

JAN 13

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Broadcasting & Cable

The Newsweekly of Television and Radio

Vol. 127 No. 2 66th Year 1997 A Cahners Publication

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They Are
A-Changin'
For NATPE** Page 3

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McCain Says Yes** Page 3

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Rundown Of
WHAT'S NEW
AT NATPE** Page 34

**One For All,
All For One
In Fox's
New World**

Greg Nathanson, Mitch Stern and Rick Jacobson

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World Radio History

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BROADCASTING / 116
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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



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JAN 13

Broadcasting & Cable

The Newsweekly of Television and Radio

IN BRIEF

Sandy Grushow is headed back to Fox after a two-and-a-half-year absence. Grushow, the former Fox president of programming, was tapped last week to be president of Fox's network TV production arm, 20th Century Fox Television. Grushow fills a post vacant since September, when then-president Peter Roth was tapped to replace John Matoian, the executive who replaced Grushow as president of Fox Entertainment in 1994. Grushow was head of network programming from December 1992 to October 1994. Since April 1995, Grushow has served as president of Tele-*TV*, the overly ambitious telco venture of Nynex, Bell Atlantic and Pacific Telesis that folded late last year.

Although **Comcast Corp. has won the right to acquire E!** Entertainment Television from majority owner Time Warner for roughly \$321 million in cash, whether it will exercise that option is unclear. According to published reports confirmed by principals, Comcast has gained a unilateral option to buy Time Warner's 58% stake or sell to Time Warner, through proxy, the other 42% owned by four MSO partners (Comcast, TCI's Liberty Media, Cox Communications and Continental Cablevision). It also could opt to leave the network ownership as is. Comcast says it likely will make its decision by early February.

Time Warner's E! partners triggered a buy-sell provision tied to a December deadline in the original partnership agreement. E!, with roughly 42 million subs, launched June 1990.

Philadelphia-based Comcast—the nation's fourth-largest cable operator, with 4.3 million subscribers—has been on an acquisition binge. The MSO, which also owns QVC Home Shopping Network, last summer acquired the Philadelphia 76ers and Flyers along with their arena. Comcast officials say that if it decides to buy out Time Warner, giving it roughly 70% of E!, it would run the network through its C³ division, headed by Rich Frank. "It will be run through C³; it will be ours," says one Comcast executive.

Comcast officials say E!'s three other MSO owners have agreed to retain their 10.5% share for at least the next five years.

Comcast says it's considering whether to bring in an equity partner to help pay for its 70%: "If we could find a good strategic partner but maintain control, we would be interested."

For more "In Briefs," see page 145

1997 NATPE Special Report Page 34

Whither NATPE?

On eve of annual marketplace, some wonder if industry changes lessen need for gathering

By **Cynthia Littleton**
NEW ORLEANS

Is consolidation in the broadcasting business turning NATPE into an anachronism? Or is the annual conference reverting to its roots as a forum for networking among television industry leaders?

These questions have been on the minds of many TV programmers and distributors in the weeks leading up to this year's four-day gathering, which kicks off today (Jan. 13) in New Orleans.

Twentieth Television plans to significantly scale back its presence at next year's convention. Rick Jacobson, president of Fox's syndication arm, says the decision came down to a matter of rising costs and

diminishing returns. "The importance of NATPE as a selling convention has lessened greatly," he says. "I don't understand why for 51 weeks of the year we do business one way, then for three days we do it entirely different.... The timing of NATPE is bad for doing business in many markets. By the time the convention comes in January, stations haven't had time to analyze how they're doing before they're forced to make programming decisions."



NATPE President **Bruce Johansen**

For much of the past decade, major distributors have arrived at NATPE with most of their key major-market clearances already locked in. This year, distributors are talking about the possibility of unveiling fall 1997 contenders after the convention.

MGM Domestic Television Distribution opted to pull out of NATPE '97 last fall, but that hasn't stopped MGM from clearing its fall 1997 weekly drama *Fame L.A.* in more than 60% of the country as of last week. Sid Cohen, MDTD president, says, "Rather than spending nearly \$2 million on a convention, we decided to put that money into the production and promotion of our shows."

Industry veterans caution

that complaints about the timing and the expense of participating in NATPE tend to crop up whenever the syndication business, particularly in first-run, hits a downturn. But few of the 18,500-plus people registered for this year's gathering would dispute that 1996 was a year of profound change for the syndication community.

Deregulation cleared the way for the big TV groups

Continues on page 18

McCain favors auctions of analog TV licenses

Senator asks FCC to put off assignment criteria

By **Chris McConnell**
WASHINGTON

The new Senate Commerce Committee chairman wants to put new analog broadcast licenses on the auction block.

In a letter last week to FCC Chairman Reed Hundt, Senator John McCain (R-Ariz.) asked the commission not to set any new rules for assigning the radio and TV licenses. McCain said he plans to introduce legislation that will free the FCC to auction the analog broadcast spectrum, something the commission now lacks authority to do.

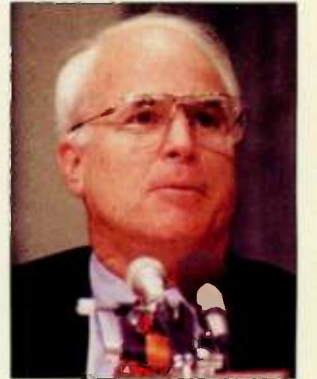
"It would be unconscionable for the commission to give away new television and radio licenses without a guarantee that the public would receive the benefits to which it is entitled for use of its property," McCain wrote in his letter to Hundt.

The FCC currently awards new broadcast licenses through a process of comparative hearings. But a 1993 court decision struck down the criteria that commission officials used to grant the licenses, and since then the commission has not set new criteria.

Commission officials say they now have 710 applications for new television stations, covering 91 markets.

Last month, Hundt suggested that the commission award the licenses based on public interest commitments such as pledges to air children's educational programming or to provide free air-time to political candidates.

McCain said that such programming proposals would be difficult to enforce if the broadcasters did not meet their commit-



McCain: license giveaway unconscionable

Continues on page 6

The WB prepares for life after WGN-TV

By **Steve McClellan**
NEW YORK

The WB is working hard to build local broadcast and cable distribution to prepare for the day, probably no more than a year from now, when WGN-TV Chicago drops its national carriage of the network.

With that in mind, The WB is working on two fronts to build its local distribution.

In the top 100 markets, the mission is to build or acquire (or persuade WB-friendly broadcasters to build or acquire) TV stations where The WB has holes to fill.

In the smaller markets, the network is pushing its WeB plan. Under the plan, The WB will distribute its programming to cable systems and recruit nearby TV stations to sell the local advertising time.

The WB is now carried by stations reaching roughly 68% of U.S. TV households; it reaches another 16% by way of WGN-TV.

The network hopes to fill holes in the top 100 so that WGN-TV

Continues on page 18

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Rather will host, but who will lead?

By Rich Brown
NEW YORK

Dan Rather has agreed to host a series for CBS's Eye on People network, but at press time, CBS News Productions and CBS cable arm Group W Satellite Communications were still casting their collective eyes for an executive to oversee the service.



Two and a half months before the March 31 launch, the rumored candidates include Viacom Interactive Services President Geoffrey Darby and Brooke Bailey Johnson, senior vice president of programming and production, A&E Networks.

Johnson appears a likely candidate for the job, given the developing rivalry between A&E's The History Channel and the planned CBS network. But Johnson says the rumors about her making the switch are "patently untrue."

Word on the street is that the search is taking longer than usual because Westinghouse and its newly acquired broadcast division have some differences on the matter. Sources say there has even been disagreement over picking a headhunter.

Meanwhile, Rather and other CBS News personalities appear ready to join the Eye on People team. Rather apparently will host new openings and closings for *48 Hours Later*, a show featuring highlights from the CBS news magazine with reporter updates.

In addition to Rather, the network expects to find an on-air role for Dana King when her contract with *Day & Date* expires. Harry Smith is also said to be in the running to provide reports along the lines of his *Travels* with Harry segments on the *CBS Evening News*. ■

Microsoft pushes PCTV

By Richard Tedesco
NEW YORK

Microsoft Corp. plans to start rolling out a package of technologies next month to turn PCs into TV receivers.

The Microsoft technology will permit broadcasters to distribute and collect Web content to be stored on personal computers. Content will be accessed through electronic program guides on either PC or TV monitors, says Tom Gershaw, product manager for Microsoft's personal systems business group. Microsoft will develop receiver cards enabling direct-to-PC transmission via satellite.

Microsoft released a wide-ranging list of companies participating in the initiative, including NBC, USA Network, Sci-Fi Channel, IBM Corp., Gateway 2000, Sony

Corp. and Starsight Telecast, as well as Microsoft Network and DIRECTV, which is creating an Internet access service (B&C, Jan. 6). Microsoft ships development kits next month.

NBC is discussing with Microsoft specific programming the network wants to enhance with additional content by midyear, according to Marty Yudkovitz, NBC senior vice president of strategic development and multimedia. "More and more, people want Internet content [directed] to TV programming," Yudkovitz says.

DIRECTV is working with IBM and Gateway to develop multimedia PCs, integrating the DSS technology to enable receipt of its signals coming to existing 18-inch dishes. Adaptec, ComStream and Hughes Network Systems will build PC tuner boards for installation in Pentium machines to enable reception of Internet content. ■

Back to normal

This is the second of two tabloid-size issues of BROADCASTING & CABLE designed around the NATPE convention. The magazine will return to its standard size with next week's issue (Jan. 20).

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

<http://www.broadcastingcable.com>

Fast Track

Must Reading from
**Broadcasting
& Cable**
January 13, 1997

TOP OF THE WEEK / 3

Communications point man exits

White House Greg Simon, one of the key players promoting the Clinton administration's ambitious communications agenda, is leaving his post, and Washington insiders are unsure of how the game will be played in his absence. / 22

Who makes what? BROADCASTING & CABLE's annual salary survey of the communications industry's trade association heads again shows Motion Picture Association of America's Jack Valenti leading the pack, with National Cable Television Association's Decker Anstrom placing second and National Association of Broadcasters' Eddie Fritts in third. / 22



Network representatives, including CBS's Leslie Moonves and UPN's Lucie Salhany, last week announced their latest programming revisions and sweeps plans. / 12

NATPE '97

COVER STORY:



Charting a New World for Fox

Greg Nathanson, Mitch Stern and Rick Jacobson (at left, l-r) are gearing up to bring a return on Rupert Murdoch's \$3 billion investment in New World Communications. Jacobson and Stern recruited Nathanson back into the Fox fold in October as executive in charge of development for Fox Television Stations and Twentieth Television. Cover photo by Craig Mathew / 30

SPECIAL REPORT:



Unconventional talk

For the first time in recent memory, there will be no new daytime talkers in the *Donahue/Oprah Winfrey* mold for sale at this week's NATPE convention. Most of 1997's new talkers can only loosely be classified as talk shows, including *The Gayle King Show*, *Arthel & Fred*, *The Home Team*, and a celebrity interview/variety show hosted by former Detroit Pistons bad boy John Salley (above). / 34

INTERNATIONAL / 83

Channel 5 senses gap in UK market

On March 30 the UK will likely have a new national terrestrial TV player: Channel 5, which will cover 65% of the UK population at launch, rising to 80% by the end of 1997. / 84

BROADCASTING / 116

Harbert leaving ABC ABC Entertainment Chairman Ted Harbert resigned last week, ending his two-decade tenure with the network he first dreamed of working for at age nine. His last day is Feb. 15. / 116

The networks are stocking their arsenals with high-profile fare such as NBC's 'Asteroid' (right) in preparation for the February sweeps. / 116



CABLE / 128

Lamb decries sacrifice

C-SPAN CEO Brian Lamb warns that the opportunity to watch government events live could disappear for many if C-SPAN is forced to fight for limited cable access against heavily promoted rivals like Rupert Murdoch's Fox News Channel. / 128

TCI muffs program change notification

Last-minute programming changes delayed delivery of TCI channel lineup cards, leaving as many as 6 million subscribers baffled, angered—or both—over just what they could watch and what channel it was on. / 128

Telemedia Week

Zenith will produce Internet set-tops, TVs

Zenith Electronics will introduce a line of Internet TV products with Oracle Corp.'s Network Computer Inc. unit to give consumers affordable Web access. / 131

Apple bundles Explorer, enhances video capability

Apple Computer and Microsoft Corp. announced plans to include Microsoft's Internet Explorer for Macintosh with its computers. / 131

TECHNOLOGY / 132

General Instrument splits

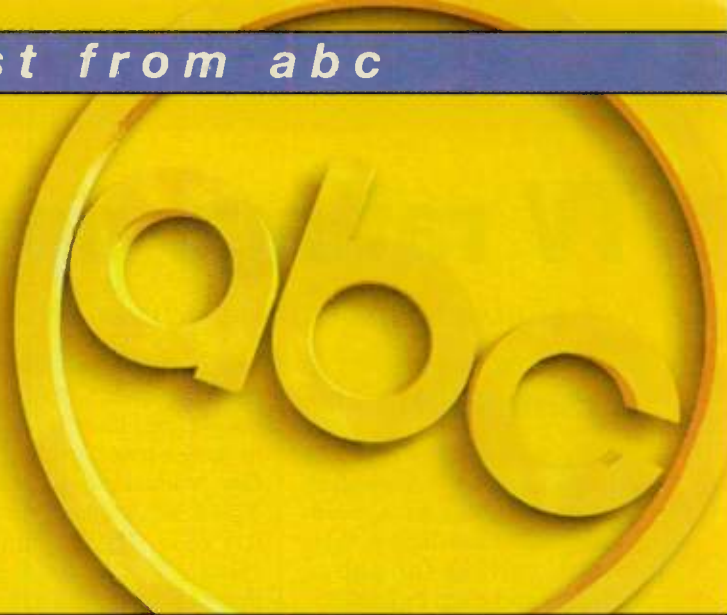
Cable equipment manufacturer General Instrument is restructuring itself into three separate, publicly traded companies that will focus on three core areas in a rapidly growing telecommunications industry. / 132

WTBS goes after high-definition nature shows

WTBS(TV) Atlanta is using high-definition video technology to capture nature in its new series *Wild!Life Adventures* on TBS Destination Sunday. Three documentaries will air this year. / 132

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the alphabet report



ABC Gets "Politically Incorrect"

It's uncensored. It's unpredictable. It's the most original thing to happen to Late Night since the monologue.

It's *Politically Incorrect* with Bill Maher and it's now on ABC Late Night — the perfect home for its irreverent and topical brand of humor.

This month's shows feature today's hottest stars like Garry Shandling, Dana Carvey, Coolio, Dennis Miller and Joan Rivers, plus figures from the political world, including former Texas governor Ann Richards, Rep. Pat Schroeder of Colorado and Wyoming senator Alan Simpson.

Politically Incorrect, which earned a devoted following on Comedy Central (plus an armload of Cable ACE awards), comes to ABC without a single change in its free-for-all format — or in its attitude!

So viewers can expect the same fireworks and uncensored madness they've come to love. The only difference is that now *Politically Incorrect* follows *Nightline*, *Late Night's* #1 news and information program and the natural lead-in for a talk show that takes on the hottest topics of the day.



Bill Maher stars in *Politically Incorrect*.

Like *Nightline*, *Politically Incorrect* attracts an urban, upscale, educated audience. But it also delivers the other thing you've come to expect from *Late Night* — big laughs.

Check out the new *Politically Incorrect* website at abc.com/pi.

ABC/AA Million Mile Giveaway



In February, ABC and American Airlines will kick off the first ever frequent flyer promotion in network history. The ABC/AA "Watch & Fly"™ Giveaway awards one million free AAdvantage miles to a lucky viewer. Details will be made available this month in every

AAdvantage statement. This exciting sweepstakes is just the beginning of a series of marketing alliances in development between ABC and American Airlines. Keep watching! Keep flying!

ABC Most Watched Network in Primetime!

Over the course of the average week in the fourth quarter, more people watched ABC Primetime than any other network. From Monday at 8 PM through Sunday at 11 PM, ABC reached over 142 million viewers which is 5% more than NBC, 13% more than CBS and 57% more than Fox.*

ABC continues to dominate adults 18-49, the audience most coveted by advertisers. Season to date ABC wins 39% of the Primetime half-hours among A18-49 versus 11% for CBS, 30% for NBC and 20% for Fox.**

Once again ABC captured three nights and placed four programs in the top 10 among A18-49.**

Other big news included ABC's Wednesday night lineup shake-up last December. *Grace Under Fire* moved to its new 8 PM position, followed by *Couch*, *Drew Carey* and *Ellen*. *Ellen* moved from 8 PM to 9:30 PM in ABC's new lineup and its original telecasts posted a 37% gain (A18-49 over the three week span of 12/4-12/18) versus its prior performance earlier in the evening (7.8 vs. 5.7). Since the reshuffling occurred, the network has held advantages among A18-49 of 76% versus CBS, 44% versus NBC, and 10% versus Fox.

*Source: NTI Client Cume System, 1 spot per 1/4 hour in Primetime, for each week from 9/16 through 12/22.
** Source: NTI, 9/16-12/22/96, regular programs only

"Get Inside" General Hospital

Talk about momentum. First, Luke and Laura's 15th Wedding Anniversary boosted *General Hospital's* ratings by 24% among women 18-49.

Then the Primetime special "Twist of Fate" attracted 34% more female viewers than on an average Daytime airing, and won its time slot among women 18-49.

And now, a new marketing campaign that invites viewers to "Get Inside" is expected to increase the already impressive ratings for ABC's most popular soap.

To capitalize on the show's rich 34-year history and its recent increase in target audience, ABC will launch the spin-off *GH2*. Produced by the same creative team that is responsible for *GH*, the romance and intrigue will escalate when the spin-off debuts on June 2.

Source: NTI, 9/30-11/15/96 & 9/30-12/14/96.



General Hospital's "Get Inside" campaign

ABC Goes 3-D In May

ABC is going three dimensional in May with the coolest and hippest promotion ever. For one incredible week, ABC's hottest Primetime programs will be televised in 3-D. Specially designed 3-D glasses are being developed for distribution to viewers across America. You've never seen Primetime like this before! ABC is taking innovation to new heights with this cutting-edge campaign. Watch for more details about this groundbreaking event!



alpha bits

Figure Skating On ABC — "The Events That Matter"

ABC Sports will proudly broadcast figure skating's most important competitions. The *State Farm U.S. Figure Skating Championships* will air Feb. 15 and 16, followed on March 20 and 22 by the *World Figure Skating Championships Presented by MasterCard*. Get ready for the events that matter — the Olympic eligible competitions.

ABC Music Videos

Hit songs from top name talent like Sting, Peter Gabriel, No Mercy and Phil Collins have been turning up the volume on some of ABC's hottest promos. These specially crafted image promos are designed to break through the clutter and ring an emotional chord with our viewers. It's a whole new way to promo — and it's on ABC!

Kraft Teams Up With ABC Daytime

This March, ABC Daytime and Kraft are teaming up in the Easter Eggstravaganza Sweepstakes, offering a grand prize of \$100,000. ABC Daytime will support this tune-in and win promotion on-air. Kraft's support will include free standing inserts in national newspapers and point-of-purchase displays in supermarkets nationwide, as well as a *Spring Sensations Cookbook* featuring ABC Daytime characters and themed recipes.

GMA & Wal*Mart's New Year!

Good Morning America's "New Year, New You" is back... and better than ever. This year's three-week series, devoted to getting people fit, happy and organized, marks the debut of ABC's co-marketing effort with top U.S. retailer—Wal*Mart. Millions of program guides are being distributed this month in Wal*Mart stores outlining many of the tips offered on the series and helping viewers get their New Year started right.

Stay tuned...

Thanks for your feedback on our last issue. Tell us what you think! Email us at alphaweb@abc.com.



TV ratings opponents get busy

Religious groups call for advertiser boycott; McCain wants hearings

By Heather Fleming
WASHINGTON

Opponents of the TV industry's voluntary TV ratings system are mobilizing their forces, calling for public hearings and even boycotts.

The American Family Association, a Christian group that says it promotes ethics and decency in society and on TV, is calling on advertisers to boycott programs rated TV-14 or TV-M.

"This new ratings system is a sham," says American Family Association President

Donald Wildmon. "Shows are rated by over 1,000 different people, and there is absolutely no consistency to the ratings. One producer may rate a show TV-M, while another may rate it TV-G." The TV industry's system will do nothing more than insure more sex, violence and profanity on TV, he says.

Neither the American Association of Advertising Agencies nor the American Advertising Federation would comment.

The Center for Media Education and other public interest groups will send a letter to the FCC this week calling for

a public hearing on the TV ratings system.

"I'd be surprised if [the FCC] did not have a hearing," says Jeff Chester, executive director of the Center for Media Education. "The commissioners have nothing to hide. It's the industry that doesn't want a hearing, because they're on the losing side of public opinion."

On Capitol Hill, a bipartisan group of House members is joining in the call for an FCC hearing. Representatives Edward Markey (D-Mass.), Dan Burton (R-Ind.), John Spratt (D-S.C.) and Jim Moran (D-Va.) are asking their colleagues to sign a letter requesting a public hearing on the ratings.

"We believe that limiting such consultation [with the public] to written comments only, as some have proposed, would not be responsive to the extraordinary public interest in this decision," the letter to the FCC says.

Senate Commerce Committee Chairman John McCain (R-Ariz.) is also dissatisfied

with the system and plans to hold hearings the last week in January or the first week in February.

"We need to go toward a content-based system," a

McCain aide said. Although McCain has "come to no final conclusions," he believes the current system does not provide enough information. The hearings will insure that as the commission reviews the TV industry's voluntary system, the FCC "understands what the will of many members of the Senate and House is," he says. ■

NCTA, NAB name ratings board members

NCTA President Decker Anstrom and NAB President Eddie Fritts have announced the names of their members of the TV ratings oversight board, comprising six representatives each from the broadcast, cable and creative community. The oversight board will review the ratings on a regular basis to insure uniformity and consistency to the greatest degree possible. The cable members are Ann Foley, Showtime; Neil Hoffman, USA Networks; Brooke Johnson, A&E; Gus Lucas, International Family Entertainment; Johnathan Rodgers, Discovery Networks U.S., and Terri Tingle, Turner Networks.

The broadcast members are Marty Franks, CBS; Rosalyn Weinman, NBC; Peggy Binzel, Fox; Christine Hikawa, ABC; Delores Sanchez, Univision, and Elizabeth Burns, Morgan Murphy Stations.

The creative community has not completed its selections, but four people are tentative choices: Arthur Seidelman, Directors Guild of America; Leonard Stern, Producers Guild of America; Richard Masur, Screen Actors Guild of America, and Beth Sullivan, Writers Guild West. The board is chaired by Motion Picture Association of America President Jack Valenti. —HF

FCC prepares for LMDS auction

By Chris McConnell
WASHINGTON

The FCC is wrapping up a plan to place more potential video channels on the auction block.

Commissioners last week were reviewing a proposal to auction frequencies slated for a version of wireless cable known as local multipoint distribution service (LMDS). Commission officials voice hopes that the FCC will soon issue the auction rules, perhaps as early as this week.

Those rules will restrict cable and telephone companies from bidding on the LMDS frequencies within their own service areas, FCC sources say. The Clinton administration last year urged the FCC to implement such restrictions, citing concerns that telephone and cable companies acquiring frequencies within their own service areas would lack incentive to develop services.

Services the LMDS frequencies could deliver include a variety of video and voice offerings, proponents of the technology say. The New York-based CellularVision USA points to a 44-channel video service it offers in New York. CellularVision Chairman Shant Hovnanian hopes additional frequencies will allow the company to deliver more than 100 channels as well as other services such as high-speed Internet access.

"It's so versatile," Hovnan-

ian says of the spectrum, adding that it could also carry telephone calls and teleconferencing. "You can do multiple services."

"It's a major breakthrough," says Mickey Gardner, a Washington attorney for CellularVision. Bell Atlantic's Don Brittingham cites the possibility of providing two-way video or distance-learning services with the frequencies.

But Brittingham and others in the telephone industry object to the idea of barring telcos and cable operators from bidding on the frequencies within their own regions.

"We don't think there's any reason to exclude anyone," says Brittingham, Bell Atlantic's director of wireless policy. Others say the telephone companies might be able to use the frequencies to compete with incumbent cable operators.

Other proponents of the technology raise doubts. Rio-Vision Vice President Jon Schill points to the telephone industry's wireless cable track record. Hovnanian asks: "Why let them thwart competition?"

Telephone and cable companies may not be barred from all of the LMDS bidding, however. Sources say the bidding restrictions will not apply to a 150 mhz slice of spectrum in the 31 ghz band. Onlookers say the spectrum slice is too narrow to support video programming, but could be used to carry voice traffic. ■

FCC proposes closed captioning by 2005

Would mandate captions for new shows

By Chris McConnell
WASHINGTON

The FCC last week proposed requiring most new TV programming to be closed-captioned in eight years.

The proposal would make cable operators, broadcasters and other programming distributors responsible for complying with the rules, although the commission said it expects program producers to provide most of the captions. The FCC issued the proposal as part of its effort to implement the 1996 Telecommunications Act.

The proposal would exempt programs subject to contracts in effect on Feb. 8, 1996, that prohibit closed captions. The FCC also said it will consider exemptions in cases where the cost of captioning outweighs the public benefits.

The proposal would increase the amount of required captioning by 25% every two years. After that, for instance, 25% of all nonexempt new programming would require captioning. The requirement would jump to 50% after four years and 100% after eight years.

"We're pleased that the FCC has recognized that most broadcast network programming is already closed-captioned and that the commission offers a reasonable transition period for that programming which is not," Nation Association of Broadcasters President Eddie Fritts said of the FCC proposal.

"We're committed to help the commission craft rules that result in more closed captioning on television, but also will help encourage the commission to continue to recognize the challenges that face the diverse cable programming industry," National Cable Television Association President Decker Anstrom added.

The FCC invited comments on how to treat library programming. The FCC also proposed enforcing the captioning rule through a process of responding to complaints. ■

McCain

Continued from page 3

ments. He conceded that pending applicants would have to wait for Congress to act in the interim, but said he did not think the wait "will add significantly to the length of time this matter has already been before the commission."

Washington communications attorney David Oxenford, who represents some of the pending applicants, agreed that an auction might speed the lengthy process. "I think there's a lot of people who would rather face up to paying their money and getting it over with," he said.

Harry Cole, another attorney for applicants, said the pending applications should not be subject to auctions. "There were standards in place when everybody filed," Cole said.

The FCC last fall stopped accepting new analog TV applications. Commissioners took the action as part of their effort to develop a plan to match each NTSC broadcaster with a channel for digital TV. The commission also has said it will not assign digital TV channels to new analog licenses it grants unless the broadcaster's application for a new station was pending on Oct. 24, 1991. ■

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your station's
market share,
break through to
a new universe
of viewers and
find a powerful
new revenue source,
you'd make it
your business,
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 - 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 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.

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SCHOOL.

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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.

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Networks meet the press

Annual critics tour features latest programing revisions, sweeps plans

By Lynette Rice
PASADENA

Tarses slots Hall sitcom, 'Vital Signs,' 'Disney'

ABC announced it will debut the yet-untitled Arsenio Hall sitcom in the 9:30 p.m. Wednesday slot held by *Ellen*, while David E. Kelley's *The Practice* will get a chance to shine in the 10 p.m. Tuesday slot now occupied by *NYPD Blue*.

Entertainment President Jamie Tarses—speaking to reporters last week in Pasadena—promised that the Ellen DeGeneres comedy and the Steven Bochco drama will return for the May sweeps. Hall's sitcom will debut March 5, while *The Practice*, starring Dylan McDermott, will premiere March 4.

Tarses also unveiled a plan to package the final six episodes of *Murder One* as a miniseries that will air April 13, 14 and 17. She insisted, however, that the plan does not mean an end to the Bochco drama, now in its second year.

Moving *Murder One* will give ABC a chance to roll out Buena Vista Television's first prime time series, *Vital Signs*, a reality-based show that will debut at 9 p.m., Feb. 27.

The Wonderful World of Disney will stage a comeback at 7-9 p.m. Sundays next fall, leaving *Lois & Clark: The New Adventures of Superman* without a home. Yet Tarses said the Warner Bros. drama, which has suffered from stagnant ratings this season, will be back next year.

Two other midseason shows, in addition to the previously announced *Spy Game* and *Gun*, also are set to air. *Father's Day*, a spin-off from *Home Improvement*, and *Leaving LA*, a Warner Bros. TV drama about the Los Angeles County Coroners Office, are on the schedule, but no premiere dates have been set.

An awkward Tarses—still adjusting to the task of having to address reporters—said the workload will only increase following chairman Ted Harbert's resignation, effective Feb. 15 (see story, page 116). ABC Network Chairman David Westin, who also met with reporters last week, said there was no plan to replace the departing executive.



ABC will debut a comedy starring Arsenio Hall and Vivica Fox. Hall portrays a sports announcer for a cable channel.

As for the network's performance, Tarses took issue with descriptions like "troubled" in reports of the network's drop in households this season. She said ABC should be cited as number two in the adult 18-49 demo, not as third in total households.

"Essentially it's what we expected, but it's down 3 percent more than what we anticipated," she said. "We feel invigorated...we know what we have to do. And indications on every front are that we're on our way."

Plans for the May sweeps were unveiled—the series finale of *Roseanne*, the premiere of "Forrest Gump," "Disclosure" and "Little Rascals" and a new made-for-TV movie, *The Shining*, among them.

On the children's programing side, Geraldine Lay-

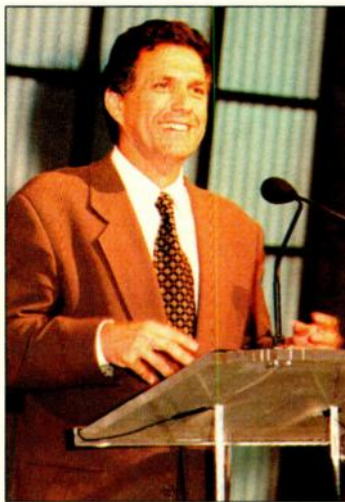
bourne, president of Disney/ABC Cable Networks, announced two animated shows that will premiere in the network's educational block on Saturdays next fall. *Pepper Ann* and *101 Dalmations*, along with the returning *Doug*, *Jungle Cubs* and *Winnie the Pooh*, will satisfy the FCC requirement, she said. Another animated show, *Recess*, also will debut next fall.

Laybourne dispelled rumors that the company's planned ABZ cable network for kids will be for preschoolers. She said the target is 2-20-year-olds, but would not elaborate: "I like to have things cooked before I announce them."

CBS to roll out Bochco police drama in fall

CBS Entertainment President Leslie Moonves announced a development slate for fall that includes a Barry Kemp-produced comedy series starring Tom Selleck and a police drama from Steven Bochco.

Freshman drama *EZ Streets* will get a second chance in March or April, Moonves said, while former NBC sitcom star John Larroquette will have a new home at CBS



CBS Entertainment President Leslie Moonves told the press about the network's new fall shows.

for a comedy sometime within the next two years. His name-sake show was canceled late last year after three and a half seasons on NBC.

And the network will continue to show its faith in the struggling *Everybody Loves Raymond* by picking up four more episodes, bringing the order to 22.

Bochco, whose multiyear deal with CBS began this month, will co-create with David Milch and Bill Finkelstein a cop

drama, *Brooklyn South*, that "will push the envelope [like ABC's *NYPD Blue*]," Moonves said. While enthusiastic about the prospects from Bochco, Moonves tried to make light of the producer's most recent contribution to the network—that of the Wednesday comedy *Public Morals*, which was canceled after one airing.

"What you remembered about Steven Bochco was a bad dream for all of us," Moonves said. He admitted later that "sometimes early on, it's not a great idea to order a series that you have to put on when you don't know as much about it as you should."

Moonves told reporters he could not come up with a reason that *EZ Streets* failed, but promised to air the two-hour pilot again and to keep the remaining nine episodes intact. "I think creatively, the show is right on the money," he said.

Displeased with constant references to the important 18-49 demographic, Moonves said that more attention should be paid to 25-54-year-olds—CBS's core audience. He predicted that within three years, half of the advertising buys will be based on the older baby boomers.

NBC to launch new dramas

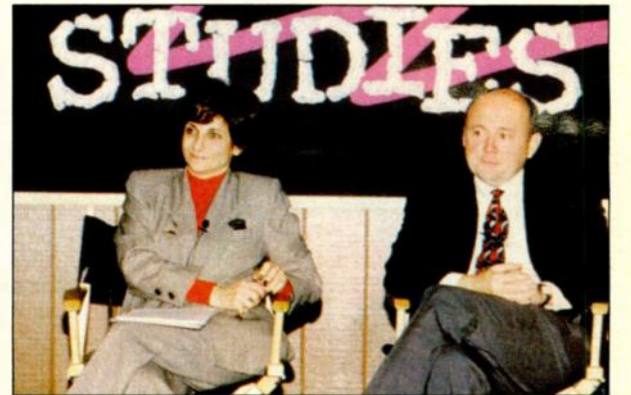
A new drama starring Kellie Martin will premiere in the Friday 10 p.m. slot occupied by *Homicide: Life on the Street* while a new Warner Bros. drama will preview in *ER*'s time slot March 6.

Beginning Feb. 28, the Martin vehicle, *Crisis Center*, will air for six weeks before *Homicide* returns to

its regular slot. Warner Bros.' *Prince Street* will preview in the *ER* time slot on March 6 before it moves to the 10 p.m. *Law & Order* slot March 12. *Law & Order* will temporarily move to *ER*'s slot for four weeks before returning to its old time slot.

Two other midseason replacements have been scheduled on NBC's lineup. *Chicago Sons* debuted Jan. 8, and *The Naked Truth* will debut at 9:30 p.m. on Jan. 16.

In other programing announcements, a one hour, 3-D season finale of *3rd Rock from the Sun* will air at 8-9 p.m. on May 18. Jamie will have her baby on the one-hour season finale of *Mad About You* on May 20, while a one-hour season finale of *Wings* airs May 21.



UPN President Lucie Salhany and Entertainment President Michael Sullivan talk to reporters in Pasadena.

Salhany high-fives UPN

UPN President Lucie Salhany said there is room for six networks, but insisted that UPN is the fifth, before fellow fledgling The WB.

"Our ratings are better. We showed tremendous increases this year. Our affiliate lineup is better. Our sales arm is going to be terrific," Salhany told reporters last week.

She also denied rumors of friction between UPN and the Paramount Television Group that had in turn fueled speculation she would be out of a job when Viacom exercises its option to buy 50% of the network, on Jan. 15.

Salhany, joined by Entertainment President Michael Sullivan, told reporters at the annual press gathering that it is too early to gauge how Viacom will flex its muscle. Viacom has pushed for the launch of a fourth night of programing sooner rather than later, but Salhany said UPN will stick with its plan to add another night during first quarter 1998.

"We don't have a movie night. I think that would be something we'd always look at," Salhany said. "Dramas are a possibility, but we really are very happy with comedy. And [Sullivan's] development is heavily comedy."

WB to launch fourth night in fall


A new comedy with Tom Arnold and a teen-friendly sitcom from the producing team responsible for *Full House*, *Family Matters* and *Hangin' with Mr. Cooper* will highlight The WB's 1997-98 fall season.

CEO Jamie Kellner also announced that the netlet will launch a fourth night of programing in late September or early October to avoid the shadow cast by the Big Four.

"These weaker, immature—whatever you want to call them—networks really get blown out of the water when the older networks put their new shows on," Kellner told reporters at the gathering in Pasadena.

Arnold, who starred in ABC's short-lived *The Jackie Thomas Show* and CBS's *Tom*, will star in and executive-produce a sitcom for The WB that will likely depict him as a single father who returns to his small hometown after a failure in the work world. The network has ordered 13 episodes of the yet-unnamed sitcom, which will be produced by Universal Television.

The WB also signed a 13-episode deal with the producing team of Thomas Miller, Bob Boyett and Michael Warren to create an 8 p.m. sitcom tentatively dubbed *The Girls Across the Lake*. Cindy Williams (*Laverne & Shirley*) is set to star as the headmistress of a private girls school. ■



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WHITHER NATPE

Continued from page 3

like Fox and Tribune to grow even bigger and thereby become more powerful players in both the buying and the selling ends of syndication.

Mergers and acquisitions continued apace in the production and distribution field, costing NATPE more than 50,000 square feet in exhibition space from the departure of such longtime participants as New World Communications and Multimedia Entertainment. Still, overall exhibition space for NATPE '97 is running ahead of last year, fueled by increased participation by international, new media and advertising companies.

Greg Meidel, chairman of Universal Television Group and 1997 NATPE chairman, says he's well aware of the concerns voiced by Jacobson and other colleagues: "I've talked to counterparts at major studios about how NATPE domestically doesn't serve the purpose it used to. But [Universal] doesn't go to NATPE...with

just the domestic marketplace in mind. The international component has become much more important."

The timing of the convention is dictated largely by the availability of exhibition space, which has to be reserved several years in advance, says NATPE President Bruce Johansen.

Over the long term, it's up to the membership to decide whether the convention should be pushed back to February or March, as it was in the mid-1980s. NATPE last took up the issue after the 1988 convention, when a survey found that a majority of the membership wanted the show moved to January.

"This debate is not new," Johansen says. "Every time syndication takes on a different life, NATPE does too. No matter what happens in the business, though, I think there will always be a need for NATPE as a lightning rod for the industry. It's a magnet that forces people to focus their ideas and firm up their plans at the start of each year." ■

WB/WGN

Continued from page 3

can drop its national coverage of the network by September 1997, sources say. But that is not a hard-and-fast deadline, they say. However, there is other pressure to move quickly: top cable operator TCI has indicated it may remove WGN-TV from many of its systems.

The WB has engaged Communications Equity Associates to assemble an investor group to acquire top-100 stations and secure them for The WB. The extent to which The WB will be an owner in that group is not clear.

The group's first station is KWBP(TV) Portland, Ore., already an affiliate of The WB. But as of last week, the deal had not been finalized.

At NATPE, the network will be recruiting Big Three affiliate groups for the small-market WeB project. The WB confirmed it has signed two TV groups—Benedek Broadcasting and Smith Broadcasting Group. The network is talking to others, including Retlaw Broadcasting, Federal Broadcasting and Lamco Communications.

Retlaw President Ben Tucker says he is trying to resolve several issues with The WB, including revenue splits, promotional commitments and length of contract. The WB wants a five-year deal.

Retlaw's analysis indicates that the cable services wouldn't break even by then,

Tucker says. Retlaw wants a 10-year deal.

Benedek, which owns 22 ABC, CBS and NBC affiliates, intends to strike retransmission deals with cable operators in exchange for carriage of its WeB stations.

There are no agreements with cable operators, says Benedek owner Richard Benedek, "but we have received a positive response and have sold them on the idea."

The WB has encouraged several affiliates to apply for new TV licenses that became available in the top-100 markets last fall. The WB provided money for legal and engineering costs for TV groups applying for new stations, says Washington lawyer Vince Curtis, who organized the effort.

Grant Broadcasting, Pappas Telecasting, Fant Broadcasting and David Maltz applied for 41 stations in or near the top 100 markets, Curtis says.

The WB-backed applicants are not certain to get the licenses. Others have applied for many of them, and the FCC still hasn't worked out new criteria for choosing among competing applicants. Senate Commerce Committee Chairman John McCain favors auctioning the licenses.

Meanwhile, The WB has begun to renew many affiliate deals set to expire in 1997. One executive says that so far this year, only a handful have come up for renewal; all were renewed except one, which is changing ownership. ■

Closed Circuit

NEW YORK

Martha to 'This Morning'

Martha Stewart will join *CBS This Morning* as a weekly contributor (and give up similar segment on NBC's *Today*) starting on Feb. 11. Stewart is set to do a segment every Tuesday at 8:45 a.m. As part of the new deal, Stewart will have opportunities to contribute to other CBS News broadcasts, sources say. Stewart has a separate deal to do CBS prime time specials, while her new syndicated strip is being handled by CBS's Eyemark.

Saturday slack

CBS affiliate relations department is letting stations know there will be some flexibility on scheduling of the planned new two-hour Saturday morning news show. Network will send feeds at both 8 a.m. and 9 a.m., per request of many stations.

HOLLYWOOD

Vintage Diller

Look for Barry Diller to shake up the Association of Local Television Stations convention this week with his keynote address today (Jan. 13). Diller, chairman of HSN Inc., is plunging into the local TV fray this year with plans to transform Silver King Communications' UHF group, now Home Shopping Network affiliates, with locally oriented programming. Diller is expected to call on broadcasters to fight off the regulatory zealots in Washington by taking more risks on innovative programming. By providing a broader range of information and entertainment options, broadcasters can reaffirm the industry's right to use the public airwaves free of charge. And that, Diller is expected to argue, could go a long way toward ending the threat of a digital spectrum auction.

WASHINGTON

McCain wants FCC slots filled

Senate Commerce Committee Chairman John McCain (R-Ariz.) says he's "a little impatient" on getting the open FCC commissioner's slot and Jim Quello's slot filled. "The [White House] needs to get names over as soon as possible so we can get going on that." McCain is likely to get his way by the end of January or the beginning of February, sources say. FCC Common Carrier Bureau Chief Regina Keeney and FCC General Counsel Bill Kennard are still expected to be the White House's nominees. McCain warns that if the administration wants speedy confirmation of its Commerce and Transportation department secretaries, it had better get moving on the FCC jobs.

NEW YORK

Leaving Lifetime

Sheri Singer, vice president, movies and dramatic series, Lifetime Television, plans to leave the network at the end of the month to form a new movie production company, Singer/White Entertainment, with her husband TV movie producer Steve White. Three other Lifetime programming executives—VP Peggy Allen, director of original programming Lisa Nee and director of program planning Paul De Benedittis—are also exiting the network in the wake of the appointment of new senior VP of program-

ing and production, Dawn Tarnofsky.

CBS does high-definition "taste test"

CBS has performed a high-definition TV "taste test" at its Studio Center in Los Angeles, using four different cameras—16mm, Super-16, 35mm, and high-definition—to shoot footage of *Seinfeld*, which is produced at the CBS facility, and of two female models. CBS transferred all the footage to high-definition tape and edited it together, then had technical observers view the footage without knowing which format they were watching. "Super-16 looked like home movies, with a lot of noise and dirt presence," says CBS engineering VP Bob Seidel. "But the high-definition camera and the 35mm were almost indistinguishable—the high-definition actually had a little better resolution than the 35mm." CBS will present a paper on the test at NAB '97.

NEW ORLEANS

Animated opening

NATPE's kickoff general session Jan. 14 will feature a 3-D opening courtesy of Medialab and its real-time performance animation technology, which is responsible for over 20 "virtual broadcasters" worldwide. Paris-based Medialab's Cleo (pictured), hosts her own show, *Cyber Flash*, on France's Canal+ (of which Medialab is a subsidiary), and word has it she will make a cyber flash of her own on this side of the Atlantic in a virtual appearance in New Orleans.



WASHINGTON

Wrapping up leased access

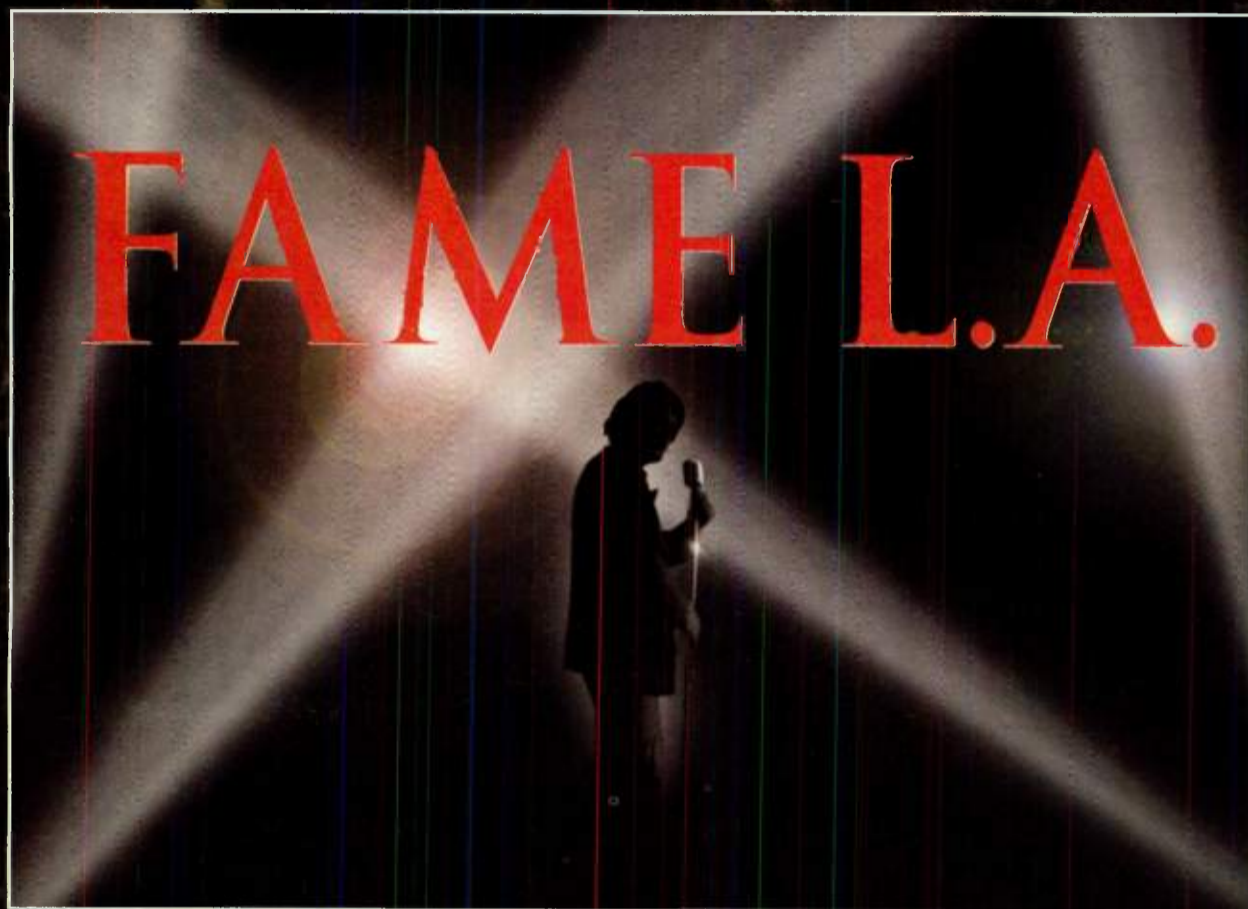
FCC commissioners last week were reviewing a plan to wrap up their effort to boost leased-access programmer efforts to find space on cable systems. Last March, commissioners proposed revising the formula cable operators use to set leased-access channel rates, but sent their proposal back to the drawing board after cable operators said it would go too far in cutting the rates. FCC officials say a majority of the commissioners now have agreed in principle to a new rate-setting plan. Sources following the proceedings say they expect the new plan to incorporate a cable industry proposal to replace the current "highest implicit fee" formula with a system for charging the average implicit fee.

DARS rules on short list

Satellite radio is back on the FCC's short-term agenda. Commissioners last week received the International Bureau's proposal to set digital audio radio satellite (DARS) rules. The satellite radio proceeding has been stalled since last May, when Representative John Dingell (D-Mich.) questioned the FCC's plan to give DARS applicant CD Radio a license as part of a "pioneer's preference" award. A panel of government experts outside the FCC has since recommended that none of the DARS proponents receive a pioneer's preference, and the applicants have withdrawn their bids for the award.

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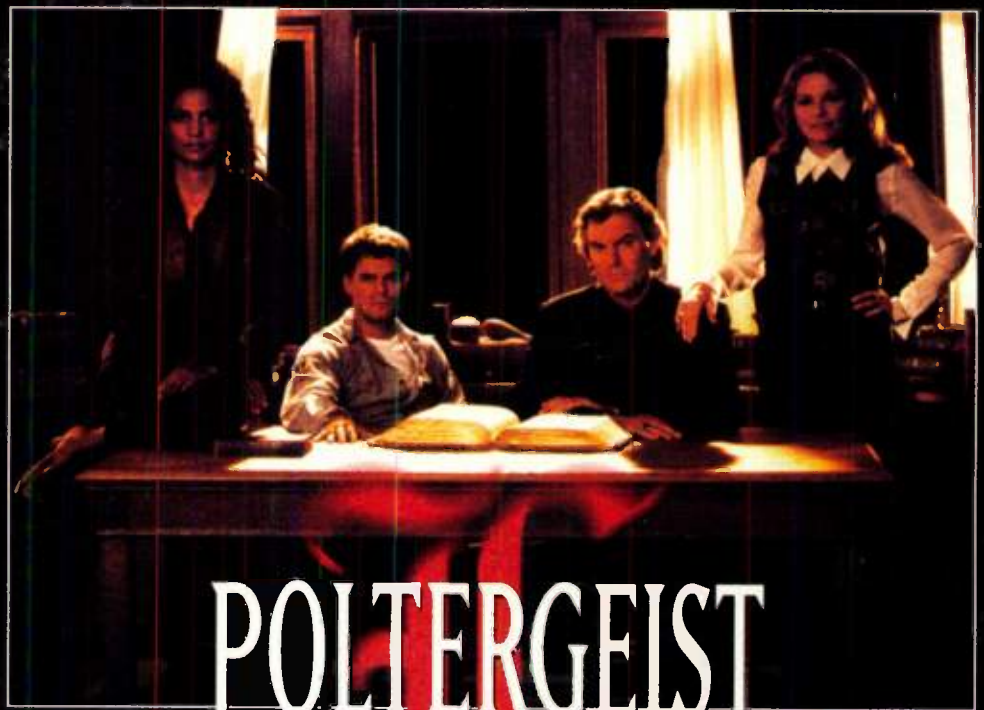
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SUPPORTED

Simon's exit could create policy gap

Departing White House telcom broker says duties may be split among others

By Heather Fleming

Led by Vice President Al Gore, the Clinton administration has played an unusually active role in communications policy, arguably greater than that of any previous administration.

The man chiefly responsible for asserting the administration's will on telcom matters has been Greg Simon, Gore's chief domestic policy adviser. Simon is leaving his post next month for the more lucrative private sector, but he leaves behind a reputation as an effective, behind-the-scenes dealmaker with the ability to keep the FCC and the administration's many voices on the same policy page.

Simon was a force on numerous key issues, including the 1996 Telecommunications Act, V-chip ratings, kids TV and wiring the nation's schools, libraries and hospitals to the information superhighway.

"Our office acted as the broker and the Vice President was a yenta [matchmaker] to bring groups together to get an agreement that we can all be proud of," Simon said of both the kids TV deal and efforts to wire schools.

Simon's imminent departure raises the question of how the

administration will coordinate communications policy in its second term. Simon suspects that many of his communications policy responsibilities may be parceled out to various people in the administration.

Indeed, the White House last week created a new telecommunications policy position that will be filled by Kathleen Wallman. A former chief of the FCC's Common Carrier Bureau, Wallman—who now is deputy counsel to the President—will take on key legal and regulatory issues including telecommunications in her new role as chief of staff and counselor to the National Economic Council.

The focus of Gore's chief domestic policy adviser may shift to other issues, including space, science and technology research and development, as well as some health care policy issues, Simon says.

And that may be appropriate, says a senior congressional aide. "Does the administration need another Simon? I think the issues we're dealing with now are a lot different than when he came in," the aide says. Implementation of the telcom act, the aide says, properly



Greg Simon has been the communications point man for Clinton and Gore.

shifts the focus to the FCC.

But others predict that the White House will continue to take an activist role on telcom matters. "With all due respect to Greg, the reason he played such a prominent role in telecommunications and technology was not just because Greg was interested [in these issues], but the Vice President was very much interested in those areas," says a communications lobbyist. "Whatever the staffing changes in the White House or Vice President's office are, the basic interest and commitment of the Vice President and President would

seem not to change."

A Clinton administration official says that dividing Simon's responsibilities among several people would be a serious mistake. "There has been no question in the administration who the final spokesperson was in the White House on these issues. At the end of day, people knew that Greg spoke for the President and Vice President," the official says.

Simon, who has earned the absolute trust of the Vice President and President, cannot be replaced, but dividing his responsibilities would be an "invitation to disaster" resulting in "difficult turf battles."

Simon has been Gore's chief domestic policy adviser since 1993, but did not take on communications policy issues until January 1994, when Roy Neel left his position as Gore's chief of staff to become U.S. Telephone Association president. Simon needed to quickly get up to speed on telecommunications issues after being thrown into the job in the middle of a rewrite of the nation's 60-year-old telecommunications laws.

As the man in charge of the administration's day-to-day communications policy opera-

tions, Simon was considered a key player in brokering a deal on the telecommunications bill. He was also part of a weekly meeting with Gore and key officials from the National Telecommunications and Information Administration (NTIA) Office of Science and Technology Policy, National Economic Council and Office of Management and Budget in hammering out bill issues.

"What he's doing is not about Greg Simon; it's about keeping Bill Clinton and Al Gore happy," says NTIA chief Larry Irving. "Greg is one of those true professionals who you don't know what their ideology is. That's why Greg is so well regarded."

Tom Kalil, senior director of the White House's National Economic Council, also speaks highly of Simon. "Greg brings together a rare combination of policy expertise, political savvy and commitment to the public interest."

Simon is credited with taking the lead in administration efforts to limit deregulation broadcast ownership. The final deal liberalizes—but does not eliminate—radio ownership rules and allows the FCC to decide whether owning two TV stations in a market would be permitted.

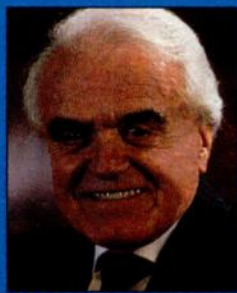
The administration also pressed for the V-chip language in the legislation and for a role for the Justice Department in overseeing Bell company entry into the long-distance tele-

Association chiefs: The bottom lines

BROADCASTING & CABLE's annual salary survey of the communications industry's trade association heads again shows Motion Picture Association of America President Jack Valenti leading the pack. National Cable Television Association's Decker Anstrom places a distant second and National Association of Broadcasters' Edward Fritts comes in third. Following are salaries of the trade association presidents and executive directors. The figures are obtained from the most recent IRS tax filings. The number in parentheses is the previous year's salary.

- Jack Valenti, Motion Picture Association of America: \$921,377 (\$872,165)
- Decker Anstrom, National Cable Television Association: \$675,173 (\$536,087)
- Edward Fritts, National Association of Broadcasters: \$501,500 (\$440,000)
- Roy Neel, United States Telephone Association: \$404,709 (\$614,000)
- Steve Effros, Cable Telecommunications Association: \$330,000 (\$335,000)
- Chuck Hewitt, Satellite Broadcasting and Communications Association: \$288,000 (\$253,258)
- Jim Hedlund, Association of Local Television Stations: \$285,000 (\$265,772)
- Margita White, Association for Maximum Service Television: \$233,000 (\$205,000)
- David Brugger, America's Public Television Stations; \$155,000 (\$149,200)
- Andy Kreig, Wireless Cable Association \$100,000

Notes: Salaries for Effros, Hedlund, Hewitt, Neel and Valenti are for calendar year 1995. Brugger's and White's are for year ending June 30, 1996; Anstrom's for year ending January 31, 1996; Fritts's for year ending March 31, 1996; and Kreig's for year ending August 31, 1996. White's salary for fiscal years '95 and '96 includes a \$35,000 compensatory payment due to retirement plan change. Neel's salary for last year includes bonuses. Kreig has been acting president since January 1, 1997. Richard Alston, who was president of Wireless Cable Association from May 1, 1996–January 1, 1997, was making an annual salary of \$175,000. Hewitt earns a salary of \$30,000 from the association, but is paid an additional \$300,000 through a management contract. Salaries do not include payments to employee benefit plans or expense accounts.



Valenti



Anstrom



Fritts



Neel



Effros



Hewitt



Hedlund



White



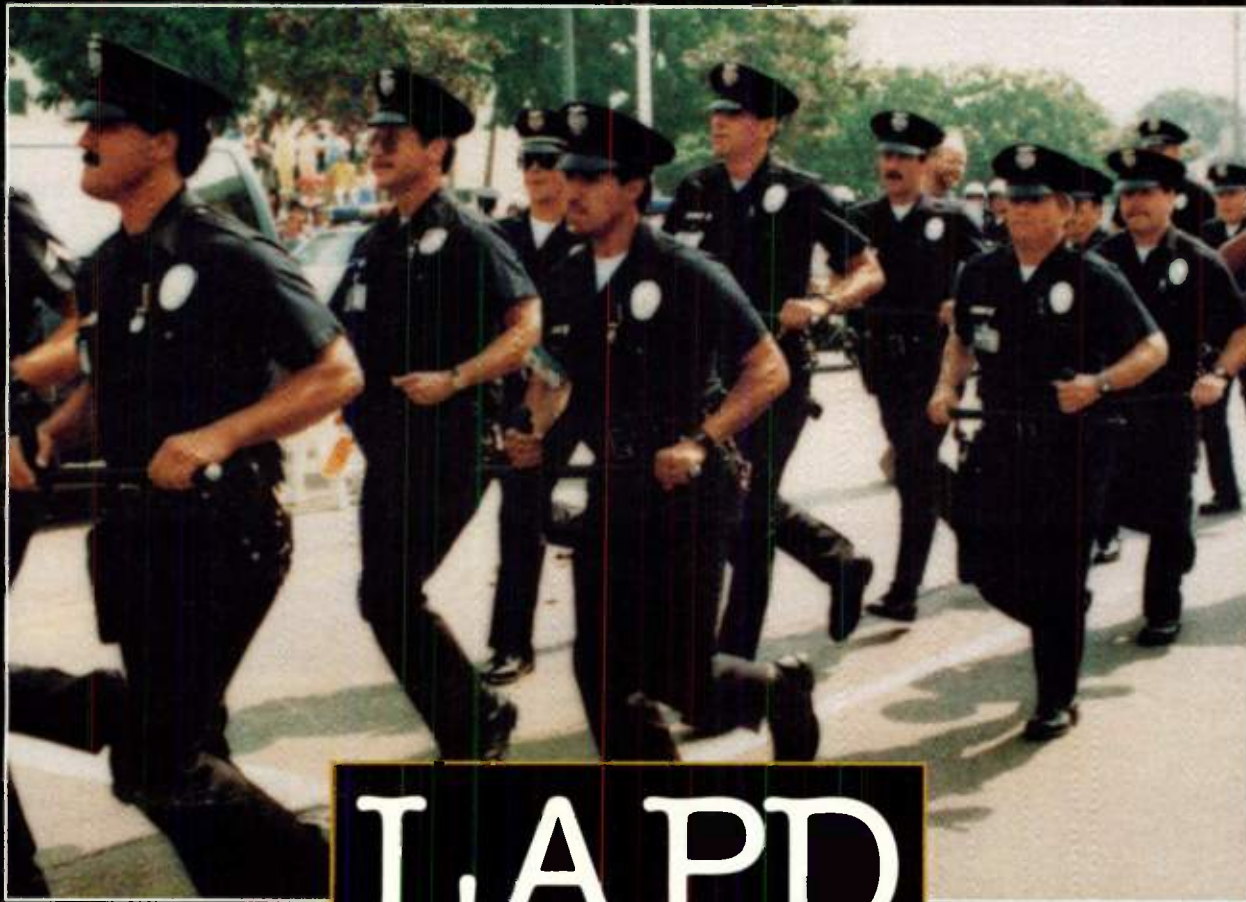
Brugger



Kreig

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phone market. Gore threatened a presidential veto if the issues were not resolved to their satisfaction.

Even after the legislation was signed into law, some broadcasters threatened to challenge the V-chip law in court. But the administration again helped reign in the industry. After intense negotiations with top media executives, a high-profile meeting was set at the White House to announce the TV industry's capitulation on the issue.

The White House was also involved in closing the deal on kids TV, which came after marathon negotiations between Simon, broadcasters, FCC officials, children's TV advocates and Representative Edward Markey's (D-Mass.) office.

"[Simon] will be sorely missed, as he seemed to be able to balance the equation between the FCC, the Hill and the administration as well as anyone I've known," says National Association of Broadcasters President Eddie Fritts, who worked with Simon on the kids TV deal. "He's probably the best that we've ever dealt with. He understands the policies, their impact and the politics of how to get things accomplished."

Simon has worked for the vice president since 1993. He first hooked up with Gore in 1991 as Gore's legislative director in his Senate office. Before joining Gore, he served as staff director and counsel to the House Science, Space and Technology Subcommittee on Investigations and Oversight.

Married, with two children, Simon says he plans to stay in Washington and will continue his work on communications issues. He has not yet accepted a new position. ■

EchoStar, Primestar after ASkyB DBS slot

Satellite broadcasters are still gunning for ASkyB's DBS slot. Two of them last week asked the FCC to take another look at last month's decision to grant the MCI/News Corp. venture its license to deliver a service. Cable companies had opposed the license, pointing to foreign ownership restrictions and British Telecommunications' plans to acquire MCI. The FCC's International Bureau last month said the ownership caps don't apply to subscription DBS services. "The history of the adoption of the DBS rules belies this claim," EchoStar told the FCC in arguing that the foreign ownership restrictions should apply to all DBS operators. Primestar made a similar argument, maintaining that the bureau exceeded its authority in deciding the foreign ownership restrictions should not apply to subscription DBS services.

Also seeking a review of the decision was the National Association for Better Broadcasting, which said the bureau's decision not to subject MCI's application to foreign ownership and other requirements could affect terrestrial broadcasting. "The reasoning of this shocking decision...would permit convicted murderers, swindlers and child abusers to apply for and receive broadcast licenses and renewals from their jail cells," the group said.

High court rebuffs Advanced Communications

The Supreme Court last week rejected Advanced Communications' request to review the FCC's 1995 decision to reclaim the company's DBS channels. The commission last year auctioned the reclaimed channels to MCI and EchoStar.

Digital plan opponents take two weeks more

The FCC last week gave opponents of its digital TV channel assignment plan two more weeks to assemble an alternative proposal. Sinclair Broadcast Group and Sullivan Broadcasting Co. earlier this month asked the FCC to postpone the channel assignment for two months. The groups said the FCC plan does not provide UHF stations with enough power for digital TV. The groups said they needed a 60-day extension to develop and propose a solution. The commission said it does not want to slow down the rulemaking effort, but agreed to extend the reply comment deadline to Jan. 24.

SBCA attacks local ordinance

The Satellite Broadcasting and Communications Association (SBCA) says Meade, Kan., is violating the FCC's new rule barring local restrictions on TV receiving equipment. The commission adopted the rules last year as part of its effort to implement the 1996 Telecommunications Act. The SBCA has filed a petition with the FCC maintaining that the Meade ordi-

nance violates the new rule. Comments on the group's petition are due Feb. 7.

McCain targeting campaign airtime

Senate Commerce Committee Chairman John McCain (R-Ariz.), author of campaign finance reform legislation, said the "time is ripe" for campaign finance reform and that free airtime for federal candidates is a "fundamental" part of it because 70%-80% of money spent in any Senate race is spent on TV ads. The Commerce Committee will not take the lead on campaign finance reform, but McCain says he will hold "early" hearings on TV ratings and cable and telephone rates that have risen since passage of the Telecommunications Act.

Washington Watch

Edited By Chris McConnell and Heather Fleming

Replanted Fields

Retired representative Jack Fields (R-Tex.), former chairman of the Telecommunications and Finance Subcommittee, is setting up shop as a government affairs

and foreign trade consultant primarily in the telecommunications arena. Texana Global, Fields's Houston-based international trade operation, will specialize in trade with China, Brazil, Argentina and Chile. The Washington division of Texana will be known as 21st Century Group and will handle the government affairs work. Fields's longtime congressional aide, Cindy Wilkinson, has moved over to the new firm.

Bingaman joins LCI

Anne Bingaman, former assistant attorney general of the Antitrust Division at the Justice Department, has joined long-distance telephone company LCI International as senior vice president and as president of LCI's local telecommunications division. LCI, the nation's sixth-largest long-distance carrier, has permission to offer local telephone service on a resale basis in 17 states and Washington.

Coble nominated

Representative Howard Coble (R-N.C.) was officially nominated as chair of the House Courts and Intellectual Property Subcommittee, but the final OK will not come until the full Judiciary Committee meets later this month. The subcommittee has jurisdiction over copyright issues, including the Satellite Home Viewer Act.

Name change

Former FCC general counsel Diane Killory has a new name, Hinson, having recently married Charles Hinson, a nuclear engineer and art dealer. Hinson continues to build communications practice at Morrison & Forrester along with former FCC bureau chief Cheryl Tritt.

New staffers on Hill committees

The beginning of the 105th Congress won't just see changes at the top. As usual with a new congress, massive changes are underway at the staff level.

In the House Commerce Committee, telecommunications counsel Cathy Reid is leaving to join the law firm of Williams and Jensen. John Morabito, Justin Lilley and Patricia Paoletta have all joined the House Commerce Committee as telecommunications counsels. Morabito served as the FCC's deputy chief for the accounting and audits division of the Common Carrier Bureau. Lilley joins the committee from the law firm Halprin, Temple, Goodman & Sugrue in Washington. Lilley, son of former CBS Washington lobbyist William Lilley, also served as a Republican staff member for the House Energy and Commerce Committee from 1988 to 1993. Paoletta comes from the Office of the U.S. Trade Representative, where she was director of telecommunications trade policy.

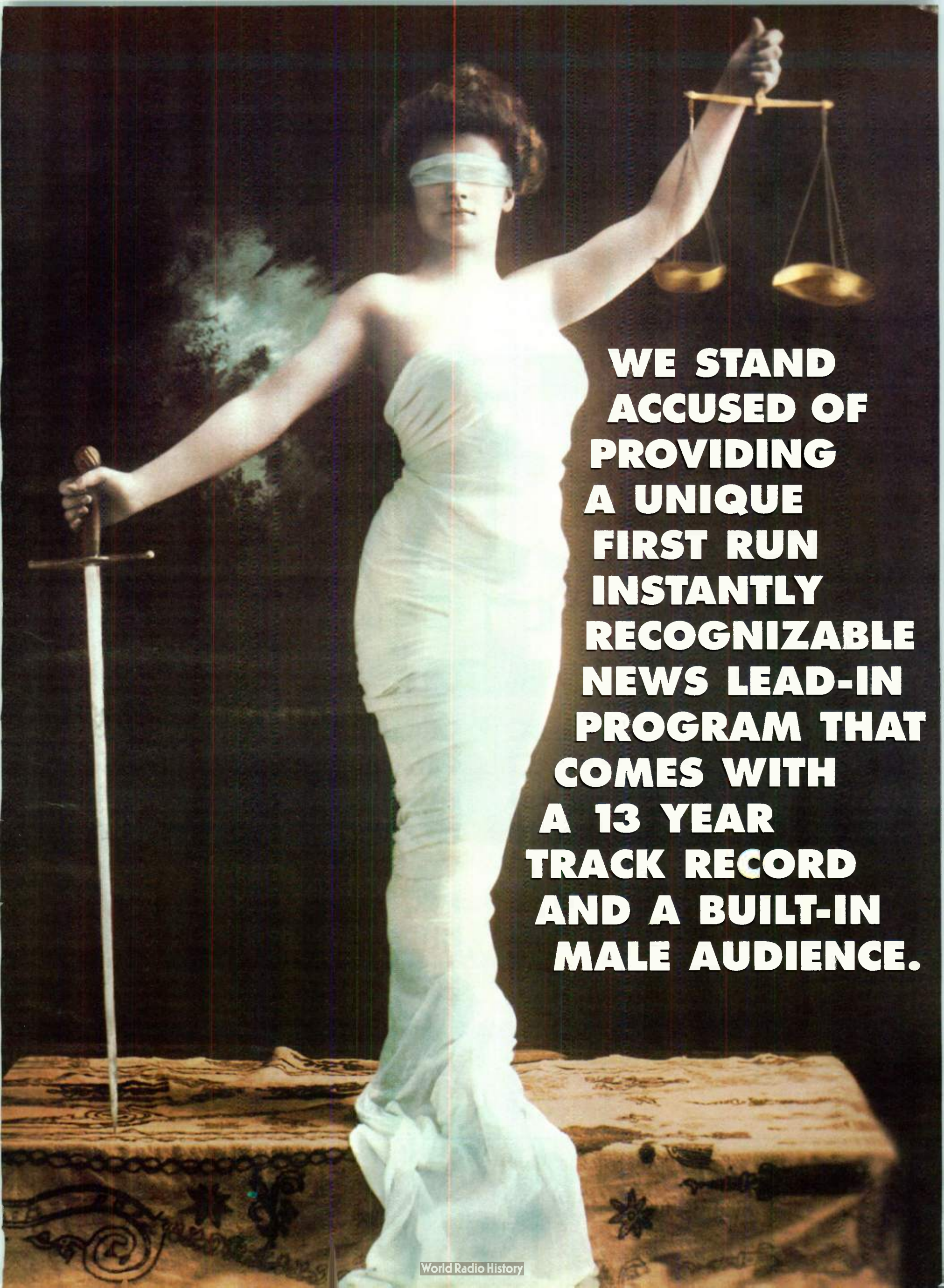
On the Democratic side of the aisle, David Leach will continue on as Representative John Dingell's (D-Mich.) professional staff member handling telecommunications. Longtime minority staff director and chief counsel Alan Roth has joined the law firm of Bryan Cave. He is replaced by Reid Stuntz, who has worked for Dingell as minority general counsel and staff director and chief counsel of the Subcommittee on Oversight and Investigations.

House Telecommunications Subcommittee Chairman Billy Tauzin (R-

La.) has signed Whitney Fox as telecommunications counsel and liaison to the subcommittee. Fox comes from the FCC, where she worked in the competitive pricing division of the Common Carrier Bureau.

At the Senate Commerce Committee—under its new chairman, John McCain (R-Ariz.)—longtime McCain aide Mark Buse will head the committee's legislative efforts. Lauren "Pete" Belvin and Brett Scott will serve as telecommunications counsels. Belvin formerly worked as FCC Commissioner James Quello's senior legal adviser. Scott has worked as counsel for Senator Conrad Burns (R-Mont.) for more than a year and a half handling telecommunications, judiciary, government affairs and finance issues.

Fewer changes are expected in the Judiciary committees. Tom Mooney will continue to serve as chief counsel of the House Courts and Intellectual Property Subcommittee, which handles copyright issues. Mitch Glazier will continue to serve as counsel the subcommittee. In the Senate, Edward Damich will continue on as the chief intellectual property counsel for the Judiciary Committee and Shawn Bentley will continue as counsel for the committee. Bruce Cohen, chief minority counsel for the Antitrust, Business Rights and Competition Subcommittee in the 104th Congress, will continue working for Senator Patrick Leahy (D-Vt.), who moves up to the ranking position on the Judiciary Committee. Counsel Beryl Howell will also continue on with Leahy. Other changes are still likely on both Judiciary committees. —HF

A woman in a white dress, blindfolded, holding a sword and scales of justice. The woman is standing on a patterned rug, holding a sword in her right hand and a pair of scales in her left hand. She is blindfolded with a white cloth. The background is dark and moody, with some light reflecting off the woman's dress and the scales.

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PROVIDING
A UNIQUE
FIRST RUN
INSTANTLY
RECOGNIZABLE
NEWS LEAD-IN
PROGRAM THAT
COMES WITH
A 13 YEAR
TRACK RECORD
AND A BUILT-IN
MALE AUDIENCE.**

THE FOLLOWING STATIONS HAVE FOUND US GUILTY AS CHARGED.

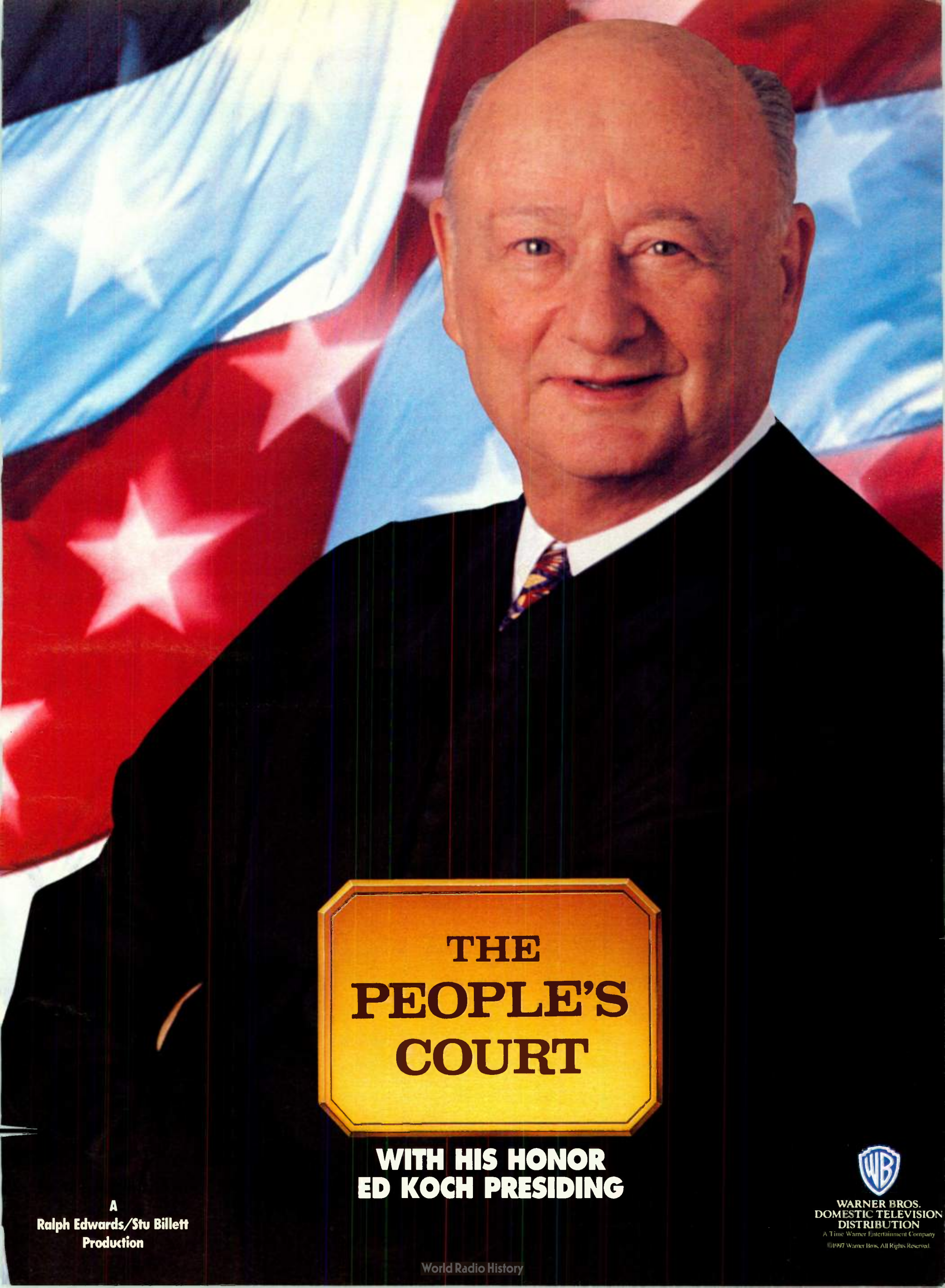
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MIAMI
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HARTFORD
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COVER STORY



The Lettermen: Greg Nathanson, Rick Jacobson and Mitch Stern quarterback a newly combined Fox/New World

Charting a New World for Fox

It took a year for News Corp. to put all the pieces in place, but now Rick Jacobson, Mitch Stern and Greg Nathanson are gearing up for the formidable job of realizing a return on Rupert Murdoch's \$3 billion investment in New World Communications.

Murdoch made headlines last July with his record-setting acquisition of New World's 10 major-market Fox affiliates. Overnight, the deal made Fox the biggest of the big in broadcasting, giving Twentieth Television an unprecedented edge in launching first-run programming.

To maximize that potential, Jacobson, president/COO of Twentieth, and Stern, president of the station group, recruited Nathanson back into the Fox fold in October as executive in charge of development for Fox Television Stations and Twentieth Television. "Synergy" may be a hackneyed term these days, Jacobson admits, but synergy is what they're striving for.

In recent months, the trio has been questioning much of the conventional wisdom in broadcasting, such as the relevance of the annual NATPE convention and the effectiveness of launching a show during the mid-September crush.

In rethinking the process, they're trying to break some molds—like picking former NFL star Terry Bradshaw to host a female-oriented, celebrity-driven daytime vehicle, *The Home Team*. Nathanson wants to build up a farm team of creative

talent for the network by giving up-and-comers a chance to prove themselves on first-run productions, such as the upcoming sitcom *Student Bodies*.

Although Twentieth intends to become a bigger contributor to the Fox O&Os, the station group has no plans to close its door to outside suppliers. Although at times they may face competing agendas, Jacobson, Stern and Nathanson say the overriding goal is to enhance the value of the stations.

The camaraderie among the three men is palpable. Stern calls Nathanson "the only guy I ever worked for who I liked." The two worked together at Fox's KTTV(TV) Los Angeles, where Nathanson was general manager before moving to the post that Stern now holds. Stern spent eight years with CBS television stations before joining Fox Television Stations as vice president/CFO in 1986.

Before he joined Twentieth in late 1995, Jacobson headed Tribune Entertainment for one year during Nathanson's four-year stint as general manager of Tribune's KTLA(TV) Los Angeles.

In a conversation last month with BROADCASTING & CABLE's Cynthia Littleton, the trio talked about the state of syndication and plans for the future. Gazing at the view of Century City from Jacobson's 21st-story office in the Fox compound, Nathanson signaled it was time to wrap up the interview by asking: "Can we talk about the V-chip now?"

Can you describe the organizational setup among the three of you?

Jacobson: It's that terrible word—synergy. Buying New World was part of the plan to control your own destiny by having a station group and a launching pad for the programming that [Twentieth Television] develops. Not everything we do will be developed for the station group—certainly we can't be the only supplier for them. But no matter what, we need to develop product for the station group. Greg fills that position of not only being a development executive for Twentieth but also working with the station group to coordinate that process so we know what the stations need.... The stations are in the development process from the very beginning. If they are in the process

from the beginning, we won't be coming back to them with something they don't want.

Can you us an example of synergy at work?

Jacobson: Sure—*Student Bodies*. One of the first things we talked about wanting to do was a weekly half-hour sitcom that ultimately could become a Monday-Friday strip for the stations, because those types of programs aren't coming off the networks anymore. I thought it was a good idea, because if the Fox stations need them, other stations probably need transitional sitcoms too. We developed the concept, shot a pilot, showed it to Mitch and Greg and they agreed to go forward.

Nathanson: If we do it properly, the whole company will benefit. The show will be shot for a lower budget than a network sitcom, but we're going for a higher quality than some of the [cable] sitcoms.... Our ultimate goal is to do one or two of this type of show and build a young writing staff—finding them at colleges and giving them internships. Then maybe they can get into the network and into 20th Century Fox Television [Fox's network production arm] and start developing shows for them. We'll give them training, kind of like Triple-A ball. The goal of the whole thing is to work with all the divisions. It's good for the syndication company, good for the station group and, in my eyes, ultimately good for the network because we're trying to build a young crop of Triple-A

ballplayers who will eventually make it to the major leagues of sitcom writing. Those are a hard commodity to find in television these days.

Stern: What we're trying to do actually goes back to the roots of Fox. When we first started out, we did stuff like this. The station group developed shows, and most of them went to the network—*America's Most Wanted*, *Cops*. One thing that makes Fox different from other companies is that it hires people and then allow them to alter the organizational structure of the company. We all have [executive] titles, but all these ideas cross the organization.

With Fox leading the charge, 1996 was a record year for station trading and consolidation. How has that changed the way Twentieth Television does business?

Jacobson: It's changed the dynamics greatly, and it's changing the role of the syndication sales staff. The role of the sales staff is less in the launch than in maintenance when the programs get on the air. The dynamics have changed for us because of all the consolidation below us—look at the growth of Sinclair Broadcasting, for example.

True, the emergence of station groups with that kind of reach is changing the way syndicated programming is bought and sold. Do you think consolidation has diminished the importance of the annual NATPE convention?

Jacobson: I think the importance of NATPE as a selling convention has lessened greatly.... I don't understand why for 51 weeks out of the year we do business one way, then for three days we do it entirely differently. The fact of the matter is that we, as well as other distributors, come to the convention now with 40% to 50% of the country cleared because a large number of the people we used to see there are now part of bigger groups.

Have you made a firm decision not to attend NATPE in 1998?

Jacobson: We will probably attend in some way, but not with the same kind of presence we will have this time around.

Is it a cost issue?

Jacobson: It's not just a matter of cost, it's because the business has changed.... The timing of NATPE is bad for doing business in many markets. By the time the convention comes in January, stations haven't had time to analyze how they're doing before they're forced to make programming decisions. A perfect example of that this year was *Gordon Elliott*. We've gotten a lot of upgrades on the show this month, but we won't know until at least the middle of March what the effect of those upgrades will be. I think the timing of the convention is part of the reason that nothing stays on very long. People have to make decisions before they know what's going on. I think the purpose of [the NATPE conference] has to be rethought, I really do.

Nathanson: A lot of markets still don't have overnights, so the November book is the first real idea of how they're doing. A lot of stations don't get their books until mid-December; then you've got the Christmas holiday, the New Year's holiday and—boom—here's NATPE. This year, some people have had about five working days to decide about what is working on their schedule. When you buy a show at NATPE, it's usually not coming for nine months, but a lot of people have only five days to make that decision. I think that's one of the reasons syndication is so unsuccessful these days.

Jacobson: We're our own worst enemies too. We're

certainly out there trying to replace shows, and we're also out there saying to buyers, 'For my show, please give me time; for the other guy's show, please replace it with mine.' We're part of the problem. That's why stations need a February book to really evaluate how they're doing.

Is developing programs at the local level part of your long-term plan for Twentieth?

Jacobson: With 22 TV stations? Absolutely. If you look at the history of successful first-run syndication—*Oprah*, *Regis & Kathie Lee*, *Donahue*, *A Current Affair*—they all started at the local level. When we consider what it costs to develop a show, make a pilot and have a sales staff on the road for nine months—that costs millions of dollars. If we can develop a better show over time on the station group, we will save some on that process.

Stern: As they say, all politics is local. I really think all television is local. We know that some of the most creative stuff on television right now is coming from the local level. There are a lot of creative ideas coming out of [the Fox O&Os'] morning news shows.

Nathanson: ABC basically created *Oprah Winfrey* and *Regis & Kathie Lee*, but it didn't have the operation to take [the shows] out nationally.

On the flip side, is it economically feasible to produce non-news programs strictly for the Fox O&Os?

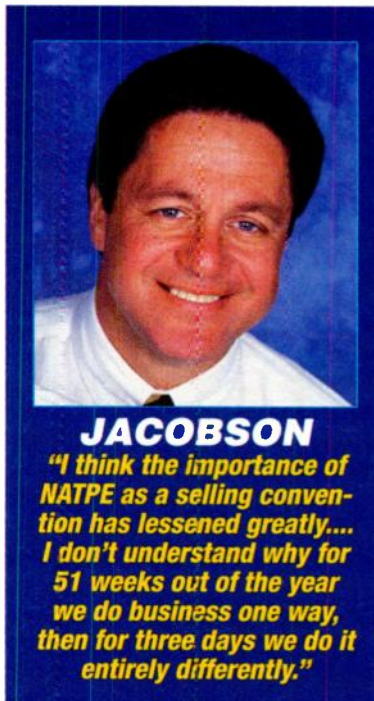
Stern: The [geographic] distribution of the station group does allow for that kind of production; the economics will work. The key, of course, is the creative talent.

Jacobson: Also, with 40% of the country, if we try to do something on all the stations, I know we can go to national advertisers, because there's real value in that inventory... so long as that inventory isn't more valuable to the stations. We can sell to national advertisers to help finance that kind of development.

Aside from doubling your size and reach, what do the New World stations bring to Fox Television Stations that you didn't have before?

Stern: As we've said, there's a lot of potential in the business right now that you can harness only with a group this size. The pride of the New World stations as a whole is their news operation. It gives us the chance to do things groupwide for the Fox News division. Now that we're covering a much larger portion of the country, we have the beginnings of a national newsgathering organization.

Nathanson: The uniqueness we provide to the creative community is basically one-stop shopping. We hope it's going to bring us the best talent and best creative ideas. If [a producer] goes to another major distributor, they have to sell their idea to him and then that distributor has to go out and sell it to stations. All you have to do here is talk to the three of us; if it's an idea we all like,



JACOBSON

"I think the importance of NATPE as a selling convention has lessened greatly.... I don't understand why for 51 weeks out of the year we do business one way, then for three days we do it entirely differently."

[a project] can be ready to go in 40% of the country overnight.

When the News Corp./New World merger was announced, [Fox Television CEO] Chase Carey made no bones about Fox's disappointment with the way New World's management handled the stations' transformation from Big Three affiliates to Fox in 1994 and 1995. What will you do differently now that you own them?

Stern: What I think happened with New World was that they made their stations a secondary priority to the program development area. They didn't buy the best programs for their stations; they assumed they could produce strong programming for themselves. That didn't happen. I think it was a very high-risk corporate strategy. With us, the stations

are at a much higher level of importance to the corporation. I will buy strong programming, like *Home Improvement* and *Seinfeld*. My priority is to make access and early fringe very strong, to build up the network. Building Fox was obviously never the main function of New World [management]. They saw the network as an island when, in fact, a lot of your success is based in prime time.

Jacobson: One of the reasons we think [the new organization] will work is because we all understand that the biggest asset to this company is the owned-and-operated stations. Enhancing the value of those stations is what Twentieth is trying to do. Do I wish Mitch never bought a show from somebody else? Probably, but that's impossible.

Stern: We need to buy the best shows out there to keep these stations and these time periods very highly rated to benefit all parts of the company. The idea of a group doing all its own programming is like saying a network could develop its entire schedule internally. It's just not possible.... If you look at our station in Chicago, a few years ago it was by far our weakest station. By buying *Home Improvement* and *Seinfeld* and having *The Simpsons*, we have built such an enormous 5 p.m. to 7 p.m. block, it's changed the whole nature of the station. Prime time has grown tremendously and so has our news.

Do you think alliances between stations and suppliers, such as the Access Hollywood deal Twentieth inherited from New World with NBC, are bad for stations?

Stern: Giving someone a guaranteed clearance often means you get a lowest-common-denominator show.

It winds up being a bad deal for everybody. It's important that we get the best ideas from whatever source. We want to emphasize internal development, but not be dependent on it.

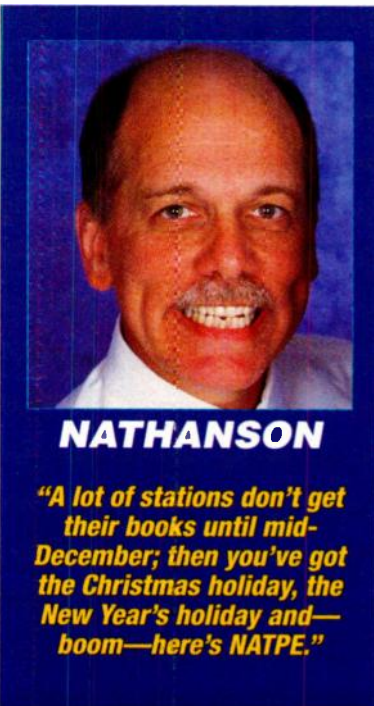
Is there any truth to recent speculation that the Fox O&Os will move away from kids programming and possibly into early fringe news?

Stern: We're definitely continuing with kids on the Fox O&Os. Fox Kids doesn't air on two of our stations [WGHP-TV Greensboro, N.C., and WBRC-TV Birmingham, Ala.] or the New World group because they operate differently. Putting Fox Kids on those stations simply would not work—they have news in those slots. But the rest of the Fox stations have been so strong with sitcoms in early fringe and access that I don't see any reason to change course now. ■



STERN

"Giving someone a guaranteed clearance often means you get a lowest-common-denominator show. It winds up being a bad deal for everybody."



NATHANSON

"A lot of stations don't get their books until mid-December; then you've got the Christmas holiday, the New Year's holiday and—boom—here's NATPE."



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CLEARED!
■ (AND COUNTING)

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From executive producer

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Weekdays on NBC



NATPE '97

Talk goes nontraditional

With departure of Judd—for now—traditional talkers will be notable for their absence at NATPE

By Cynthia Littleton

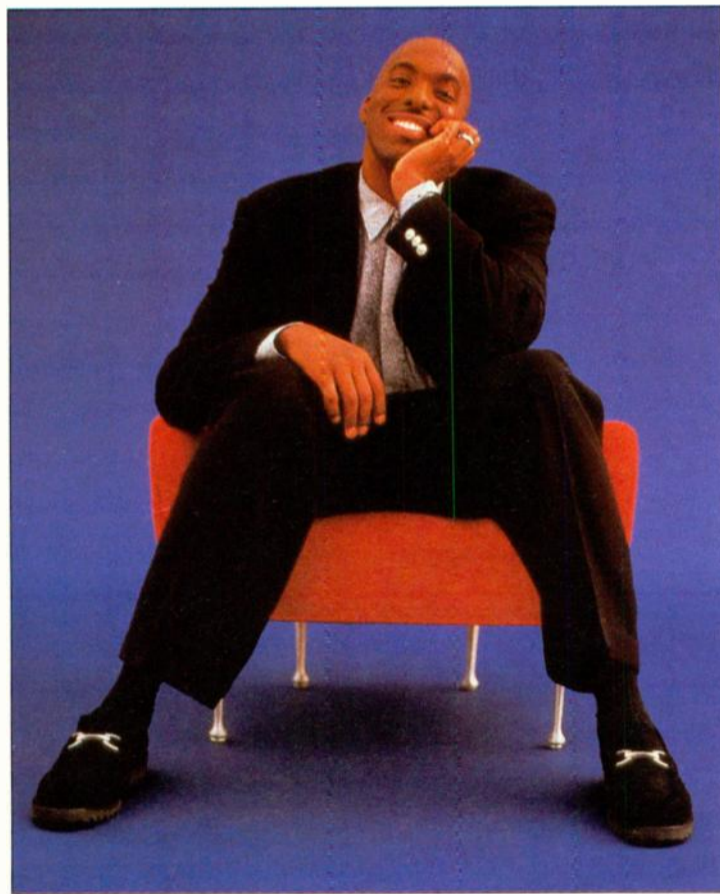
For the first time in recent memory, there will be no new daytime talkers in the *Donahue/Oprah Winfrey* mold for sale at this week's NATPE convention.

The sole contender this development season was *Naomi Judd*, but distributor Rysher Entertainment pulled the project for retooling last week after the pilot received tepid reviews from buyers in key major markets.

Most of 1997's new talkers can only loosely be classified as talk shows. Eyemark Entertainment's *The Gayle King Show* is described as a talk/magazine hybrid revolving around topical issues and family-oriented subjects.

All American Television's *Arthel & Fred* is promising to increase the wackiness quotient in the formula that has worked so well for *Live with Regis & Kathie Lee*. Twentieth Television is putting the accent on how-to and news-you-can-use segments in its upcoming daytime vehicle, *The Home Team*, quarter-backed by former Pittsburgh Steelers star Terry Bradshaw.

Buena Vista Television is taking another stab at late night with a celebrity interview/variety show hosted by former Detroit Pistons bad boy John Salley. Columbia TriStar Television Distribution is targeting a young, urban audience with an hour entertainment talk strip patterned after *Vibe*, the monthly hip-hop music and lifestyle magazine published by Quin-



Buena Vista hopes to score some points with 'John Salley,' now cleared in over 50% of the country.

cy Jones and David Salzman.

NBC's *Today* and other network morning shows are the model for Western International Syndication's *Great Day!* SeaGull Entertainment is throwing home shopping elements into the mix with *Celebrity Showcase*.

Industry observers say the success of Warner Bros.' *The Rosie O'Donnell Show* has fueled some of the newfound interest in chatty, celebrity-driven talkers. But many in the industry are betting that daytime audiences have given

up on new traditional talkers after the parade of failures over the past three years.

In fact, the shows generating the strongest buzz in the week before NATPE—including Eyemark Entertainment's *Martha Stewart Living*, Warner Bros.' *The People's Court* and Worldvision Enterprises' *Pictionary*—were being pitched as counterprogramming to talk.

Moreover, some talk show producers say the traditional fodder for single-issue talkers is getting thin and hackneyed.

Producers say they're struggling to weed out "professional guests" whose stories don't ring true and whose performances seem scripted.

Among the new shows, Eyemark's *Gayle King* is going to NATPE with the highest level of confirmed clearances. As of last week, Eyemark had cleared the show in more than 75% of the country, including the CBS O&Os in the top three markets.

Eyemark has marketed the half-hour strip as a good companion for the upcoming expanded daily version of

Martha Stewart Living, but the two shows have been sold to different stations in a handful of markets.

Produced in Connecticut, *Gayle King* will cover such topics as parenting, finance, child-rearing and nutrition with a mix of live reports, magazine-style segments and in-studio interviews. King, known to many daytime viewers as Oprah Winfrey's best friend, is a longtime news anchor for WFSB(TV) Hartford, Conn.

All American's *Arthel & Fred* is making slow but steady progress on the sales front and is expected to get a bounce at NATPE in the wake of *Judd's* absence. The hour strip, co-hosted by former *Extra* co-anchor Arthel Neville and longtime KNBC(TV) Los Angeles sportscaster Fred Roggin, has been cleared by McGraw-Hill Broadcasting's KGTV(TV) San Diego and WRTV(TV) Indianapolis.

KNBC is co-producing *Arthel & Fred* with All American. Industry insiders say the deal has had a downside for All American. While a daytime berth on KNBC is a coup, sources say All American has had talks with Chris-Craft/United Television and other major broadcasters reportedly interested in the



Depending on your perspective, 'Martha Stewart' is either a promising talk/magazine show or reality counterprogramming to talk.



Terry Bradshaw quarterbacks 'The Home Team.'

show, but only if Los Angeles was included in any group deal.

Last month, most of the NBC-owned stations, with Los Angeles among the three exceptions, committed to Warner Bros.' upcoming revival of *The People's Court*, making it highly unlikely that *Arthel & Fred* will find a home on any other NBC O&Os.

Twentieth's *The Home Team* marks the first major programming venture to come from cable giant Comcast's new programming arm, C³. The show has been cleared on the Fox O&O group, which will grow from 12 to 22 major-market outlets covering 40%

of the country when News Corp.'s acquisition of New World Communications is completed.

Planet Hollywood Inc. is also a charter member of *The Home Team*. The restaurant chain will supply chefs for regular cooking segments, and the show is expected to get a little support from the company's celebrity backers.

The Fox O&O group is also serving as the launchpad for Buena Vista's *The John Salley Show*. The fast-paced hour, hosted by the former NBA star, will mix celebrity chat with live performance and comedy bits from Salley and his sidekick.

As of last week, Buena



'Gayle King' is cleared in over 75% of the country.

Vista had cleared *John Salley* in more than 50% of the country. The show is set to bow as a weekly in June, with the goal of expanding to a six-day strip by next January.

"The industry has really embraced our marketing plan for this show," says Janice Marinelli, BVT senior vice president, sales. "In success, we can roll out to a strip when it's ready. Until then, we're not asking the stations to risk much with one hour a week."

Columbia TriStar has signed up-and-coming-comedian Chris Spencer as host of *Vibe*. Producers Jones and Salzman promise the show will be cutting-edge, with a look and feel unlike anything that's been tried in late night before.

Like the magazine, *Vibe*

will focus on music and celebrities. Spencer's comedy bits will be augmented with regular appearances by a sketch comedy troupe Jones has dubbed *The Vibe Tribe*.

Western International Syndication's *Great Day!* is aiming for mid-morning slots, but the news-driven show is designed to play in any daypart. Anchors Dana Fleming, Maria Calleia and Chris McWatt will mix in-studio interviews with reports from correspondents around the country.

"There's a real need out there for a midday show that isn't a straight newscast and isn't an entertainment show," says executive producer Michael Alton. *SeaGull's Celebrity Showcase* has been in the works in various incar-

nations for several years. Stations will receive 10% of the revenue generated from sales in each market.

Bob Circosta, former Home Shopping Network personality, and actress Mary Frann, of *Newhart* fame, have signed on as hosts of the show, which gives celebrities a forum to pitch products they've endorsed. The show will also have viewer call-ins.

SeaGull has cleared the show in two of the top three markets and on nine of the 12 outlets in the Paramount Stations Group. Independents KCAL(TV) Los Angeles and WCIU-TV Chicago are also on board. A sample episode of the show, with game show legend Monty Hall among the guests, was expected to air as a test on Paramount's UPN affiliates last Friday. ■

Long arm of reality

Justice and law are hot topics among new reality shows

By Cynthia Littleton

This time last year, the word of mouth on *Judge Judy* was starting to build.

Programming prognosticators were confident that the show (then titled *Hot Bench*) had potential—but only if viewers took to judge Judy Sheindlin the way they embraced Judge Joseph Wapner nearly 15 years ago.

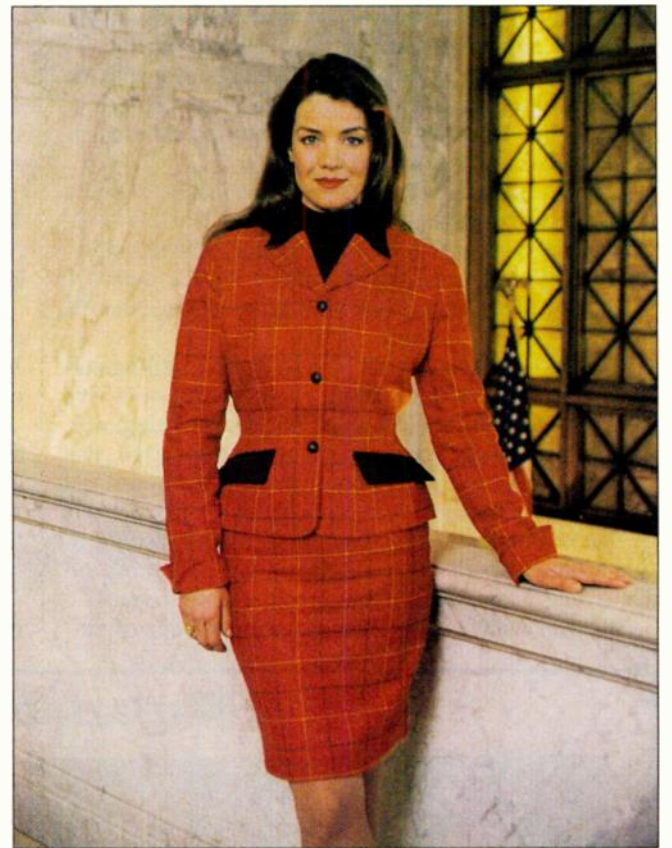
Twelve months later, the verdict on *Judge Judy* is in. Worldvision Enterprises' half-hour strip has won upgrades in more than one dozen markets. And the show's admirable performance in some adverse time periods has helped spark a revival of the court show genre.

Leading the way among new reality strips this year is *The People's Court*. Original producer Ralph Edwards/Stu Billett Productions has teamed with Warner Bros. to bring back the venerable franchise, this time with former New York City mayor Ed Koch presiding.

"With this show, there's a belief among stations that you can go home again," says Scott Carlin, executive vice president, Warner Bros. Domestic Television Distribution. "*The People's Court* was a winner during its original run [1981-93] for a lot of stations. They know it's got a proven track record of attracting men in early fringe, which is hard for any show to do."

The People's Court has been picked up by most of the NBC O&Os, prompting speculation that the NBC-owned stations do not plan to renew Warner Bros.' struggling new talk show, *In Person with Maureen O'Boyle*.

The People's Court will retain most of the classic elements of the original, although bailiff



'Ladylaw,' from Skyline Television Distribution, focuses on the personal and professional lives of women in law enforcement.

Rusty Burrell and interviewer Doug Llewelyn will not be reprising their roles. Two or three cases will be covered on each show, with the hour filled out with legal commentary and a viewer call-in/fax-in/e-mail segment.

On the lighter side of the law, ITC Entertainment is stepping up to the bench with *Comedy Court*. The half-hour strip promises to cover real-life legal disputes, with stand-up comics substituting for lawyers. Steve Landesberg, of *Barney Miller* and *The Tonight Show* fame, will



tions were burnt by exploitative, single-topic talkers," says Wilson. "They were looking for an alternative, and we are more than just an alternative.... What we're also seeing now is that to introduce a show, you

Chicago's famed Second City comedy troupe, and the sitcom *No Sweat*, from Promark.

The late-night sketch comedy half-hour is described as "*Cheers* meets *Saturday Night Live*." The sketches will be set against the backdrop of a fic-

Mad About

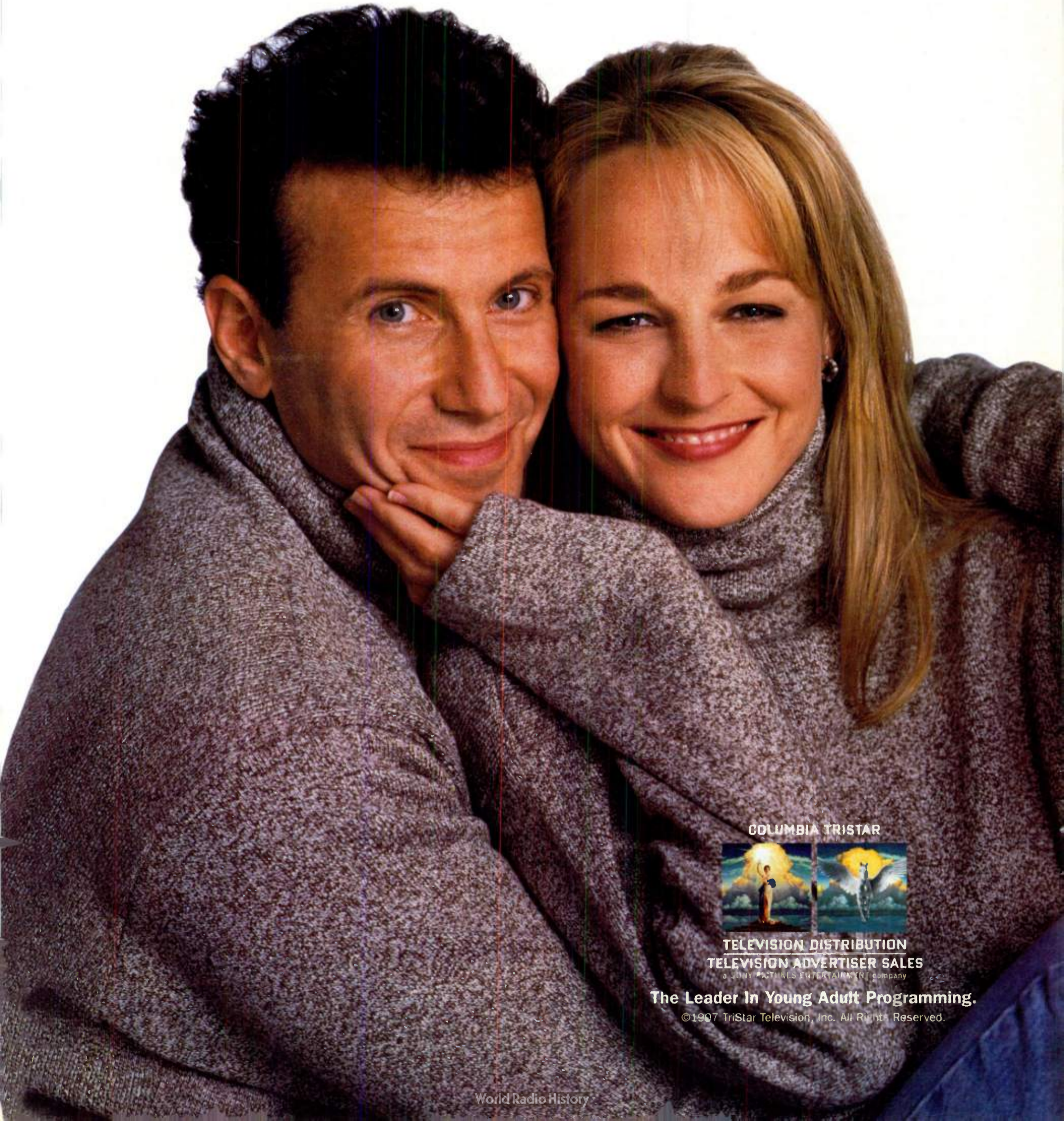
The #1 Debuting Strip!

<i>Rank</i>	<i>Show</i>	<i>HH/RTG</i>
#1	<i>Mad About You</i>	5.0
#2	<i>Martin</i>	4.0
#3	<i>Access Hollywood</i>	3.1
#4	<i>Real TV</i>	2.8
#5	<i>Hangin' With Mr. Cooper</i>	2.3

Mad About You

Source: NSS November, 1996

You Is #1!



COLUMBIA TRISTAR



TELEVISION DISTRIBUTION
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cable because the prices are relatively low. Bjork cites one study indicating that TNN makes \$10,000 each time it airs *The Dukes of Hazzard*, the '70s-era action show, which the cable network airs twice daily six days a week.

On USA Network, *Murder, She Wrote* and *Wings* have been the highest-rated shows on the network over the past five years, she says. "The cable networks are looking for off-network shows as a way to ride the coattails of a well-branded product," says Bjork. "So they are getting incredibly aggressive" in

their bidding on such shows.

Indeed, TNN cites *Dukes* in its promotional material as a show that has "dramatically increased the number of adults 18 to 34 tuned to TNN." (The show debuted on TNN last July.)

All three of next season's marquee off-network hours have a shared broadcast/cable window, with the cable network getting strip rights during the week and broadcast stations getting a weekend play.

On the sitcom side, Lifetime has picked up the rights to *Ellen* and *Hope & Gloria*. Distributors,

meanwhile, are still contemplating cable and broadcast opportunities for such shows as *John Larroquette*, *Dave's World*, *Larry Sanders*, *The Nanny*, *Cybill* and *NewsRadio*.

When it comes to off-network comedies, the biggest hits—like *Seinfeld*, *Home Improvement*, next season's *Frasier* and 1998's *Friends*—so far continue to sell for big dollars in broadcast syndication.

Frasier has sold so far in 85% of the country, including all of the top 50. Estimates are that the show has generated approximately \$1.5 million per

NATPE'97 is shaping up to be the calm between storms. After several years of introducing 10 to 12 new first-run syndicated strips each season, major distributors are slowing the pace this year. Some industry veterans are rethinking business plans that have emphasized the quantity of time periods a distributor occupies rather than the quality of the product that runs in those slots.

While the selection of new strips may be thin, there'll be no shortage of weekly programming for sale at next week's convention. Action hours and weekly dramas are especially plentiful, thanks to growing international demand. Independent distributors see opportunity in weekend daytime with niche-oriented, advertiser-friendly informational fare.

The following is a scorecard of major projects in the works for syndication in fall 1997. —CL

NEW FIRST-RUN HOUR STRIPS

Show/Distributor	Terms (natl/local)	Available
TALK		
<i>Arthel & Fred</i> (All American)	Barter 7/7	Fall 1997
<i>Celebrity Showcase</i> (Seagull)	Barter 6/8	Fall 1997
<i>The Home Team</i> (Twentieth)	Cash +	Fall 1997
<i>Naomi Judd</i> (Rysher)	Cash+ 3.5/10.5	Fall 1997
<i>Vibe</i> (Columbia TriStar)	TBA	Fall 1997

REALITY/MAGAZINE/GAME

<i>Great Day!</i> (Western International)	Cash+ 3.5/10.5	Fall 1997
<i>Match Game/Card Sharks</i> (All American)	Barter 7/7	Fall 1997
<i>The People's Court</i> (Warner Bros.)	Cash+	Fall 1997

NEW FIRST-RUN HALF-HOUR STRIPS

TALK/REALITY/GAME

<i>Gayle King</i> (Eyemark)	Cash+ 1.5/5.5	Fall 1997
<i>Martha Stewart Living</i> (Eyemark)	Barter 3.5/3.5	Fall 1997
<i>Chung/Povich</i> (DreamWorks)	TBA	Fall 1998
<i>Comedy Court</i> (ITC)	Barter 3.5/3.5	Fall 1997
<i>Ladylaw</i> (Skyline TV)	Cash+ 1.5/5.5	Fall 1997
<i>Majority Rules</i> (DreamWorks TV)	Cash	Now
<i>Pictionary</i> (Worldvision)	Cash+ 1.5/5.5	Fall 1997

NEW FIRST-RUN WEEKLY HOURS

ACTION/DRAMA

<i>Conan the Adventurer</i> (Western International)	Barter	Fall 1997
<i>Fame L.A.</i> (MGM)	Barter 7/7	Fall 1997
<i>First Wave</i> (ACI)	Barter 8/6	Fall 1997
<i>Gene Roddenberry's</i>		
<i>Battleground Earth</i> (Tribune Entertainment)	Barter 8/6	Fall 1997
<i>Ghost Stories</i> (All American TV)	Barter 6/8	Fall 1997
<i>Honey, I Shrunk the Kids</i> (Buena Vista TV)	Barter 8/6	Fall 1997
<i>Night Man</i> (Tribune Entertainment)	Barter 8/6	Fall 1997
<i>Pensacola</i> (Eyemark)	Barter 7/7	Fall 1997
<i>Soldier of Fortune</i> (Rysher)	Barter 8/6	Fall 1997
<i>Team Knight Rider</i> (Universal)	Barter 9/5	Fall 1997

TALK/REALITY

<i>John Salley</i> (Buena Vista)	Barter 7/7	June 1997
<i>Wild Things</i> (Paramount)	Barter 7/7	Fall 1997

ANIMATION

<i>Sushi TV</i> (Summit Media)	Barter 7/7	Fall 1997
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NEW FIRST-RUN WEEKLY HALF-HOUR

REALITY/INFORMATIONAL

<i>B. Smith with Style</i> (Hearst Ent.)	Barter 3.5/3.5	Fall 1997
<i>Business of Sports</i> (Wall Street Journal TV)	Barter 3.5/3.5	Fall 1997
<i>Know It Alls</i> (Litton Syndications)	Barter 3.5/3.5	July 1997
<i>More Money w/Dolans</i> (BKS/Bates)	Barter 3.5/3.5	Spring 1997

TEENS

<i>Mark's Wired World</i> (Summit Media)	Barter 3.5/3.5	Fall 1997
<i>No Sweat</i> (Promark)	Barter 3.5/3.5	July 1997
<i>Peer Pressure</i> (Kelly News & Entertainment)	Barter 3.5/3.5	Fall 1997
<i>Student Bodies</i> (Twentieth TV)	Barter 3.5/3.5	Fall 1997
<i>Whose Class Is This Anyway?</i> (Kelly News)	Barter 3.5/3.5	Fall 1997

NEW CHILDREN'S STRIPS AND WEEKLIES

STRIPS

<i>Dangerous Dinosaurs</i> (Bohbot)	Barter 3/3	Fall 1997
<i>Extreme Ghostbusters</i> (Bohbot)	Barter 3/3	Fall 1997
<i>Marvel Superheroes</i> (Saban)	Barter	Fall 1997
<i>Mr. Men</i> (Summit Media)	Barter 3/3	Fall 1997
<i>Mummies</i> (Claster TV)	Barter	Fall 1997
<i>101 Dalmations</i> (Buena Vista)	Barter	Fall 1997
<i>Wacky World of Tex Avery</i> (Program Exchange)	Barter	Fall 1997
<i>X-Men</i> (Saban)	Barter	Fall 1997

WEEKLIES

<i>All New Capt. Kangaroo</i> (Saban)	Barter 2.5/2.5	Fall 1997
<i>Attack of the Killer Tomatoes</i> (Saban)	Barter 2.5/3	Fall 1997
<i>Boats-A-Float</i> (Sachs Family)	Barter 3/3	Fall 1997
<i>Capelli & Co.</i> (Litton)	Barter 2.5/2.5	Fall 1997
<i>Chucklewood Critters</i> (MG/Perin)	Barter 2.5/2.5	Fall 1997
<i>Enchanted Tales</i> (Summit Media)	Barter 5/5	Fall 1997
<i>Kewpies</i> (Sachs Family)	Barter 2.5/2.5	Fall 1997
<i>KidNet Quest</i> (Promark)	Barter 3.5/3.5	Fall 1997
<i>Owl TV</i> (Tradewinds TV)	Barter 2.5/2.5	Fall 1997
<i>Pocket Dragons</i> (Bohbot)	Barter 2.5/2.5	Fall 1997
<i>Popular Mechanics for Kids</i> (Hearst Enterprises)	Barter 2.5/2.5	Fall 1997
<i>Vanpires</i> (Summit Media)	Barter 2.5/2.5	Fall 1997
<i>What's New? Marty & Lou</i> (Litton)	Barter 2.5/2.5	Fall 1997

OFF-NETWORK

NEW HOURS

<i>ER</i> (Telepictures)	Barter 7	Fall 1998
<i>New York Undercover</i> (Universal)	Barter 7/7	Fall 1998
<i>NYPD Blue</i> (Twentieth)	Barter 7.5/6.5	Fall 1997
<i>Touched by an Angel</i> (Eyemark)	TBA	TBA
<i>Walker, Texas Ranger</i> (Columbia TriStar)	Barter 7/7	Fall 1997
<i>The X-Files</i> (Twentieth)	Barter 7/7	Fall 1997

NEW HALF-HOURS

<i>Boy Meets World</i> (Buena Vista)	Cash+	Fall 1997
<i>Dave's World</i> (Eyemark)	TBA	TBA
<i>Frasier</i> (Paramount)	Cash+ 1/6	Fall 1997
<i>Friends</i> (Warner Bros.)	Cash+ 1.5/5.5	Fall 1998
<i>Grace Under Fire</i> (Carsey-Werner)	Cash+ 1/6	Fall 1997
<i>Living Single</i> (Warner Bros.)	Cash+	Fall 1997
<i>Sister, Sister</i> (Paramount)	Cash+	Fall 1998



'Grace Under Fire' enters syndication with over 90% clearance.

episode, or close to \$150 million. *Friends* is cleared in more than 80% of the country.

Grace Under Fire, the ABC Wednesday night staple, debuts in the fall and is cleared in 90% of the country. It's currently in its fourth year, and ABC has already committed to a fifth.

Sister, Sister, the Paramount-produced show airing on The WB, is cleared in 72% of the country, including 33 of the top 35 markets, for its off-network debut next September; *Living Single*, from Warner Bros., is over 80% sold, while *Boy Meets World*, from Buena Vista, is over 85% sold.

Dick Kurlander, vice president and director of pro-

gramming at Petry Television, says the rep firm has urged several distributors of soon-to-be-available off-network sitcoms to create marketing plans that encourage affiliate stations to get into the access business.

Last fall, with the sunset of the prime time access rule, top-50 affiliates gained the right to air off-network programs in access, but because of existing program strategies and commitments, only a handful have done so.

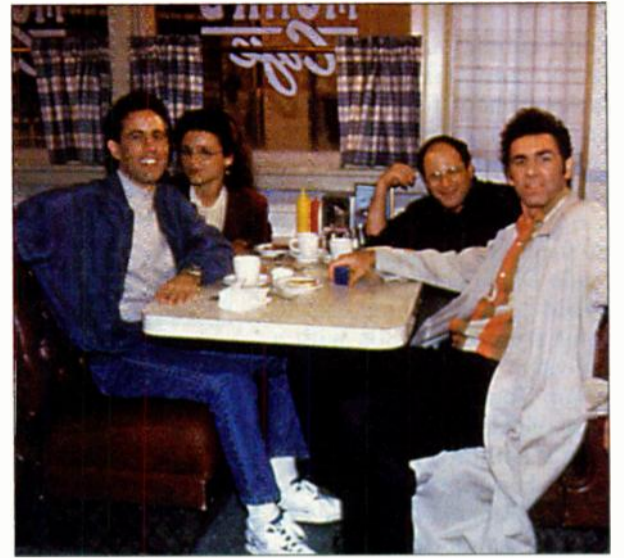
For example, *Grace Under Fire*, which debuts in the fall, is cleared in about 90% of the country. About 44% of those clearances are on ABC, CBS and NBC affiliates. According to Joe Zaleski, president, Carsey-Werner Distribution, top-50 Big Three affiliates clearing the show in access include WWJ-TV Detroit; KDKA-TV Pittsburgh; WRAL-TV Raleigh, N.C.; WISN-TV Milwaukee; KMBC-TV Kansas City, Mo.; KENS-TV San Antonio, Tex., and WOIO(TV) Cleveland.

Kurlander and other rep executives expect the number of top-50 affiliates getting into the sitcom business in access to grow over time. One deterrent is the traditional off-network exhibition window, usually a minimum four or five years with additional seasons tacked on for each year the sitcom remains in production for network play.

A lot of affiliates balk at those terms since, unlike independents, they don't have as many alternative time periods for a show that's not performing well.

Zaleski confirms he is considering a two- or three-year first-cycle syndication term to encourage affiliates to pick up *Grace Under Fire*. But he also stresses that a cable window would not necessarily follow directly.

Officially, *Cybill* can't run in syndication until 1999, unless CBS grants Carsey-Werner permission to go with it earlier. "We haven't decided on a marketing plan for *Cybill*, but we're focused on how we can put it on free over-the-air," says Zaleski. "That's where we really want to go."



'Seinfeld' is still giving stations plenty of 'nothing' and plenty of power in prime time access.

Why? There are two key reasons, he says. First, cable windows cut short the number of broadcast syndication cycles a distributor can wring out of a show. This relates to the second reason: generating maximum dollars each program.

"You have to consider the cable factor, but my problem with it is that once you're locked into a certain cable network, you tend to stay there," Zaleski says. You limit the 'buyability' of your product. We're looking for longevity in terms of the number of cycles we can get for each of our shows in broadcast [syndication]."

Indeed, C-W's focus at NATPE will be second-cycle sales of *Roseanne*, effective in fall 1998. The show has been renewed in about 50 markets. The *Cosby Show* and *A Different World* begin their third cycle in broadcast syndication in 1999. ■

Action breaks out of formulas

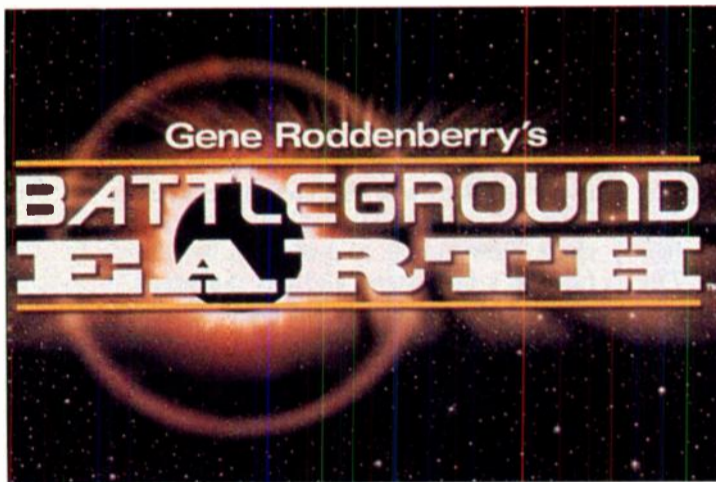
New offerings are mix of sci-fi, action, adventure, mystery and more

By Cynthia Littleton

The action-hour label barely applies to some of this year's new contenders in the weekly first-run drama field.

Thanks in part to the critical and commercial success of MGM's anthology series *The Outer Limits*, major distributors are taking chances on projects that, on the surface, seem less formulaic than in recent years.

At the same time, weekly hours have suddenly attracted the interest of top movie producers and directors. John Landis is executive producing Buena Vista Television's *Honey, I Shrunk the Kids: The Series*. Francis Ford Coppola is understood to have teamed with ACI for the futuristic *First Wave*. And Jerry Bruckheimer, whose producing credits include "Top Gun" and "Beverly Hills Cop," has joined forces with Rysher Entertainment for *Soldier of*



Two new entries, 'Gene Roddenberry's Battleground Earth' and 'Night Man,' are looking for success in the action-hour category.

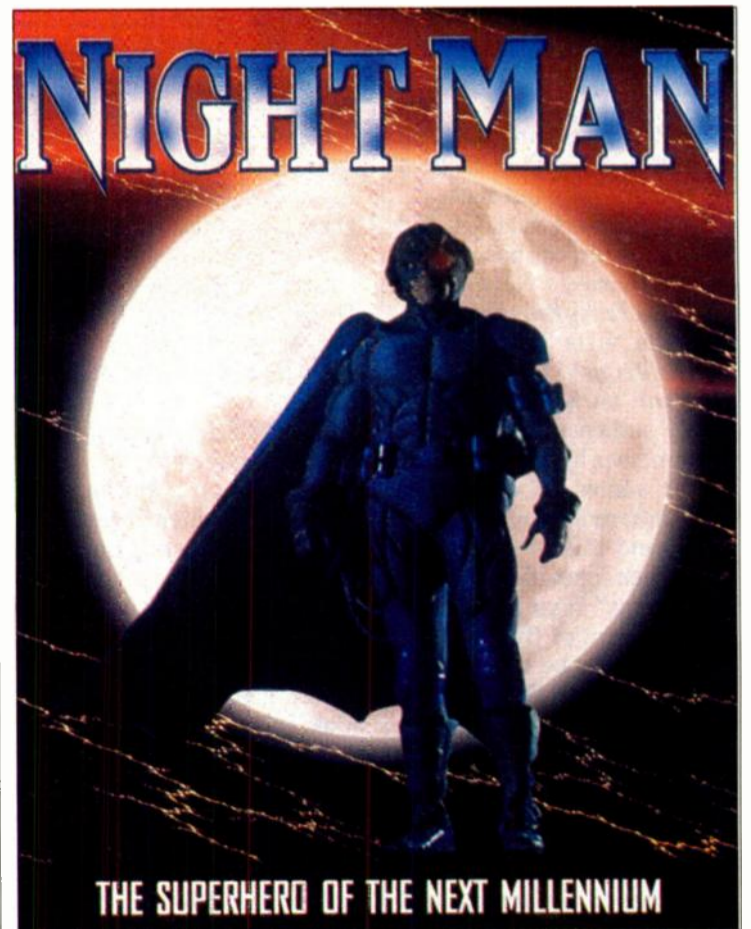
Fortune Inc.

Tribune Entertainment has the dean of all TV space-opera creators guiding its first entry into the weekly drama arena: Gene Roddenberry's *Battleground Earth*.

Offbeat adult comic books are also becoming fodder for syndication. Tribune is adapting Dark Horse Comics' cult

favorite *Night Man*. Western International Syndication is jumping into the fray with *Conan: The Adventurer*, based on the comic books that inspired the campy Arnold Schwarzenegger movies of the early 1980s.

Summit Media is hoping to tap the growing domestic following of Japanese-produced



When It's #1 In

#1-Third Consecutive Sweep!

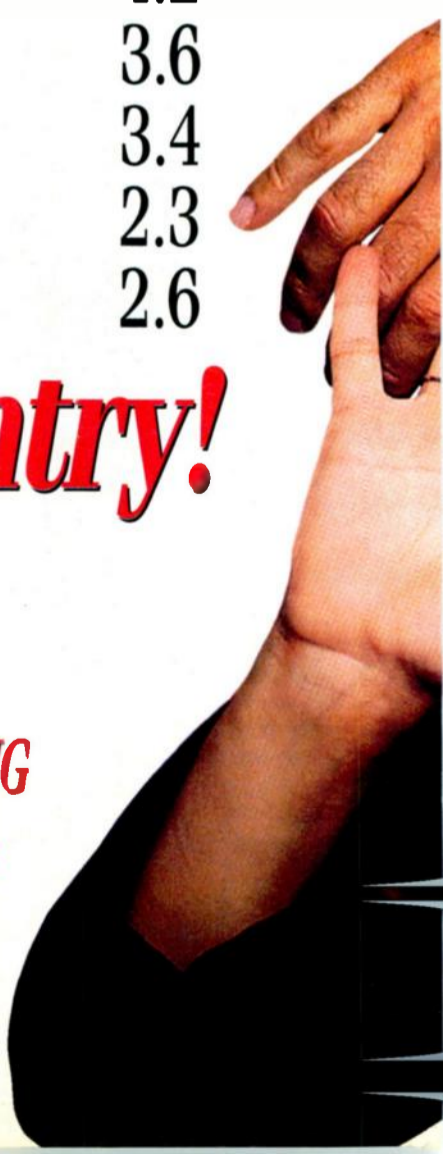
Show	Adults 18-34	Adults 18-49	Adults 25-54
#1 Seinfeld	7.3	7.0	6.9
#2 Home Improvement	6.2	6.5	4.0
#3 The Simpsons	6.2	4.9	4.0
#4 Mad About You	4.1	3.8	3.6
#5 Jeopardy!	3.8	4.9	5.6
#6 Wheel Of Fortune	3.6	4.6	5.5
#7 Entertainment Tonight	2.8	3.6	4.2
#8 American Journal	2.1	2.9	3.6
#9 Inside Edition	2.0	2.8	3.4
#10 Access Hollywood	1.7	2.0	2.3
#11 Hard Copy	1.7	2.2	2.6

Sold to 100% of the Country!



The show about NOTHING that's really something.

Source: NSI, Nov.'96; All Prime Access occurrences weighted rating. Ranked by Adults 18-34.



Access... AGAIN!



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VS. NOV. 1995 TIME PERIOD

HOUSEHOLD SHARE



VS. LEAD-IN

	TIME	RATING	SHARE
PITTSBURGH-WPXI	SUN/12:30AM	3.4	15
PORTLAND-KGW	SUN/4PM	4.8	10
SAN DIEGO-XETV	SUN/10PM	4.6	9
INDIANAPOLIS-WXIN	SAT/7PM & 1AM	3.5/3.2	6/14
SAN ANTONIO-KRRT	SAT/6PM	5.3	10
COLUMBUS-WSYX	SAT/12AM	4.1	13

MOVING TO PRIMETIME IN NEW YORK-WWOR IN JAN. 1997!

SOURCE NSI, NOVEMBER 1995, NOVEMBER 1996
METERED MARKET WEIGHTED AVERAGE.
NOV. 1996: 10/31 - 11/27/96
NOV. 1995: 11/2 - 11/29/96
NOV. 1996 LEAD-IN SHARE BASED ON LAST QUARTER HOUR.

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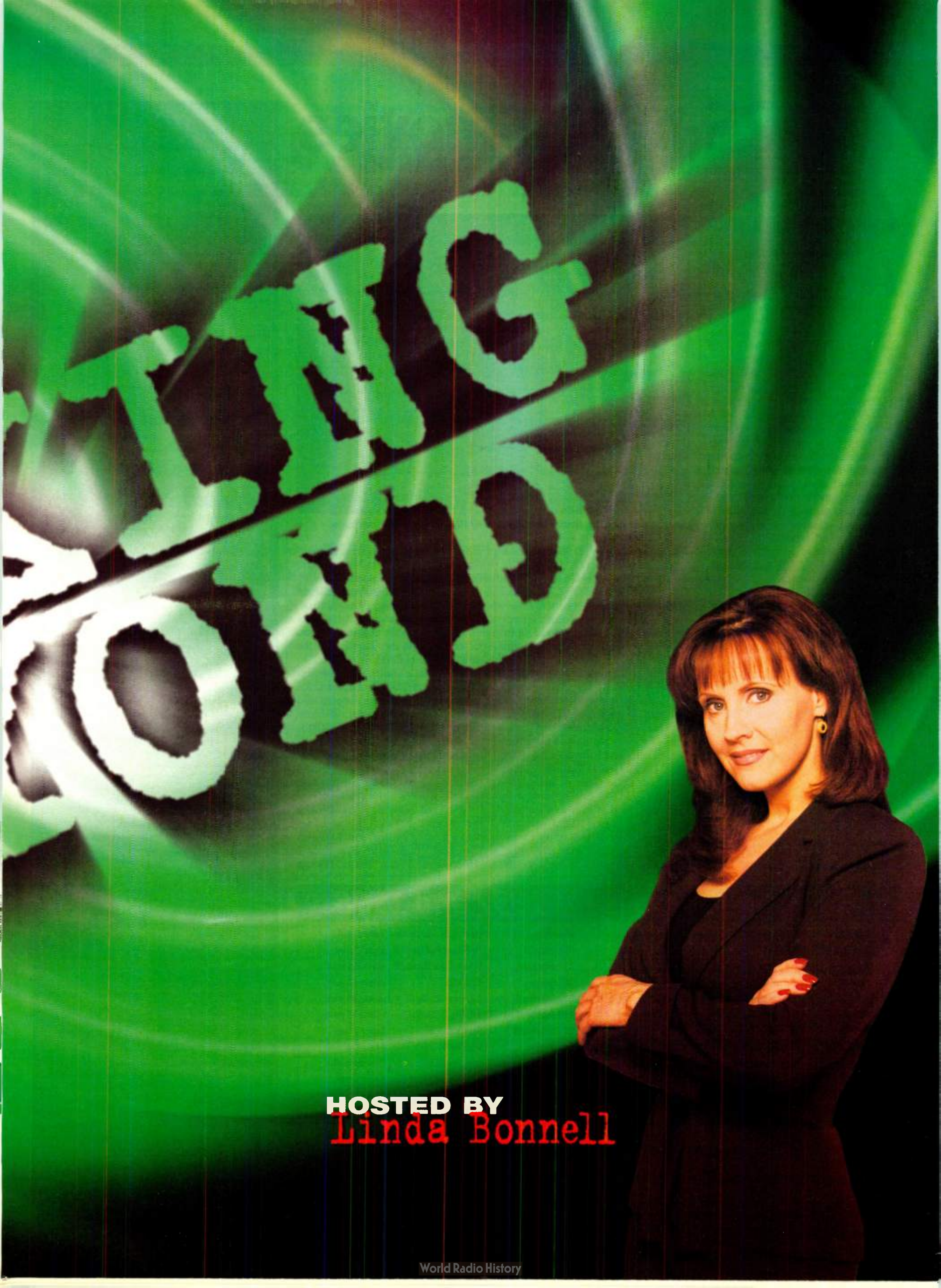


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World Radio History

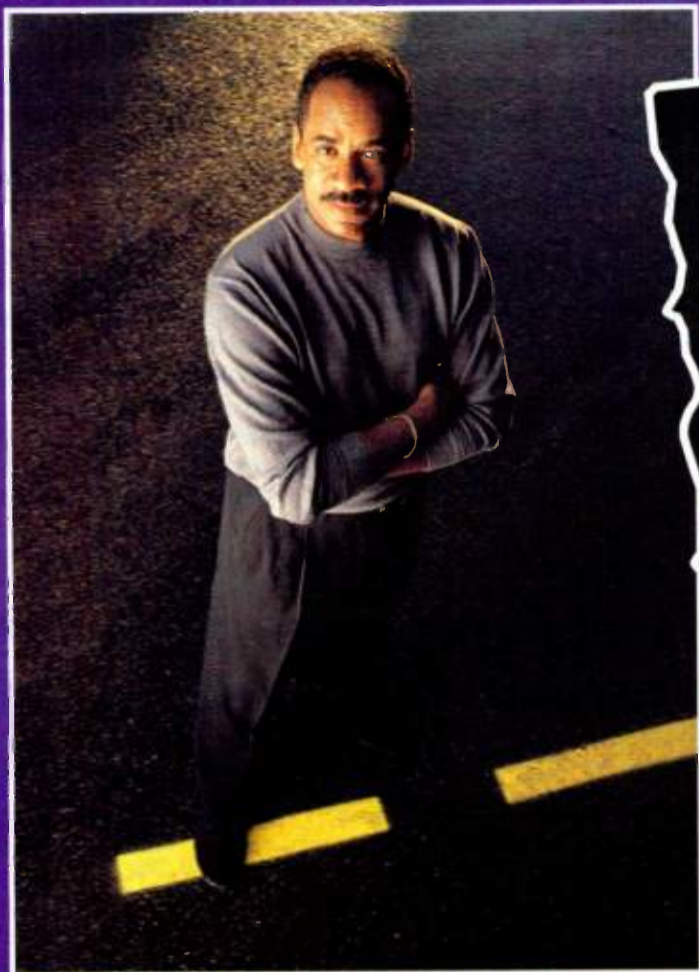


The World



HOSTED BY
Linda Bonnell

WE'VE COME A LONG WAY



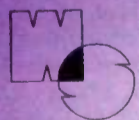
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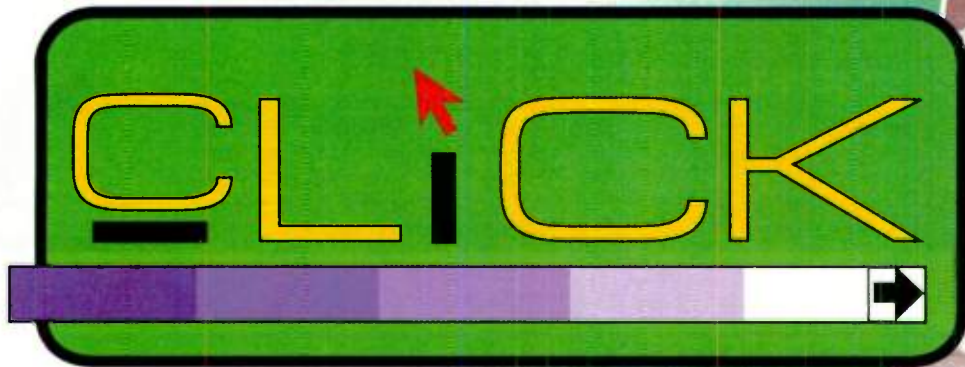


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- America Video Films** 2001A
- America What You Believe** 2001C
- American Film Marketing Association (AFMA)** 2530
10850 Wilshire Blvd., 9th fl.
Los Angeles, CA 90024
(310) 446-1000
e-mail: info@afma.com
Staff: Missy Huger, Tim Kittleson
- American 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)
- ANEPA** 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*; *Scrappers*; *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:** *Pudding 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*
- Atlantis Releasing** 2171
65 Heward Ave.
Toronto, ON, M4M 2T5 Canada
(416) 462-0246
Staff: Ted Riley, Marnie Sanderson, Irene Read, Robyn Posner. *Atlantic Communications Inc.*—Michael MacMillan, Lewis Rose. *Atlantis Films (227 Broadway, Ste. 300, Santa Monica, CA 90401)*—Peter Sussman, Seaton McLean, Pam Wilson. **Programs:** *Sinbad*; *PSI Factor*; *Chronicles of the Paranormal*
- 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, Valerie Cooley-Elliott, Angela Wilson. **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 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 Geiselsgasteig, 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; Nostromo; 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 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 Cassi-*

*no/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 Garden 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; Zooing; 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 Gellini, Jim Murtagh, Garnett Losak, Dale Kendall-Browne, Ed Johnson, Bill Boos, Nancy Dodson, Lisa Heimann, Ethel Coffinas, Mike Murphy, Kara D'Amato. **Service:** Sta-

tion 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 Ghia-cy. **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 Nardonnnet, 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 programming, content provider, multimedia production, CD-ROM creation, UNIX programming

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 Fasulo, 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, Todd 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'Ambra, Lloyd Komesar, John Rosenberg, David McLeod, Chris Lodre, 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 Shrunk 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; Goo 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; KidsWorks; 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********

- 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 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 Sarciada. **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 a 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*; *MediaTelevision*; *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 Gariepy
- 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 Chiek, 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*



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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!*

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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

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; Nutberry 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 Cellist; 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 Bunnel, Michelle Markides, Alessandra Durstine, Marco Maddaloni, Ronni Faust, Marc Kringsman, 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 Vilas 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

Filmopt 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 McAliley, 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

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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 Laugh-*

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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
Staff: Thomas F. Horton; Jean H. Garner; Kevin L. Rose. **Programs:** *The Shark Files; Dive Explore**

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 Buenos Aires, 1430 Argentina

Imavision 21 1331A
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 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

International Licensing Partners 1560B
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 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.
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Intersport Television 561B
 414 Orleans Plaza, Ste. 600 Chicago, IL 60601

Intraroyal 638
 4854A S.W. 72nd Ave.
 Miami, FL 33155

Ironstar Communications 65
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 Toronto, ON, M4M 2T5 Canada
 (416) 466-2522
 e-mail: ironstar@inforam.net
Staff: Derek McCillivray. **Pro-**

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

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 Dougl, 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

ter; *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*;

grams: 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*; *Emmett Kelly Jr.'s Circus*; *English as a Second Language*; *Extreme Sports Segments*; *Girl's Night Out*; *Hockey: Of Sports & Men*; *Idiot'sport Winter Ultra Race 1996*; *Improv Tonight*; *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

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 New York, NY 10016
Staff: Andy Greenberg, Seth Wil-
 lenson, Catherine Branscome. **Pro-
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 Legends of the Bible*; *Animated
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 Geiseltal, D-82031 Germany
 (011) 49 89 64 98 11 21
Staff: Karl-Wilhelm Schmidt. **Pro-
 grams:** *Casanova: The Secret of
 His Success*; *Children of the
 World*; *Prinzenbad*
GRB Entertainment 1921
 12001 Ventura Pl., Ste. 600

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 Cap-
 tan. **Programs:** *Living in Peril*;
Space Marines; *Louisiana*; *Blood of
 Others*; *Digital Man*; *Apex*; *Proto-
 type*; *The Willies*; *Liars Club*
Groupe Pixcom 1331A
 755 E. Rene-Levesque, Ste. 102
 Montreal, PQ, H2K 4P6 Canada

HD-Desclz 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 Pro-
 fessor*; *The Adventures of Profes-
 sor 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 Mahlman, Chad Lapp,
 Tom Devlin, Michael Doury, Jerry
 Diaz, Bill Jemas, Rick Karo, Stacey
 Valenza, Laurie Tritini, Gerald Bix-
 enspan. **Domestic Programs:**
First-run—B. Smith with Style;
Popular Mechanics for Kids; *Hall-
 mark Entertainment Presents*. Ani-
 mated—*Flash Gordon*; *The Magi-
 cal Adventures of Quasimodo*.
 Features/packages—*Marquee VII*
 (14 titles). International: *First-run—
 Rivals*; *Intimate Portraits*; *Short*

8075 W. Third St., Ste. 402
 Los Angeles, CA 90048
Staff: Jon Kelly, Alan Winters, John
 Budkins, Ted Baker, Mary Markari-
 an, 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 ser-
 vices:** "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, M5V 1R9 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*; *Ameri-
 can Journal*. Game shows/For-
 mats—*Fotoplay*; *Poker Palace*; *Hol-
 lywood Squares*; *Wheel of Fortune*;
Jeopardy!; *Dingbats*; *Gran Spree
 500*. Specials—*Candid Camera's
 50th Anniversary*; *The Grant*; *Bar-
 bara Walters 20th Anniversary Spe-
 cials*. Telefilms—*There Are No Chil-
 dren Here*; *Overexposed*. Minis-
 eries—*Lincoln*. Documentaries—
*Break the Silence—Kids Against
 Child Abuse*; *Scared Silent*. Comed-
 ies—*Candid Camera*; *Little Ras-
 cals*; *Little Rascals Christmas Spe-
 cial*; *Rascal Dazzle*. Action—*Night
 Heat*. Classics—*King World Clas-
 sics* (14 titles, including "Joan of
 Arc," "Under Capricorn"; *Sherlock
 Holmes Features*; *The Adventures
 of Smilin' Jack*; *The East Side Kids*;
The Lost Specials; *Topper*; *Christ-
 mas 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 Edi-
 tion*; *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. **Pro-
 grams:** *Showcase Eight* (8); Kin-
 nevik 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," "Swing of
 Gideon," "The Wrath," "Split Deci-
 sions," "Eating Raoul," "Nowhere to
 Hide," "Russkies," "The Gate," "Hal-
 loween 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*; *Mick-
 ey Spillane's Mike Hammer*

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 Issy-les-Moulineaux, 92166 France
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 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. **Pro-
 grams:** *Beach Bash*; *Hollywood
 Hall of Fame*. Animation—*Sky
 Dancer*; *Dragon Flyz*; *Home to
 Rent*. Miniseries—*Alys the Broken
 Dream*; *Daisy*; *Death in the Family*.
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 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
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Leader Marketing 899
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 Charlotte, NC 28202
Ledafilms 2582
Leo Productions 1001

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 sees
 Paris 75008, France
Les Films de la Perrine 1001
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 Paris 75012, France
Les Films du Village 1001
 24/26, rue des Prairies
 Paris 75020, France
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 Link Entertainment 1501R
 7 Baron's Gate
 33-35 Rothschild Rd.
 London, W4 5HT England
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 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-Wei-
 sein. **Programs:** *The Animated
 Adventures of Tom Sawyer*; *The Lit-
 tlest Angel*; *Moonbase*; *Somebody
 Is Waiting*; *Phat Beach*; *Flash Gor-
 don*; *Phantom 2040*; *Live Entertain-
 ment 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@com-
 puserve.com
Staff: Patrice Mazatavo, Peter
 Davies. **Programs:** *Italy in Your
 Kitchen*; *Little Nature Stories*; *Funny
 Shorts*; *Jugglers*; *Pantomine*; *Slap-
 stick Weddings*; *Our World, Their
 World*; *Matisse*
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 New York, NY 10001
 (212) 213-4100
Staff: Herbert Ortiz, John Perez,
 Deborah Larkin, Monica Garibay,
 Yolanda Prieto, Bolivar Nieto, Gerry

Kazma, Mike Kazma, Chris Pepper,
 John Doran, Ernie Quinonez, Fran-
 cisco Romero **Programs:**
*Music/variety—Hollywood Espec-
 tacular*; *Ritmo Latino, Desi Entertain-
 ment 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 Bel-
 tran*; *Vicente Fernandez*; *Emanuel
 in Concert*; *Luis Miguel*; *Juan
 Gabriel*. Light entertainment—*Chef
 Pepin Cooking Show*, *Mexican
 Movie Block*

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 Boynton Beach, FL 33437
Staff: Marvin A. Kempner. **Pro-
 grams:** *Features*; *documentaries*;
 cartoons; *music specials*; *sports
 specials*
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 3121 Australia
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 5, rue Sebastien Mercier
 Paris 75015, France
M6 Distribution 1001
 16, cours Albert Ler
 Paris 75008, France
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 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:**
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Extreme Ghostbusters; *The
 Mask: The Animated Series*; *Dan-
 gerous Dinosaurs*. Weekend
 block—*Amazin' Adventures* (incl.
*Captain Simian & The Space Mon-
 keys*; *Street Sharks*; *Dangerous
 Dinosaurs*; *Pocket Dragon Adven-
 tures*). Specials—*Kids' Day Off*;
Toys "R" Us Family Theatre
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 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 Pro-
 fessor*; *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 Cre-
 ole's Big Journey*; *It's a Wonderful
 Day*; *I Love My City*; *Born Winners*;

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 1, avenue de GrandeBretagne
 MC 98000, Monaco
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Staff: John Martinotti, Melissa
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 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*
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 3939 Belt Line Rd., Ste. 250
 Dallas, TX 75244-2200
Maxima Film Corp. 988
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 West Toronto, ON, M2R 3X1 Cana-
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Media Entertainment 2204
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 19 Stuyvesant Oval, Ste. 1A
 New York, NY 10019
 212-529-3584
 Staff:
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. **Pro-
 grams:** *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 Resourceful*; *Jazz at
 Lion d'Or*; *Max the Cat*; *AIDS=Life*;
Gugging; *Box Office*; *How Are
 You?*; *M'ailles Tu?*; *Lili from Bego-
 nia*; *Dreams of Africa*
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 Viale Europe
 48 Cologno Monzese
 Milano, 20093 Italy
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 160 W. 95th St.
 New York, NY 10025
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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*
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Karen Forecki. **Products:** The
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(212) 688-0200
Staff: Petry Media Corp.—Thomas
F. Burchill, James R. Ganley. Petry
Communications—Harry R. Streck-
er, Jack Fentress, Dick Kurlander,
Ron Martzole, Jennifer Getson,
Nancy Sullivan-Henry, Erica
Faulkner. Petry Television—John
Heise, Jerry Linehan. Petry Nation-
al—William Shaw, William Hahn.
Petry Ventures—David Moore
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- 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*; Musclemat-
rial*; 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; Stuekard 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
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Beverly Hills, CA 90210
(310) 246-4000
Website: www.playboy.com/enter-
tainment
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—
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Beneficiary"; "Timeless Obsession";
"Lap Dancing"; "Solitaire." **Spe-**
cial—*The Best of Jenny McCarthy;*
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The Best of Pamela Anderson; Girls
of the Internet; 1996 Playmate of
the Year: Stacy Sanchez; 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
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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 New-
house Calcoterra. **Services/pro-**
grams: 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 Soci-
ety; 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
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Buenos Aires, 1048 Argentina
- Press Promotions** 1305B
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Little Rock, AR 72231
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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
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e-mail: pw-emc@notes.pw.com
Staff: Kevin Carton, Greg Garrison,
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Products: PW-EMC Website; Price
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Burbank, CA 91505
- Primetime TV Associates** 541A
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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; Kangar-*
oo 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; Earth-
search; Everybody; Christmas at*
St. Olaf; The Good Food Show; Hol-
iday
- Produccion & Distribution** 1042
13040 S.W. 120th St.
Miami, FL 33186
- The Program Exchange** 1161
375 Hudson St.
New York, NY 10103
Staff: Allen Banks, Jack Irving,
Chris Hallowell, Beth Kempner,
Jane Meyerson, Esther Sloane,
Josephine Ho, Maura Barry, Lisa
Zupcich, Michelle Santangelo. **Pro-**
grams: All-Family series—*Amen*;*
Three's Company; Too Close for*
Comfort; Bosom Buddies*; Charles*
in Charge; Dear John*; The Brady*
Bunch; The Odd Couple; Laverne &
Shirley; Abbott & Costello. Chil-
dren—The Wacky World of Tex
Avery; The Real Life Adventures of*
Johnny Quest Garfield and*
Friends; Dennis the Menace; The
Woody Woodpecker Show, The
Bullwinkle Show; Rocky and his
Friends; The Underdog Show;
Uncle Waldo's Cartoon Show; Ten-
nessee Tuxedo and His Tales; Dud-
ley Do-Right and Friends; Young
Samson; Space Kidettes; King
Leonardo; The Bear Family.
- 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*;*
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for Christmas; The Puzzle Clubs
Christmas; Travel, Travel*
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666 Fifth Ave., 2nd fl.
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(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 Chico, Infierno
Grande (Small Town Inferno); Mi*
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Channel 5 senses gap in UK market

David Elstein lays out programing agenda for the UK's newest commercial TV player

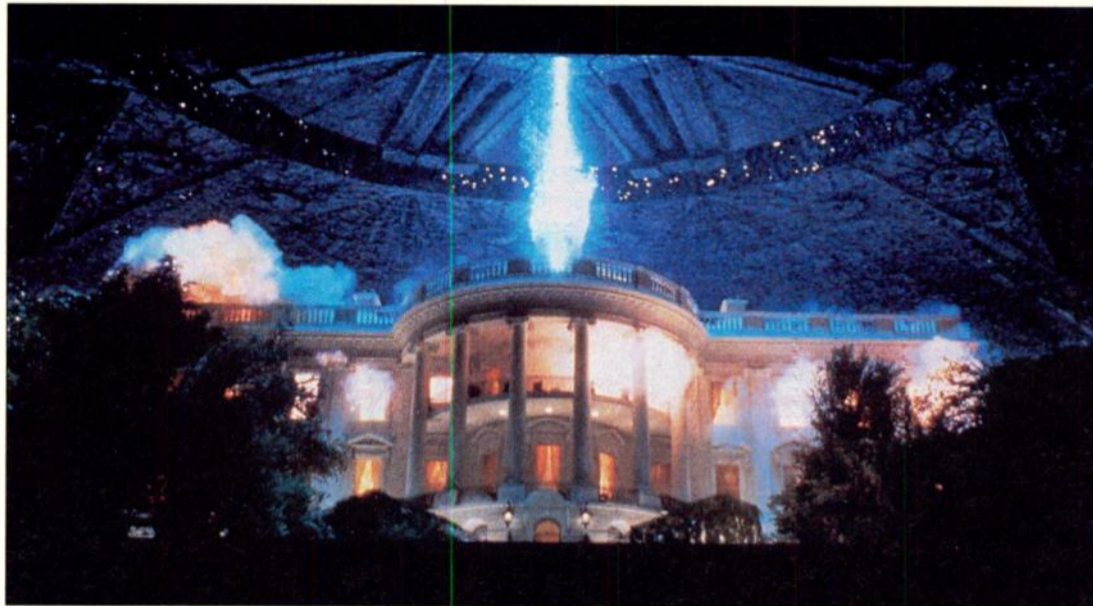
On March 30, if all goes according to plan, the UK will have a new national terrestrial TV player. Channel 5, owned by Pearson Television, CLT, United News and Media and Warburg, Pincus, will cover 65% of the UK population at launch, rising to 80% by the end of 1997.

Months before its launch, the new broadcaster has been making waves. Its public profile is already high because of its massive VCR retuning program. The frequencies it has been awarded interfere with frequencies used by UK VCRs, so Channel 5 is spending £150 million (US\$250 million) on sending engineers to homes to retune video machines.

As the final analog terrestrial opportunity in the UK, Channel 5 has also had a huge impact in industry circles. Competition for terrestrial advertising airtime has been limited to the ITV network and (for the past 12 years) publicly owned but advertising-supported Channel 4. Ad agencies predict that Channel 5 will take 5%-7% of audience share and more than 10% of ad revenue in its first year, which would translate into revenue of almost \$400 million.

The channel's program strategy is aggressively commercial, with recent movie deals with Columbia TriStar (for library titles) and Fox driving a schedule that will feature a movie every weekday night in prime time. The Fox deal, signed in November in partnership with the BBC, gave Channel 5 terrestrial rights to movies like "Mrs. Doubtfire" and "Independence Day," and highlighted the ambitions of its owners.

In December, Channel 5 attempted to wrest the rights to Warner titles Friends and ER from Channel 4, forcing the price up in the process and unleashing a debate over whether Channel 4, a state-owned channel with a minority audience mandate, should even be bidding for such product. Key to Channel 5's ambitions was the recruitment in September 1996 of David Elstein as chief executive. Elstein is one of the most prominent British TV executives. Following a leading role at ITV broadcaster Thames, he joined pay-TV-platform BSkyB in 1993 as head of programing.



Channel 5 plans to aggressively pursue rights to Hollywood movies such as 'Independence Day' (top). The channel hopes to shake up British news with its new, 'lighter' newscast, with anchor Kirstie Young.

At BSkyB, he became a respectable public face of an aggressive player that has shaken up the British broadcasting establishment beyond recognition. Elstein's erudite interviewing technique and barnstorming conference performances, in which he continually questioned the traditional, cozy standoff between the BBC and ITV, made him a controversial but respected figure in the UK broadcast firmament.

Now, Elstein is fostering that antiestablishment attitude at Channel 5. This includes translating some of Sky's techniques—including aggressive bidding for prime programing or more strategic scheduling strategies like stripping and branded time slots—into the terrestrial sphere. And Elstein is keen to stress Channel 5's status as a hungry, innovative buyer and backer of programing.

BROADCASTING & CABLE INTERNATIONAL's Lloyd Shepherd and Meredith Amdur

questioned Elstein on his vision for Europe's last major analog terrestrial play.

Where is Channel 5 today?

VCR retuning is ahead of schedule. We've passed the 4 million mark, and we have somewhere between 9 million and 10 million homes to do before launch, and we should do that comfortably by the end of February. So I have no doubt that we'll meet our March 30 launch date, asteroids permitting.

As for the programing, nearly all the first-year programing is now complete. We're still doing some acquisition deals. We've announced one big deal [with Fox]. We also made a strong bid for the Warner package [that went to Channel 4]. There's probably one or two more acquisitions still to be made. If there's something in the marketplace, we have the board authority to buy it—even if it nominally exceeds our 1997 program

What's Channel 5's programing profile?

The key tag we've attached is "modern mainstream." It's not looking for a minority audience. It may end up with one, but it's looking to offer a sensible alternative to what else is being broadcast at the time, with a view to maximizing our audience in that particular time slot. More than 70% of the budget, and more than 60% of airtime, will be devoted to our own original programing.

How do you avoid overstraining to be competitive? Is there a danger of going the same way as, say, La Cinq in France, which went bankrupt when it tried to compete with the established broadcasters?

Bear in mind that French TV, unlike Britain's, is heavily circumscribed by politics, quotas and obligations. We've taken on only those obligations that we feel we can meet. They're not few in number, but they're built into the schedule such that we think we can deal with them commercially quite successfully.

We're also looking at a situation where cable and satellite have demonstrated that there's strong untapped demand for more programing. Unfortunately, most homes either can't or don't choose to pay the price of cable or satellite. So Channel 5 for them will be a free offering to exercise that demand for programing.

In [UK] cable and satellite homes, 35% to 40% of viewing is now devoted to new channels, and has been diverted from the four existing terrestrial channels. There's no extra viewing taking place. So it looks to us as if there's seven to eight hours of viewing a week up for grabs if you offer people more choice for nothing. We will try to get in among those seven to eight hours.

What are the key ways you'll differentiate yourselves?

There are very straightforward things we're doing that are not on TV at the moment. For example, five nights a week we'll have a late-night talk show, five nights a week we'll have a movie at 9 p.m.,

budget. That budget is almost expended in terms of straightforward programing, but it's not the whole of the acquisition budget, just the originated budget. Again, if we find something we really want to do, we can get the money to do it.

What kind of impact do you think Channel 5 is going to have on the UK market for programing?

What Channel 5 will make happen is proper competition for program rights. There's been a kind of standoff between the established broadcasters; on the whole, they don't bid for each other's programing.

It's not seen as in the collective interest of commercial broadcasters to bid up the price of talent and product, especially acquisition product. We don't have any compunction about that. Not just for Hollywood product, but for UK product as well.

Dear Diary,

The shoot lasted hours. No part of
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five nights a week we'll have a soap opera and five afternoons a week we'll have a live magazine show.... It's mostly that British terrestrial TV has balked at the stripped-and-stranded scheduling tactics of cable and satellite, preferring to stick with the old patchwork schedules. We're going to offer things that were not available even though there was clear public demand for them.

"More movies" is the first answer you get from every audience research panel on what people want. We're confident that there's plenty of demand for more programming. And if you think about it, it's not exactly rocket science. TV is the most popular leisure activity in the United Kingdom; giving people more of what they've already shown they like is not a difficult concept to take on board.

We've had an impact not just on program prices but on scheduling. Channel 4 just announced its new late-night effort: it's going to go seven nights a week and include a night of sports. We already announced that we were having sports in late night. I think it's inevitable that BBC1 will join Channel 4 in that late-night process. And I think all rights owners are now aware that there's another player in the marketplace, which will push up prices somewhat.

You were considered the voice of respectable reason at BSkyB, which is now massively successful as a DTH service. Why, then, has cable failed to take off in the UK?

The proliferation of [Sky] dishes was a big inhibitor itself. Also, the fragmentation of the cable market meant that there was little industry cooperation. They've been strong on building out their networks but pretty weak on marketing, or indeed in putting together any sensible programming proposition other than what Sky provides.

What options are there for cable-exclusive services?

There are plenty out there. But what's always surprised me, given the sheer volume of movies being offered outside the Sky movie services—on UK Gold, UK Living, TNT, Bravo, Sci-Fi, Paramount—is that no one has bothered to put together a mini movie service like Encore provides in the U.S. It just sits there like an open invitation, but nobody's got their act together on that front. Primarily what UK



David Elstein hopes to shake up the status quo in British terrestrial broadcasting.

cable needs is first-class customer relations, which it just doesn't have at present.

Sky has shown itself a master of more of the basics of subscriber management than of programming and software. It's pretty solid on programming, but it's a master of customer relations. The UK is preparing to license and launch digital terrestrial services in the next two years, in the form of six "multiplexes" or slabs of frequency. Channel 5 is guaranteed some of that capacity.

What will you be doing with it?

Obviously we want to expand our audience in whatever way we can. That's why we're negotiating for analog and digital satellite transponder capacity. As for digital terrestrial, we've been allocated a slot on Multiplex A. But so far as I know, no one has applied to operate that multiplex, in which case our multiplex strategy falls away. We won't be an operator ourselves, but if there is a bid and we can get digital terrestrial distribution at virtually zero cost, we'll be on a digital multiplex as well. But we probably wouldn't offer anything but a digital simulcast [of the existing service].

So is digital terrestrial a valid proposition, given that digital DTH and cable will

probably launch before it?

It's a quaint proposition, I'll put it like that. Its commercial benefits seem to be opaque. Why anyone thinks people would buy a digital terrestrial box with limited capacity when a cheaper box giving them much more capacity [on satellite] is available elsewhere in the market, I haven't been able to fathom. There may be people out there who just don't want a dish.

You're launching a terrestrial service at a time when cable and satellite services are increasing their capacity enormously.

The great advantage that a terrestrial signal gives you is immediate penetration. We expect to have 80%—if not 90%—penetration in our first year. Here we are, eight years in, and satellite and cable are in 24% of homes. Terrestrial is still a major advantage, which Rupert Murdoch is very much aware of. He spends most of his time trying to buy up plain old-fashioned analog stations in the U.S.

I've no doubt that Channel 5 will find a market, even with a very moderate audience share. The agencies are predicting 5% to 7% audience share. Even at that level, it will make good returns for its shareholders and will have substantial capital value. I

might point out that 5% to 7% audience share by the end of year one is more than that of all the Sky channels put together.

What about international expansion? Why have UK companies failed in that department?

There is a worldwide market for programming. And it is currently dominated by U.S. players with pretty good portfolios. It's harder for UK players to get into those markets. Grundy [owned by Channel 5 shareholder Pearson] in particular has shown an aptitude for relocating itself and reshaping itself in European territories. So if you can't make your billions in the normal way, maybe the answer is to find another point of entry. The Americans have tried the Grundy way in a number of places, but it's proved harder for an American company to burrow away for audience than it has been for what was then an Australian company.

Have you commissioned programming with an eye on the U.S. and international markets? Have there been any international co-productions?

We've concentrated in the UK on co-funded productions with other UK broadcasters. We're doing a number of shows that will have cable and satellite outlets in one way or another. It's a more homogeneous way of approaching the programming and distribution scenario. You're looking at the same audience, but you're dividing up the cost of the programming. There are a few shows where we've invited distributors to take a view and an advance against the value of programming overseas. But that is much less frequent.

Will you always take the first window when co-funding with a cable or satellite channel?

Nearly always, yes. It's not an essential requirement. I mean, it can work the other way around. It depends which cable or satellite channel you're working with. If it's a small one, almost certainly Channel 5 will have first dibs. If it were Sky One, it might be the other way around.

What about sharing rights to acquired programming, as you did with the BBC for Fox films?

That's another way of achiev-

ing the same effect. It's just rationalizing the thought process. Once you get your head around it, it's nothing to be scared of. The BBC is a very rational broadcaster in this area. They shared windows with satellite before anybody else did, because they saw that it made sense. They don't have the same political agenda in terms of fighting off whoever attacks them, unlike Channel 4. Channel 4 still hasn't done a deal with Sky, although I gather they've bought Sky's originated drama *Springhill*. But they didn't announce that.

What do you think about prime U.S. programming winding up on Channel 4? Do you think it should have a more mainstream slot?

ER, *Friends*—those are the kind of shows we would go for. Until now, Channel 4's had the market to itself. ITV doesn't need acquisition in peak time, because it's got so much origination. The BBC feels politically constrained about buying too much U.S. programming. Channel 4 has had a very easy run. It's been getting some programming incredibly cheap. When I turned up at Sky, they picked up *ER* and *Friends* for \$2 million a year. I drove the price up to \$14 million while I was at Sky, and it's \$30 million now because of Channel 5. That's much more like it. Now, Channel 4 will have to work out whether that's its role in life. Can it really buy expensive American programming on the open marketplace? It may well run into a kind of CBC-type agenda, where it's more or less invited to drop out of the U.S. acquisition marketplace on the grounds that it ought to be doing better things with its money.

What is Channel 5's competition? Who are you gunning for?

Channel 5 will be competing with all other broadcasters. But we will be much more uncluttered than any other broadcaster. We will, in a sense, be the Sky One of terrestrial broadcasters. We will have the broadest commercial remit and the least inhibition about finding new ways to compete.

Where will news fit into the schedule?

News is important. Our half-hour peak time news program will be a signature show. We've already seen some of the pilots, even though it's three months from being on-air. I think that show will open people's eyes

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phenomenally successful beach adventure, *Baywatch*. The show scored a 34% share and pulled 6.8 million viewers between Jan. 6 and Feb. 24, 1996, although viewing levels dipped to 31%, or 5.2 million, from Sept. 28 to Nov. 16. ITV now is "resting" the series.

"We're not keen to open up any more slots to major U.S. programming," says Alan Howden, head of program acquisi-

tion, BBC, though "we need to keep an eye on replacing shows that are reaching the end of their useful life."

BBC didn't buy any U.S. shows in 1995; "The year before, we bought *The Outer Limits* and *Sliders*," Howden says. "But you need to be ready to make a deal. If there's anything new, you can't afford not to be ready." However, he adds that he doesn't expect anything spectacular to turn up.

It is the smaller BBC2 that broadcasts most U.S. series in the UK. The more experimental channel also is used to test new series (such as *The X-Files*), which move to BBC1 if they win high ratings. BBC2 currently is screening *3rd Rock from the Sun*, which attracts just over 4 million viewers; *Star Trek: The Next Generation* (3.5 million); *Star Trek: Voyager* (3 million); *Deep Space 9* (2.8 million), and

Fresh Prince of Bel-Air (2.35 million).

The most notable trend in Germany and in other European markets is the growth of domestic fiction on private channels. Yet foreign films and series, especially from the U.S. remain crucial: the bulk of acquired material for Germany's private channels comes from the U.S. (31.7% for RTL Television, 44% for SAT 1 and 55.9% for

ProSieben).

U.S. programming is so expensive—it costs \$600,000-\$800,000 for three runs of an American TV movie, says RTL chairman Helmut Thoma—that RTL has turned its attention to domestic TV movies.

"The studios will try to demand more money out of Germany, but they won't get it," Thoma says. "They have overstretched the whole thing.

Meanwhile, "we've had a lot of success in the last year with homegrown TV movies," he says. "The ratings for our TV movies are so high that you have to compare them with American feature films."

U.S. films and series are more crucial to Spanish channels. Since 1993, dependence on acquired fiction has risen for all three of Spain's main channels (TVE1, Antena 3 and Tele 5). Between 1993 and 1995, this dependence reached 41.2% for TVE1 (up 11.2 percentage points), 53.6% for Antena 3 (up 7.3 percentage points) and 54% for Tele 5 (up 23.5 percentage points), according to a *European TV Programming* report compiled by Geneva-based Acamedia in association with Baskerville Communications Corp.

More than 80% of those acquisitions on Spain's Antena 3 came from the U.S. In fact, Antena 3 introduced the American Movie of the Week concept to Spanish audiences. The channel now strips TV movies at 3:30 p.m., Monday through Friday. Sitcoms *Fresh Prince of Bel-Air* and *Family Matters* are stripped before the Movie of the Week.

"American programs have much more [of a] commercial edge, and we are looking for commercial edge," says Paloma Garcia, head of acquisition, Antena 3.

"NATPE is important because we strip a lot of American shows, and we prefer to acquire syndicated series because we can buy many more episodes for one series and at better prices than U.S. network series' prices."

Antena 3 keeps well supplied with TV movies through its relationship with World International Network, its TV-movie package deal with Saban Entertainment and its regular buying spree at Hallmark Entertainment. Aside from TV movies, Antena 3 strips *Baywatch* at 7 p.m. weekdays and animation series from New World (Marvel fare), DIC (*Street Sharks*) and Fox (*The Simpsons*). ■

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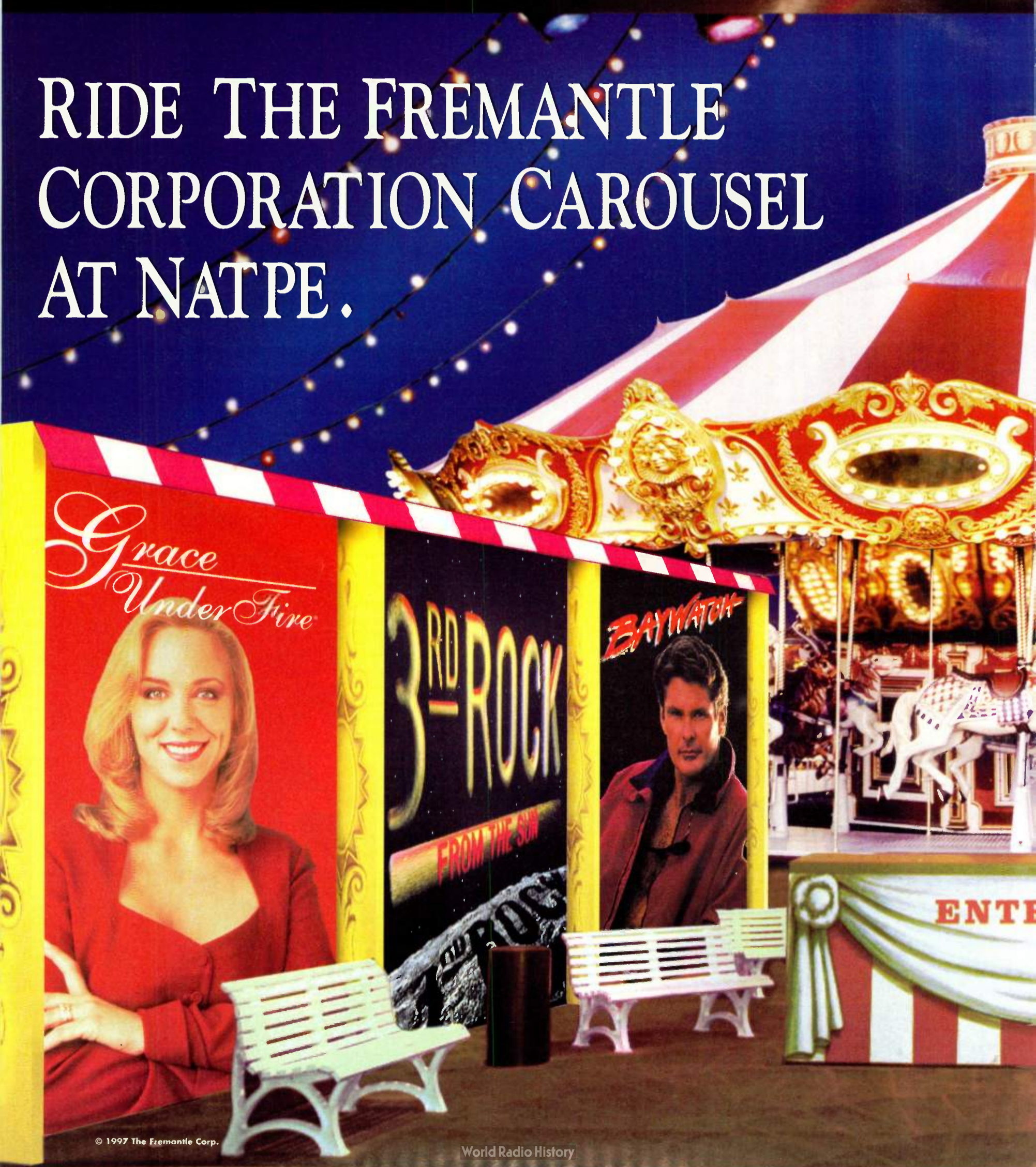
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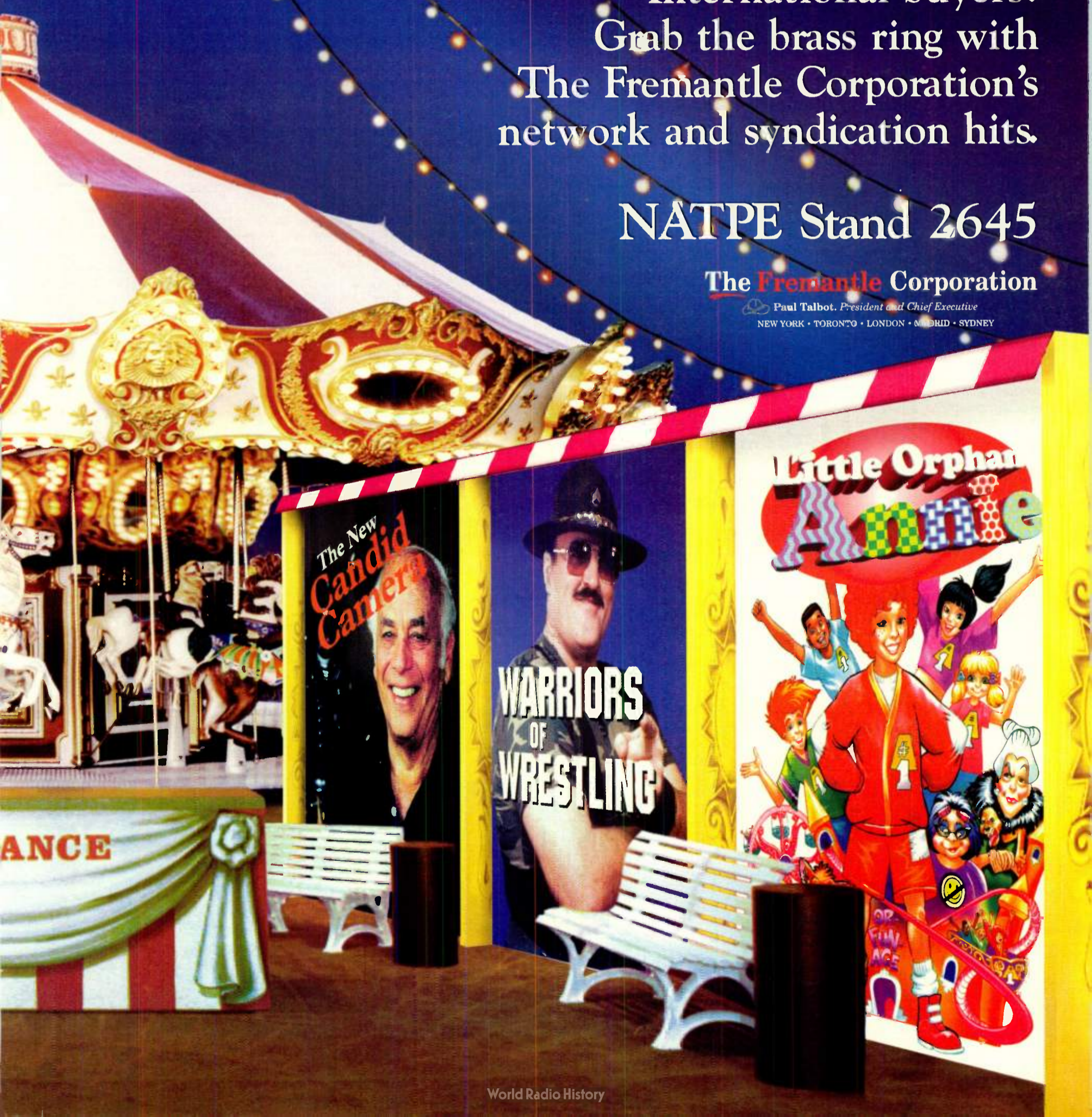
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New game plan for Columbia TriStar

Looks to boost its game show presence internationally

By Debra Johnson

The game show business is in play internationally, and Columbia TriStar International Television wants a bigger piece of the action. The studio has been acquiring U.S. game show libraries for the past two years and is on a campaign to license the 80 formats it now owns around the world.

Paul Gilbert, formerly with producer/distributor King World, will spearhead the project as vice president of international program development and format sales.

Game shows are an attractive asset because they have great appeal overseas. They are the staple diet of fledgling commercial broadcasters; they cross cultures and demographics, are relatively inexpensive to produce and are simple to localize.

Game shows constitute a sizable portion of European schedules, particularly at lunchtime and in early evening. In November 1995, the genre accounted for 24.6% of lunchtime schedules in France and 17.4% in early evening, compared with 7.4% (lunchtime) and 6.2% (early evening) in Germany and 6.3% (lunchtime) and 10.1% (early evening) in Spain, according to the report "European TV Programming," compiled by Geneva-based Acamedia in association with Baskerville Communications Corp.

Across all time slots during November 1995, game shows made up 6.7% of French broadcaster schedules, compared with 4.4% in Germany, 4.6% in Italy, 4.4% in Spain and 4.2% in the UK.

Columbia TriStar Television's game show library includes *The Gong Show*, *The Dating Game*, *The Newlywed Game*, *Joker's Wild* and *Bumper Stumpers*, as well as the UK game show *Chain Letters*. Sony Pictures Entertainment's Game Show Network also produces shorter interstitial, or "play break," formats "Race for the Numbers" and "Decades."

Gilbert says Columbia TriStar went on a game show buying spree two years ago partly to fuel the Game Show Network but also because it is a valuable library to have. Says Gilbert, "There are always ongoing talks about rolling the Game Show Network out internationally, and

at some point that could come to fruition."

As part of its new-found strategy, Columbia TriStar plans to "recapture" game shows that it has licensed to All American Fremantle. According to All American Television President Larry Lamattina, All American will retain representation rights to Columbia's *Dating* and *Newlywed* games in markets where it has "grandfather deals," as long as the shows are renewed. The international licensing rights to the Bob Stuart game show library (*\$25,000 Pyramid* and *Chain Reaction*, among others), which Columbia now owns, will also revert to the studio in 2000.

"All American has a sizable library, so losing these few formats will not affect them that much," says Gilbert. "There are a handful of them that are grandfathered, and we're happy to have All American license those shows as long as the broadcaster renews them."

All American has a grandfather deal for *The Dating Game* in Germany, so as long

as public broadcaster ARD continues to broadcast the show, the rights will remain with All American. UK game show *Blind Date*, based on *The Dating Game* format, is also grandfathered and will revert to Columbia if UK network ITV chooses not to renew the series. *Blind Date* is the ITV's most successful game show, regularly attracting more than 10 million viewers in its prime time (7 p.m.) Saturday slot.

In countries such as France, Poland, Belgium and Spain, where All American has an ad hoc arrangement, *The Dating Game* and *The Newlywed Game* will revert immediately. For example, the studio now controls the rights to *The Dating Game* in Belgium and has relicensed the series to commercial broadcaster VTM.

"Basically, where the shows have been on the air for the last three years, we will continue to represent them as long as they stay on the air," says Lamattina. "We've been distributing the two game shows for the last 10 years, so all the markets that wanted



'The Dating Game' is one of Columbia TriStar's game show programs, a genre that makes up a sizable portion of European schedules.

them got them. We just have to work hard to keep them on the air."

Two of Columbia TriStar's most successful game shows—*Wheel of Fortune* and *Jeopardy!*—are distributed domestically and internationally by King World. *Wheel of Fortune* has been sold in 52 countries, including Canada, Croatia, Singapore and Spain, and *Jeopardy!* is on the air in 41 markets, which include original productions in Russia,

Sweden, Turkey and Hungary.

This arrangement will continue, says Gilbert, although he concedes that Columbia would like to control distribution rights. "As long as King World wants to distribute those shows, Columbia cannot take them back. Would we like to have them back? Sure we would, but having said that, King World has done an excellent job and we still get the lion's share of the license fee," says Gilbert. ■

Canadian TV searching for identity

Government encourages production of distinctly Canadian programming

By François Godard

How Canadian is Canadian independent production?

Since the late 1960s the Canadian government has tried to "Canadianize" its television industry. But nearly 30 years of subsidies, tax breaks, ownership restrictions and content quotas designed to encourage Canadian production have yielded mixed results.

Programming about American pop culture, despite being demonized by the culturally correct establishment, remains the overwhelming Canadian favorite. English-speakers watch far more U.S. programs than Canadian. As always, French-speakers prefer domestic fare. Quebec separatism, which Canadian cultural nationalism was created to fight, is stronger than ever.

But a strong domestic production industry has emerged. What had once been weak producers catering to Canadian broadcasters have grown into respected North Ameri-

can independents. In fact, nearly all large Canadian producers earn the bulk of their revenue outside Canada, mostly from the U.S. At first, they produced movies for cable channels, but producers now turn out series and mini-series for U.S. networks and syndication.

Among the most recent Canadian-backed shows are Atlantis's *Psi Factor*, syndicated by Eyemark Entertainment; Nelvana's *Little Bear* on Nickelodeon, and Alliance's *ReBoot* cartoon, syndicated by



Cinar, which produces a new 'Lassie' (above) series for Animal Planet, is a premier Canadian production company. Another heavy hitter is Atlantis, which produces 'Psi Factor,' a syndicated program seen in the U.S.



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ANIMATION HOURS SCREENED

1990	104
1991	104
1992	52
1993	52
1994	52
1995	52

ANIMATION BUDGET

1995 A\$250,000

SEVEN NETWORK

Television Centre
Mobbs Lane
Epping NSW 2121
Australia
Tel: 61 2 9877 7777

Fax: 61 2 9877 7888

Director of Programs

Chris O'Mara

Manager Program Purchasing

Glen Kinging

XYZ Entertainment

GPO Box 2692
Sydney NSW 2009
Australia
Tel: 61 2 9200 1096
Fax: 61 2 9200 1096

Executive Program Producer

Paul Melville

Director of Program Acquisitions

Paul Ridley

CHINA

Population (000) 1,210,000
GDP per capita (\$) 409
TV Households (000) 240,000
Cable Subscribers (000) 40,000
Satellite Dish Homes (000) 600
Average Daily Viewing Minutes 172
TV Advertising Expenditure (\$ million) 1,708
Broadcasting Standard PAL, System D
Exchange Rate US\$1= Yuan8.31
Time Difference (+/- GMT) +6/+8

BEIJING TV

3 North Third Ring Road
Hai Dian District
Beijing 100081
China
Tel: 81 10 841 9922
Fax: 81 10 841 9824/5

Head of Children's Programs

Zheng Xiao Ai

Head of Acquisitions

Chen Hu

CCTV - China

Central TV
11 Fuxing Rd

Beijing 100859
China
Tel: 8610 851 1144
Fax: 86 10 851 5264

Program Director

Hu En

Head of Children's Programs

Yu Peixia

Head of Children's Acquisitions

Li Zhuang

Oriental TV

627 Nanjing East Rd
Shanghai 200001
China
Tel: 8621 6256 5899
Fax: 86 21 320 7368

President

Mu Duan Zheng

Vice President

Liu Wenguo

Shanghai Television

651 Nanjing Rd West
Shanghai 200041
China
Tel: 81 21 256 5899
Fax: 81 21 256 1193

Head of Children's Programs

Ye Chao

Head of Program Acquisitions

Zhang Yanping

HONG KONG

Population (000) 6,100
GDP per capita (\$) 22,951
TV Households (000) 1,711
Cable Subscribers (000) 300
Satellite Dish Homes (000) 15
Average Daily Viewing Minutes 171
TV Advertising Expenditure (\$ million) 681
Broadcasting Standard PAL, System I
Exchange Rate US\$1= HK\$7.73
Time Difference (+/- GMT) +8

ATV - Asia Television

ATV House
81 Broadcast Drive
Kowloon
Hong Kong
Tel: 852 2339 9111
Fax: 852 2338 0438

Program Controller

Musetta Wu

CETV - China Entertainment TV

1 Suffolk Rd
Kowloon Tong
Kowloon
Hong Kong
Tel: 852 2338 3641
Fax: 852 2338 0422

Executive Director of Programming

Peggy Chua

CHILDREN'S HOURS SCREENED

1994 2,190

ANIMATION HOURS SCREENED

1994 2,190

Animation Screened in 1996

Animated Classics

Care Bears

Bobobobs

Teo

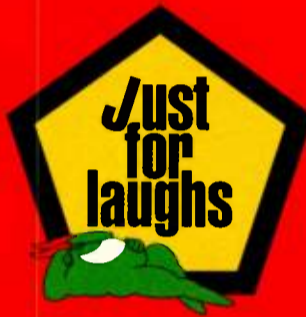
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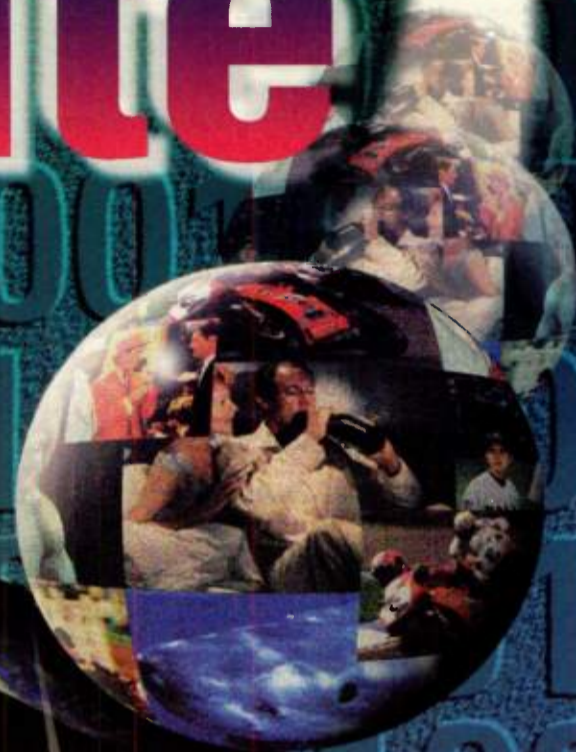
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Fax: 852 2621 8000

Head of Entertainment

Neil Coulston
Program Acquisition Manager
Grace Lo

TNT & Cartoon Network

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8 Commercial Tower
8 Sun Yip St
Chai Wan
Hong Kong
Tel: 852 2965 2888
Fax: 852 2965 2652

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Celia Chong
Deputy General Manager
Manny Ayala
VP Programming
Andrea Miller

TVB Jade

TV City
Clear Water Bay Rd
Kowloon
Hong Kong
Tel: 852 2719 4828
Fax: 852 2358 1300

Head of Children's Programs

Siu Wai Hung

Head of Children's Programs Acquisition

Cheung Wai Kit

Head of Animation

Cheung Wai Kit

CHILDREN'S HOURS SCREENED

1995 6.3%

ANIMATION HOURS SCREENED

1995 14.4%

ANIMATION SCREENED IN 1996

Dragon Ball 2
Yuyu Hakusho
Boorin
Ninja Boy
Yamato Takeru
Tiny Toon Adventure

TVB Pearl

TV City
Clear Water Bay Rd
Kowloon
Hong Kong
Tel: 852 2719 4828
Fax: 852 2358 1300

Head of Children's Programs Acquisition

Nancy Lai

Head of Animation

Cheung Wai Kit

CHILDREN'S HOURS SCREENED

1995 5.1%

ANIMATION HOURS SCREENED

1995 7.0%

ANIMATION SCREENED IN 1996

Dragon Ball 1
Batman
Casper Classics

James Bond Jr
Richard Scarry
Madeline

TVB Television Broadcasts

TV City
Clear Water Bay Road
Kowloon
Hong Kong
Tel: 852 2719 4828
Fax: 852 2358 1300

Head of Children's Programs

Carrie Yuen

Head of Acquisitions

Stephen Chan

CHILDREN'S HOURS SCREENED

1994 562

Animation hours screened

1994 842

Wharf Cable Ltd

7/F Wharf Cable Tower
9 Hoi Shing Rd
Tsuen Wan
Hong Kong
Tel: 852 2112 5903
Fax: 852 2112 7856

Head of Children's Programs

Priscilla Hong

Head of Acquisitions

Ray Yuen

ANIMATION SCREENED IN 1996

Tenchi Muyo
Magic Knights Rayearth
Romeo Blue Sky
Chibi Maruko Chan
Simba, The Lion King

INDIA

Population (000)	923,300
GDP per capita (\$)	294
TV Households (000)	53,250
Cable Subscribers (000)	15,000
Satellite Dish Homes (000)	900
Average Daily Viewing Minutes	254
TV Advertising Expenditure (\$ million)	251
Broadcasting Standard	PAL, System B
Exchange Rate	US\$1= Rs35.65
Time Difference (+/- GMT)	+5.5

ATN - Asia Television Network

69a Mittal Chambers
Mumbai 400 021
India
Tel: 91 22 283 1103
Fax: 91 22 202 6626

Program Director

Girish Shukla

Head of Acquisitions

Ajay Kambli

Asianet

1C Apex Plaza
3 Nungambakkam High Rd
Madras 600 034
India
Tel: 91 44 825 1490
Fax: 91 44 827 2604

Program Director

Mr Saratchandran

Head of Acquisitions

K. Sundaran

CHILDREN'S HOURS SCREENED

1993 10

1994	100
1995	160
1996	200

ANIMATION HOURS SCREENED

1993	10
1994	50
1995	30
1996	50

CHILDREN'S PROGRAMMING BUDGET

1993	Rs10 million
1994	Rs40 million
1995	Rs64 million
1996	Rs80 million

Animation budget

1993	Rs0.9 million
1994	Rs2.7 million
1995	Rs2.7 million
1996	Rs4.5 million

ANIMATION SCREENED IN 1996

Karelian Tales
Alias the Jester

Doordashan TV

Mandi House
Copernicus Marg
Delhi 11001
India
Tel: 91 11 386 506
Fax: 91 11 386 506

Program Controller

Somiron Choudry

Deputy Head of Acquisitions

Suman Bajaj Kalra

EL TV

New Prakash Cinema Bldg
N Y Joshi Marg
Lower Parle
Bombay 400 011
India
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Fax: 91 22 308 0577

Program Director

Chesla Shah

Head of Acquisitions

AsomiBramah

Jain Satellite TV

Jain Studio Campus
Scindia Villa
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New Delhi 110 023
India
Tel: 91 11 611 4530
Fax: 91 11 687 3015

President

Dr. J.K. Jain

Program Director

Shalini Dhanda

Modi Entertainment Network

C44/3 Okhla Industrial Area
Phase II
New Delhi
India
Tel: 91 11 682 5175
Fax: 91 11 683 1686

Chief Executive Officer

A.V. D'Silva

Director

Lalit Kumar Modi

Sony Entertainment Television India

Plot 23
Shah Industrial Estate
Off Veera Desai Rd
Andheri W
Bombay

India
Tel: 91 22 623
1729/1730/1742/1743
Fax: 91 22 631 7836

Star TV

3-F Sanghrajka House
431 Lamington Rd
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Fax: 91 22 382 5151

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Managing Director

Gene Swinstead

Sun TV

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Fax: 91 44 825 6599

Managing Director

Kalanichi Maran

Deputy Manager

P. Saravanan

TV Today

316 Competent House
4-14 Middle Circle
Connaught Place
New Delhi 110 001
India
Tel: 91 11 372 5275
Fax: 91 11 331 6506

Program Director

Madhu Tuehan

Head of Children's Programs

G. Krishnan

YES - Youth Entertainment Service

501 Som Dat Chambers 1
5 Bhikaji Cama Pl
New Delhi 110 066
India
Tel: 91 11 687 4560
Fax: 91 11 687 6186

Director

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SVP P. Bhuvan Lali

ZEE TV

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Off Andheri-Kurla Rd
Andheri East
Mumbai 400 004
India
Tel: 91 22 834 2505
Fax: 91 22 835 2369

Programme Manager

Supriya Shastri

ANIMATION HOURS SCREENED

1993	26
1994	26
1995	26
1996	26

ANIMATION SCREENED IN 1996

Classic Cartoons

JAPAN

Population (000)
125,400
GDP per capita (\$)
37,464

TV Households (000)
41,680
Cable Subscribers (000)
4,000
Satellite Dish
Homes (000)
10,000
Average Daily
Viewing Minutes
240
TV Advertising
Expenditure (\$ million)
13,165
Broadcasting Standard
NTSC, System
M
Exchange Rate
US
109
Time Difference (+/- GMT)
+9

Cable Soft Network

Togeki Bldg
1-1 Tsukij 4-Chome
Tokyo 104
Japan
Tel: 81 3 3268 5901
Fax: 81 3 3268 5904

Program Director

Kazuko Maejima

Candy Children's Channel

Yamada Bldg
12th Floor
3-30-12 Nakano
Nakano-ku
Tokyo 164
Japan
Tel: 81 3 3380 1451
Fax: 81 3 3380 4601

FUJI TELEVISION NETWORK

3-1 Kawada-Cho
Shinjuku-Ku
Tokyo 162
Japan
Tel: 81 3 3353 1111
Fax: 81 3 3225 3303

Managing Director

Denjiro Nakaide

Head of Acquisitions

Yukio Sonobe

Kids Station

Moritami Bldg
2-14-1 Ginza
Chuo-ku
Tokyo 104
Japan
Tel: 81 3 3545 3207
Fax: 81 3 3545 8975

NHK - Nippon

Hoso Kyokai
2-2-1 Jinnan
Shibuya-Ku
Tokyo 150-01
Japan
Tel: 81 3 3465 1111
Fax: 81 3 3481 1453

Director General of Programs

Yoichi Ueda

Head of Children's Programs

Kie Nakamura

Head of Children's Program Acquisitions

Mahito Onimaru

Head of Animation

Hiroshi Watanabe

NTV - Nippon

Television Network
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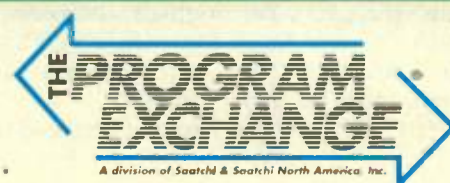
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Broadcasting

January 13, 1997

Harbert exits ABC

After 20 years with company, ABC Entertainment president makes way for Tarses

By Lynette Rice

ABC Entertainment Chairman Ted Harbert submitted his resignation last week, ending a two-decade tenure with a network he first dreamed of working for at age nine. His last day is Feb. 15. ABC Television Network President David Westin told reporters Jan. 8 that there are no immediate plans to replace him.

In a separate interview, Harbert said the position should remain vacant, leaving Jamie Tarses to assume all duties—overseeing the number-three network, which has suffered a 15% loss in viewers. A midseason lineup that includes impressive dramas from David E. Kelley and Robert Altman could boost an otherwise slow season which has found more luster in the second-year *The Drew Carey Show* than the new *Relativity* and *Dangerous Minds*.

"I was able to make the adjustment to four networks with 60 share points,

but then it was six networks with 53 share points. All that did was create a frenzy of competition for the best projects," Harbert said of his tenure. "It's harder and harder to get close to a 20 share. And it's so much more expensive. In the last six months I found myself spending more time working on deals than shows."

"The frenzy has taken some of the enjoyment out of doing what I love to do, and that's working on shows," he said.

Harbert—who as a child used to look at the Nielsen pocket pieces of his father, a television advertising salesman, to gauge ABC's progress—first joined the network in 1977 as feature film coordinator before ultimately nabbing the top job as entertainment president in January 1993. His title changed to chairman last June with the hiring of Tarses as president, but his responsibilities remained the same, he said—overseeing development, promotion and scheduling for ABC Entertainment.

Yet questions over the need for two executives at ABC's helm came to an end Monday when Harbert said he would step down, reportedly taking advantage of a contract clause that allowed for an early departure.

"I've been there for such a long time, I've been a part of the fabric of the company," said Harbert, 41. His father's selling advertising allowed the young Harbert to first learn about network television and the "underdog" ABC.

"I am amazed that with a company that's had various owners," Harbert continued. "I've been able to spend 20 years there.... It was a thrill, but it is really time to have the next generation. Jamie is very smart and a very able person. She will do great."

After the announcement—to which ABC President Bob Iger responded by citing the chairman's "enormous contributions to the success of the network"—a relaxed Harbert showed up at the annual press gathering in



"The frenzy has taken some of the enjoyment out of doing what I love."

Pasadena to mingle and to join Tarses in announcing the network's midseason plans.

Although not comfortable taking credit for individual programs ("that belongs to the writers and producers"), Harbert said he's proud of having played a role in such hits as *NYPD Blue* and *Home Improvement*.

His next job could be with a production company rather than with a network—a decision he plans to make soon. "The learning curve is flat and I hate that. The family tradition is to keep on challenging yourself and to keep on learning," Harbert said. ■

Networks stock arsenals for sweeps

NBC to air 'Schindler's List'; ABC has theatricals on tap; CBS has 'Miss USA,' Grammys

By Lynette Rice

ABC may try to make up for lost time in February by scheduling heavyweights such as "Unforgiven" and "The Bodyguard" to boost its sweeps performance.

A made-for-TV movie starring Meryl Streep also tops ABC's list of specials and movies for the sweeps, used by local stations to set advertising rates. Sweeps month begins Jan. 30 and runs through Feb. 26.

ABC, which finished sweeps last February and November in third place, has a planned theatrical lineup that includes "Clear and Present Danger" (Feb. 3); "Beverly Hills Cop" (Feb. 6); "Boomerang" (Feb. 8), and "Nowhere to Run" (Feb. 13). For originals, the network will air *Seduction in a Small Town* (Feb. 9); *Payback* (Feb. 10); *...first do no harm*, starring Streep (Feb. 16), and *Fire on the Mountain* (Feb. 23).

NBC, CBS and Fox have not finalized their sched-



NBC hopes 'Asteroids' is a sweeps hit

ules, but some specials/movies have been announced. NBC, which nabbed its eighth-straight sweeps victory in November, will air "Schindler's List" at 7:30-11 p.m. Feb. 23. The Steven Spielberg film could be the first movie this season to earn a TV-M (for mature audiences only) under the new ratings system.

CBS, which earned a 10.5/17 last February, will

Also set for NBC, which finished last February's sweeps with a 12.2/20, is the *All-New, All-Star TV's Censored Tickle Me Bloopers* (Feb. 22); *Lance Burton: The Legend Continues* (Feb. 24), and *National Geographic: Asteroids: Deadly Impact* (Feb. 26). It's no coincidence that the network also has a four-hour miniseries, *Asteroid* scheduled to air during the sweeps, although no date has been set. Other yet-to-be-scheduled theatricals for NBC include "The Client" and "The Shadow."

Milestone for 'ET'

Champagne corks were popping at *Entertainment Tonight* after Paramount's venerable entertainment magazine celebrated its 4,000th episode on Jan. 10. Last weekend's hour edition of *ET* looked back at the past 16 years. In preparing the retrospective, *ET* researchers uncovered some interesting facts about the show that reinvented first-run syndication back in 1981.



Mary Hart and Bob Goen

■ Actress interviewed most by *ET*: Demi Moore (160 times)

■ Actor interviewed most times: Arnold Schwarzenegger

■ Celebrity who has appeared most frequently: Michael Jackson (323)

■ Number of celebrity birthdays on file: 4,039

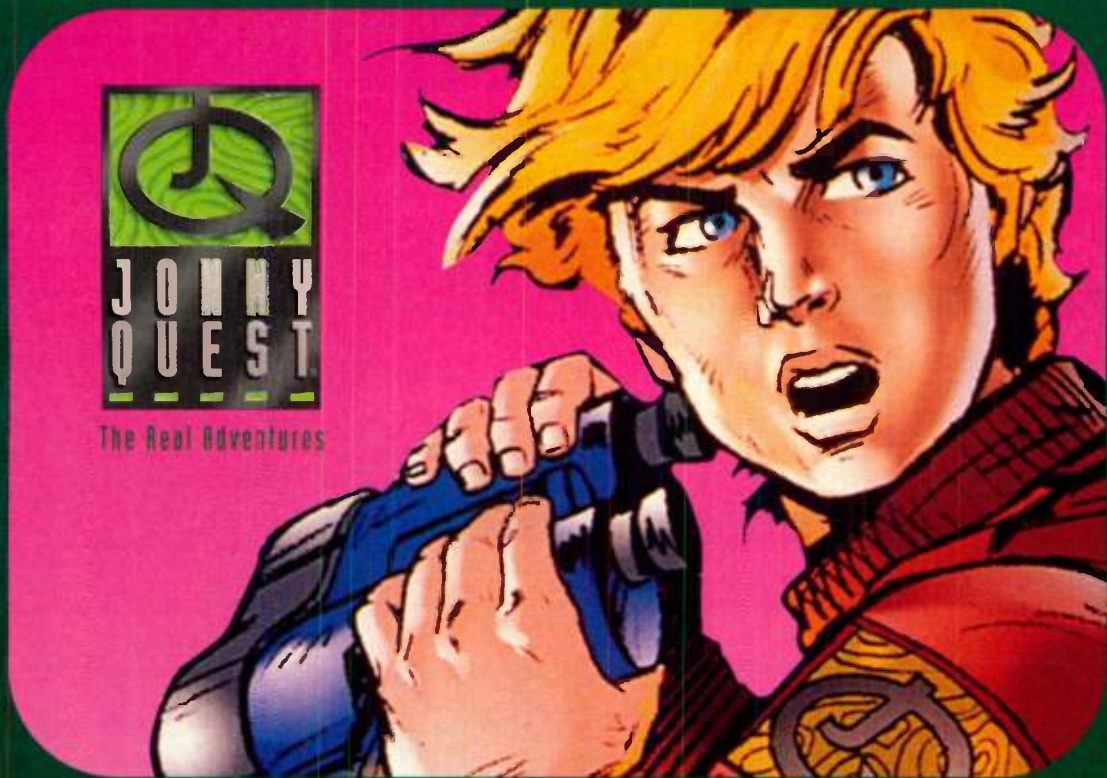
■ Number of stars who have requested that their birthdays not be aired: 76

■ Number of movie premieres covered: 668

■ Number of times Mary Hart has won pants on the air: 1 (Oct. 8, 1988)

■ Number of non-human guest reporters: 2 (Miss Piggy and Kermit the Frog) —CL

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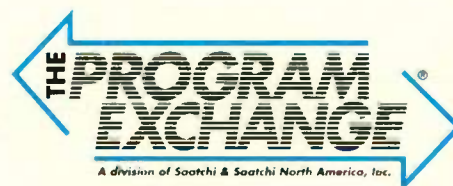


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Evergreens are always in season.



roll out some familiar sights next month with the *Miss USA Pageant* Feb. 5 and *The 39th Annual Grammy Awards* Feb. 26. The miniseries, *Night Sins*, starring Valerie Bertinelli and Harry Hamlin, is set for Feb. 2 and Feb. 4.

Other CBS made-for-TV movies set for the sweeps are *Stranger in My Home*, with Veronica Hamel (Feb. 11); *Another Family of Cops* (no date set); the *Hallmark Hall*

of Fame presentation of William Faulkner's "The Old Man" (no date), and *Candid Camera Looks at Love* (no air date).

Fox will air *The World's Scariest Police Chases* (Feb. 2), followed by the theatrical "Cool Runnings" on Feb. 4. On Feb. 9, it's *Oops! The World's Funniest Outtakes, No. 5*, followed by *The NAACP Image Awards* on Feb. 27.

Netlets get animated

Prime time cartoon series are on rise, but this isn't your father's Flintstone mobile

By Lynette Rice

As Fox prepared to debut its successor to *The Simpsons* Jan. 12, the netlets announced

plans last week to roll out prime time animated comedies by the 1997-98 season.

UPN said it would likely debut *The Blues Brothers*—a Film Roman creation com-

plete with blues music and voiceovers by Blues Brothers Jim Belushi and Peter Aykroyd—in the fall, while The WB will offer up the drama *Invasion America* from DreamWorks Television in early 1998.

The announcements came one week before the Jan. 12 premiere of *King of the Hill*, a Fox animated sitcom by *Beavis and Butt-Head* creator Mike Judge and former *Simpsons* writer Greg Daniels. The show, like *The Simpsons*, finds its humor in a small-town family featuring a blue-collar father and a peculiar son.

"It's just an art form, another way of telling a story," said Daniels of the ground swell in prime time animation. "You just don't want it to look like a Saturday morning cartoon. If viewers wanted to watch that, they'd tune in on Saturday."

"*The Simpsons* didn't make it just because it was animated. It was great writing and talent," says Michael Sullivan, UPN's entertainment president.

UPN's *Blues Brothers* will be based on the popular characters made famous by Dan Ackroyd and the late John Belushi (brothers of Peter and Jim). Dan Ackroyd will produce the animated series along with John Belushi's widow, Judy Pisano. Thirteen episodes were ordered well over a year ago—giving Film Roman plenty of time to begin the eight-month turnaround that each animated half-hour requires.

"It wasn't an abstract thought going around, like 'let's do animation,'" Sullivan said. "Fairly early on after the network started, Film Roman came in with the *Blues Brothers* property that was very appealing to us."

"Prime time animation is challenging for TV because of its time span," Sullivan continued. "In terms of its production schedule, which is a lot longer than your typical sitcom, it takes an extra degree of courage to take the plunge on one. You really want to have an exciting property that can appeal to both adults and younger people."

That hasn't stopped UPN from developing four more

Broadcasting & Cable		PEOPLE'S CHOICE		Ratings according to Nielsen		Dec. 23-29	
Week 15	abc	CBS	NBC	FOX	U/PIN	WB	
	9.9/18	7.4/13	8.0/14	5.4/9	2.2/4	1.9/3	
MONDAY	8:00	78. <i>Dangerous Minds</i> 4.8/9	27. <i>Cosby</i> 8.3/15	53. <i>Jeff Foxworthy</i> 6.7/12	63. <i>TV's Funniest Wedding Moments</i> 5.7/10	93. <i>Star Command</i> 2.2/4	96. <i>7th Heaven</i> 2.0/3
	8:30		55. <i>Ev Loves Raymd</i> 6.5/11	49. <i>Jeff Foxworthy</i> 7.0/12			
	9:00	4. <i>NFL Monday Night Football—San Francisco 49ers vs. Detroit Tigers</i> 12.6/22	43. <i>Murphy Brown</i> 7.3/13	20. <i>NBC Monday Night Movie—Her Hidden Truth</i> 8.5/15	73. <i>Miracles & Visions: Fact or Fiction?</i> 5.1/9		99. <i>Savannah</i> 1.9/3
	9:30		35. <i>Cybill</i> 7.9/13				
	10:30		43. <i>Chicago Hope</i> 7.3/13				
TUESDAY	8:00	6.4/15	6.4/15	5.3/13	3.6/9	2.3/6	
	8:30	75. <i>Roseanne</i> 5.0/13	67. <i>Promised Land</i> 5.3/14	75. <i>Mad About You</i> 5.0/13	84. <i>Fox Tuesday Night Movie—Rise and Walk: The Dennis Byrd Story</i> 3.6/9	87. <i>Moesha</i> 2.5/7	
	9:00	78. <i>Life's Work</i> 4.8/12		78. <i>Smthg So Right</i> 4.8/12		96. <i>Homeboys</i> 2.0/5	
	9:30	45. <i>Home Imprvmt</i> 7.2/17	50. <i>CBS Tuesday Movie—A Holiday to Remember</i> 6.9/16	66. <i>Frasier</i> 5.4/13		91. <i>In the House</i> 2.4/6	
	10:30	50. <i>Spin City</i> 6.9/16		78. <i>Caroline in/City</i> 5.1/12		92. <i>Mal & Eddie</i> 2.3/6	
WEDNESDAY	8:00	7.7/16	8.1/17	7.1/15	4.2/9	2.9/6	1.7/4
	8:30	53. <i>Grace Undr Fire</i> 6.7/15	50. <i>The Nanny</i> 6.9/15	82. <i>NBA Basketball</i> 4.4/11	83. <i>Fox Movie Special—Hero</i> 4.2/9	86. <i>The Sentinel</i> 2.7/6	100. <i>Sister, Sist</i> 1.8/4
	9:00	38. <i>Coach</i> 7.8/17	61. <i>Pearl</i> 5.8/12	41. <i>NBA Basketball—Chicago Bulls vs. Detroit Pistons</i> 7.5/15		85. <i>Star Trek: Voyager</i> 3.1/6	103. <i>Nick Freno</i> 1.5/3
	9:30	21. <i>Drew Carey</i> 8.4/17	16. <i>CBS Wednesday Movie—The Christmas Box</i> 9.0/18				100. <i>Wayans Br</i> 1.8/4
	10:30	32. <i>Ellen</i> 8.0/16					100. <i>Jamie Foxx</i> 1.8/4
THURSDAY	8:00	8.2/14	8.1/14	12.5/22	5.9/10		
	8:30		21. <i>Diagnosis Murder</i> 8.4/15	5. <i>Friends</i> 12.1/21	64. <i>Martin</i> 5.6/10		
	9:00	30. <i>ABC Movie Special—Hook</i> 8.2/14	35. <i>Kennedy Center Honors</i> 7.9/14	9. <i>The Single Guy</i> 11.1/19	58. <i>Living Single</i> 6.0/10		
	9:30			1. <i>Seinfeld</i> 14.4/24	58. <i>New York Undercover</i> 6.0/10		
	10:30			6. <i>Men Behv Badly</i> 11.9/20			
FRIDAY	8:00	9.6/18	7.3/14	7.6/14	5.2/10		
	8:30	25. <i>Family Matters</i> 8.3/16	64. <i>Dave's World</i> 5.6/11	25. <i>Unsolved Mysteries</i> 8.3/16	70. <i>Sliders</i> 5.2/10		
	9:00	21. <i>Boy Meets World</i> 8.4/16	67. <i>Ev Loves Raymd</i> 5.3/10	15. <i>Dateline NBC</i> 9.1/17	70. <i>Millennium</i> 5.2/10		
	9:30	14. <i>Sabrina/Witch</i> 9.2/17	25. <i>CBS Special Movie—The Rockford Files: I Still Love L.A.</i> 8.3/16	67. <i>Profiler</i> 5.3/10			
	10:30	32. <i>Clueless</i> 8.0/15					
SATURDAY	8:00	6.1/12	7.4/14	7.6/14	3.6/7		
	8:30	55. <i>Caesar's Palace 30th Anniversary</i> 6.5/12	55. <i>Dr. Quinn Medicine Woman</i> 6.5/12	41. <i>NBC Movie Special—Dennis the Menace</i> 7.5/14	78. <i>Cops</i> 4.8/9		
	9:00		47. <i>Early Edition</i> 7.1/13		75. <i>Cops</i> 5.0/10		
	9:30				93. <i>1996 NCLR Bravo Awards</i> 2.2/4		
	10:30	70. <i>Celebration of American Music</i> 5.2/10	17. <i>Walker, Texas Ranger</i> 8.8/17	39. <i>The Pretender</i> 7.7/15			
SUNDAY	7:00	9.3/16	11.0/18	8.5/14	8.3/14		2.3/4
	7:30	45. <i>Am Fun Hm Vid</i> 7.2/13	2. <i>60 Minutes</i> 13.2/23	32. <i>Dateline NBC</i> 8.0/14	35. <i>Married w/Childr</i> 7.9/14		93. <i>7th Heaven</i> 2.2/4
	8:00	21. <i>Am Fun Hm Vid</i> 8.4/14			25. <i>Married w/Childr</i> 8.3/14		
	8:30		8. <i>Touched by an Angel</i> 11.4/19	13. <i>3rd Rock fr/Sun</i> 9.3/15	18. <i>The Simpsons</i> 8.7/14		87. <i>Parnt 'Hood</i> 2.5/4
	9:00	11. <i>ABC Sunday Night Movie—Scent of a Woman</i> 9.8/16	10. <i>CBS Sunday Movie—Die Hard 2</i> 10.2/17	31. <i>Boston Common</i> 8.1/13	61. <i>Ned and Stacey</i> 5.8/9		87. <i>Steve Harvey</i> 2.5/4
10:30			19. <i>NBC Sunday Night Movie—The Paper</i> 8.6/14	12. <i>The X-Files</i> 9.7/16		87. <i>Unhap Ev Af</i> 2.5/4	
WEEK AVG	8.2/16	8.1/15	8.1/15	5.4/10	2.5/5	2.0/4	
STD AVG	9.6/16	9.8/16	10.6/18	7.9/13	3.3/5	2.7/4	



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animated shows for a possible companion to *The Blues Brothers* someday, including *Mort the Dead Teenager* from the Marvel Comics character and *Chit Chat Cat* and *Gus* from the creators of USA Network's *Duckman*.

The WB's *Invasion America*, featuring voiceovers by Leonard Nimoy, will serve as the first animated drama for prime time. The DreamWorks show—clips of which were

shown last week to reporters—concerns a half-human, half-alien boy and his attempts to protect Earth from outer-space adversaries.

"It's not about flying saucers, alien abductions or other tabloid things," according to executive producer Harve Bennett (*Star Trek*), who said the first 13 episodes will be serialized. "It's about the realm of the possible, and its hero is a typical American

teenager. We hope to reach out to an audience that will see him as a young King Arthur fighting against evil."

King of the Hill's Daniels has doubts whether an animated drama can appeal to both kids and adults the way animated comedies do. Still, Daniels said animated shows offer what today's sitcoms don't—a filmed, rather than videotaped, sitcom that doesn't rely on studio audi-

ences or laugh tracks.

"It just has to say things about the world that people are interested in, not something completely without teeth," he said. The lead character of *King of the Hill*, Hank, is a propane salesman in a Texas town who's troubled by such problems as chain hardware stores. Daniels described his show as "Andy Griffith's back and he's pissed off." ■

NOTES FROM THE TELEVISION CRITICS ASSOCIATION TOUR

UPN

Look for UPN's midseason comedy *Social Studies* to debut after February on either a Monday or a Tuesday, network president Lucie Salhany told reporters last week. The Touchstone TV show, starring Julia Duffy, focuses on a coed, racially mixed boarding school in New York. But don't look for Tamlyn Tomita to return to the cast of *The Burning Zone*—she was pulled from the show to make way for a new character.

The WB

Producers of the syndicated Warner Bros. TV drama *Babylon 5* have talked to the network about coming on board, but CEO Jamie Kellner has his eye on another Warner Bros. TV science fiction show for the near future—*Star Voyager Academy*. The drama is "basically a West Point set a hundred years in the future in space. We kind of feel that's the direction we'd rather go than picking up *Babylon 5*," Kellner said. In talent news, Kellner said both Loretta Devine ("Waiting to Exhale," "The Preacher's Wife") and Shelley Long are working on pilots this spring for The WB. Tom Arnold, who will star in and executive-produce his own sitcom for The WB next fall, doesn't expect to be under the same kind of pressure for ratings as when he was on ABC, in *The Jackie Thomas Show*, and CBS, in *Tom*.

Finally, The WB's new game show *In the Dark*, featuring the saucy British host Julian Clary, is billed as fun for adults, but executive producer Jonathan Goodson also said it's a perfect fit for the family-friendly network.

CBS

Executive producer Diane English promised more development of the supporting characters on *Ink* and, if *Murphy Brown* calls it quits next season, the potential of more political humor. "I'd like to step in and fill a little bit of the gap [since] there isn't much political satire on television and we have a perfect for-

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Day/Time	Program	Nov '96	Rank
M-F/6-7am	13 Eyewitness News News Sunrise	4.2 RTG Adults 25-54	#1
M-F/7-9am	Today Show	3.3 RTG Adults 25-54	#1
M-F/5-6pm	13 Eyewitness News	4.2 RTG Adults 25-54	#1
M-F/6-630pm	13 Eyewitness News	4.9 RTG Adults 25-54	#1
M-F/630-7pm	NBC Nightly News	4.3 RTG Adults 25-54	#1
M-F/8pm-11pm	NBC Primetime	8.7 RTG Adults 25-54	#1
M-F/11-1135pm	13 Eyewitness Nightbeat	6.9 RTG Adults 25-54	#1

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W T H R • I N D I A N A P O L I S

Dispatch Broadcast Group

Source: NSI, Nov 1996

mat for it," English said. (No word yet on what Candice Bergen's plans are for *Murphy*, now in its ninth season.) The news magazine show *Coast to Coast*, which premieres Jan. 15, has only six episodes to prove it's worth a full-season order.

Actor Larry Hagman said the cast of the drama *Oreans* should know by the third episode whether CBS will order more episodes.

The initial order was for six. Hagman also indicated he'd like to do at least two *Dallas* reunion films annually.

Actress Valerie Bertinelli, who has a long-term deal with CBS, said she wouldn't mind parlaying her upcoming role in *Night Sins* as a field agent for the State Bureau of Investigation into a regular series. The miniseries will air Feb. 2 and 4. —LR

Viacom earnings take hit

\$100-million write-down cuts '96 earnings per share by over 50%

By Steve McClellan

Viacom said last week that it will take a \$100 million charge against 1996 earnings, relating mostly to the closing of 50 Blockbuster Music retail outlets and the relocation of Blockbuster's corporate headquarters

from Fort Lauderdale, Fla., to Dallas. Entertainment analyst Tom Wolzien estimates that the writedown will chew up more than half of Viacom's earnings per share in 1996, reducing them from about 30 cents a share to around 13 cents.

"It hasn't been a good year for Viacom," Wolzien says.

The impact on earnings is designed as a onetime hit that Wolzien says is tolerated by Wall Street because it is intended to improve the company's long-term outlook. But the benefits, according to Wolzien, "remain to be seen. We'll probably need to see at least a couple of quarters after the relocation to Dallas is complete" [to assess the benefits of the move].

Analysts were expecting Viacom to take a write-down—but something in the \$60 million–\$65 million range. The write-down didn't negatively affect Viacom shares, which were up 75 cents, to \$35, in the two days after announcement.

The company also confirmed the departure of its chief technologist, senior vice president Edward Horowitz, who left for a post at Citicorp, the New York-based financial services company.

Horowitz's departure comes shortly after Viacom essentially shut down its New Media Group, (which reported to Horowitz), laying off 50 employees and shifting most of the group's remaining operations to co-owned Virgin Interactive, a unit of Spelling Entertainment.

Viacom had indicated last September that a restructuring of the New Media Group which took effect at the end of December, was in the works. "The interactive business is not what they thought it would be," says Wolzien. "It will be a much slower build."

At Citicorp, Horowitz will develop interactive banking and financial service products. Viacom said there was no decision yet on who would replace him.

The company also declined to comment on widespread speculation on Wall Street that its 10-station radio group is for sale. But Viacom chief Sumner Redstone has contributed to the speculation by indicating that the company will look at disposing of non-core assets in an aggressive effort to reduce debt. ABC declined to comment on reports that it had talked to Viacom about buying its radio group.

In a recent report on the company, UBS Securities valued the Viacom radio assets at about \$1 billion. "The radio market is hot and liquid, and a deal could easily be done if a price can be agreed upon," a UBS spokesperson said. ■

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Source: Nov. 1996 NSI, M-SU 6A-2A average weekly cume, station total households

Media General, Raycom swap stations

By Elizabeth A. Rathbun

Proclaiming itself "the poor man's Rupert Murdoch," Media General Inc. last week found a new owner for WTVR-TV Richmond, Va.: Raycom Media Inc. In exchange, Media General acquires Raycom's WSAV-TV Savannah, Ga., and WJTV(TV) Jackson and WHLT(TV) Hattiesburg, both Mississippi. All the stations are Big Three affiliates.

The exchange garners Media General its first television stations in Georgia and Mississippi and "strengthens us enormously in the Southeast," where 22.2% of the region's TV households will be covered, says Media General President J. Stewart Bryan III. Of the Richmond-based company's 12 other TVs, only one (WUTR Utica, N.Y.) is outside the region. And Media General expects to announce a buyer for WUTR any day now.

Adding to its TV holdings "better balances us on [the] four-legged stool" held up by TV stations, cable systems, newspapers and a recycled newsprint operation, Bryan says. And Media General will try to stick to the economically vibrant Southeast. "We're the poor man's Rupert Murdoch," he joked last Tuesday during a telephone news conference.

The swap is valued at \$35 million (see "Changing Hands").

Media General's impetus for the swap actually came from the FCC, which in December 1996 ordered the station to be divested if Media General



Media General President J. Stewart Bryan III: Murdoch of the Southeast?

wanted to keep the daily newspaper *Richmond Times Dispatch* as well as nearby Media General Cable of Fredericksburg, Va. Media General had purchased WTVR-TV and 10 other TVs from Park Communications Inc. last July.

The latest swap also benefits Raycom, which had faced a dual ownership problem in Savannah. Raycom is holding on to WTOG-TV there. Raycom also had that problem in Mississippi, where it apparently will keep WDAM-TV Laurel/Hattiesburg.

"We're not in the sell-trade business," Raycom Chairman Ken Hawkins said in a news release. "However, we need to comply with [FCC] guidelines that do not allow two stations in the same market."

TV stations fit well with Media General's 20 daily newspapers, Bryan says. The company will be the region's "news, information and entertainment provider," whether on paper or over the airwaves. The company also is considering opportunities in electronic publishing.

TV and newspaper ownership in the same region will allow operating efficiency, greater purchasing power and more cross-media and promotional opportunities, Bryan says.

Also last Tuesday was the closing Media General's \$710 million purchase of Park. Media General immediately announced the sale of 43 newspapers, most outside the Southeast. And it bought two papers, one in Virginia and one in North Carolina.

Media General's stock price didn't move with the news. It closed at \$30.50 last Monday and at the same amount last Wednesday.

Capstar looks West

Capstar Broadcasting Partners Inc. is spreading its wings westward, where the Austin, Tex.-based company should feel right at home.

Capstar last week said it will pay \$35 million for the 11 radio stations owned by Community Pacific Broadcasting Co. LP. The stations are in Alaska, California and Iowa, where Capstar has no other holdings.

The deal brings Capstar to 70 radio stations in mid-size markets. It also edges Capstar closer to its goal of acquiring \$1 billion worth of stations in those markets. Capstar's stations are now worth more than \$375 million, the company said last Tuesday in a news release. Capstar was formed in May 1996 by the private investment firm Hicks, Muse, Tate & Furst Inc.

Community Pacific CEO David Benjamin, based in Monterey, Calif., will oversee Capstar's Western subsidiary. The subsidiary will look for more stations to buy in the West and Midwest. Capstar's current holdings are mostly on the East Coast.

Another Hicks heads GulfStar

Another Hicks Muse property, GulfStar Communications Inc., is keeping ownership changes all in the family. Hicks Muse Chairman Thomas O. Hicks is taking control of GulfStar from his brother, GulfStar Vice Chairman William R. Hicks, according to documents filed last month with the FCC.

William Hicks had 95.7% voting interest in GulfStar, which he bought in September 1995 from yet another brother, R. Steven Hicks. Steve Hicks in May 1996 took over Capstar Broadcasting Partners—likewise under Tom Hicks's purview.

GulfStar, which owns 31 radio stations, says it is in the process of buying eight more. ■

Changing Hands

The week's tabulation of station sales

TV

KYFC(TV) Kansas City, Mo.

Price: \$16.4 million

Buyer: Paxson Communications Corp., West Palm Beach, Fla. (Lowell W. "Bud" Paxson, chairman/owner); for holdings, see "Changing Hands," Jan. 6

Seller: Kansas City Youth for Christ Inc., Kansas City (Ronnie Metsker, president); no other broadcast interests

Facilities: Ch. 50, 1,170 kw visual, 117 kw aural, ant. 1,119 ft.

Affiliation: Independent; to be inTV

Broker: Patrick Communications Corp.

COMBOS

Swap of KLDE(FM) Houston for KMBZ(AM)-KLTH(FM) and KCMO-AM-FM Kansas City, Mo., and KIRO-AM-FM and KNWX(AM) Seattle

Value: \$90 million

Swapper, KLDE: Entertainment Communications Inc., Bala Cynwyd, Pa. (Joseph M. Field, president/70.3% owner); owns KNRK(FM) Camus and KMTT-FM Tacoma, Wash.; is acquiring KNDD(FM) Seattle and KBSG-AM Auburn/Federal Way-KBSG-FM Tacoma, also owns KITS(FM) San Francisco; WKTK(FM) Crystal River, WISP(FM) Homes Beach and WYUU(FM) Safety Harbor, all Fla.; KFXX(AM) Oregon City and KGON(FM) Portland, Ore., and WDSY-FM and WNRQ(FM) Pittsburgh; is buying KSEG(FM), KRXQ-FM and KXOA-FM Sacramento, Calif.; is selling KEGE(AM) Minneapolis/St. Paul and WDSY(AM) Pittsburgh

Swapper, Kansas City, Seattle stations: Bonneville International Corp., Salt Lake City (Rodney Brady, president; Church of Jesus Christ of Latter-Day Saints, owner); owns KIDR(AM)-KHTC-FM Phoenix; KBIG-FM Los Angeles and KOIT-AM-FM San Francisco; KTMX-FM Chicago; WMXV-FM New York; KZPS-FM and KDGE-FM Dallas/Fort Worth; KSL-TV-AM



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C-SPAN's loss is Fox News's gain

Network founder worried over subscriber slide

By Paige Albiniaik

The opportunity to watch government events live—like last week's House vote re-electing Newt Gingrich speaker—could disappear for many if C-SPAN is forced to fight for limited cable access against heavily promoted rivals like Rupert Murdoch's Fox News Channel.

C-SPAN or C-SPAN2 has been forced out on 11 cable systems in the past few weeks (see chart), according to president and founder Brian Lamb.

C-SPAN2, which is given free to cable operators that pay for C-SPAN, has lost 119,790 subscribers on seven systems, according to the network. C-SPAN has lost 6,860 subscribers on four systems.

"This happened because Rupert Murdoch dumped more money into Fox News in the past four to five months than C-SPAN has in the past 18

years," Lamb said, speaking at the National Press Club last Monday.

C-SPAN has invested \$230 million of the cable industry's money in the network since C-SPAN was founded in 1979. The public affairs network has approximately 68 million subscribers to C-SPAN and more than 44 million to C-SPAN2. Since August, C-SPAN has lost more than 100,000 subs, while C-SPAN2 has lost more than a million. Taking aim at Congress as well as News Corp., Lamb said his network has lost 9.9 million total subscribers since the Cable Act passed in 1992.

"Before Congress passes legislation, they ought to ask themselves who it is going to affect," Lamb says. "We've been made a second-class citizen."

All 11 systems that dropped C-SPAN in favor of Fox News Channel were owned by Tele-Communications Inc. In Octo-

Systems that dropped C-SPAN and C-SPAN2 in favor of Fox News Channel		
C-SPAN		
Leadville, Colo.		TCI
Monte Vista, Colo.		TCI
Salida, Colo.		TCI
Clatskanie, Ore.		TCI
C-SPAN2		
Albany, Ga.		TCI
South Holland, Ill.		TCI
Bedford/Salina, Ind.		TCI
Dublin, Ind.		TCI
Evansville, Ind.		TCI
Artesia, N.M.		TCI
Carrollton, Tex.		TCI

Source: C-SPAN

ber, News Corp. loaned TCI \$200 million in exchange for an agreement to give Fox News Channel channel space. TCI also has a five-year option to buy a 20% interest in Fox News Channel, says LaRae Marsik, spokeswoman for TCI.

"News Corp. changed the game," says Jeff Flathers, associate analyst at Paul Kagan & Associates in Carmel, Calif. "Instead of cable operators paying the channel, it's the other way around."

Flathers calls the \$200 million loan News Corp. made to TCI a "bounty News Corp. has to pay...to get carried."

Sources say News Corp. is offering cable operators \$10-\$11 per subscriber to carry its channels, although Marsik says "it would be incorrect to assume that we received a per-subscriber fee from Fox."

From a financial point of view, C-SPAN does not have much with which to counter News Corp. The 6 cents per subscriber fee C-SPAN charges operators is "the beginning and end of our deal," says Bruce Collins, corporate vice president and general counsel for C-SPAN.

But C-SPAN faces other car-

riage obstacles. Must-carry rules, retransmission consent, leased access and technological limitations on channel availability are forcing cable operators to pick and choose programming carefully.

The network is fighting back with the results of a recently completed demographic survey by Statistical Research Inc. (SRI), which found that 22 million Americans watch C-SPAN weekly.

C-SPAN's average viewing time was 6.1 hours per week, a one-hour increase over the last survey, done in 1992. SRI, which randomly polled 965 adults in November, repeats the survey each election year.

C-SPAN is using the survey's findings to promote the value of its content. "Any newspaper in the country would love to have those figures," Lamb says.

Although Lamb is complaining publicly about Murdoch's methods, C-SPAN will continue to rely on its content to maintain its distribution. Fox News officials would not comment on C-SPAN's losses.

Tyson, Holyfield rematch at MGM Grand

A heavyweight championship rematch between Evander Holyfield and Mike Tyson is close to being scheduled, according to Showtime Entertainment Television, which is putting on the event.

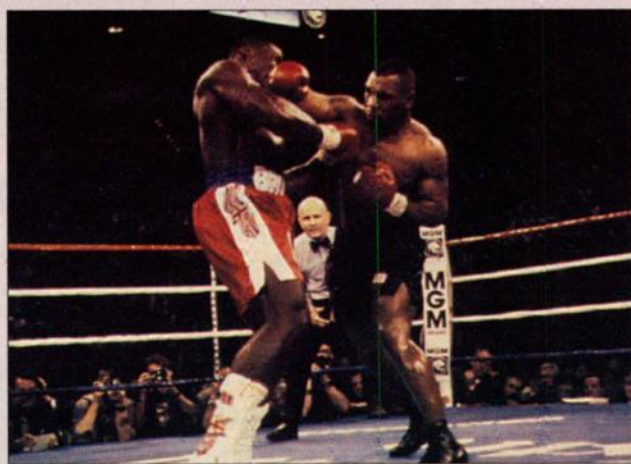
Although the payout is likely to be the largest in boxing history, Jay Larkin, Showtime's senior vice president, sports and event programming, says money is not the major issue. The particulars of the fight, however, are a "logistical nightmare," Larkin says.

After his Nov. 9 victory against Tyson, Holyfield said he would have to think about whether he

would fight again. But Larkin says Holyfield has officially decided he will fight the rematch.

The location will be the MGM Grand in Las Vegas, the site of the previous match. With the who, what, and where settled, Showtime and boxing promoter Don King, who has both fighters under contract, need to decide when and how much. Larkin says possible dates range anywhere from early spring to early fall. He also says neither fighter intends to fight anyone else before the rematch, although that might change if the bout is scheduled for the fall.

Larkin wouldn't reveal the payout, but says that since the gross for the fight will again break all records, the payout probably will follow accordingly. Tyson, who wound up his last fight in the rare position of having his back to the canvas, will be in the similarly rare position of having the short end of the pay split, since the loser almost always gets the smaller cut in the rematch.



Tyson is hoping for a different outcome on Showtime.

—MK

TCI muffs program change notification

Several million customers don't get word on programing changes and channel switches

By Price Colman

For millions of Tele-Communications Inc. customers, New Year's Day 1997 turned into a too-close encounter with the Cable Guy. The reason: Last-minute programing changes delayed delivery of channel lineup cards, leaving as many as 6 million subscribers baffled, angered or both over just what they could watch and what channel it was on.

There's no good time for a public relations foul-up, but TCI's New Year's Day snafu could hardly have come at a worse moment. December had been a particularly dark month with 2,500 job cuts, lackluster stock performance and widespread subscriber outcry over programing changes due Jan. 1.

Ironically, it was TCI's decision to add WGN in some systems that wreaked havoc with plans to notify customers of channel lineup changes. TCI had planned to drop WGN, along with a number of cable networks, including E!, Comedy Central, C-SPAN and VH1, replacing them with Animal Planet, HGTV, Encore plex, The Learning Channel and Cartoon Network. But after WGN in mid-December successfully concluded negotiations to carry 12 NBA Chicago Bulls games during the 1996-97 season, TCI decided to add the superstation in some systems and rescind a decision to drop WGN in five states.

What might have been a PR plus turned ugly when it came to

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Vice President/Chief Operating Officer
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Douglas Broadcasting, Inc. is an Equal Opportunity Employer.

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 NEWS

News Director - WSPY Radio's established newsroom needs an experienced News Director. Position includes writing and anchoring local news as well as oversight of News Department. Salary negotiable - fringe benefits. If you would like to be part of a radio operation known for the integrity of its local news, send resume and requirements to: Pam Nelson, WSPY-FM 107.1, Broadcast Center, Plano, IL 60545. WSPY is an Equal Opportunity, Affirmative Action Employer. Minorities and women are encouraged to apply.

HELP WANTED TECHNICAL

CHIEF ENGINEER Top 20 DMA



AM chief needed for 50kw ALL SPORTS powerhouse home of the Cleveland Indians. Our person must be a hands-on, take charge engineer. You will be responsible for a staff, state-of-the-art studios, building facilities (not janitorial), on-site 5 tower array; AM directional experience required. Harris MW50 and RCA BT50F knowledge helpful. Major ownership offering great benefits!

RUSH your confidential resume to Debbie Williams, Human Resources, WKNR Radio, 9446 Broadview Rd, Cleveland, Ohio 44147.

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Assistant Chief Engineer. Immediate opening for experienced radio/satellite engineer, who is detail oriented and can work with little supervision. Applicant should have thorough knowledge of radio broadcasting, satellite uplinking, ISDN, and computer operating systems. Send resume to Bob Saunders, Director of Engineering, Paxson Networks, 621 Mainstream Drive, Suite 230, Nashville, TN 37228. E-Mail to: BobS17@aol.com EOE.

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Experienced Announcer/Salesman available in February. Small/medium market! Now assisting with ownership change in Brownfield, Texas. Doing mornings, local news, copy and production. Dick Hoff 1-806-637-6330.

TELEVISION

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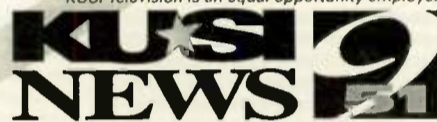
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**HR Department
KUSI-TV
P.O. Box 719051
San Diego, CA 92171**

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.



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.

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Traffic Manager Advertising Sales: Growth and expansion has created the opportunity for the following position in Advertising Sales at Century Communications which offers an excellent employee benefits package and future. Responsibilities: Oversee the daily operations of the Traffic Department. Prepare daily broadcast log and transmission to Newsmaker, input and clear all sales orders, assignment of commercial copy as appropriate, format programming elements as required, preparation of sales reports and inventory maintenance. Work with Sales Manager and News Director to program sales opportunities and assist Account Executives with orders and account service. Requirements: Four year college degree preferred. Minimum of 5 years experience in television, cable traffic or general broadcast environment. Leadership skills a must with 3-5 years management experience. Must possess the ability to work independently, think creatively and work under pressure with minimal supervision. Need to be highly organized, plus have excellent written and oral communication skills. Computer literacy in PC Windows, Excel a must and VCI software experience a plus. Please send resume with salary history and requirements to Century Communications, Attention: Human Resources, PO Box 11945, Santa Ana, CA 92711. We are an Equal Opportunity Employer. Please no phone calls.

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. KETV, Pulitzer Broadcasting's ABC affiliate in Omaha, NE is seeking an individual with 5+ years of Local or National Sales experience. Candidates should understand strategic "value" selling; "share" sellers need not apply. TVScan and Enterprise experience helpful. Send resume to: Wayne Bettoney, GSM, KETV, 2665 Douglas Street, Omaha, NE 68131-2699. EOE/ADA.

National Sales Manager/WPTT. National spot sales liaison with national rep firm (HRP) and SBG New York sales manager for WPTT-TV. The coordination and management of all national spot business. Education: College preferred. Experience: A minimum of two (2) years spot sales, either at the station or rep side of business. N.Y.C. experience a must. Pricing and inventory knowledge. Knowledge and experience with local marketing agreements a plus. No telephone calls. Please send resume only to: Mr. John Rossi, Station Manager, WPGH FOX-53, 750 Ivory Avenue, Pittsburgh, PA 15214. EOE/M/F.

National Account Manager. Fast-growing broadcast media and consumer research company seeks experienced national account manager to handle major-market clients around the U.S. and Canada. 3+ years experience in account management and sales. Demonstrated experience in managing complex sales and developing new business. Strong presentation and communication skills required. Excellent opportunity with exceptional income potential and growth. Rush resume to Box 01034 EOE.

Local Sales Manager - WMC-TV5, a market leading NBC affiliate, seeks a management leader who can fulfill the revenue potential of strong station and experienced staff. History of "real" selling success and relationship skills with business owners and agency principles a must. 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.

Director of Sales. Miller Broadcasting Company seeks individual with Radio/TV Sales Management experience. Responsible for all facets of Radio/TV sales; design promotions and packages; set rates; train personnel; some travel. Resume to: Personnel, 1800 Broadway, Eureka, CA 95501. EOE.



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Morning Director/AVID Editor. KDNL-TV30 the ABC affiliate in St. Louis is seeking a multi-talented individual to direct morning cut-ins and edit promos on an AVID Media Composer. Must be well-organized and have excellent communication skills. Two years news directing and AVID experience (commercials, promos, long form programming) necessary. Newstar II experience very helpful. Send resume, salary requirements, and non-returnable tape to: Attn: Personnel Department, KDNL-TV, 1215 Cole Street, St. Louis, MO 63106-3897. KDNL-TV is an Equal Opportunity Employer. Pre-employment drug-screening required.

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.

Graphic Artist: Must be a self-starter with knowledge of Macintosh computer, print design and broadcast design. Responsible for production of news graphics for weekend shows, some limited animation and print work. Prefer degree in Graphic Arts or equivalent. Previous broadcast design experience, 2-D and 3-D animation and knowledge of DP Max are pluses. Send resume and non-returnable tape to Personnel, KFOR-TV, Box 14068, Oklahoma City, OK 73113. No phone calls please. EOE.

ENG Personnel For A Major Broadcast Facility in NYC. ENG field operations with camera (and microwave) experience, video tape editors, and ENG maintenance, employment would commence spring/summer 1997. Out-of-town applicants accepted for these positions will be reimbursed for airfare, hotel and per diem expenses. Send resumes to: Media Management Services, Suite 345, 847A Second Avenue, New York, NY 10017 or fax to 212-338-0360. This employment would occur in the event of a work stoppage, and would be of a temporary nature to replace striking personnel. This is not an ad for permanent employment. An Equal Opportunity Employer.

If the shoe fits... Our old creative director is moving his family west and we now have a tremendous opportunity for a fun and creative person! Catspaw Productions is looking for the *Perfect Creative Director* to lead our fabulous staff of writers in Atlanta. We are a nationally recognized audio production communication company with in-house facilities to produce the work we create. For the past ten years, Catspaw has handled loads of business in broadcast, program syndication, entertainment, advertising, and the corporate worlds. Our clients like us and keep coming back for more. Our new CD must be a well-seasoned manager-mentor and winner in creating radio commercials and campaigns, video promos, music, and long form material. New biz pitches as well as established business are part of the job. Catspaw Productions offers challenging work and fun people! Hurry up and send your resume, audio and video examples, salary requirements, and any old shoes that you think we should display in our lobby to: Doug Paul, President, Catspaw Productions, Inc., 560 Dutch Valley Road, Atlanta, Georgia 30324. (404)876-2287. We'll keep all inquiries strictly confidential. However, we may keep your old shoes.

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Business Manager from top 25 market seeking new opportunity. Will relocate. Twenty years experience. For resume, call (406)251-9700.

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CABLE

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Discovery Communications, Inc. is seeking an experienced projects manager to assist three departments - International Production, Network Operations, and Technical Operations. Will be responsible for defining timelines, costs and required resources for project execution. Will manage project schedules, budgets and information flow between DCI personnel and third party vendors and contractors. Projects may include: network launches, creation or modification of technical facilities, production and graphics creation, assessment of technologies, satellites, and distribution operations for new markets.

Minimum five years television broadcasting or television production experience. Minimum two years working as project manager or broadcast operations manager. Ability to travel internationally.

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Discovery Communications, Inc. is seeking an experienced Manager of Technical Systems for their International Network Operations Department based in Bethesda, Maryland. Ideal candidate will manage projects relating to network launches, technology upgrades, and support of affiliate sales and relations with Discovery Channel's International Networks in Latin America, Asia, India, and Europe. Work closely with affiliates/distributors to ensure that the signal quality is optimized; work with regional offices to ensure signal security. Develop and review contracts with equipment and service vendors.

Requires a minimum of five years experience in television operations and engineering and a minimum of two years experience with digital uplink and downlink systems. Extensive DOS and Windows computer experience required. Must be willing to travel extensively internationally.

Fax your cover letter and resume to:
Discovery Communications, Inc.
Attn: Karen Carter
Re: Manager, Technical Systems
Fax #: (301) 986-4825
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.

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PROGRAM EVALUATION & PRODUCTION COORDINATOR

Latin American Children's Programming

Discovery International Networks seeks a bilingual professional to join our Discovery Kid's, Latin America's network. Candidate will evaluate editorial content, production values and technical quality of programming under consideration. This will include adequacy of Spanish language dubs/version, audience suitability, overall appeal, cinematography and ratings potential.

Qualifications: Solid experience in children's television/film production or early child development/education, fluency in Spanish; Bachelor's degree in a related discipline; excellent communication, writing and organizational skills; a well rounded, background to include educational value, natural history, science, world history and technology; willingness to travel frequently.

We offer a competitive salary and comprehensive benefits. For immediate consideration, please send your resume and salary history to: **Human Resources Department, Discovery Communications Inc.** 7700 Wisconsin Avenue, Bethesda, MD 20814-3579. Att: Int'l Prog.



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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.

ALLIED FIELDS

HELP WANTED INSTRUCTION

The Television-Radio Department in the Roy H. Park School of Communications at Ithaca College has two openings for assistant/associate professor to teach a combination of courses in the areas of beginning through advanced video production, including digital non-linear post production, directing, audio for media, lighting, set design and production management. Secondary areas include video journalism, multi-media and emerging media technologies, scriptwriting and directing performers for the camera. The successful candidate will also advise students and may serve on department, school and college committees. Ph.D., M.F.A. or Master's in video/film or related discipline is required. High level of professional experience will be considered in lieu of terminal degree. Significant video production work and successful teaching experience is required. Applicants must send a current vita, statement of interest, including professional specialization, with areas of teaching, and the names, addresses and phone/fax numbers of at least three reference to Dr. Barbara Morgenstern, Chair, Search Committee, Department of Television-Radio, 328 Roy H. Park Hall, Ithaca College, Ithaca, New York 14850-7253. Phone: 607-274-3260. Fax: 607-274-1664. Screening begins February 3, 1997, however, applications will be accepted until the positions are filled. Ithaca College is an Equal Opportunity/Affirmative Action Employer.

Tenure-track assistant/associate professor of journalism starting academic year 1997-98. Teach television news, production, and related courses. Advise student TV station in addition to teaching beginners' reporting and newswriting. Other courses within the candidate's areas of specialty or interest available. Ph.D. preferred. Master's considered with substantial professional experience as a reporter or news director in a major broadcast market. Professional experience in electronic media required. Print media experience desirable. Multimedia expertise a definite plus. Teaching experience at college level is expected. Refer to Recruitment Code #73018 and send letter of application, resume, three current letters of reference, and official transcripts to Dr. Nishan Havandjian, Head Journalism Department, Cal Poly State University, San Luis Obispo, CA 93407. The application deadline has been extended; applications must be postmarked by February 15, 1997. Cal Poly is strongly committed to achieving excellence through cultural diversity. The university actively encourages applications and nominations of women, persons of color, applicants with disabilities, and members of other underrepresented groups. AA/EEO.

Television/Film Production: Assistant Professor (tenure track) or Faculty Associate (term contracts), depending on credentials and qualifications. To teach remote television (EFP/ENG) (including post-production), basic studio television production, and 16 mm film production to undergraduate communication majors. For Assistant Professor, appropriate MFA or Ph.D. and professional and teaching experience required. For Faculty Associate, appropriate MFA or MA and extensive professional experience required - teaching experience a plus. Applicants must be able to mentor student production and train students in the use of all necessary equipment. Deadline January 30, 1997. Salary competitive; full benefits. Send letter, resume, references to: Human Resources/TFP, Seton Hall University, 400 South Orange Avenue, South Orange, New Jersey 07079. Seton Hall University offers a smoke-free work environment. For other job opportunities call 201-275-2017. Equal Opportunity/Affirmative Action Employer.

Teach Advertising, Marketing, Media Management. Joint appointment, Television/Radio and Economics Departments. Communication PhD, concentration on two of following: Advertising, Marketing, PR, National or International Media Management (or demonstrated equivalent), minimum one year experience. Assistant Professor level (\$29,931-\$50, 205 p/a based on experience/qualifications. Seeking developed interests in convergence issues, multi-media, teaching in multi-cultural setting, ability to develop curriculum in developing field. Will make major contributions to both departments and to Center for Study of World Television. Write Television/Radio Department, Brooklyn College, 2900 Bedford Avenue, Brooklyn, NY 11210. The City University of New York is an equal opportunity, ADA, affirmative action employer.

Assistant Professor of Mass Communication, tenure-track, teach broadcast production courses, senior/graduate level courses such as media research methods, law and regulation, new media technology and effects (12 S.H. load). Special consideration given to candidates with production experience in both conventional and multimedia forms. M.A. mandatory; Ph.D. preferred, professional and university teaching experience desired. Begins August 1997. Send letter of application, resume and three references to: Department of Communication, Central Missouri St. University, Warrensburg MO 64093. Screening begins February 17, 1997, and continues until filled. AA/EEO/ADA.

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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.

OWNERSHIP CHANGES

Dismissed

Vero Beach, Fla. (BAL-9601-11GU, BALH-960111GV)—Sandab Communications Ltd. Partnership II for voluntary assignment of licenses of WTTB(AM)-WGYL(FM) to Fairbanks Communications Inc. *Dec. 18*

Accepted for filing

Waynesboro, Tenn. (BTC-961211FN)—Ohio Broadcast Associates for involuntary transfer of control of WTNR(AM) from estate of Arnold Malkan to Audrey Malkan. *Dec. 26*

Corpus Christi, Tex. (BTC-96-1211FO)—Malkan AM Associates for involuntary transfer of control of KEYS(AM) from estate of Arnold Malkan to Malkan Family Trust and Audrey Malkan. *Dec. 26*

Granted

Marlborough, Mass. (BAL-961210EA)—WRSO Inc. for involuntary assignment of license of WSRO(AM) from WSRO Inc. to WSRO Inc., DIP. *Dec. 19*

NEW STATIONS

Canceled/dismissed

Madera, Calif. (BPED-940223-MB)—Hmong-Se Asian Public Broadcasting Corp. for FM at 91.1 mhz, 7.5 kw, ant. 70.1 m. *Dec. 19*

Remerton, Ga. (BPED-950324-

MD)—Starsong Ministries Inc. for educational FM at 88.1 mhz, 1.9 kw, ant. 106.7 m. *Dec. 19*

Lake Charles, La. (BPED-921-120MA)—University of Southwestern Louisiana for FM at 90.3 mhz, ant. 160 m. *Dec. 19*

Ephrata, Pa. (BPED-91011-5MD)—Temple University of Commonwealth System for educational WRTL(FM) at 90.7 mhz, .65 kw, ant. 261 m. *Dec. 24*

Biramwood, Wis. (BMP-9205-12MB)—Pacer Radio of Mid-Wisconsin for WHET(FM) at 92.9 mhz, 6 kw, ant. 100 m. *Dec. 24*

Granted

Fairfield, Calif. (BPED-96060-6MB)—Maranatha Broadcasting for noncommercial FM at 91.5 mhz. *Dec. 26*

Fairmead, Calif. (BPED-940606ME)—Educational Media Foundation Inc. for educational FM at 91.1 mhz, 15 kw, ant. 78 m. *Dec. 19*

Salina, Kan. (BPED-960419-MA)—American Family Association for noncommercial FM at 88.5 mhz. *Dec. 26*

Red River, N.M. (BPED-960621-MC)—Red River Radio Inc. for noncommercial FM at 90.1 mhz. *Dec. 30*

Christiansted, V.I. (BPH-960-405MH)—Clara Communications Corp. for FM at 104.9 mhz. *Dec. 18*

Filed/accepted for filing

Blytheville, Ark. (961205MB)—American Family Association for FM at 88.1 mhz. *Dec. 31*

Johannesburg, Calif. (961218-MA)—Shepherd Communications Inc. for FM at 100.9 mhz. *Dec. 31*

Temecula, Calif. (BPH-961204-MC)—Altus Educational Broadcasting Foundation (Michael D. Masterson, CEO, PO Box 837, Altus, Okla. 73522) for FM at

103.3 mhz, 1 kw, ant. 232.5 m., Meridian Communications tower site, Temecula Hills, SW of Temecula. Altus owns KKVO(FM) Altus, Okla.; is building FM at 100.3 mhz Snyder, Okla.; has applied to build FM in Sun Valley, Nev. *Dec. 4*

Delta, Colo. (BPH-961129-MI)—Paul Joseph Varecha (589 Heidelberg St., Grand Junction, CO 81504) for FM at 103.3 mhz, 11.9 kw, ant. 310 m., Mesa Point Electronics site, 20.3 km NNW of Delta. *Nov. 29*

Delta, Colo. (BPH-961129ML)—Maximum Broadcasting LLC (Paul W. Robinson, 33.3% owner, 1090 Vermont Ave. NW, No. 800, Washington, DC 20005) for FM at 103.3 mhz, 16.5 kw, ant. 264 m., 4.6 km WSW of Grand Mesa, 11.5 km NE of Dominguez, Colo. Maximum has applied to build FM in Wellington, Colo. (see item below). Robinson owns GP of Emerald City Radio Partners LP, which owns WMFX (FM) St. Andrews/Columbia and WOIC(AM)-WNOK(FM) Columbia, S.C. Robinson has applied to build FM in Forest Acres/Columbia, S.C. *Nov. 29*

Wellington, Colo. (BPH-96112-9MJ)—Maximum Broadcasting LLC (see item, above) for FM at 94.3 mhz, 12.5 kw, ant. 141 m., near Sand Creek, 3 km SE of Table Mtn. *Nov. 29*

Wellington, Colo. (BPH-96112-9MK)—LJB LLC (Josephine M. Rodriguez Dean, managing member/33.3% owner, 6013 S. 157th Circle, Omaha, NE 68135) for FM at 94.3 mhz, 25 kw, ant. 100 m., 5.6 km W of Norfolk, Colo. LJB has applied to build FM in Grand Junction, Colo. *Nov. 29*

Wellington, Colo. (BPH-9612-02ME)—Robert R. Rule (2232 Dell Range Blvd., Cheyenne, WY 82009) for FM at 94.3 mhz, 25

kw, ant. 99.5 mhz, 9531 Stevenson Ave., Carr, Colo. Rule owns KRRR(FM) Cheyenne and KPIN(FM) Pinedale, Wyo.; has applied to build FMs at Casper and Laramie, Wyo. *Dec. 2*

Port Charlotte, Fla. (961217-MC)—Port Charlotte Educational Broadcasting Foundation for FM at 91.7 mhz. *Dec. 31*

Port Wentworth, Ga. (BPED-961216MH)—Radio Training Network Inc. (James L. Campbell, president, PO Box 7217, S. Florida Ave., Lakeland, FL 33813) for noncommercial FM at 91.9 mhz, 6 kw, ant. 90.5 m. Network owns WJIS(FM) Bradenton and WLPJ(FM) New Port Richey, Fla.; KWND(FM) Springfield, Mo., and WAFJ(FM) Belvedere and WLFJ(FM) Greenville, S.C.; has applied to build FM at 91.5 mhz Sebring, Fla. *Dec. 13*

DuQuoin, Ill. (BMP-961217-MA)—American Family Association (Donald E. Wildmon, president, 1208 Zentwood, Tupelo, MS 38801) for noncommercial FM at 90.1 mhz, 6 kw, ant. 88 m., 3.6 mi. E on Elkville Road, Vergennes, Ill. Association owns WALN(FM) Carrollton and WAKD(FM) Sheffield, Ala.; KAOW(FM) Fort Smith and KANX(FM) Pine Bluff, Ark.; KBUZ(FM) Topeka and KCFN (FM) Wichita, Kan.; WAPD(FM) Campbellsville, Ky.; KAPM(FM) Alexandria and KAPI(FM) Ruston, La.; WDFX(FM) Cleveland, WOST-AM-FM Forest and WAFR(FM) Tupelo, all Miss.; KAKU(FM) Springfield, Mo., and WAMP(FM) Jackson, Tenn.; is buying CP for FM at Ottawa, Kan.; is selling FM in Mount Morris, Ill.; is building FMs in Selma and Ozark, Ala.; Vincennes, Ind.; St. Martinville, La.; Hattiesburg and Natchez, Miss.; Hubbard, Neb.; Clovis, N.M.; Reedsport, Ore., and Culpeper, Va.; has applied to build FMs in Bentonville, Des Arc, El Dorado, Fayetteville and Forrest City, all Ark.; Panama City, Fla.; Americus, Cairo, Dublin, Savannah and Waycross, all Ga.; Marion and Waverly, Iowa; Jonesboro, La.; Flora, Kankakee, Kewanee and Pana, all Ill.; Fairfield, Iowa; Manhattan, Salina and Independence, all Kan.; Mount Sterling, Ky.; Jonesboro, Many and Westdale, La.; Muskegon, Mich.; Corinth, Duck Hill, Laurel, Port Gibson and McComb, all Miss.; Benton, Cabool, High Point, Kennett and St. Joseph, all Mo.; Aoshkie and Fayetteville, N.C.; Shelby and Steubenville, Ohio; Ada, Ardmore, Durant, Stillwater and Weatherford, all Okla.; Reedsport, Ore.; Franklin, Pa.; Dillon, S.C.; Clarkesville, Hohenwald, Lake City and Shelbyville, all Tenn.; Del Rio, Fannett, Gatesville, Huntsville, Kerrville, Mart, Nacogdoches, Victoria and Odessa, all Tex.; Charles City,

Va.; Cuba City, Wis., and Gillette, Wyo. *Dec. 17*

Faribault, Minn. (BPH-9612*-MD)—Ann Mary Schwartz (510 Sibley St., Mankato, Minn. 56001) for FM at 107.5 mhz, 50 kw, 10 mi. W of Faribault, 1.5 mi. W of Redman, MN *=not legible

Eagle Bridge, N.Y. (BPED-961-217MB)—Northeast Gospel Broadcasting Inc. for FM at 88.1 mhz. *Dec. 31*

Truxton, N.Y. (BMP-961204-MD)—Syracuse Community Radio Inc. (Frederic Noyes, PO Box 6365, Syracuse, NY 13217) for FM at 88.7 mhz, 1 kw, ant. 67 m., W side of Morgan Hill Rd., 3 km N of SR 13. *Dec. 4*

Waverly, N.Y. (BPEC-961212-KE)—WSKG Public Telecommunications Council (Michael J. Ziegler, president, PO Box 3000, Binghamton, NY 13902) for noncommercial TV at ch. 57, 1,550 kw, ant. 300 m., Tilman Hill, 6 km. NW of Waverly. Council owns WSKG-TV-FM and WSQX-FM Binghamton, WSQG-FM Ithaca, WSQE-FM New York and WSQC-FM Oneonta, all N.Y.; has applied to build noncommercial TV at ch. 30 Corning, N.Y., and noncommercial radio in Hornell, N.Y. *Dec. 13*

Gatlinburg, Tenn. (BPED-9612-04MB)—Toccoa Falls College (Paul Alford, president, Falls Rd., Toccoa Falls, GA 30598) for FM at 90.7 mhz, 1 kw, ant. 279 m., end of Ski Mtn. Rd. College owns WJYO(FM) Fort Myers, Fla.; WRAF-FM Toccoa Falls, WFOM(AM) Marietta, WAFI(FM) Unadilla and WCOP (AM) Warner Robins, all Ga., and WEPC(FM) Belton, S.C.; has applied to build radio in Spring Lake, N.C. *Dec. 4*

Newport, Tenn. (BPED-961203-ME)—Bible Believers Network Inc. (Baley F. Allred III, president/33.3% owner, PO Box 1199, Jamestown, Tenn. 38556) for FM at 90.7 mhz, 1 kw, ant. 711 m., English Mountain electronics site, 12 km from Newport. *Dec. 3*

Arlington, Tex. (BLCT-961223-KE)—United Broadcast Group II Inc. for KINZ(TV) at ch. 68. *Jan. 3*

Morton, Tex. (BPED-961206-ME)—Morton Cochran County Educational Foundation (Janice Sturkie, president, PO Box 187, Humble, TX 77347) for noncommercial FM at 91.9 mhz, 100 kw, ant. 147 m., 6.7 km SW of Smyer, Tex. *Dec. 6*

Ogden, Utah (BPET-961118-KE)—Community Television Educators for TV at ch. 18, 890 kw visual, ant. 1,296 m., intersection of Rick's Creek and Skyline Rd., Centerville, Utah. *Nov. 18*

Ogden, Utah (BPET-961119-KK)—Broadcasting for the Challenged Inc. (George S. Flinn Jr., president, 188 S. Bellevue, No.

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

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222, Memphis, TN 38104) for noncommercial TV at ch. 18, 285 kw visual, ant. 82 m., 6000 South St. at Spur St. near Clinton, Utah. Nov. 19

Charlotte Amalie, V.I. (BPCT-961119KI)—Anthony J. Fant (2729 11th Ave. S, Birmingham, AL 35205) for TV at ch. 43, 200 kw visual, ant. 444.1 m., Signal Hill. Nov. 19

FACILITIES CHANGES

Dismissed

Winchester, Nev. (BMP-9608-20AB)—Paragon Communications Corp. for KZTV(AM): change power, ant., TL. Dec. 24

Biramwood, Wis. (BMPH-96-0502IB)—Pacer Radio of Mid-Wisconsin for WHET(FM): change ant., TL. Dec. 19

Granted

Russellville, Ky. (BP-96082-3AA)—WRUS Inc. for WRUS(AM): change power, ant., TL. Dec. 30

Cortland, Ohio (BP-960823-AF)—Miklos and Maria Kossanyi for WKT(AM): change power, ant., TL. Dec. 30

Kettering, Ohio (BPH-960822-IA)—Palm Beach Radio Broadcasting Inc. for WLQT(FM): new auxiliary facility. Dec. 19

Bryan, Tex. (BMPCT-960212-KE)—Silent Minority Group Inc. for KYLE(TV): change ERP to 2,102 kw visual, ant. to 220 m., TL to 2.3 mi. NW of Bryan on Danby Road. Dec. 18

Chetek, Wis. (BMPH-960820-IA)—Phillips Broadcasting Co. Inc. for WVXD(FM): change ERP, ant., TL.

Filed/Accepted for filing

Fort Bragg, Calif. (961121IC)—Axell Broadcasting for KSAY(FM): new auxiliary station. Dec. 23

Rancho Mirage, Calif. (BMPH-961210IB)—Daniel P. Mitchell for KMRJ(FM): change ant., ERP, TL. Dec. 26

Key Largo, Fla. (BPH-960718-IA)—Spanish Broadcasting System for WZMQ(FM): change frequency from 106.3 mhz, ant. Dec. 20

Melbourne, Fla. (BMPCT-961107KF)—Channel 56 of Orlando Inc. for WIRB(TV): change ant. Nov. 7

Tallahassee, Fla. (BPH-96102-9IF)—Catamount I Communications Inc. for WAIB-FM: change ant., ERP. Oct. 29

Tampa, Fla. (BMPH-961107-IA)—Pacific and Southern Co. Inc. for WUSA-FM: change ant. Nov. 7

Warrenton, Ga. (BMPH-961031ID)—Don Beard and April Beard for FM at 93.1 mhz: change class. Oct. 31

Evansville, Ill. (BMPH-961209-IE)—South Central Communications Corp. for FM at 107.5 mhz: change ant., ERP. Dec. 26

Erath, La. (BMPH-961107IB)—Radio KPFL-FM Inc. for KPFL-FM 107.9 mhz: change ant., TL. Nov. 7

Kaplan, La. (BPH-961107IC)—Schilling Distributing Co. for KMDL(FM) 97.3 mhz: change ant., TL, ERP. Nov. 7

Northampton, Mass. (BPH-961031IK)—Multi-Market Radio of Northampton for WHMP-FM 99.3 mhz: change ant., TL, ERP. Oct. 31

Kalispell, Mont. (BMPH-96110-8IB)—Bee Broadcasting Inc. for KDBR(FM) 106.3 mhz: change class. Nov. 8

Wayne, Neb. (BPH-961104-IC)—KTCH Inc. for KTCH-FM 104.9 mhz: change class. Nov. 4

York, Neb. (BPH-961105IB)—Prairie States Broadcasting Inc. for KTMX(FM): change class. Nov. 5

Carson City, Nev. (BPH-9611-25IE)—Sapphire Broadcasting Inc. for KTHX-FM: change ant., ERP, TL, class. Dec. 23

Incline Village, Nev. (BPH-961-113IB)—Americom Las Vegas LP for KZAK(FM): change ant., ERP. Nov. 13

Bath, N.Y. (BMP-961113AD)—Pembroke Pines Mass Media NA Corp. for WABH(AM): change ant. Nov. 21

New York (BPCT-961205KF)—ITT-Dow Jones Television for WBIS(TV): change ERP to 5,000 kw visual. Jan. 3

Chateaugay, N.Y. (BMPH-9612-03IA)—Cartier Communications Inc. for WVUL(FM): change ERP, ant. Dec. 26

THIS WEEK

Through Jan. 13—Association of Local Television Stations (formerly INTV) 24th annual convention. New Orleans Convention Center, New Orleans. Contact: Angela Giroux, (202) 887-1970.

Jan. 13-16—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 featuring Rupert Murdoch. 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.

JANUARY

Jan. 21—Diversity in Media '97 Conference, presented by The Harkless Business Planning Group. DePaul University Center, Chicago. Contact: (773) 918-2752.

Jan. 22-24—North American National Broadcasters Convention general meeting. Presidente Intercontinental Hotel, Mexico City. Contact: Jannat Hamid (416) 205-2227.

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. 28—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.

FEBRUARY

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. 5-7—"Pushing the Boundaries," fourth annual American Association of Advertising Agencies media conference and trade show. Hyatt Regency, Atlanta. Contact: International Print & Radio Advertising

Datebook

Competition. Contact: Fran Massa, (212) 850-0731.

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—52nd annual Georgia Radio-TV Institute, sponsored by the Georgia Association of Broadcasters. University of Georgia, Athens, Ga. 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. 14—Deadline for entries for the New York Festivals 1997 International Print & Radio Advertising Competition. Contact: (914) 238-4481.

Feb. 18-20—OFC '97, optical fiber communications conference presented by the Optical Society of America. Dallas Convention Center, Dallas. Contact: (202) 416-1980.

Feb. 19—Cable Positive first annual benefit dinner, honoring Dick Aurelio. New York Hilton, New York City. Contact: Molly Padian, (212) 713-7110.

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

March 1—Deadline for entries for the Society of Cable Telecommunications Engineers 1997 Field Operations Awards Competition. Contact: (610) 363-6888.

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 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—International Teleproduction Society financial institute. Sheraton Crescent Hotel, Phoenix. Contact: (703) 641-8770.

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 12—Radio & Television News Directors Foundation annual banquet and celebration of the First Amendment. Mayflower Hotel, Washington. Contact: Joyce Schreiber, (202) 467-5215.

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 16-20—Electronic Industries Association spring conference. J.W. Marriott Hotel, Washington. Contact: (202) 907-7971.

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 24-27—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

April 3-4—"Cable Television Law 1997: Implementing the 1996 Telecommunications Act," conference presented by Practising Law Institute. San Francisco Hilton & Towers, San Francisco. Contact: (800) 260-4754.

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.

JUNE

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)

BROADCAST TV

Bill Holt, account executive, WKBD(TV) Detroit, named local sales manager.

Appointments at Sullivan Broadcasting of Nashville Inc.: **David Birdsong**, chief engineer, KSMO-TV Kansas City, Mo., joins in same capacity; **Ginny Lovelace** joins as local sales manager.

Paul Brandt, news director, KHNL(TV) Honolulu, joins KXLY-TV Spokane, Wash., as executive news director.



Fanto

Sharon Fanto, local sales manager, WBRC-TV Birmingham, Ala., joins KTBC-TV/KVC(TV) Austin, Tex., as general sales manager.

Appointments at WVSX(TV) Beckley/Bluefield, W.Va.:

Paul Brewer, VP/GM, WFXI(TV) Morehead City, N.C., named GM; **Stan Marinoff**, GM, WFXR-TV Roanoke, Va., named station manager/program director; **Peggy Weaver**, **Donna Hayslett**, **Ken Parent**, **Kimberly Fraley** and **Don Kelly** named account managers; **Sonja Brunke** named business manager; **Charlotte Massie**, traffic assistant, WOAY-TV Oak Hill, W.Va., named traffic manager.

Greg Schaefer, executive VP, CBS Television Sales, New York, joins WCBS-TV there as director, sales.

Appointments at WSAZ-TV Huntington, W.Va.: **Melissa Marsh** joins as broadcast meteorologist; **Jerry Adkins**, marketing



Marsh



Adkins

manager, Mountain State Outfitters, Charleston and Huntington, W.Va., joins as marketing director.

Appointments at WBZ-TV Boston: **Gary LaPierre**, morning news anchor, WBZ(AM) there, adds anchor, *News 4 New England at Noon*, to his responsibilities; **Alisa Becerra**, reporter/fill-in anchor, KSAZ-TV Phoenix, joins as anchor, *Weekend Morning News*; **Beth Germano**, free-lance reporter, named full-time reporter.

Appointments at WECT(TV) Wilmington, N.C.: **Bill Smith**, television director, named news production supervisor; **Chris Varner**, AVID producer/editor, named production coordinator.

Appointments at WFXT(TV) Boston: **Paul Horrigan**, VP, finance and administration, WNYW(TV) New York, joins as VP, finance; **M.P. Kelleher**, VP/sales manager, Petry Television, Boston, joins as local sales manager.

Jeff Reed, account executive, WSBK-TV Boston, named co-local sales manager.

Lela Cocoros, VP, corporate communications, Tele-Communications Inc.,

New Sales appointments at B&C

BROADCASTING & CABLE has added to its sales staff on both coasts. In New York, **Julie DesRoberts** joins the magazine as an account executive from Unapix International, where she was vice president of international sales. In Los Angeles, new account executive **Craig Hitchcock** joins from Americraft Fabrics (before that, Cahners Business Newspapers). DesRoberts may be reached at (212) 337-6953 and Hitchcock at (213) 549-4111.



DesRoberts



Hitchcock

Englewood, Colo., joins NBC Corporate Communications, New York, as VP.

John Mulderrig, LSM, KFOX-TV El Paso, named national sales manager.

Appointments at WWTI(TV) Watertown, N.Y.: **Tom O'Hare**, weekend meteorologist, WOKR(TV) Rochester, N.Y., joins as chief meteorologist; **Mark Nagi** joins as sports director.



Bond

Appointments at WBKP(TV) Calumet, Mich.: **Dallas Bond**, production manager, WGTU(TV)/WGTQ(TV) Traverse City, Mich., joins as station operations manager; **Dianna Reed** joins as office manager; **Cindy Hill**, advertising

account executive, named sales manager; **Rob Hill**, air personality, WSUE(FM) Sault Ste. Marie, Mich., **Eric Page** and **Kenneth Baynard III** join as master control operators.

Appointments at WTOG(TV) St. Petersburg, Fla.: **Jonathan Katz**, promotion manager, named program/promotion director; **Stephen Tolomeo**, sales operation manager, WHDH-TV Boston, joins as traffic manager; **Karen Eisenbrei**, account executive, named local sales manager.

Appointments at WYOU(TV) Scranton, Pa.: **Kathy Cusanelli**, assignment editor, named news director; **Valerie Amsterdam Daniels**, weekend anchor, named main 6 and 11 p.m. anchor; **Kevin Daniels**, weekend anchor/producer, named main 6 and 11 p.m. anchor and managing editor.

PROGRAMING

Appointments at Warner Bros. Domestic Television Distribution, Burbank,



Montoya



Brown

Calif.: **Paul Montoya**, director, media sales, named VP; **Cliff Brown**, account executive, named director, media sales.

Lou Bortone, director, marketing services, Saban Entertainment, Los Angeles, named VP.

Germaine Deagan, manager, international television sales, International Broadcast Network, joins Pilot Productions, London, as head of sales.

Fred Petrosino, VP/national sales manager, Multimedia Entertainment Inc., joins King World Productions, New York, as VP, sales.

Appointments at Universal International Television, Universal City, Calif.:



Nuñez



Garcia-Ramon

Armando Nuñez Jr., president, New World International Television Distribution, joins in same capacity to lead the division in a major expansion including the opening of new offices to focus on Latin American and Asian markets; **Alejandro Garcia-Ramon**, managing director, Iberoamerica, New World, joins as VP, Latin America, based in Miami.



Whitcomb

Laurel Whitcomb, executive director, publicity, Buena Vista Television, Burbank, Calif., named VP.

Craig Anderson, television producer, director and writer, and **Robert Hess**, television

producer and executive, have formed **Anderson/Hess Entertainment Inc.**, Westport, Conn. Anderson will serve as company's creative director, and Hess as its executive producer.

RADIO

Jo Ann Molter, manager, public relations/media, WOIO(TV) Shaker Heights and WUAB(TV) Lorain, both Ohio, joins WMMS(FM) Cleveland as marketing director.

Bob West, operations manager, KSFM(FM) and KMJI(AM), both Sacramento (American Radio Systems stations), Calif., now oversees programming for KQPT(FM) and KXOA(AM) there.

Todd Fisher, director, programming, WRAL(FM) Raleigh, N.C., joins KSTP-FM St. Paul as program director.

Larry Michael, director, sports programming, Westwood One, New York, named VP.

Ronald Tarsi, GM, Smart Integrated Communications Inc., Danbury, Conn., joins Sarks Tarzian Inc., Bloomington, Ind., as GM, WGCL(AM)/WTTS(FM) there.

Appointments at Emmis Broadcasting's WQHT(FM)/WRKS-FM New York: **Julie Soler** and **Pat Harry** named accounts payable manager and credit and collections manager, respectively.



John Welch (l) and Steve Woods, aka 'Welch and Woody'

John Welch and **Steve Woods**, morning drive air personalities, WJHM(FM) Daytona Beach/Orlando, Fla., join KSAN-FM San Francisco as the morning drive team.

CABLE

Chris Coles, senior VP/COO, TCI Internet Services Inc., Englewood, Colo., named senior VP/GM, business sales and marketing division, TCI Cable Management Corp.

Cara Taback, manager, public relations, MSG Network, New York, named director.

Bill Baggitt, news manager, CNN Financial News, New York, named news editor.

Fred Barnes, executive editor, *The Weekly Standard*, joins Fox News Channel, New York, as host, *Fox on Politics*.

Karen Holm, lawyer, Cooper, White & Cooper law firm, San Francisco, joins The Disney Channel, Burbank, Calif., as director, legal affairs.



Tan

Kathy Tan, director, translation and subtitling, Videoland Inc., Taiwan, joins USA Networks International, New York, as marketing manager, Asia.

T. Bahnsen Stanley, VP, business development, The Travel Channel, Atlanta, named GM.

Scott Schneider, senior VP/treasurer, Century Communications Corp., New Canaan, Conn., named CFO.

Jon Swaney, director, public relations, Turner Home Entertainment Domestic Home Video, Atlanta, joins Cartoon Network there in same capacity.

Appointments at Home Box Office, New York: **Rick Kendall**, director, Cinemax marketing, named VP, Cinemax and multichannel marketing; **Dolores Assorgi**, manager, sales administration,

Leading MCA's reversal of fortunes

Jim McNamara has stirred the sleeping giant. In the nine months since the veteran international distribution executive joined Universal Television (then MCA TV), McNamara has spearheaded groundbreaking output and co-production deals for the studio in the fast-growing European TV marketplace.

McNamara was also the driving force behind Universal's acquisition of talk show syndicator Multimedia Entertainment last November. As president of Universal Television Enterprises, he is the only executive at a major studio to oversee both domestic and international syndication.

The role gives McNamara a unique perspective on the pulse of the increasingly global TV business. And his accomplishments have made him an integral part of the turnaround in the studio's sagging TV fortunes over the past year.

Indeed, it was the challenge of returning Universal to its former position as a worldwide leader in the production and distribution field that attracted him to the job.

"I saw a moment of opportunity at the point Universal was in its business cycle last year," McNamara says of the entertainment giant, founded as Music Corporation of America in 1924 by songwriter Jules Styne. MCA Inc. was acquired in 1995 by Canadian beverage giant Seagram Co.

"There was a perception then that MCA was a sleeping giant," he says. "It was pretty battered, image-wise, but the potential was there. There was very little downside risk in joining the company and, from my perspective, unlimited upside potential."

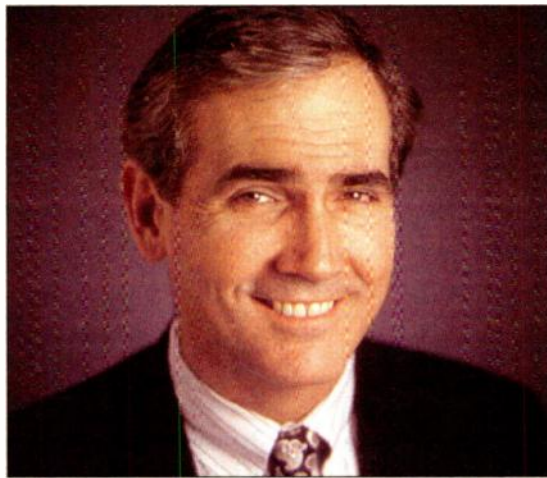
Last summer, McNamara set out to help the studio maximize that potential by striking a \$1.5 billion deal with Germany's RTL Group that calls for the partners to co-finance 25 hour-long dramas during the next decade. That, in turn, helps the studio free up resources to invest in the development of sitcoms—the program form that typically generates the biggest windfall in syndication.

He also negotiated a deal with Germany's Kirch Group that will result in Universal-branded entertainment channels on Kirch's new digital satellite TV platform.

Even Universal's competitors have noted that the studio has mounted a major international presence in a surprisingly short period of time. Most of the credit goes to McNamara's long history of selling programming all around the world.

McNamara made the American soap operas *Santa Barbara* and *The Bold and the Beautiful* household words in dozens of countries during his 10-year stint with New World Entertainment.

McNamara launched New World's international distribution arm when he joined the company as president, New World International, in 1984. By the time



"Even after nine months, I still get a kick seeing stars walking around the back lot."

James Marvin McNamara

President, Universal Television Enterprises, Los Angeles b. March 4, 1954, Canal Zone, Panama; BA, political science, Rollins College, Winter Park, Fla., 1976; MBA, American Graduate School of International Management, Glendale, Ariz., 1977; manager, international, International Management Group, 1977-78, New York; director, Latin American operations, IMG, 1979-80, Rio de Janeiro; Vice president, international sales, Trans World International, 1981-1982, New York vice president, international sales, Enter-Tel, Inc., 1982-84, New York; president, New World International, 1984-91, New York and Los Angeles; president, chief executive officer, New World Entertainment, 1991-95, New York and Los Angeles; current position since April 1996; m. Lana Vayslep, 1977; children: Elizabeth, 16; Christine, 15; James, 2.

serve him well as Universal expands its presence in Latin America's burgeoning TV market.

Before joining Universal, McNamara spent his entire career with independent companies, and he admits to being a little star-struck when strolling around the studio lot in Universal City.

"Even after nine months, I still get a kick seeing stars walking around the back lot," he says. "It always reminds me that there's no doubt about it—this is show business." —CL

HBO Home Video, named director, operations and sales administration.



Mark Kozaki, senior manager, program production and planning, Discovery Channel, Bethesda, Md., named director, operations, Animal Planet there.

Jack Carey, director, production and broadcast services, HBO Communications Center, Hauppauge, N.Y., joins E! Entertainment Television, Los Angeles, as VP, operations.

Neil Schwartz, area advertising sales manager, Comcast Cable, West Palm Beach, Fla., joins Jones Communications, Washington, as general ad sales manager.

Stuart Benson, VP, Showtime Satellite

Networks Finance, New York, named VP, financial operations and affiliate audit there.

DEATHS



Chernoff in 1983

Howard Chernoff, 88, media executive, died Oct. 29, 1996, of congestive heart failure in his San Diego home. Chernoff was GM of the former *San Diego Daily Journal* and KFMB-AM-FM-TV San Diego during the '50s. While at KFMB he developed a weekly television series, *Zoorama*, that was filmed at the San Diego Zoo and syndicated around the country. Also at KFMB-TV, he launched daily programs that provided credit toward college degrees and spots show-

ing area physicians and their specialties. In 1969 Chernoff became a trustee emeritus of the San Diego Zoo, which led to ambassador-like posts with the state department and volunteer diplomatic work. Raised in Cleveland, Ohio, Chernoff began his media career in the late '20s as a reporter and advertising manager at various Ohio newspapers. Within a few years he became part-owner of a chain of radio stations in West Virginia. During World War II he went to Europe as a correspondent for the stations. He is survived by his son, Ted, and two nieces.

Kenneth Coyte, 64, chairman of the board and CEO, Worldwide Television News, died Jan. 6 in London. Coyte joined United Press Movietone Television (UPMT) in 1955 shortly after the organization was formed. Worldwide Television News eventually evolved from UPMT. Initially Coyte worked as a

television reporter in New York, then moved to Paris as manager, international coverage. After a period in the UK as regional manager responsible for UPI, Coyte returned to television news in 1968 as VP, international operations. From there he rose to chairman/CEO. Coyte is survived by six children.

Vince Williams, 39, actor, died Jan. 6 of cancer in Englewood, N.J. Williams played Hampton Speakes on the daytime series *Guiding Light* from 1989 to 1996. Recently he had a recurring role on *Another World* as Dustin Carter. Other credits include *Loving*, *As the World Turns* and *Gideon Oliver*, a television movie with Louis Gossett Jr. Williams is survived by his wife, Kathryn; two sons, and his parents.

—Compiled by Denise Smith
e-mail: d.smith@b&c.cahners.com

You know you've lost Wall Street's Mr. Popularity contest when your company's stock price jumps on rumors you might be leaving.

Time Warner shares last week shot up to nearly \$40 from \$37.75 on the latest scuttlebutt that chairman Gerald Levin was headed out. The bump was short-lived, however, as shares (NYSE-TWX) closed down .125 cents at 37.625 the same day. Time Warner insiders, institutional investors and others have stressed that Levin is staying—at least for now. The consensus is that Levin has made many right moves in improving TW's performance and lowering the company's debt. The next hurdle, perhaps the most crucial one, is resolving the awkward partnership with US West Media Group. Levin has until the end of the second quarter to do that.

Cox Communications Inc. and US West Media Group (UMG) have completed a trade of cable systems encompassing some 97,000 subs. The swap means that Cox will get about 48,000 of UMG's Continental Cablevision subs in James City and York County, both Virginia, and Pawtucket, R.I. Continental, the domestic cable business of UMG, will get about 48,000 Cox customers in western Massachusetts and Weymouth, Mass. Financial terms of the swap, announced in April 1996, were not disclosed.

Basic cable networks notched their third consecutive record year of prime time audience growth in 1996, reaching 1.66 million additional U.S. households for a total 17.693 million households, according to the Cable Advertising

Management changes at Westwood One

Westwood One Inc. has reorganized top-level management of its sales teams formerly divided between the company's entertainment and radio network divisions.

Westwood One President Mel Karmazin announced last week that Sam Benrubi, former executive vice president of sales overseeing the entertainment division, will add the company's radio network division sales to his duties. Those were formerly handled by Rod Calarco, who oversaw inventory sales of the radio networks. Calarco will become one of Westwood's three New York executive sales managers.

The change is not expected to affect daily sales efforts by Westwood One account executives, who will continue to sell separate commercial inventory in Westwood One entertainment and network programming, one company official said. —DP

Bureau. The CAB's analysis of Nielsen Media Research numbers showed prime time basic cable with a rating/share of 18.4/31.7. The top four broadcast networks (NBC, ABC, CBS and Fox) still hold a nearly 2-1 lead in the prime time race with a combined rating/share of 35.9/61.9, although that lead is eroding. CAB says broadcast network household delivery in prime time dropped 1.12 million to 34.54 million in 1996 from 35.66 million in 1995.

News Corp. relaunches iGuide as TV Guide Entertainment Network this week, featuring four entertainment channels comprising television, movies, music and sports. TGEN now carries local TV program listings from all 132 editions of *TV Guide* and has created an area dubbed Soap Dish, focusing on soap opera news. PC users can create personalized listings to keep track of specific types of programming.

American Cybercast, the fledgling cyber-serial producer, may be in imminent danger of ceasing all operations. A spokesperson for the Marina Del Rey, Calif.,

company confirmed last week that employees had been told American Cybercast would shut down by the end of the month if it failed to find an investor or buyer. At deadline Friday, American Cybercast executives were scrambling to find financial support and were unavailable for comment.

Suburban Cable, a subsidiary of Lenfest Communications, said it has completed the \$84.5 million purchase of Jones Intercable's Turnersville, N.J., system with 37,000 subs throughout New Jersey. The purchase price represents an average of \$2,284 per sub. Suburban said the acquisition is part of a strategy to link systems it owns in New Jersey, Pennsylvania and Delaware. Suburban is spending \$300 million to install fiber-optics in its three-state network, which encompasses about 925,000 customers.

The Media Institute gave the executive and legislative branches low marks for protecting free speech in a new report. The FCC's kids TV rule President Clinton's executive order

setting limits on data encryption, and the FDA's restrictions on tobacco advertising all contributed to the executive branch's "D+" rating. The legislative branch's "D" rating, meanwhile, is due to the Communications Decency Act, which would censor Internet speech; the V-chip and "voluntary" industry TV rating system; a scrambling requirement for adult channels, and myriad proposals (not enacted) to restrict advertising of selected products. The courts got a grade of "B-".

As expected, **Warner Bros. Online and Telepictures Distribution last week unveiled plans for an ambitious online programming venture** modeled after the traditional network/affiliate relationship. Warner Bros. Online's CityWeb will augment local broadcasters' Web sites with nationally advertiser-supported original programming, news and a wide range of other information. Warner Bros. Online intends to sign exclusive deals for CityWeb with a single station in each market on a barter basis, with stations giving Warner Bros. two-and-a-half minutes of barter time (one 30-second spot Monday-Friday) per week in their early fringe newscasts. Warner Bros. Online has teamed with Netscape to develop customized browser and search engine for CityWeb.

American Movie Classics will spend \$9 million on its new consumer ad campaign, "As Close As You Can Get." The campaign will try to build AMC's viewer audience and raise brand awareness among 35-49-year-olds for the network's regular Saturday Classics movie block, which airs Saturdays at 5 p.m.

Radio sales hits up last week

The ownership ranks in some top radio markets will change with several sales announced last week. In Philadelphia (Arbitron's market five), Beasley Broadcast Group is buying WWDB-FM, which is tied for sixth overall in Arbitron's summer 1996 book. Beasley already owns WTEL(AM)-WXTU(FM) there, but sold WDAS-AM-FM in September 1996. No price was released, but seller Mercury Radio Communications paid at least \$48 million for the station in October 1995.

Meanwhile, in Milwaukee (market 28), Clear Channel Communications said it intends to add WOKY(AM)-WMIL-FM Waukesha/Milwaukee to its WKKV(FM) Racine/Milwaukee. Clear Channel will pay \$40 million cash to Chancellor Broadcasting for the stations, which are ranked fifth and second, respectively. Chancellor has no other stations in the city.

In Louisville, Ky., and nearby Lexington, Jacor Communications Inc. continues to build a local powerhouse. Last week it paid \$10.5 million to James E. Champlin for WLRS-FM Louisville and nearby WLOC(AM)-WMCC-FM Munfordville, and for WLKT-FM Fayette/Lexington. In Louisville, Jacor has made deals to buy WSFR(FM) Corydon, Ind./Louisville, WVEZ(FM), WDJX-FM, WFIA-AM and WHKW-AM Louisville and the intellectual rights to WHKW-FM Louisville. With WLRS-FM, Jacor would own four of the market's top 10 stations. In Lexington, about 80 miles away, Jacor already owns or is buying five of the top 10 stations, according to Arbitron's spring 1996 book. WLKT-FM is tied for 16th out of 17 shares in the market. Jacor CEO Randy Michaels has declined comment on his plans for the Lexington/Louisville area. —EAR

Who's on deck for the Dodgers?

Now that the Los Angeles Dodgers, owned by the O'Malley family since the 1950s, are for sale, the list of potential buyers with an estimated \$300 million to invest is turning into a who's who of media conglomerates.

Likely candidates in published reports include ITT, Viacom, Sony Corp., Rupert Murdoch's Fox Television and Seagram's MCA Corp. Other prospective bidders: former O.J. Simpson attorney Robert Shapiro; Robert Daley, co-chairman of Time Warner's music and film groups; former MLB commissioner Peter Ueberroth, and Los Angeles Lakers owner Jerry Buss.

One media giant not likely to be in the bidding: Walt Disney Co., which last year purchased 25% of the Anaheim Angels. —JM

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Incorporating The Fifth Estate TELEVISION Broadcasting

COMMITTED TO THE FIRST AMENDMENT AND THE FIFTH ESTATE

In with the new

Among the subjects catching the attention of our editors this week is the future of the NATPE convention, that annual phenomenon that dominates the programming industry's attention. It is clear that new forces are at work in that marketplace—consolidation, new economies of scale—and that change is under way, as it should be.

There has been talk recently about what, if anything, to do about the convention. As the party/booth space one-upmanship has driven costs skyward and shows have begun to be locked up in group deals long before the convention, there has even been talk of doing away with NATPE entirely. We think that would be a shame. Must NATPE change? Of course. It has changed and continues to do so. As NATPE President Bruce Johansen put it: "Every time syndication takes on a different life, NATPE does too." But more on that in a minute.

First, however, we put in our own request that every effort be made to avoid scheduling the convention so close to the Christmas/Kwanzaa/Hanukkah/New Year holidays. From a station/distributor standpoint, the problem with such scheduling is summed up by Greg Nathanson in this week's cover story: "A lot of stations don't get their [November ratings] books until mid-December; then you've got the Christmas holiday, the New Year's holiday and—boom—here's NATPE. This year, some people have had about five working days to decide about what is working on their schedule."

We couldn't have put it better ourselves. And, frankly, trying to cover the road to NATPE is like running down Riverwalk being pursued by a rogue freighter. You look over your shoulder and "boom, here's NATPE."

NATPE always has been a movable feast, and a volatile one. There has always been a tussle between the station executives, whose association it is, and the syndicators, who are its core. The buyers versus the sellers. One or another of the influences on either side has always been in semi—and vocal—revolt. Each usually with legitimate points.

As 1998 NATPE Chairman Greg Meidel points out in this issue, "No one is going to NATPE with a major show, announcing it and launching it. On occasion there's an exception to the rule, but the majority of the time the big shows just don't do that." Still, stations, especially in smaller markets, have gaps to fill and shopping lists in their jacket pockets as they wend their *ichotchke*-laden way among the booths. As all good salespeople know, pressing the flesh is vital, even if sometimes is not easily translated to the bottom line.

And syndication is clearly taking on a different life. As Meidel again points out, more advertisers are attending for the one-stop-shopping ease of having the agency and the station in the same place at the same time, there are more software companies, more hardware companies, more cable networks and, perhaps most important, more international buyers. Again Meidel on the subject: "We don't invest in our display, our exhibit space, all the

marketing and promotion, with just the domestic marketplace in mind.... Our international clients have actually asked us: 'Can we have another day of screening? We fly all the way over there. It's very important to us. We'd like to be there an extra day.'"

Scale back the parties (although we remember the hue and cry the last time they tried to crack down on the giant shrimp and colorfully costumed characters); cut back on the booth space; take on a new life. But keep making us run to keep up with you, and before you know it: boom—NATPE 1998.

New Year's resolution

Now that the glasses of champagne—or sparkling cider—have been lifted to the New Year, it's time to start keeping those resolutions. Chief among those should be a resolve on the industry's part to program with an eye toward the most vulnerable in our society. That doesn't mean straining and processing shows to the level of video baby food, but it does mean applying appropriate editorial judgments. The question television programmers and editors should ask themselves is not "What can I get away with?" but "What would I like to be remembered for?"

But it is not a one-way street, either. For the parent/viewer there must be an equal resolve to keep television in its proper perspective. As a medium of news, entertainment and education it is second to none. It was not designed to be a day-care provider.

As the current administrator of Boys Town said recently, no rating in the upper left-hand corner of the screen can substitute for the guidance of a parent.

Changing hands over hands

Those of you who haven't kept up with the running totals on our weekly Changing Hands reporting may be surprised to learn that last year's total of radio and TV trading hit an all-time record of \$25.36 billion. That is about \$17 billion ahead of the previous year's \$8.32 billion, or a gain of 204%.

If you think that's yesterday's news, look at this week's year-to-date total for 1997: \$419,512,319 versus last year's \$47,309,010 at the comparable time. That's up over \$372 million. Just in case you thought consolidation was a thing of the past.

One more statistic to think about. The number of sales transactions last year was up only 31% (from 849 to 1,115), but the average dollar figure per transaction was up almost 124% (\$9.8 million to a little over \$22 million). Somebody's getting in deep.

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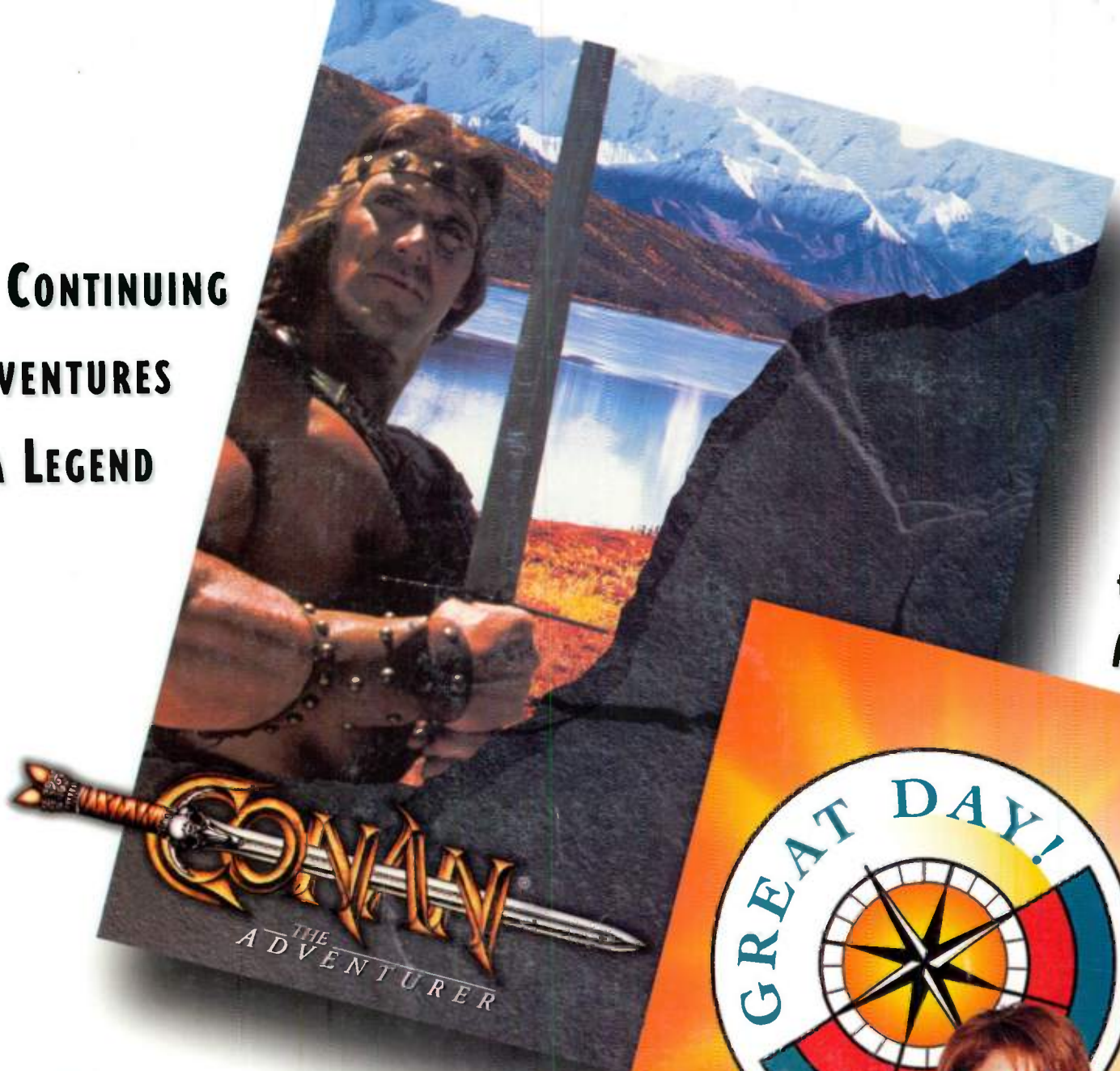
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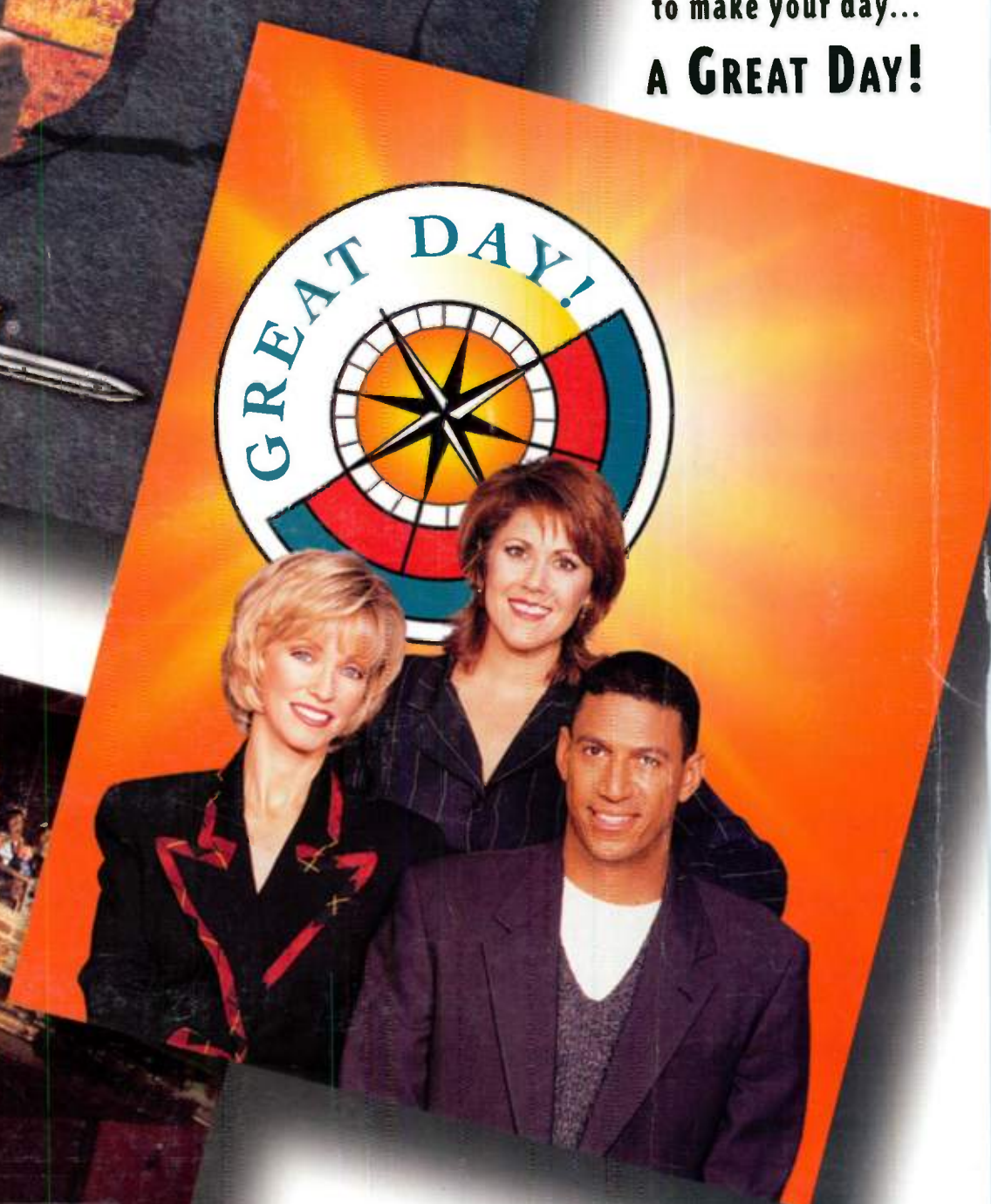
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morning talk sure
to make your day...
A GREAT DAY!



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SEDUCTIVE TELEVISION



{ ENTERTAINMENT TONIGHT }



We are fascinated by fame.

Tantalized by glamour.

We want to know

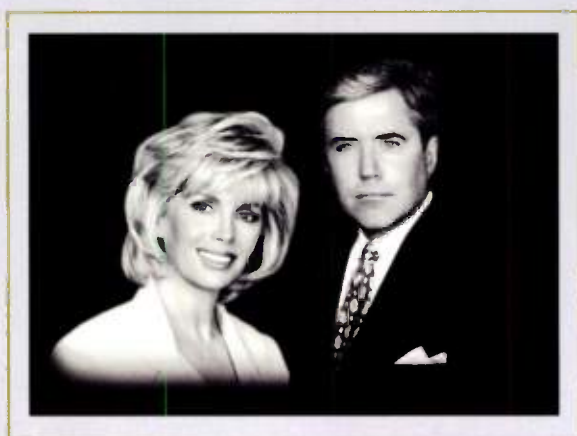
the stories behind the names.

We want to be spellbound.





{ HARD COPY }



We are seduced by secrets.

Lured by mystery.

We trust our hearts.

Our feelings.

We believe our eyes.

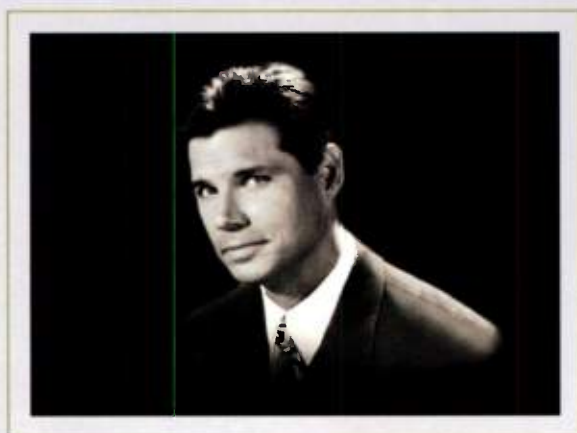


97

World Radio History



{ REAL TV }



The camera is a sorcerer.

We are captivated

by its clarity.

We are attracted to the

blink of its eye.





{ MAURY POVICH }



We are charmed by sincerity.

Touched by simple kindness.

We can't help it.

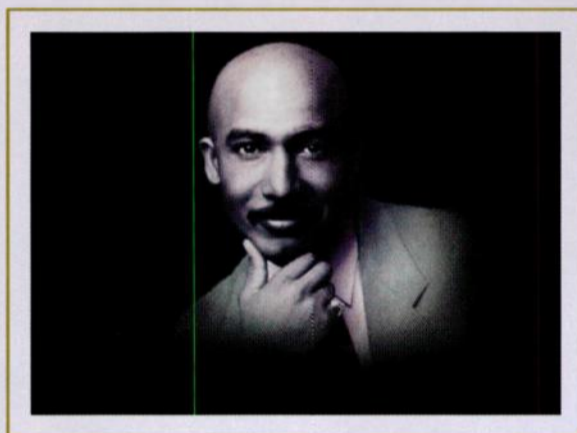
We are drawn to warmth.

Bewitched by a smile.





{ MONTEL WILLIAMS }



*We respond to strength.
We find honesty irresistible.
Words don't move us.
Actions do.
We like the real deal.*





{ STAR TREK DS9 }



*The future calls us.
We long to be otherworldly.
To know the unknowable.
To imagine
the unimaginable.*





{ VIPER }



The mind has no speed limit.

Our fantasies

have wheels,

not wings.

We still believe in heroes.





{ WILD THINGS }



*Magnificent.
A creature stirs our blood.
So pure.
So perfect.
And suddenly, so close.*





{ FRASIER }



*We are helpless.
Seduced by pleasure.
Laughing like children,
so hard
we can't stop.*





CLASSICS



The past is a sly tempter.
Remembered laughter
is never lost.
Only waiting
for our return.



CHANGE

is
good.



When we look to the future

to what's possible,

we welcome change.

There's a new spirit of excitement at the

Universal Television Group

that's taking shape.

And the change is good.

Every turn of the globe

brings opportunity.

And with these opportunities

we renew our commitment

to become the ultimate

global entertainment resource.



The Burning Zone



Feds



Law & Order



Sliders



Something So Right

Available from
Universal International Television

is
good.



Now in her second season, Xena proves in a big way that she's here to stay. With extraordinary ratings growth, *Xena: Warrior Princess* joins Hercules for the perfect one-two punch in the battle for action hour supremacy. And talk about role models, Xena's awesome power continues to attract a huge following. And that's no myth.

XENA™

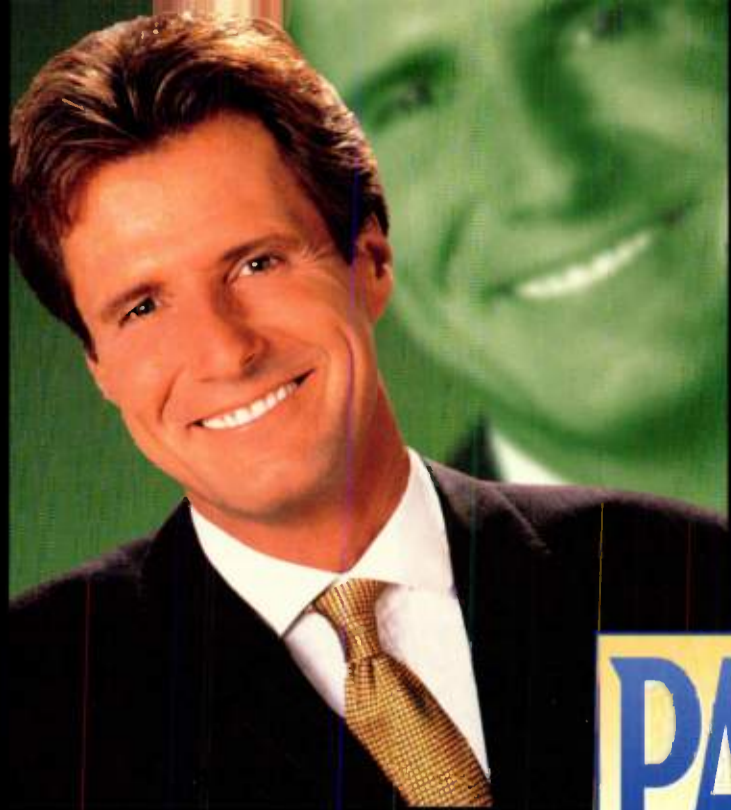
WARRIOR PRINCESS

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THE LEGENDARY JOURNEYS

Hercules has muscled his way through the crowd to become the top action hour with adults, teens and kids. Now three seasons out, he's already changed the face of the genre. And with his loyal audience and incredible momentum, *Hercules: The Legendary Journeys* is more than a bona fide hit. It's a legend in its own time.





He's putting a fresh and friendly new face on celebrity talk television. Set aside issues and get ready to laugh as *Pat Bullard* serves up the best of classic late night style with a distinctive daytime twist. His stand-out brand of stand-up humor isn't just redefining talk. It's capturing key markets - and redefining time periods.



Crook & Chase



In this age of overnight sensations, the brightest talent still rises up from the ranks. With explosive time period growth in local markets throughout the country, *Crook & Chase* bring out the warm good spirits and easy attitude that speak to America. Now they're going national, making the move from their Nashville home to the heart of Hollywood - and bringing with them a charm viewers can't help but catch.

Talk about talk's best kept secret!
More than a proven success,
Sally Jessy Raphael posts bigger
year-to-year growth than any other
talk show. She also continues to
dominate time periods, build off lead-
ins and beat the competition head to
head. Trendy newcomers may come
and go, but only Sally stays the day.




Sally[®]



JERRY
Springer
show[™]

Call him a man for all time periods. Whether you're talking daytime, early fringe or late night, Jerry draws the winning numbers. With relaxed good humor and his own distinct brand of off-the-wall fun, *The Jerry Springer Show* also stands out as the #1 issue-oriented talk show in delivering the biggest increases out of its lead-in. Nobody talks the talk quite like Jerry.



One of the greatest television franchises of all time comes alive once again in a high-tech series filled with full-throttle action and major attitude. *Team Knight Rider* - TKR - is high-octane television that will jump into the lead right off the line. It's no wonder more than half the country has already signed on for the ride.



NEW YORK UNDERCOVER

With the toughest and coolest detectives on television, *New York Undercover* is the heat to beat. Performing against the strongest network lineup three years in a row, *New York Undercover* has scored a major success for FOX. And its audience keeps on growing. So cop some attitude - and some major results: Go *Undercover*.



We know
THE WORLD
is
watching.



World Radio History