-7180

NATIONWIDE TOWER COMPANY

ERECTOR - DISMANTLES - ANTENNA - RELAMP
ULTRASOUND - STRUCTURAL ANALYSIS - PAINT
INSPECTIONS - REGUY - ENGINEERING

P.O. BOX 130 POOLE, KY 42444-0130
PHONE (502) 533-6800 FAX (502) 533-0044
24 HOUR EMERGENCY SERVICE AVAILABLE



RF Systems, Inc.

- Remote Camera Systems
- Transmitter and Studio Installation
- Microwave and Satellite Engineering and Installation

908-563-1144

24A World's Fair Drive
Somerset, NJ 08873



DIVISION OF KLINE IRON & STEEL CO., INC.

Towers, Antenna Structures
Engineering & Installation

P. O. Box 1013
Columbia, SC 29202
Tel: 803-251-8000 Fax: 803-251-8099

BROADCAST TV



Calman

Jeffrey Calman, VP, sales and planning and business affairs, Warner Bros., New York, named senior VP, Warner Bros. Domestic Pay-TV, Cable & Network Features.

Linda Keller, director, human resources, WGN(AM) Chicago, joins WGN-TV there as director, employe relations.

Perry Chester, VP/GM, WQAD-TV Moline, Ill., joins WBNS-TV Columbus, Ohio, in same capacity.

Doreen Wade, VP/GM, WLNE(TV) New Bedford, Mass., joins WRGB(TV) Schenectady, N.Y., in same capacity.

Elizabeth Kaledin, correspondent, CBS Newspath (CBS News affiliate service), New York, joins CBS News there in same capacity; **Lee Cowan**, anchor/reporter, WLWT(TV) Cincinnati, and **Elizabeth Mullen**, anchor/reporter, BAY-TV, join CBS Newspath as correspondents in the Charlotte, N.C., and New York bureaus, respectively.



Bryant

Blake Bryant, creative director, KPIX-TV-AM-FM San Francisco, joins KNBC(TV) Los Angeles as director, creative services.

Barbara Salberg-Zuck, director, station relations,

ABC Television Network, New York, named VP.

Appointments at WLVI-TV Cambridge, Mass.: **Barbara Bethea**, production manager, named director, community relations and production; **Niki Lamberg**, marketing director, CLTV News, Chicago, joins as online development manager.

Craig Wolf, news anchor, noon and 5 p.m., WBBH-TV Fort Myers, Fla., named primary anchor, 6 and 11 p.m. news.

Paul Goodloe, meteorologist, KRIV(TV) Houston, joins KSDK(TV) St. Louis in same capacity.

Lynda Lavemge, substitute co-anchor, *Weekend Today in New York*, WNBC(TV) New York, named permanent co-anchor/reporter.

Gina Ricciardi, reporter, WMUR-TV Manchester, N.H., named health correspondent, *NewsNine at Five*.

Vickie Newton, co-anchor, WDAF-TV Kansas City, Mo., joins WDIV(TV) Detroit as anchor.

Scott Laird, production manager, WKRN-TV Nashville, joins WJAR(TV) Providence, R.I., as director, station operations.

Appointments at CBS Sports, New York: **Lance Barrow**, producer, PGA, LPGA and Senior PGA Tour events, director, coverage of 1994 Olympic winter games, named coordinating producer, golf; **Frank Chirkinian**, coordinating producer, golf, named special consultant and senior executive; **Chuck Will** named senior associate producer, golf.



Catoe

Paul Catoe, station manager, WFLA-TV Tampa, Fla., named president/GM.

Nancy Alspaugh, executive producer, *Leeza*, joins ABC Daytime, Los Angeles, as executive producer, *Caryl & Marilyn*:

Real Friends. Alspaugh's company, Jumping Brook Entertainment, has also signed with ABC to develop and produce additional programming.

Steve Wilkerson, LSM, WBFS-TV Miami, joins WTOG(TV) St. Petersburg, Fla., as general sales manager.

Appointments at KSDK(TV) St. Louis: **Kelly Hatmaker**, producer, WTNH-TV New Haven, Conn., joins in same capacity; **Robin Hume**, director, promotions and research, Cable Advertising Network of Greater St. Louis, joins as marketing and research director.

Jim Schaefer, reporter, *Toledo Blade*, joins WXYZ-TV Detroit as investigative producer.

Sam Fuller, GSM/NSM, KRRT(TV) Kerrville and KABB(TV) San Antonio, both Texas, joins KTVD(TV) Denver as general sales manager.

Mark Zawacki, sports talent association, NBC's *The Tonight Show with Jay Leno*, joins WENY-TV Elmira, N.Y., as sports anchor/reporter.

Bob Conzemius, air-quality scientist, Barr Engineering Co., Minneapolis, joins KEYC-TV Mankato, Minn., as meteorologist, 6 and 10 p.m. newscasts.

Robert Finke, VP/GM, WPRI-TV Provi-

dence, R.I., joins KOVR(TV) Sacramento, Calif., in same capacity.

Rick Vanden Eynden, account executive, WLWT(TV) Cincinnati, named national sales manager.

Mike Forbes, anchor/reporter, Time Warner Cable, Palisades Park, N.J., joins WNBC(TV) New York as news writer, *Today in New York*.

Vince Manze, senior VP, advertising and promotion, NBC Entertainment, Burbank, Calif., has signed a new multi-year contract extension. Manze's responsibilities include advertising and promotion and developing programming for the network.

Jim Burke, VP/GM, KTTV(TV) Los Angeles, joins Fox Television Stations, Beverly Hills, Calif., as executive VP, sales and marketing.

PROGRAMING

Appointments at Alliance Broadcasting, Los Angeles: **Phyllis Yaffe** named president/CEO; **Bill Dawson** named executive VP/COO.

Chad Hoffman and **Robert Schwartz** have formed Geneagle Productions to produce television series and reality programming under the Hearst Entertainment Productions, Los Angeles, umbrella.

Barbara Tenney, VP, research, television stations division, NBC, New York, joins Fox Broadcasting Co., Los Angeles, as VP, research and marketing.

Bill Haber, special adviser to the President. Save the Children, named to board of directors, Jim Henson Productions, Los Angeles.

RADIO

Appointments at ABC Radio Networks: **Sean Tietjen**, account executive, ABC Satellite Services and Keystone Ventures, New York, named sales manager; **Melody Talkington**, executive assistant to the president, Dallas, named regional manager, affiliate marketing, Central region.



Falvo

Tamela Falvo, regional sales manager, First Data InfoSource, Omaha, joins KEZO-FM and KOSR(AM) there as sales manager.

Appointments at WTMX(FM) Skokie, Ill.: **Barry James**, program director, named VP, programming; **Chuck Williams**, general sales manager, named VP, sales.

David Meszaros, local sales manager, WATL(TV) Atlanta, joins WSB-AM-FM there as station manager.

Robert Drucker has been named national account manager, Media-America's Urban network radio properties, New York. He will serve as liaison to all agencies specializing in marketing to the African-American community.

Kate Darling, director, promotion, New World Music Theatre and Alpin Valley Music Theatre, joins WRCX(FM) Chica-

go as marketing director.

Cindy Holladay, marketing director, LBJ Broadcasting Co., Austin, Tex., named station manager, KAJZ(FM) there.

Michael Oppenheimer, director, sales, Gulfstar Communications Inc.'s Waco, Tex., operations, named VP/GM KBRQ(FM), KCKR(FM), KKTK(AM), KWTX-AM-FM and WACO-FM Waco.

Dan Barron, local sales manager, WSRR-FM Millington/Memphis, Tenn., named general sales manager.

CABLE

Jim Mills, Capitol Hill producer, C-SPAN, Washington, joins Fox News Channel there as senior editor, Capitol Hill.

Glenn Oakley, director, sales strategy, Showtime Networks, New York, named VP, business strategy.

Appointments at ESPN International, New York: **Michael Fox**, director, international advertising sales, named director, worldwide advertising; **Terrence Sekel**, manager, international advertising sales, worldwide, named director.

Appointments at ESPN, Bristol, Conn.: **Jed Drake**, senior coordinating producer, named VP, remote production;



Drake



Jaffe



Davenport



Gaudelli

Al Jaffe, director, talent and production recruitment, named VP, production recruitment and talent negotiations; **Mo Davenport** and **Fred Gaudelli**, coordinating producers, named senior coordinating producers.

Appointments at Spice Networks affiliate sales and marketing, New York: **Bill Mossa** joins as director, Northeast; **Jeff Kreger**, GM, Primetime Cable Ads, Fredericksburg, Va., joins as manager, Southeast, Orlando, Fla., office; **April Valentino**, manager, affiliate sales and marketing, Western region, Home & Garden TV, joins as manager, Western region, based in Santa Monica, Calif.; **Monica Wimbley**, director, special markets, named director, national accounts; **Gregory Muniz**, administrative assistant, named coordinator, sales administration and convention services.

Marci Pool, VP, development, Warner Bros., Burbank, Calif., and **Michael Seldin**, head, development and feature acquisitions, Morgan Creek Productions, join Turner Network Television,

Call for authors

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

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

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

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

Los Angeles, as VPs, development, original programming.

Rob Hooke, counsel, Request Television, Denver, named senior counsel.

Judy Versteeg, director, employee relations, Cox Communications Inc., Atlanta, named director, human resources, Cox Broadcasting Inc.

Mike McCarthy, executive producer, MSG Network, New York, named senior VP/executive producer.

Scott Williams, VP/GM, Image Interactive, New York, joins Classic Sports Network there as VP, creative services.

Appointments at Ovation-The Arts Network, Alexandria, Va.: **David Tipton**, director, finance and administration, Hospitality Television, joins as controller; **Mark Ganley** joins as director, media sales and affiliate relations, Northeast; **Julius Colter Jr.**, regional sales manager, Showtime Networks, joins as director, media sales and affiliate relations, Southeast.

Cindi Lovins, human resources contractor, Buena Vista Home Video, joins E! Entertainment Television, Los Angeles, as director, executive recruitment.

Maggie Wilderotter, executive VP, national operations, AT&T Wireless Services and CEO, aviation communications division, joins Wink Communications, Alameda, Calif., as CEO.

MULTIMEDIA

Jerry Chew, executive director, strategy development, US West Multimedia Group, joins SpotMagic Inc., San Francisco, as COO.

Walter Rissmeyer, marketing associate, WETA-FM-TV Washington, named manager, marketing projects.

Carol Karber, accounting clerk, WKAR-AM-FM-TV East Lansing, Mich., named membership services coordinator.

Janyth Righter, senior underwriting marketing representative, WITF Inc., Harrisburg, Pa., joins Florida Public Broadcasting Service Inc., Tallahassee, as director, statewide underwriting.

David Kohler, **Louise Sams** and **Andrew Velcoff**, assistant VPs/deputy general counsels, Turner Broadcasting System's legal department, Atlanta, named senior VPs/general counsels, CNN news group; worldwide sales and international networks group, and Turner entertainment group, respectively.

Al Schottelkotte, 1927-1996



Schottelkotte

Al Schottelkotte, 69, a legendary figure in Cincinnati television news and former president of the Scripps Howard Foundation, died Christmas night after a long battle with cancer.

He was anchor and news director at WCPO-TV Cincinnati and was credited with keeping the station's local news ratings at the top for two decades. Schottelkotte's news style was hard-hitting with an emphasis on crime.

In 1943 Schottelkotte began work as a newspaper reporter with the *Cincinnati Enquirer* and became a columnist before joining WCPO-TV. After his reign at WCPO-TV, he became president of the Scripps Howard Foundation, a leading scholarship provider. After 11 years with the company, he retired in 1996 because of illness. Schottelkotte is survived by his wife, Elaine; 12 children, and 17 grandchildren. A funeral mass was held Dec. 30 in Scheviot, Ohio.

ADVERTISING/MARKETING/ PUBLIC RELATIONS



Bezilla

Paul Bezilla, director, legal affairs, PolyGram Music Publishing, Los Angeles, joins K-tel International, Minneapolis, as general counsel and VP, corporate development.

Sabrina Gorham-Propper, director, international marketing and promotion, Solomon International Enterprises, joins Pittard Sullivan, Hollywood, as director, advertising and publicity.

Tim Spengler named senior VP/deputy director, network department, Western International Media, Los Angeles.

Jeff Edwards, VP/radio marketing specialist, The Interep Radio Store, joins Rainbow Sports Sales, Detroit, as sales manager.

Appointments at Saatchi & Saatchi Advertising, New York: **Meg Rogers** and **Paige St. John**, association creative director, named senior VP/creative directors; **Marcie Kazdin**, VP/associate media director, named senior VP/senior association media director; **Audrey Siegel**, VP, named senior VP; **Anthony Torrieri**, VP/associate director, media research, named senior VP/director.

Appointments at D'Arcy Masius Benton & Bowles, St. Louis: **Patrick Harrington**, creative director, and **Glenn Sundin**, account director, named VPs;

Steven Lehr, account executive, Foote, Cone & Belding, Chicago, joins as account supervisor.

Antonette Favuzza, director, finance, Happiness Express Inc., joins Seltel Inc., New York, as controller.

Cathy Thomas, director, Buena Vista Television Advertising Sales, Burbank, Calif., named VP, Eastern sales.

Jerry Bellante, operations manager, Eric Chandler Merchandising Limited Partners, joins Marketingworks Inc., Los Angeles, as director, operations.

SATELLITE/WIRELESS

Jane Bissonnette, project director, AT&T Wireless Services, joins Xypoint Corp., Seattle, as director, 911 services.

Bill Stanfield, president, Radius Communications, Philadelphia, joins StarNet Inc., Oaks, Pa., as president/CEO.

Joe Camoriano, news producer, University of Missouri's Cooperative Video Group, joins Channel Earth (satellite venture), Chicago, as anchor, reporter, agricultural news.

Sandy Goldman, VP/GM, Turner Broadcasting System, joins WavePhone Inc., Phoenix, as VP, new consumer group.

Kimberly Maki, director, public affairs, Time Warner Cable, Atlanta, joins Primestar Partners, Bala Cynwyd, Pa., as industry relations manager.

Ken Mullane, director, affiliate relations, Eastern division, Group W Satellite Communications, Stamford, Conn., moves to Chicago office in same capacity, overseeing Midwest division.

ASSOCIATIONS/LAW FIRMS

Claire Schofield, director, communications, Ottawa Tourism and Convention Authority, joins Canadian Association of Broadcasters, Ottawa, as VP, communications.

David Carlin, partner, entertainment department and member of advertising division, Loeb & Loeb law firm, New York, named managing partner.

Ann Marie Dorman, director, member services, Cable & Telecommunications: A Marketing Society (CTAM), joins the Satellite Broadcasting and Communications Association, Alexandria, Va.,

as VP, operations.

Jim du Bois, writer, *Format*, St. Paul/Minneapolis, named president/CEO, the Minnesota Broadcasters Association, St. Louis Park, Minn.

John Quale, partner, Wiley, Rein & Fielding law firm, Washington, joins Skadden, Arps, Slate, Meagher & Flom there in same capacity.

Appointments at Consumer Electronics Manufacturers Association, Arlington, Va.: **Jonathan Thompson**, VP, consumer electronics shows, named VP, communications and strategic relationships; **Cynthia Upson** becomes part-time VP, strategic communications; **Robbi Lycett**, group show director, named acting VP, consumer electronics shows.

Appointments at Radio-Television News Directors Association, Washington: **Denise Smith**, membership and marketing administrator, Washington Area Council of Real Estate Organizations, joins as director, membership; **Yogen Sheth**, director, finance and administration, Special Libraries Association, joins in same capacity; **Gwen Williamson**, meeting assistant, Urban Land Institute, named meetings and exhibitions coordinator.

Elections to the Steering Committee of the Caucus for Producers, Writers and Directors, Burbank, Calif.: **Lionel Chetwynd**, writer; **Dennis Doty**, producer; **George Schaefer**, producer/director.

Appointments at Wiley, Rein & Fielding, Washington: **Nathaniel Emmons**, senior member, Mullin, Rhyne, Emmons & Topel communications law firm, Washington, joins, specializing in broadcast law and transactions; **Peter Shields**, partner, and **Anatolio Cruz III**, associate, Roberts & Eckard law firm, join and specialize in wireless telecommunications issues and transactions.

TELEMEDIA

Peter Glusker, director, business development, Prodigy Services Corp., White Plains, N.Y., named VP, local and international content.

Appointments at Columbia TriStar Interactive, interactive marketing department, Los Angeles: **Ira Rubenstein**, manager, media research and interactive marketing, 20th Century Fox, joins as manager; **Michael Bevan**, manager, interactive production, named director, Website; **Audrey Reich-Marco**, assistant to executive VP, Sony Television Entertainment, named manager.

Robert McNeal, director, special projects, information systems, Time Warner Inc., joins Entertainment Drive, New York, as senior VP/COO.

Lisa Sanchez-Corea Simpson, VP/GM, content, Prodigy Services Corp., joins Sony Online Ventures, New York, as senior VP, business affairs and development.

TECHNOLOGY

Ken Ellis, COO/executive VP, Quantel Inc., Darien, Conn., named CEO.

Keith McMillen, founder/president,

Appointments at Primestar By TCI



Myers



Macdonald



Cole

In Denver: **William Myers**, VP, capital management, TCI Cable Management Inc., joins as VP, financial and treasurer, TCI Satellite Entertainment Inc.; **Scott Macdonald**, controller, national

division, TCI, joins in same capacity; **Tim Cole**, GM, Primestar fulfillment, Tennessee and South Carolina, joins as director, technical operations, operations.

For dinner and conversation

He had no formal training in radio, but it was apparent early that Eugene "Gene" Burns possessed qualities that were essential for a radio talk show host: strong convictions and a willingness to throw himself into the fray.

Given an issue—anything from a debate over a community parking lot to the Vietnam conflict—and Burns has taken stands that have fed a career's worth of issue-oriented talk.

Over more than three decades, Burns has crafted a career in talk radio and won over large audiences at some of the nation's leading news and talk stations, including WABC(AM) New York, KGO(AM) San Francisco and WRKO(AM) Boston. But Burns admits he fell into the career rather serendipitously.

At 20, he was attending Rutgers University with the intention of becoming a lawyer. But during a summer vacation in his hometown of Hornell, N.Y., in 1960, Burns recalls, he became enraged about a planned \$100,000 downtown parking lot, to be built at taxpayers' expense, and formed a "young citizens' committee" to oppose the construction.

Vehemently against the proposition, Burns helped raise \$200 to purchase two hours of airtime on WWHG(AM) Hornell for a public debate about the proposed lot. WWHG General Manager Jerry Wax disagreed with his position but was impressed with Burns's fervor and apparent natural talent for radio, and offered him a job as news director of the station.

Over the next five years, Burns made himself an on-air radio news reporter at stations in upstate New York and central Pennsylvania. A memorable example of his developing ability for fast-breaking news came in 1965, when Burns covered a Ku Klux Klan rally for Susquehanna Broadcasting's news/talk WSBA(AM) York, Pa.

Never one to keep his opinions to himself, Burns soon combined his passion for news coverage and gift of gab in a 60-second news commentary for WSBA titled *A Page from a Newsmen's Notebook*—the first program of its kind for WSBA. Burns says his "style for talk was really set" by the daily feature. Burns also hosted the short-form *Look Up to Learning* news commentary for WSBA, focusing on educational issues.

"A lot of my success in radio has come from the fact that when I'm in a community, I'm of that community," he says.

After two years at WSBA, Burns was offered a job hosting a weeknight talk show at WCBM(AM) Baltimore. The offer came as a surprise. Susquehanna's assistant national program director had recommended Burns for the job, and although Burns had no formal talk show tape to submit as a demo for WCBM, he strung together a "best of" compilation of his notebook series and he got the job.

From 1967 to 1969, *The Gene Burns Program* aired weeknights from 9 p.m. to midnight at WCBM, then owned by Metromedia. Burns has used the same show name for every airshift thereafter. Given three hours in Baltimore to talk, Burns expanded his interests and his capacity for talk about issues and news commentary.



"I found that people in Dubuque didn't want to hear talk about the Brooklyn Bridge. I think all talk is ultimately local."

Eugene Morley Burns

Talk program host, KGO(AM) San Francisco; b. Dec. 3, 1940, New Brunswick, N.J.; attended Rutgers University, New Brunswick, 1958-60; news director, WWHG(AM) Hornell, N.Y., 1960; news reporter, WFSR(AM) Bath, N.Y., 1961-63; news director, WGVA(AM) Geneva, N.Y., 1963-65; news director, WSBA(AM) York, Pa., 1965-67; talk host, WCBM(AM) Baltimore, 1967-69; talk host, WEEI(AM) Boston, 1969-70; talk host, WKIS(AM) Orlando, Fla., 1971-84; talk host, WRKO(AM) Boston, 1985-91; talk host, WOR(AM) New York and WOR Radio Network, New York, 1991-95; current position since April 1995; unmarried.

In January 1995, Burns was recruited by KGO San Francisco to fill in for talk host Ronn Owens, who had ceased his show briefly during contract negotiations. In April 1995, Burns added his *Dining Around* show to KGO's weekend lineup and did so well at KGO that the station later replaced one of its full-time hosts with Burns's show.

Burns has since settled comfortably into a midday weekday time slot at KGO where a typical show can include topics from the Oakland, Calif., school district to regional trials. Regardless of the day's agenda, Burns still loves the talk radio medium.

"To be able to have someone pay me fairly well to think, talk and read is one of the greatest gigs on Earth," Burns says. —DP

Zeta Music Systems, joins Orban, San Leandro, Calif., as director, engineering.

Appointments at TV/COM, San Diego: Jeff Wallin, senior VP, business development, Snell & Wilcox Ltd., joins as VP, business development and marketing; Patrick Bohana, regional director, Asia-Pacific region, Scientific-Atlanta Inc., joins as VP, sales.

Martin Ingram, president, Comunicaciones Broadband (international sales unit serving Central and South America), ANTEC, Rolling Meadows, Ill., named executive VP, marketing.

DEATHS

Carl B. "Cordell" Caudill, 73, broadcaster, died Dec. 12 of prostate cancer.



Caudill

Caudill worked for many television and radio stations throughout his career, including KABC-TV Los Angeles as a reporter and correspondent; KGO-TV San Francisco as anchor/reporter; KPX-TV San Francisco as writer/producer and newscast anchor, and KTVU(TV) Oakland, Calif., where he wrote more than 200 special news features under the air name "Carlton Cordell." At WALA-TV Mobile, Ala., he was news director and anchor and won three Associated Press awards for best newscast and best anchor. Caudill's jobs in radio included

those of talk show host at KTOK(AM) Oklahoma City and news director and program anchor at KCNN(AM) Oklahoma City. He also was station manager at KOKC(AM) Guthrie, Okla., and KKCC(AM) and KSWR(FM) Clinton, Okla. Caudill's experience ranged from news anchor to play-by-play sports, to variety show host, to documentary features and theater. He is survived by his wife, Toni; five children, and seven grandchildren.

Dick McKee, 66, died of a heart attack on Dec. 28 in Albuquerque, N.M. McKee formerly was general manager of KKOB(AM) Albuquerque. He went on to own and operate other radio stations in Hawaii. After selling them, he returned to Albuquerque as a consultant. McKee is survived by his

wife, Virginia, and five children.

Paul E. Freed, 78, founder and chairman of the board of international religious broadcast corporation, TransWorld Radio, died Dec. 1 at his home in Cary, N.C. Freed is survived by his wife, Betty Jane; five children, and 11 grandchildren.

—Compiled by Denise Smith
e-mail: d.smith@b&c.cahners.com

Help us help you get your magazine delivered on time

If you are now receiving BROADCASTING & CABLE via hand delivery, your issue should arrive before 8 a.m. each Monday. If not, please call 800-554-5729 prior to 9:45 a.m. for a same-day replacement copy.

MTM Worldwide Distribution is bringing out its first movie package, a barter collection of eight titles set to debut over a two-year period beginning in the first quarter of 1998. Some of the titles—including "Night of the Twisters" and "Apollo 11"—debuted last year as original productions for The Family Channel. The cable network's parent company, International Family Entertainment, also owns MTM. MTM is offering stations two runs per title over a three-week period on a barter basis of 10 minutes national, 14 minutes local.

Cox Radio expects to close soon on two deals that will bring it seven radio stations in Orlando, Fla. The Justice Department has effectively ended its investigation into one deal that was still in contention, which allows the closing to proceed, says Cox attorney Timothy O'Rourke. Justice had been investigating Cox's purchase of WHTQ(FM), WHOQ(AM) and WMMO(FM) from Infinity Broadcasting Corp., along with Cox's purchase of NewCity Communications Inc.'s WDBO(AM)-WWKA-FM, WCFB-FM and WZKD(AM) Orlando. The Infinity investigation was dropped while the NewCity questions continued, O'Rourke says. Then Justice made no move to meet its Dec. 23 deadline that would have kept the antitrust investigation alive, O'Rourke says. The scrutiny was part of a market study that also involved Paxson Communications Corp. and Chancellor Broadcasting Co. Together, the three companies will control 96% of Orlando's radio revenue. Justice last month also signed off on the Paxson and Chancellor deals.

Clear Channel Communications Inc. plans to add Gene Autry's KSCA(FM) Glendale/Los Angeles to its Spanish-language Heftel Broadcasting Corp. The station's alternative format will be changed to Spanish, joining Heftel's KLVE(FM) Los Angeles, ranked first among Hispanics there, and KTNQ(AM), ranked sixth in Arbitron's summer 1996 book. Clear Channel will pay \$10 million for the option to buy low-ranking KSCA, with \$102.5 million due if the option is exercised. Clear

Goodbye to Gumbel



Bryant Gumbel delivered a sometimes poignant farewell to his colleagues on 'Today' last Friday (Jan. 3) after 15 years in the anchor chair of the NBC morning show. Visits from Muhammad Ali, Maya Angelou and the artist formerly known as Prince highlighted the show, which also featured tributes from present and former colleagues and from sign-waving viewers who lined the street (temporarily rechristened Bryant Gumbel Way) outside the studio.

Channel had purchased controlling interest of Heftel in May 1996. In July, Tichenor Media System Inc. joined Clear Channel's holdings, creating the first radio group to cover the nation's top 10 Hispanic markets (including number-one Los Angeles).

With the Justice Department's OK, **American Radio Systems Corp. last Thursday said it is buying WAQB(FM)** Rochester, N.Y., for \$3.5 million. Justice in October 1996 said ARS could buy WAQB even though it had to divest three other radio stations in the market—and unwind a joint sale agreement with a fourth. That brought ARS's control of the market's revenue down to 42% from 64%. WAQB went on the air with a country format in November 1996, broker Bruce Houston of Blackburn & Co. says.

TCI and Cox Communications

have completed the biggest system swap in cable history, trading operations representing about 600,000 subs. As a result, TCI receives Cox systems encompassing about 300,000 subscribers in the Pittsburgh area; Spokane, Wash.; Springfield, Ill.; Cedar Rapids, Iowa; the Quad Cities area of Illinois and Iowa, and Saginaw, Mich. Cox receives TCI systems with about 300,000 subs in Bellevue/LaVista, Neb.; Council Bluffs, Iowa; Chesapeake, Va.; Scottsdale, Ariz.; North Attleboro/Taunton, Mass.; Lincoln, R.I.; and St. Bernard, La. The trade was originally announced in late 1995. Financial details were not disclosed.

Hip-hop **WQHT(FM)** New York, contemporary hits **KPWR(FM)** Los Angeles and contemporary hits **WBBM-FM** Chicago ranked first in their respective markets, according to AccuRatings fall 1996 survey of radio listening among people 12-plus.

The lineup of exhibitors at **NATPE's first animation and special effects convention** this year will include Disney Television Animation, IBM, Apple Computer, Cinesite/Kodak and Film Roman. NATPE officials say more than 40 major firms are set to take part in the May 8-11 trade show and conference in Los Angeles.

Combined local and national radio ad revenue paced ahead 12% in November 1996 over November 1995, according to a survey of stations in 100 markets by the Radio Advertising Bureau. Separately, local revenue increased by 10% and national revenue by 22% in November over the previous year. On a year-to-date basis, local revenue was up 7% and national revenue was up 8% through November 1996, compared with the previous year, the RAB stated.

CBS's Detroit affiliate wwj-TV was given a New Year's gift when its channel slot was upgraded on TCI Cablevision of Michigan's system. The station had been on chs. 62, 12 and 44 in various households, but will now have a permanent home on ch. 9 in approximately 145,000 homes in the Detroit area. wwj-TV has bumped out CBET Windsor, Ont., a CBC affiliate that was popular in the Detroit area for its hockey coverage. The deal between the station and TCI was loosely connected to a retransmission-consent agreement, although wwj-TV GM Jay Newman says the deal was in the works before the station granted retransmission rights to the MSO.

The fX network had its best ratings ever in the fourth quarter of 1996. The Fox-owned cable entertainment network's Nielsen Media Research rating increased 25%, to 0.5 from 0.4, from the same period the previous year. The improvement moved fX

up to become the 11th-highest-rated cable network, from 15th. The network credits much of its success to *Personal fX: The Collectibles Show*, which it claims is the highest-rated, non-children's original show on daytime cable.

US West Media Group, which owns Continental Cablevision, **picked up another 40,000 subs** when it acquired systems in Michigan from Booth American Co. for \$75 million. The new systems add to US West's cluster because they are contiguous with US West's current 345,000 Michigan subs.

Anheuser-Busch has decided to move its beer advertising from MTV to older-skewing, co-owned VH1 "to insure that our intent is not misrepresented in today's climate," says Tony Ponturo, VP, corporate media and sports marketing. He says the beer company has not advertised on MTV since Sept 30, 1996.

TCI Satellite Entertainment Inc. (TSAT) has signed a letter of intent to sell one of its Tempo satellites to DBS operator Telesat Canada. TSAT is Tele-Communications Inc.'s satellite group, which it spun off into a separate company last month. TSAT plans to sell Telesat Canada, the second of its two Tempo satellites, at cost—approximately \$300 million. The satellite sale is contingent on TSAT's successful February launch of its first Tempo satellite into a 119 degree orbital slot and Canadian government approval of Telesat's plans to use Canadian DBS frequencies. If approved, Telesat will launch its satellite into a 91 degrees west orbital slot to provide DBS service to several Canadian companies, including ExpressVu and Starchoice.

The Sci-Fi Channel will add cult comedy series *Mystery Science Theater 3000 (MST3K)* to its program lineup starting Feb. 1. *MST3K*, which previously was carried by Comedy Central, will air Saturdays at 4-6 p.m. and repeat at 11 p.m.-1 a.m.

Will MG/Perin's *Could It Be a Miracle?* air as a strip next season? Could be. A half-hour version of weekly reality hour had a promising test run in daytime last month in Atlanta and Minneapolis, where it improved on the fractional ratings garnered by recently canceled talkers *Scoop with Sam & Dorothy* and *The Bradshaw Difference*. MG/Perin head Richard Perin says the company will evaluate its options for season two after talking with buyers at next week's NATPE convention in New Orleans. Perin says he's encouraged by the spiritually themed show's track record in New York and other markets since its September debut. At 12:15 a.m. on WCBS-TV, *Could It Be a Miracle?* has climbed from a 1.1 Nielsen Media Research household rating/4 share in October to a 1.7/6 in November. Produced by Kushner-Locke Co., the show taps into the *Touched by an Angel* audience with re-enactments of reports of "miracles and other unexplained events."

TW adding to NYC lineup

Time Warner Cable by the end of 1997 plans to offer a dozen additional networks to about 300,000 of its 1.1 million New York City subs using 100 mhz of increased bandwidth. The 12 as-yet-unchosen services will be offered as a new level of service on top of the current lineup of 75 channels. It is not yet known whether Fox News Channel's public fight for carriage in New York City will pay off. "Fox will be considered along with the 30 other programers that are looking for channel space in New York City," says a Time Warner spokesperson, who says the additional channels are expected to roll out to all New York City subscribers by the year 2000.

In other developments, Time Warner in February will increase its rates on its New York City cable systems by \$1.50 a month, or about 4.5%, for those with standard service. Adult pay-per-view offerings will increase from \$4.95 to \$5.95. —RB

Printed in the U.S.A. Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Television* introduced in 1945. *Television* acquired in 1961. *Cablecasting* introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Broadcasting & Cable* introduced in 1993. *Broadcasting & Cable* is a registered trademark of Reed Elsevier Publishing (Nederland) B.V., used under license. *Telemedia Week* is a registered trademark of Reed Elsevier Inc. Reg. U.S. Patent Office.

Cahners

Broadcasting & Cable (ISSN 0007-2028) (GST #123397457) is published weekly, except at year's end when two issues are combined, by Cahners Publishing Co., 245 West 17th St., New York, NY 10011. Cahners Publishing Co. is a division of Reed Elsevier Inc., 275 Washington St., Newton, MA 02458-1630; Bruce A. Barnet, President and Chief Executive Officer; Jackie A. Daya, Vice President and Chief Financial Officer; Neal Vitale, Group Vice President. *Broadcasting & Cable* copyright 1996 by Reed Elsevier Inc. All rights reserved. *Broadcasting & Cable* is a registered trademark of Reed Elsevier Properties Inc., used under license. Periodicals postage paid at New York, NY, and additional mailing offices. Canada Post International Publications Mail Product (Canada Distribution) Sales Agreement No. 0607533. Postmaster, please send address changes to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. Rates for non-qualified subscriptions, including all issues: USA, \$117; Canada, \$149 (includes GST); Foreign Air, \$320; Foreign Surface, \$169. A reasonable fee shall be assessed to cover handling costs in cancellation of a subscription. Back issues: except for special issues where price changes are indicated, single copies are \$7.95 U.S., \$10 foreign. Please address all subscription mail to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. Microfilm of *Broadcasting & Cable* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, MI 48106 (1-800-521-0600). Cahners Publishing Co. does not assume and hereby disclaims any liability to any person for any loss or damage caused by errors or omissions in the material contained herein, regardless of whether such errors result from negligence, accident or any other cause whatsoever.

Incorporating The Fifth Estate TELEVISION Broadcasting



Equipped for Success at NAB

When it comes to reaching TV and cable general managers and chief engineers at NAB, *Broadcasting & Cable* is the right vehicle for your targeted message. In fact, we provide top television professionals with MORE issues covering NAB than any other publication.

SPECIAL WEEKLY NAB ISSUES

For NAB 1997, *Broadcasting & Cable* will publish a comprehensive series of six NAB issues, including four **NAB Previews**; the extensive **NAB Show Issue**; and our up-to-the-minute **NAB**

Midweek Issue. These unmatched issues provide an exceptional opportunity to promote your hottest products, services and new equipment to prospective customers before and during NAB.

Advertise in *Broadcasting & Cable's* NAB issues and reach 35,000 influential television decision-makers throughout the country as well as show attendees. Call Robert Foody at 212-337-7026, or Chuck Bolkcom at 317-815-0882, to reserve your space today!

<u>1997 Issues</u>	<u>Issue date</u>	<u>Ad close</u>	<u>Editorial coverage</u>	<u>Bonus distribution</u>
NAB Preview I	February 24	February 14	Seller's guide for major broadcast networks	
NAB Preview II	March 10	February 28	Seller's guide for major cable networks	
NAB Preview III	March 24	March 14	Seller's guide for major station groups	
NAB Preview IV	March 31	March 21	Digital file servers	
NAB Show Issue	April 7	March 28	NAB coverage	Hotel Room to Room Exhibition Hall
NAB Midweek Issue	April 9	March 28	Up to the minute news and new facilities/	Hotel Room to Room Exhibition Hall

**Broadcasting
& Cable**

ONE MARKETPLACE. ONE MAGAZINE.

COMMITTED TO THE FIRST AMENDMENT AND THE FIFTH ESTATE

Hundt's home stretch

We commend to all readers the Chris McConnell analysis of FCC Chairman Reed Hundt's first three years that occupies prime real estate in this issue. It describes the historic forces at work within that agency, wrought by one of its most controversial policymakers. Newton Minow became famous by talking about the Vast Wasteland. Reed Hundt means to do something about the wasteland he perceives out there.

His administration is a sea change from what we've known before. He would substitute for the First Amendment, under which broadcasters are free to act within their discretion (and the law), a system under which segments of the broadcast day would be taken from their control and placed in the public domain. Hundt began with children's programming and now has his eye on political campaigning. The certain truth is that it will not end there.

We agree that broadcasters are public trustees. Moreover, we think it's in their interest and the public's for them to be so. But the first six decades of this approach have worked like a charm for the medium and the audience precisely because of the dynamic tension with the First Amendment. Broadcasters and journalists everywhere are surrounded by forces that would nullify the First's protections. We don't want it to happen here first.

Reed Hundt has been so controversial, and so universally nonrevered, that there's a danger he hasn't been sufficiently appreciated. Whether he's making it up as he goes along, or had a grand plan when he started, Hundt is changing the face of telecommunications. Anyone who wants to stop him had better get busy.

The counterrevolution

As we read the history of this magazine's editorial policy, of which we are the inheritors and caretakers, it proceeds from two fundamental themes: the First Amendment and the free enterprise system. Together they instruct that the government is best kept out of the content and the structural arenas.

This page is habitually the first to arms when government gets into programming. Between friends, if not publicly, we will concede that the cumulative damage hasn't been all that bad. Over the years, broadcasters have been able to do just about what they wanted to do (including Howard Stern, whom we defend while many could do without,) and with the evolution of cable the diversity of programming has escalated dramatically. We will continue to man the barricades.

Thus our unease in worrying about the structural consolidation so rampant around us. As we have mentioned before, the net result of the Telecommunications Act has been to stifle competition while encouraging the big to get enormous. Telephone companies were to have brought competition to the television business. Cable was supposed to have challenged telephony. The telcos are nowhere in TV and cable is nowhere in telephones. All are narrowing their competitive universes. Where is Judge Greene when we need him?

Our specific concern at the moment is for television station consolidation, which appears to be having a dramatic effect on the programming market. Just a few large groups can dictate terms in syndication these days, and it's getting ever tighter. It would be even worse if the FCC decided to allow duopoly within TV markets.

We're feeling our way with this problem, reluctant to reject free enterprise in favor of what Reed Hundt would call industrial engineering (that's social policy he didn't think of first). It takes a while to get used to freedom, and this medium is still a relative stranger to the concept. But in the meantime, we're still hooked on diversity.

Taking programming's pulse

TV general managers surveyed for BROADCASTING & CABLE's annual programming poll provided some insights into the current state of syndication and what they say will be an even stronger 1997. Among the answers that should get careful reading in executive suites.

■ As of mid-December, more than three-quarters of the respondents said they didn't have their eye on any new shows yet, although a majority (61%) said they would be shopping for product in New Orleans. That sounds like there could actually be some business to go along with the "bon temps" in the Big Easy.

■ Despite the bad rap the genre has taken, daytime talk remains atop station shopping lists. The fact that the new *Martha Stewart* strip is the top talk show pick among GMs surveyed (on top of *Rosie's* success as the incumbent top talker from last year's survey) is further evidence of the trend toward kinder, gentler talk shows—over half said talk show content has improved during the past year. It remains to be seen whether putting together a hydrangea wreath will supplant taking apart a two-timing boyfriend in viewers' affections.

■ One of the more striking responses was the shift in the competitive positions of the weblets. The race has tightened considerably since last year's survey, when 70% of the respondents tapped UPN as the survivor if only one could make the grade. This year WB edged out UPN 52% to 48% (a statistical dead heat) in the voting for most likely to succeed. We're betting on both.

■ There was some good news for game show aficionados. Over half the respondents said they either carried game shows or were considering doing so.

■ On the hard-liquor ad question, a majority said they should have the freedom to carry such ads, but very few (only 12%) said they had considered or were considering carrying them. We agree that the industry should have such freedom, just as we believe the industry should have the freedom to be irresponsible and impolitic. Having the freedom does not require using it, of course. The GMs surveyed appear to understand the difference.

To end this collection of snapshots on an upbeat image: 61% of those surveyed expect to have a better sales year in 1997 than in 1996, with only 6% expecting a downturn. Here's hoping that optimism proves a reality in 1997.

Washington 1705 DeSales Street, N.W. Washington, DC 20036
Phone: 202-659-2340 Editorial Fax: 202-429-0651

Harry A. Jessell, executive editor
Mark K. Miller, managing editor
Kira Greene, assistant managing editor (special projects)
John S. Eggerton, assistant managing editor
Dan Trigoboff, senior editor
David R. Borucki, art director
Kim McAvoy, contributing editor
Elizabeth A. Rathbun, Chris McConnell, assistant editors
Heather Fleming, Michael Katz, staff writers
Rick Higgs, systems manager
Denise P. Smith, Kenneth R. Ray, graphic artists
Winslow Tuttle, proofreader

New York 245 West 17th Street, 10011; 212-645-0067; Fax 212-337-7028
Stephen McClellan, bureau chief
Rich Brown, associate editor (cable)
Richard Tedesco, assistant editor (Telemedia Week)
Donna Petrozello (radio), **James McConville**,
Glen Dickson (technology), staff writers

Los Angeles 5700 Wilshire Blvd., Suite 120, 90036;
213-549-4100; Fax 213-937-4240
Cynthia Littleton, assistant editor
Lynette Rice, staff writer

Denver 28310 Pine Dr., Evergreen, CO 80439;
303-670-4124; Fax 303-670-1082
Price Colman, bureau chief

www.broadcastingcable.com

**Broadcasting
& Cable**
The Newsweekly of
Television and Radio
Founded 1931

Peggy Conlon, publisher
Donald V. West, editor/senior vice president

Richard Vitale, vice president, operations and planning
Dan Hart, group controller
Michael Borchetta, circulation director
Sharon Goodman, director of manufacturing and distribution
Louis Bradfield, distribution director
Charles M. Colfax, production manager
212-463-6558; Fax 212-463-6563
Eric Peterson, production assistant
Jane Rogers, vice president, research
Gillian Lewis, research director

Circulation Inquiries
Broadcasting & Cable: 800-554-5729
Broadcasting & Cable Yearbook: 800-521-8110

Sol Taishoff, Founder and Editor (1904-1982)
Lawrence B. Taishoff, Chairman Emeritus

New York 212-337-6940; Fax 212-337-6947

Randi T. Schatz, director of special projects, international sales director
Millie Chiavelli, director of cable advertising
Robert Foody, director of technical advertising
Yvonne Pettus, Julie DesRoberts account executives
Joan Miller, executive secretary
Estrella Diaz, executive assistant
Antoinette Fasulo, classified advertising manager
Doris Kelly, telemarketing sales representative
Sandra Frey, classified advertising representative
Classified 212-337-7073; Fax 212-206-8327

Los Angeles 213-549-4113; Fax 213-937-5272
Gary Rubin, national marketing director, director of syndication advertising
Craig Hitchcock, account executive
Chuck Bolkcom, account executive, technology/cable sales,
Walnut Creek, CA 510-210-0814; Fax 510-210-0823
Kathleen Shuken, administrative assistant
Barbara Wise, director of creative services

Yukari Media (Asia): 81-6-956-1125;
Fax 81-6 956-5015

London Paramount House, 162-170 Wardour St., W1V3AT;
44-171-437-0493; Fax 44-171-437-0495
Meredith Amdur, Debra Johnson, international editors
Jennifer Montefiore, BCC (United Kingdom & Europe):
44-171-437-0493; Fax 44-171-437-0495

On top of the world



When it comes to the business of global television, *Broadcasting and Cable International* puts you on top of it all. With fully-staffed editorial bureaus on five continents in telecommunications centers such as Los Angeles, New York, Washington, London and Tokyo, we provide top industry professionals with the information they need to succeed.

We offer an international focus in three important publications: *Broadcasting & Cable*, the leading U.S. television and radio weekly business trade magazine; *Broadcasting & Cable's TV International* bi-weekly newsletter, which includes in-depth news & analysis; and *Broadcasting & Cable International*, a feature oriented magazine published six times a year to correspond with major global TV markets.

Take it from the top. *Broadcasting and Cable International* is an unmatched resource — with an influential audience of key global decisionmakers.

Call today to advertise or subscribe.

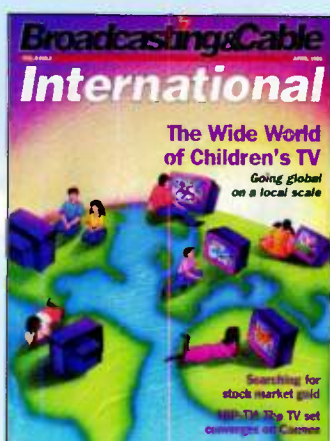
International advertising: +1 212 337 6944

Subscriptions

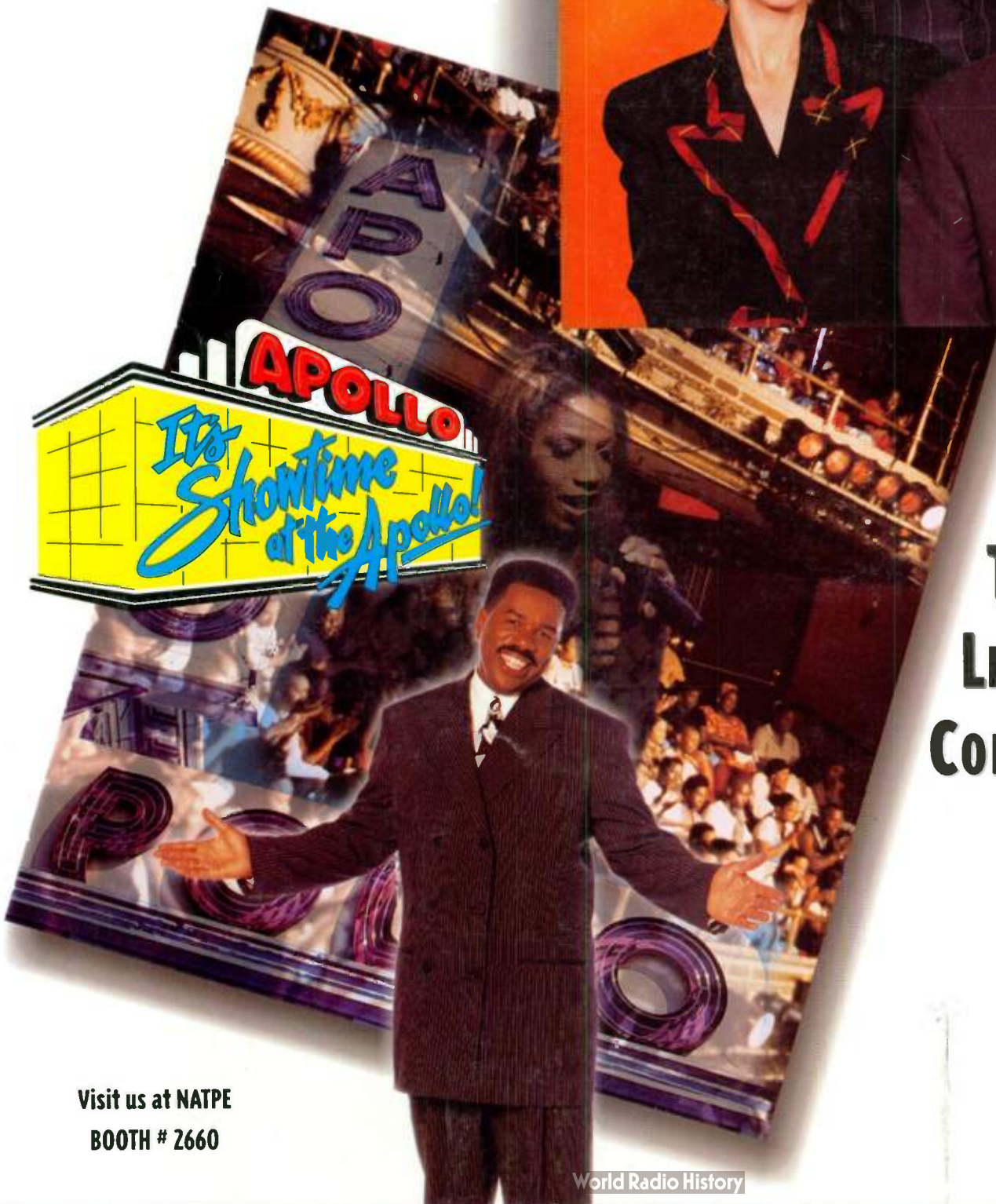
+1 310 978 6915 (*Broadcasting & Cable*, *Broadcasting & Cable International*)

+1 310 978 6073 (*Broadcasting & Cable's TV International* newsletter)

Broadcasting & Cable
International



Live for an hour everyday.
Entertaining morning talk
sure to make your day...
a **GREAT DAY!**



**THE
LEGEND
CONTINUES**

Visit us at NATPE
BOOTH # 2660

World Radio History



©1997 Western International Syndication.

AMERICA'S IN THE LAW BACK IN

THE PEOPLE'S COURT

WITH
HIS HONOR
ED KOCH
PRESIDING

ALREADY
BOUGHT BY THE
NBC O&O'S
AND OTHER
STATIONS
COVERING MORE
THAN 40% OF
THE COUNTRY!

SEEMS LIKE AN OPI
DOESN

EXHIBIT A

OF THESE 186 STRIPS, 149 DIDN'T MAKE IT PAST THE FIRST SEASON AND 22 MORE WERE CANCELLED BY THEIR THIRD SEASON.

EXHIBIT B

BETWEEN 1981 AND 1996, 186 DIFFERENT MAJOR FIRST-RUN STRIPS WERE INTRODUCED INTO SYNDICATION.

EVIDENCE

CLOSING ARGUMENT

• B
• A
• A SU
YOU WO

**EN AND SHUT CASE,
N'T IT?**

A
Ralph Edwards/Stu Billet
Production

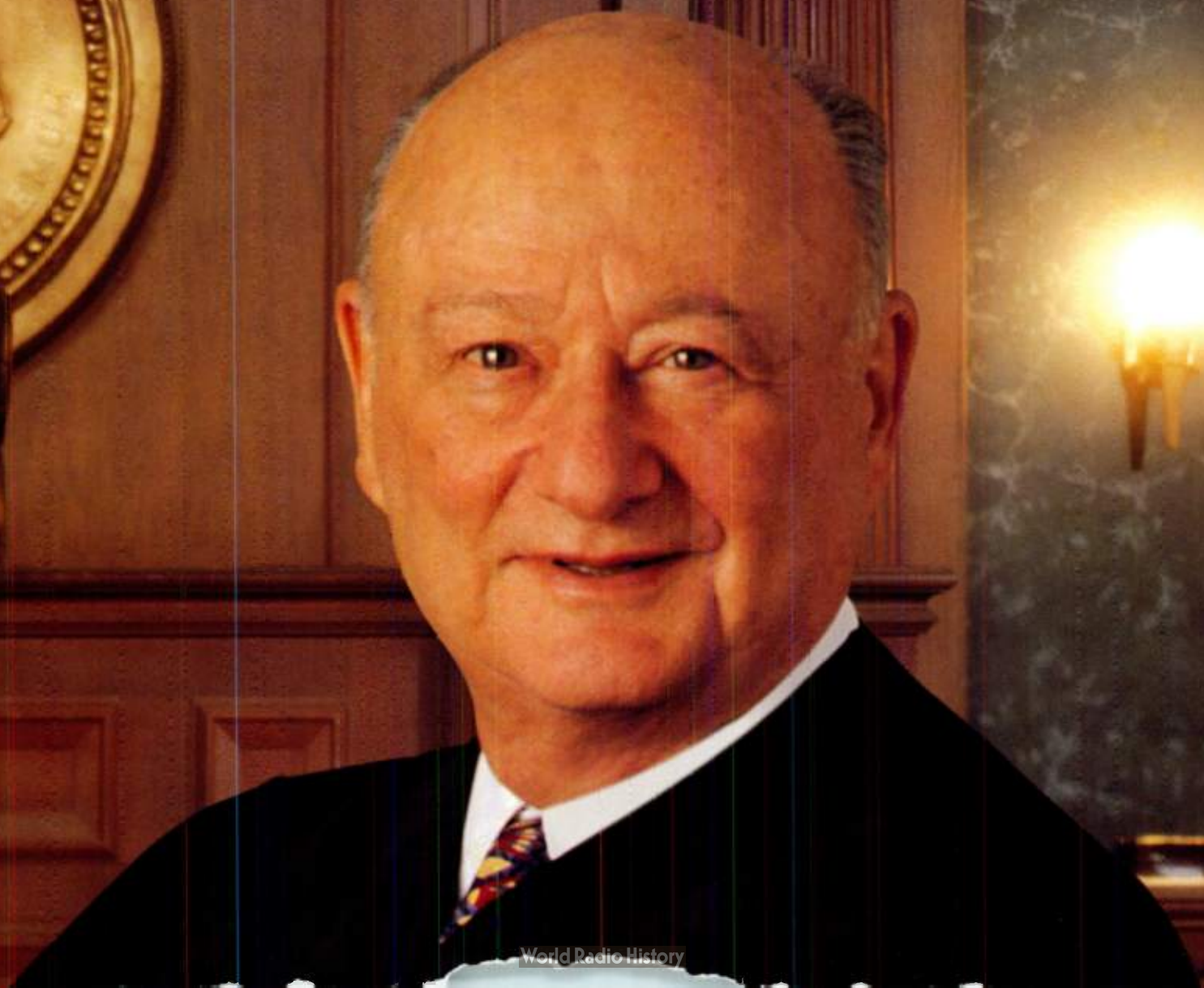


WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION
A Time Warner Entertainment Company

©1997 Warner Bros. All Rights Reserved.

World Radio History

**S #1 COURT
ND IS NOW
SESSION.**





evidence.

**WITH SO FEW LONG-TERM
SUCCESSSES, IF YOU COULD
GET A NEW FIRST-RUN
STRIP THAT HAS:**

- **PROVEN NEWS LEAD-IN
STRENGTH**
- **PROVEN MALE DEMOS**
- **A 13 YEAR TRACK-RECORD**
- **BRAND AWARENESS**
- **WELL-KNOWN PERSONALITY**
- **SUCCESSFUL FORMAT**
- **WOULD BUY IT, RIGHT?**